

## **Mobility as a Service as Part of a Smart Community**

In recent years, the way in which individuals view personal mobility has begun to change. Rather than choosing the traditional path of personal vehicle ownership, they are looking at other mobility solutions that they can consume as a service. This shift in personal mobility, known as mobility as a service (MaaS), focuses on offering individuals mobility solutions based on their particular needs in terms of when, where, and how they desire to travel.

MaaS is feasible because of the emergence of new mobility services offered by public and private transportation providers and the advent of technology that enables travelers to access those services through a unified gateway. Through this gateway, travelers can manage their trips and trip payment options with a single account. While shared mobility (e.g., ridehailing, ridesharing, carsharing, bikesharing, and e-scooters) is the foundation of MaaS, MaaS can also enable access to traditional transportation services such as public transit and taxis. The MaaS concept has multiple possibilities for practical implementation. And, it is anticipated that cities and other jurisdictions will create localized MaaS solutions that work with the transportation assets and private-sector partners available.

### **A Few Examples**

- **The Transit App:** The Transit App is one of a rapidly growing number of digital travel information aggregators. It is a mobile phone app that integrates all possible shared modes of transportation and provides information about them to users on a real-time basis to enable travelers to choose the modes that best serve their mobility needs for those particular trips. The options include transit, ridehailing, bikeshare, car share, e-scooters, and more. The options can be visualized and compared on one screen. It is currently available in 103 cities in the United States, as well as 10 other countries worldwide (<https://transitapp.com/>).
- **GoMonrovia.** The small city of Monrovia in Los Angeles County created its own MaaS plan called GoMonrovia, replacing its local public transit dial-a-ride service with subsidized Lime bikes and Lyft rides; long-distance travelers are expected to transfer to L.A. Metro or Foothill Transit. As long as the ride is standard (not one of the upgraded vehicles) and begins and ends within certain geographic parameters, the ride costs 50 cents. The city will then subsidize the remaining cost. This allows residents a cheap alternative mode of transportation within the city.

### **How ITE Can Help**

With the increasing adoption of MaaS, the transportation community faces some unanswered questions. How does MaaS affect the broader industry of transportation? What happens to governance and public/private interaction? How does MaaS impact safety? 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 collaboration around MaaS? In this broad field, how can ITE be relevant, connected, recognized, and add valued? The recently formed ITE MaaS Steering Committee is focusing on answering these questions, developing resources for our members, and charting a path forward for ITE in this space. If you have questions or would like more information on the ITE MaaS initiative, please contact Siva Narla, [snarla@ite.org](mailto:snarla@ite.org), Sarah Abel, [sabel@ite.org](mailto:sabel@ite.org), at ITE Headquarters. If you have questions or would like more information on the ITE Smart Communities initiative, please contact the ITE Smart Communities Task Force (SCoTF) at [smartcommunities@ite.org](mailto:smartcommunities@ite.org).