Monday, June 24, 2019
Session 2C: Mobility-as-a-Service (MaaS)
10:00 AM - 11:30 AM
Session 2C – MaaS

- Carlos A. Ortiz | ADVANTEC and ITE International Board Member (Western District)
- Crissy Ditmore | CUBIC
- Lew Gaskell | KAPSCCH
- Frank Kopas | moovit
- AUDIENCE!!!!!!
Annual Meeting & Exhibit
July 21–24, 2019

Austin, Texas
MOBILITY AS A SERVICE

A NEW ITE INITIATIVE

ITE Western District Annual Meeting
Monterey Bay, California
Monday, June 24, 2019
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)?

“What MaaS describes is 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!

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## Definitions

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<thead>
<tr>
<th>MaaS</th>
<th>Integration of various forms of transport services and payment for those services into a single mobility service accessible on demand</th>
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<tbody>
<tr>
<td>New mobility services</td>
<td>Ride hailing, ride sharing, car share, bike share, microtransit, etc. – <strong>Not MaaS</strong></td>
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<tr>
<td>Transportation Demand Management</td>
<td>Service offerings and incentives to get commuters out of single-occupant vehicles. – <strong>Not MaaS</strong></td>
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<tr>
<td>Mobility Management</td>
<td>Provide viable alternatives for non-drivers. – <strong>Not MaaS</strong></td>
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<tr>
<td>Mobility on Demand</td>
<td>Multimodal, integrated, automated, accessible, and connected transportation system in which personalized mobility is a key feature. – <strong>Not MaaS</strong></td>
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