MOBILITY AS A SERVICE

A NEW ITE INITIATIVE
Agenda

• What is Mobility as a Service?
• How does MaaS fit into ITE’s organization?
• What is ITE already doing about MaaS?
• What are others in ITE saying?
• What else should ITE be doing about MaaS? (discussion)
• Q&A dialogue with audience
• Next steps and wrap-up
What is Mobility as a Service (MaaS)?

“MaaS describes a shift away from personally-owned modes of transportation and towards mobility solutions that are consumed as a service. This is enabled by combining transportation services from public and private transportation providers through a unified gateway that creates and manages the trip, which users can pay for with a single account. Users can pay per trip or a monthly fee for a limited distance. The key concept behind MaaS is to offer travelers mobility solutions based on their travel needs.”

- The definitive source on transportation: Wikipedia
What is MaaS?

**MaaS is related to Shared Mobility:**

“Shared mobility—the shared use of a vehicle, bicycle, or other mode—is an innovative transportation strategy that enables users to gain short-term access to transportation modes on an as-needed basis. The term **shared mobility** includes various forms of carsharing, bikesharing, ridesharing (carpooling and vanpooling), and on-demand ride services. It can also include alternative transit services, such as paratransit, shuttles, and private transit services (called microtransit), which can supplement fixed-route bus and rail services.

- Federal Highway Administration
What is MaaS?

Key themes:

• Service model rather than ownership model
• Shared vehicles as opposed to individual ownership
• Payment only for what you use
• Many modes, and others are still emerging
  • Carsharing
  • Bikesharing
  • Ridesharing
  • Microtransit
  • On-demand ride services
  • E-scooters
Where we are seeing MaaS?

• Trip planner tools (e.g., TNCs, TriMet)
• Integrated Payment Systems (e.g., City of Dayton, OH RFI)
How Does MaaS Fit Into ITE’s Organization?

MaaS cuts across several technical councils:
- Complete Streets
- Transportation Planning
- Transportation Safety
- Traffic Engineering
- TSMO

A new MaaS Steering Committee is defining a path forward
What Is ITE Already Doing About MaaS?

Curbside Management Practitioners Guide

- Published by the Complete Streets Council in 2018
- Guidance on emerging practices for curb space allocation policy and implementation
- Framework and toolbox for analyzing and optimizing curb space in a time of change

Free download from the ITE website
As MaaS proliferates, what are the impacts to...transportation planning?

- Land use and circulation plans
- Development requirements
- Trip generation, parking generation, mode split
- Travel time savings (or not) and costs
- Environmental impacts
- Social impacts/transportation equity
- Health and transportation
- Re-purposing old infrastructure
As MaaS proliferates, what are the impacts to...governance and public/private interaction?

- Data use, ownership, commoditization, privacy, and availability to harvest information
- Rulemaking:
  - Uniform code as opposed to a local "shotgun" approach
  - Getting ahead of ad hoc implementation
- Regulations and design standards
- Systems that agencies own, systems that could be leveraged
- Right-of-way infrastructure funding – maintenance, operations, design/construction
As MaaS proliferates, what are the impacts to...safety?

- Performance-based decisions and safe systems
- Interactions with people walking and biking
- Safety records of TNCs, e-scooters, and other “new” modes
  - Data capture
  - Transparency to public
- Liability and how risks are assigned
As MaaS proliferates, what are the impacts to...other issues?

- Curbspace management
  - Space layout to get in and out of vehicles at the curb
  - Dynamic use of curb space
- Academic curriculum and cross-disciplinary needs
- Role of the public-sector engineer vs the private consultant vs private entrepreneur
- MaaS as part of a holistic connected, automated, electric vehicle continuum
WHAT ELSE SHOULD ITE BE DOING ABOUT MAAS?

(DISCUSSION)
Some Questions to Consider

• What does MaaS mean to you?
• In this broad field, how can ITE be relevant, connected, be recognized, and add value?
• How does MaaS affect the broader industry of transportation?
• What type of expertise will the public at large expect from an ITE member regarding MaaS?
• What opportunities do we have for new partnerships and collaborations around MaaS?
Thank you for participating!

[put contact information here]