

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

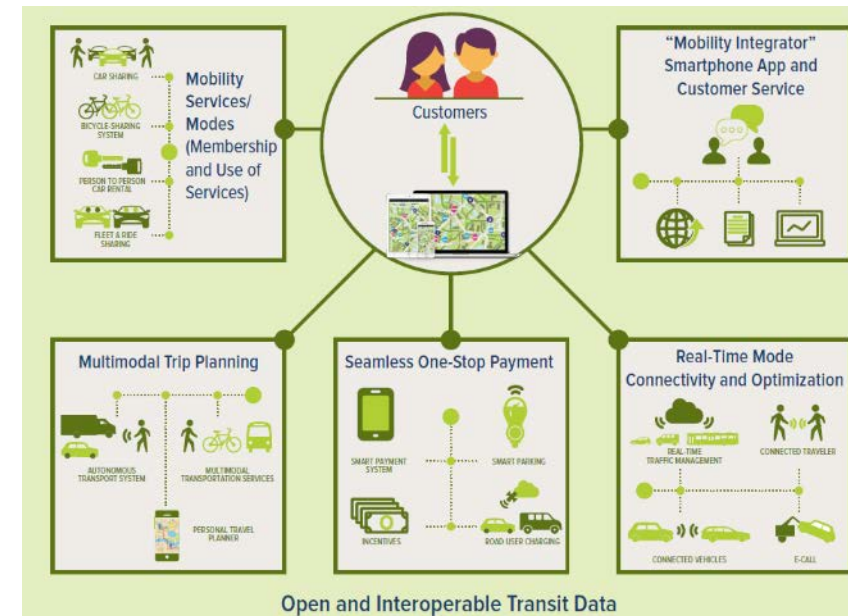
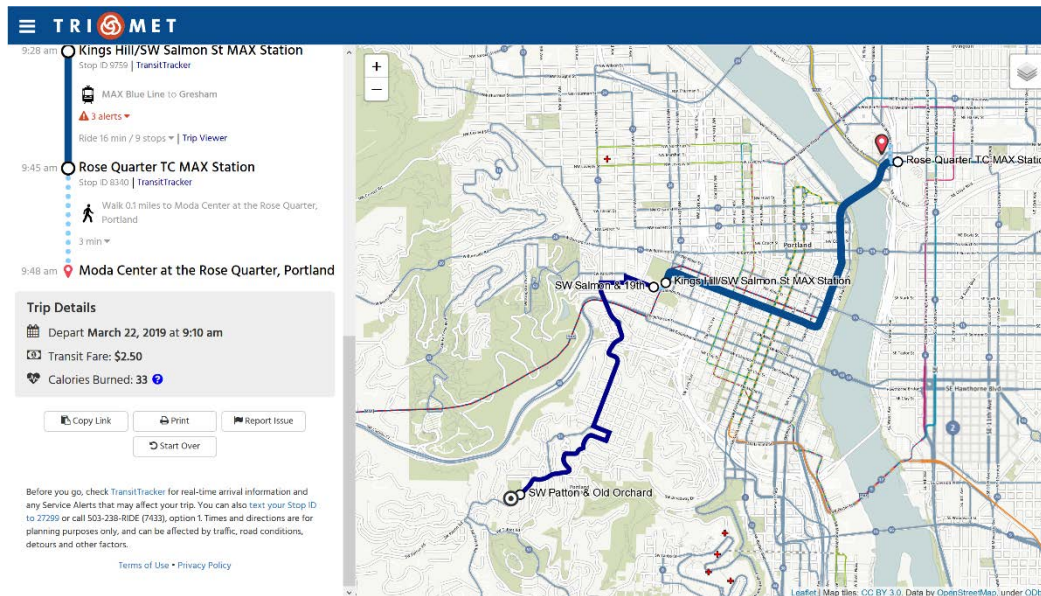
What is MaaS?

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

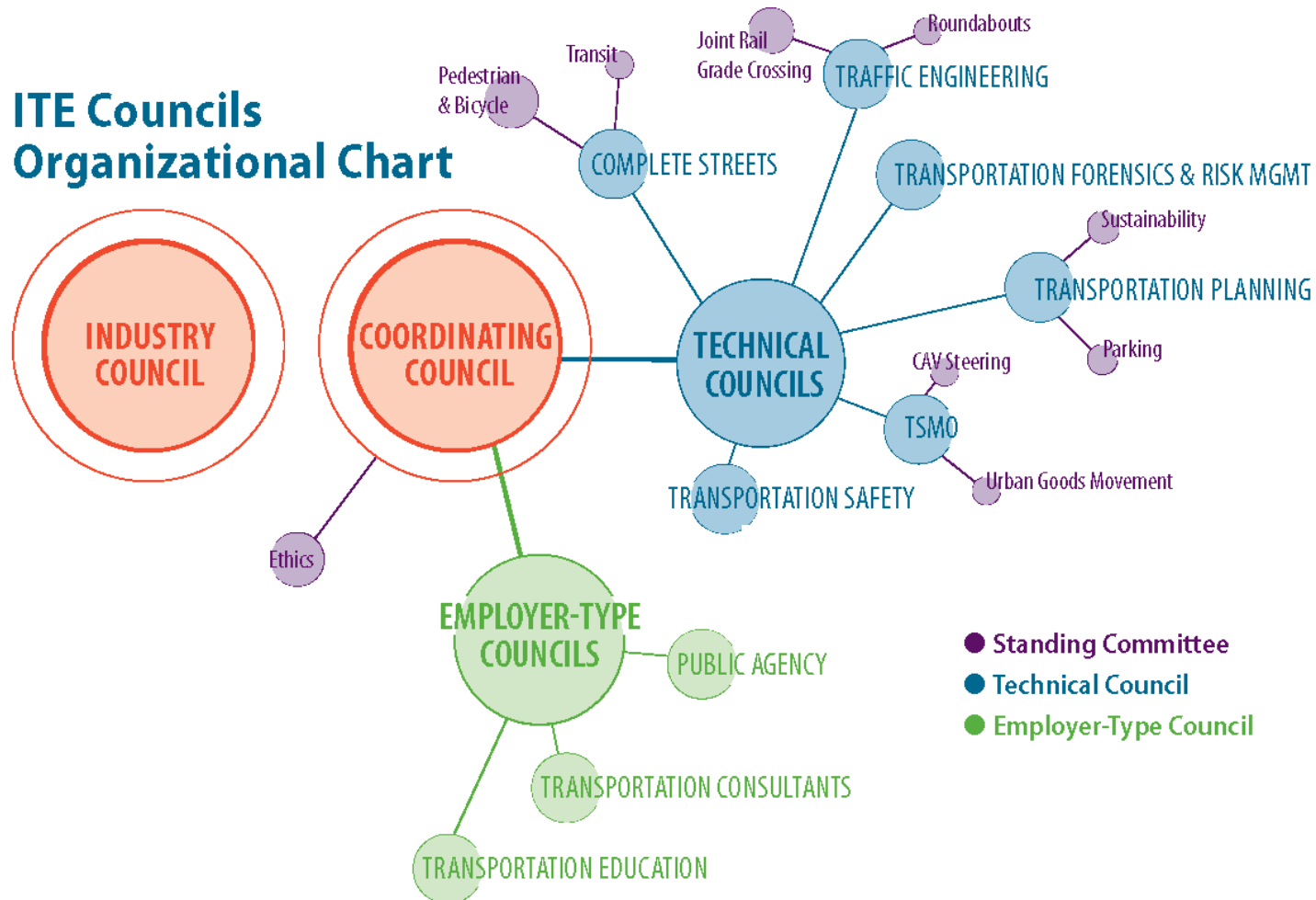
Where we are seeing MaaS?

- 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?

ITE Councils Organizational Chart



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]