Shared-Use Mobility Center

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Who we are

Non-profit organization working in the public interest

Pioneers and thought leaders in shared mobility

Values

- Transit is the backbone
- Equity, Sustainability, and Access to All as guiding principles
- Focus on innovation, partnerships, and implementation
Shared Mobility across the US
Mobility as a Service Framework

MaaS Advocates:

1. Integrated ticketing & payment
2. User profiles
3. Multi-modal
4. Improving the efficiency of the transport system
5. Different pricing models for different services and products
6. Reduce car ownership

Source: MaaS Alliance
Mobility as a Service Operator Role

User has the information & can make the best selection based on cost, time, & convenience.

Source: Functions of a MaaS operator (UCL MaaSLab, 2015)
MaaS Typology & the U.S.

Source: Jana Sochor, Hans Arby and MariAnne Karlsson, "The topology of Mobility as a Service: A tool for understanding effects on business and society, user behavior, and technical requirements," Paper No. EU-SP1013, 2017 ITS World Congress, Montreal

Some Examples in the U.S. at Level 2
International DRT Universal Mobility Examples: FlexDanmark

- Demand Responsive Transportation
- Common transactional data specification
- 5 call centers
- National dispatch center
- Universal service
- Designed to serve rural areas/lower density areas

Source: AARP; [www.aarp.org/futureoftransportation](http://www.aarp.org/futureoftransportation)
Transactional Data Spec for DRT
A common data format that allows trip data to be shared electronically

Notes: All telegrams shared electronically among computer systems
The transactional specification specifies the format of telegrams and their order of operation
TriMet Trip Planner & Transportation Wallet

- First U.S. multi-modal trip planner
- Public Transit, Bikeshare, TNC, Carshare
- Open-source platform
- Transportation Wallet
Vermont Flexible Trip Planner

- FTA Sandbox pilot project
- State trip planner
- Difficult for people to travel across county lines
- GTFS-Flex
- Inclusive planning & design
- Open source application

Read more at: learn.sharedusemobilitycenter.org
Steps to Implementing MaaS

- Human-centered design for inclusion & community engagement
- Understanding the needs in your community
- Standardized data & regulatory framework
- Incentivize users & mobility operators
- Inventory of local mobility assets
- Building support and coalition building
- Pilot projects
- Scalability adoption of new modes & areas

Adapted from the MaaS Alliance
Clearinghouse: The Learning Center

- Learning Modules
- Case Studies
- Policy/Project Overviews
- Metro Area Profiles
- Benefits/Emissions Calculator

https://learn.sharedusemobilitycenter.org/
THANK YOU!

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