

New Mobility as a Service Steering Committee and Technical Working Group Are Underway!

Over the last 10 years, converging market forces, social trends, and advancements in technology have started to reshape the way we understand, experience, plan for, and provide transportation. One manifestation of the changing transportation landscape is Mobility as a Service (MaaS). It represents a model in which mobility solutions are not owned by consumers, but instead used as on-demand services provided by a business and accessible based on individuals' situational travel needs.

Through integrated digital platforms, consumers can access a range of mobility service offerings (e.g., public transit, ride hailing, car sharing, bike share, e-bicycling, and e-scooters), information for efficient travel planning, and a single payment system. The MaaS concept has multiple possibilities for practical implementation. And, it is anticipated that cities and other jurisdictions will create localized MaaS solutions and policies that work with the transportation assets and private-sector partners available.

In December 2018, ITE launched MaaS as an Institute Initiative to ensure that its members are informed and knowledgeable about the changing mobility landscape. The MaaS initiative may include materials and discussions on MaaS, Mobility on Demand (MoD), and other new mobility options as they emerge—likely covering some of each but not all of either. The ITE initiative embraces the range of possibilities for MaaS implementation, from new business models for on-demand mobility services to sophisticated third-party brokering of various transport modes through online subscription services. With the right information and tools, ITE members can be active participants in engineering, planning, and policy discussions about MaaS and other new mobility topics.

The MaaS initiative will be driven by two distinct groups—a Steering Committee and a Technical Working Group—much like other Institute Initiatives. The Steering Committee is charged with providing high-level direction as to ITE goals regarding

MaaS and developing an action plan for activities and products. It is comprised of 20 individuals from public agencies, private organizations, and universities with experience and insights on mobility. The Steering Committee has been holding monthly conference calls since March focused on discussing and brainstorming the range of possibilities of action, given the early stage and uncertainty of MaaS implementation in the United States. The Steering Committee has surfaced strategic questions: How does MaaS fit into ITE's organization? What pieces of MaaS are relevant and which are not to ITE members and transportation professionals? What information and tools are needed for members to better respond to emerging mobility opportunities and challenges? What potential activities is ITE best suited to lead? Which activities lend themselves to partnering with other organizations?

Later in 2019, the Technical Working Group will begin to develop and implement resources for use by ITE members. **itej**

ITE has created an ITE Community page for members to subscribe and discuss Mobility as a Service (MaaS). Subscribe to the NEW MaaS ITE Community today! <http://bit.ly/2vX1vFJMaasComm>.



GoodStudio/Shutterstock

CONTACT

Johanna Zmud, j-zmud@tti.tamu.edu