

Integrated Mobility and Public Transportation

VTA 2015 Annual Conference

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Rapidly Changing World of Mobility

- ▶ There are many options that fall in between private vehicles and public transportation
- ▶ These options are changing the way communities and regions think about mobility
- ▶ The trend presents an opportunity to rethink how we do business from concentrating on systems to focusing on customers, where choices can play a key role

From a Global Perspective, Public Transportation is Engaging in New Thinking

- ▶ UITP- The International Association of Public Transport has been engaged in discussions over the last several years
 - ▶ Share information from two efforts
 - ▶ Smile Project: Integrating Multi-Modal Mobility into a Future Public Transport Bouquet
 - ▶ Helsinki City Planning Department: Rethinking Urban Mobility- Public Governance as a promotor

Mobility Trends | 6 Hot Topics

Actual initiatives, economic shift, product placements and analysis identify
6 main social and economic driving forces:

- **Multimodal** mobility behaviour is **key trend in mobility**

- 1 • **Classic Public Transport as Backbone** of multimodal lifestyle is **more in customer focus than ever**
 - **PT** actors to take over a **proactive** role as **facilitator/ designer** of cities' mobility future?

- Number of **new players** in the **mobility landscape** is **exploding**

- 2 • New players from **IT driven business**: Google, SAP, IBM,
- **automotive industry**: Daimler, BMW, VW-Porsche, PSA...
- **energy industry**: e-mobility-provider, mobility house, ...
- **web 2.0**: flinc, matchrider, checkrobin, ...

- **Partnering & Cooperation** dominating mobility sector

- 3 • **Future Mobility** is **much more than a carrier only topic** → it targets **numerous** different **industry sectors** and therefore according cooperations between all parties

New Actor:

MultiModality → Integrator / Aggregator

ETSI: “Mobility integrators to offer various types of **mobility solutions** to **complement** commuters **inter-modal** and citizens **multi-modal** travel choice.”

Public transport modes still being the **backbone**.

Future Mobility is not just about vehicles,...

...it is a **convergence** of **different industry sectors** that is **interacting seamlessly**.



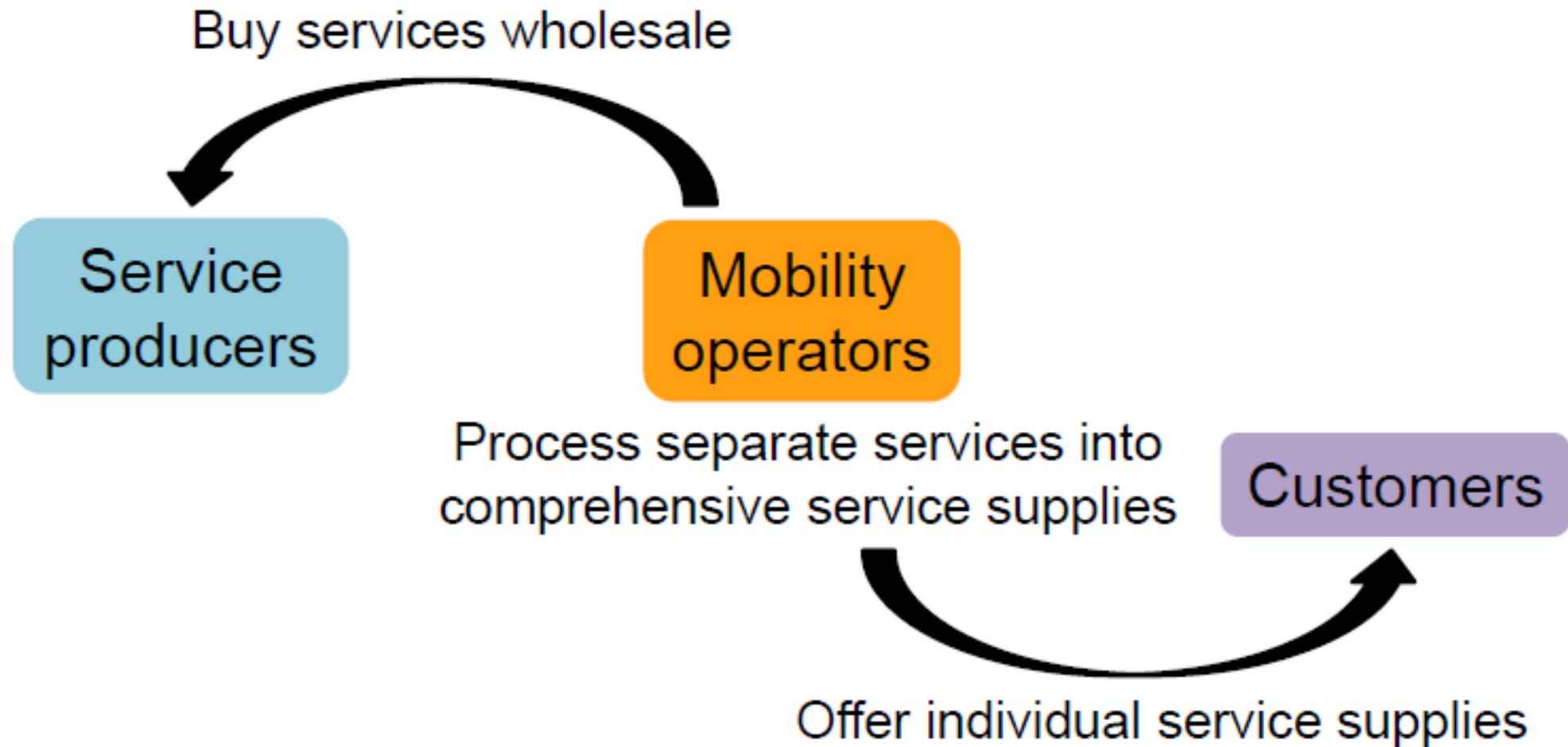
The European Telecommunications Standards Institute (ETSI), 2012

But... **Who?**

City of Helsinki

Sharing economy +
The development of technology
= *Mobility as a Service*

In MaaS, mobility operators provide comprehensive and individual mobility service supplies to customers



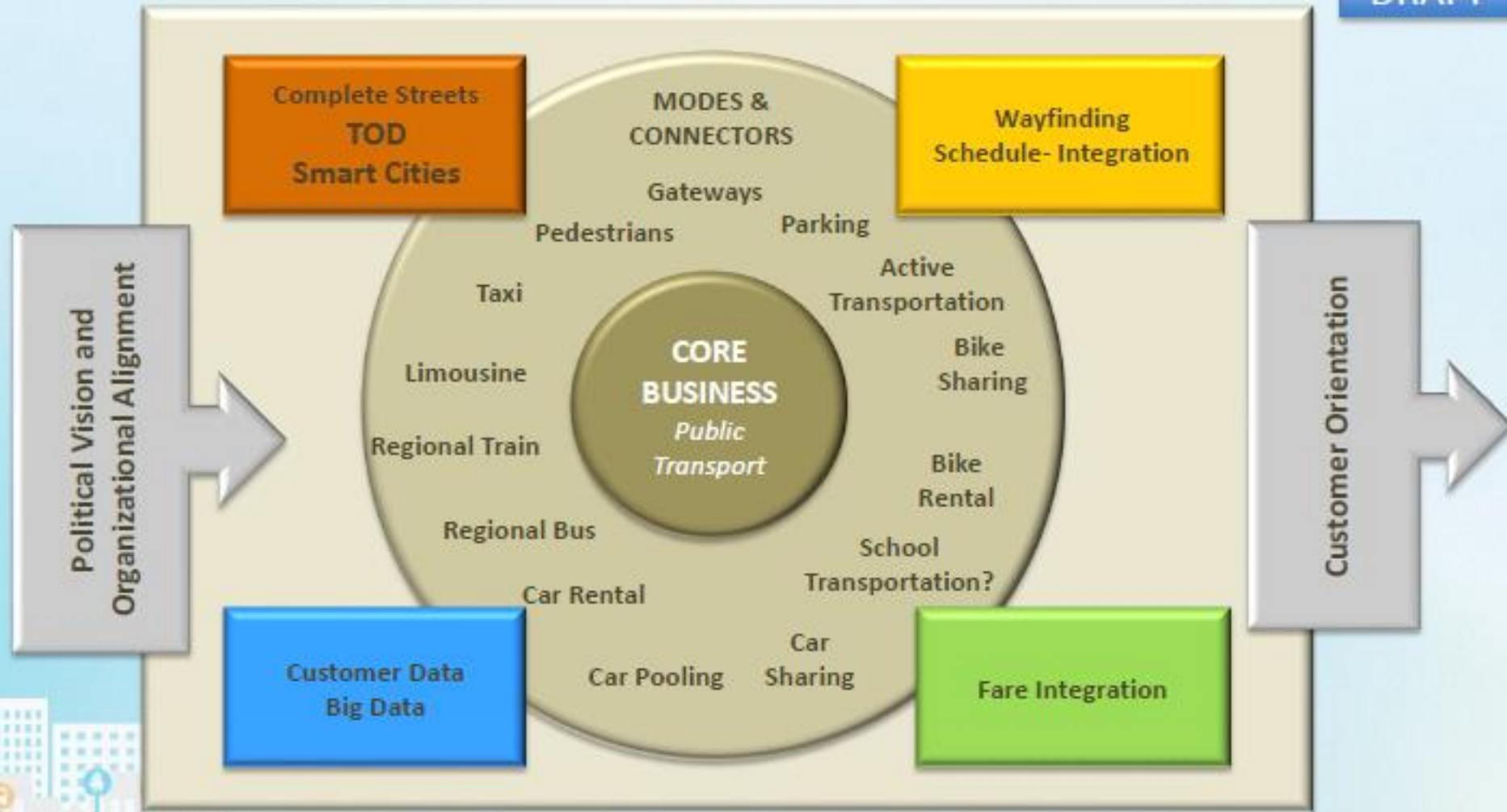
CUTA Vision/Mission

- ▶ “To inspire and influence the evolution of integrated urban mobility”
- ▶ Change by the membership, causing them to rethink how public transportation and mobility can work in Communities- new additions to the CUTA leadership/Board of Directors

Public Mobility Management Model

(PMM includes Infrastructure and IT as well as additional modes)

DRAFT



Canadian Definitions:

INTEGRATED URBAN MOBILITY: The ability for people to move easily from place to place in urban areas according to their own needs.

MOBILITY MANAGEMENT: The coordination and optimization of all modes of transportation to

What Does it Mean for Public and Community Transportation?

- ▶ APTA 2015-2019 Strategic Plan represents some of the new thinking
 - ▶ Includes the notion of changing demographics and the introduction of evolving technologies
- ▶ Working through its Mobility Management Committee which has been charged with raising awareness and identifying opportunities to educate its membership in the changing view of mobility
- ▶ Presentation of Tony Seba to the Board of Directors on Transportation Megatrends Disrupting Public and Private Transportation
 - ▶ Electric vehicles
 - ▶ Mobile internet
 - ▶ Remote sensing
 - ▶ Self Driving cars
 - ▶ Big Data

Work of the Integrated Mobility Working Group

- ▶ Listening sessions over the past year
 - ▶ Associations with similar interests
 - ▶ NACTO, NLC, AARP
 - ▶ Groups which are part of the continuum
 - ▶ ITS America, TLC, ITE, Carsharing, Bikesharing
 - ▶ Shared Use Mobility from Dr. Susan Shaheen from Berkeley

Future Activities for APTA and its Members

Cross cutting nature of integrated mobility and inclusion of broader interests within APTA infrastructure: looking to engage broader dialogue within the Association

- ▶ Research and Technology
- ▶ Access
- ▶ Policy and planning
- ▶ Sustainability
- ▶ Board members
- ▶ Member services
- ▶ Financial and fare policy

Ongoing Nationally Based Research

- ▶ TRB Policy Study “Innovative Urban Mobility Services: Issues and Opportunities”
- ▶ TCRP J-11 “The Impact of New Technology Enabled Mobility Services on Public Transportation”
- ▶ Projects geared towards regulatory boundaries and identifying potential business framework for integrating multiple partners

RIDESOURCING/TNCS

- Platform used to “source” rides from a driver pool
- App-based, on-demand ride services
- Transportation Network Companies (TNCs)
 - Uber (uberX and uberXL)
 - Lyft
 - Shuddle
 - Sidecar
 - Summon
 - Wingz

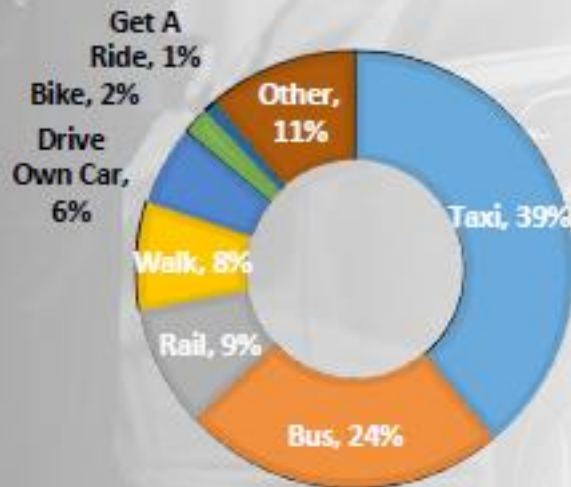


(Shaheen, 2015)

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RIDESOURCING: SOME EARLY UNDERSTANDING

How would you have made this trip if Uber/Lyft/Sidecar were not available?



- 92% would have still made this trip
 - 8% induced travel effect
- 33% would have taken public transit (bus or rail)
- 4% named a transit station origin/destination, suggesting some ridesourcing usage to access public transportation
- 20% avoided driving after drinking.

Current Project Experience

- ▶ Dallas, TX DART/Uber
 - ▶ Saint Patrick's Day Pilot
 - ▶ Looking to expand the relationship step by step
 - ▶ Data Sharing
 - ▶ Technology Platform
 - ▶ Fare payment
 - ▶ First mile/last mile and Paratransit

Next Steps

- ▶ Rapidly changing mobility environment
- ▶ Infrastructure and institutions need to keep pace with the technology to make this all work for customers

Thank you!

- ▶ And stay tuned in

- ▶ Any questions, please contact:

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