SHARED MOBILITY EXPLOSION!

NCTCOG's Flexible Parking For the Future Symposium
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Credit for slides to
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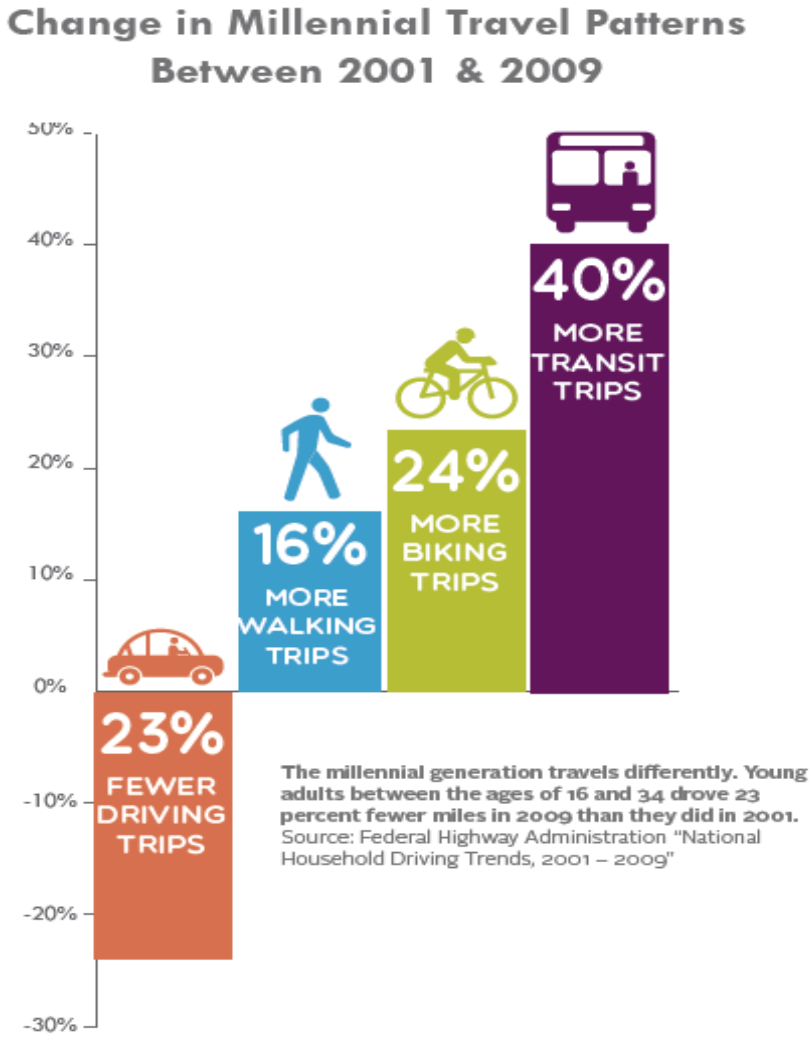
Introduction

The worlds of parking, TDM and transportation are merging together to form the discipline sometimes referred to as “integrated access management" or “mobility management”.

Introduction

Driven by innovation in the technology and mobile communications areas and combined with social trends such as the "sharing economy", a new specialty area is emerging that is sometimes referred to as "shared mobility resources".



Introduction

This presentation will provide an overview of shared mobility by discussing the growth and diversification of shared mobility resources, tools and strategies and then give a brief overview of some of the programs, vendors and tools.

luum™

moovit

lyft

rideamigos

UBER

chariot
mass transit reinvented

moovel

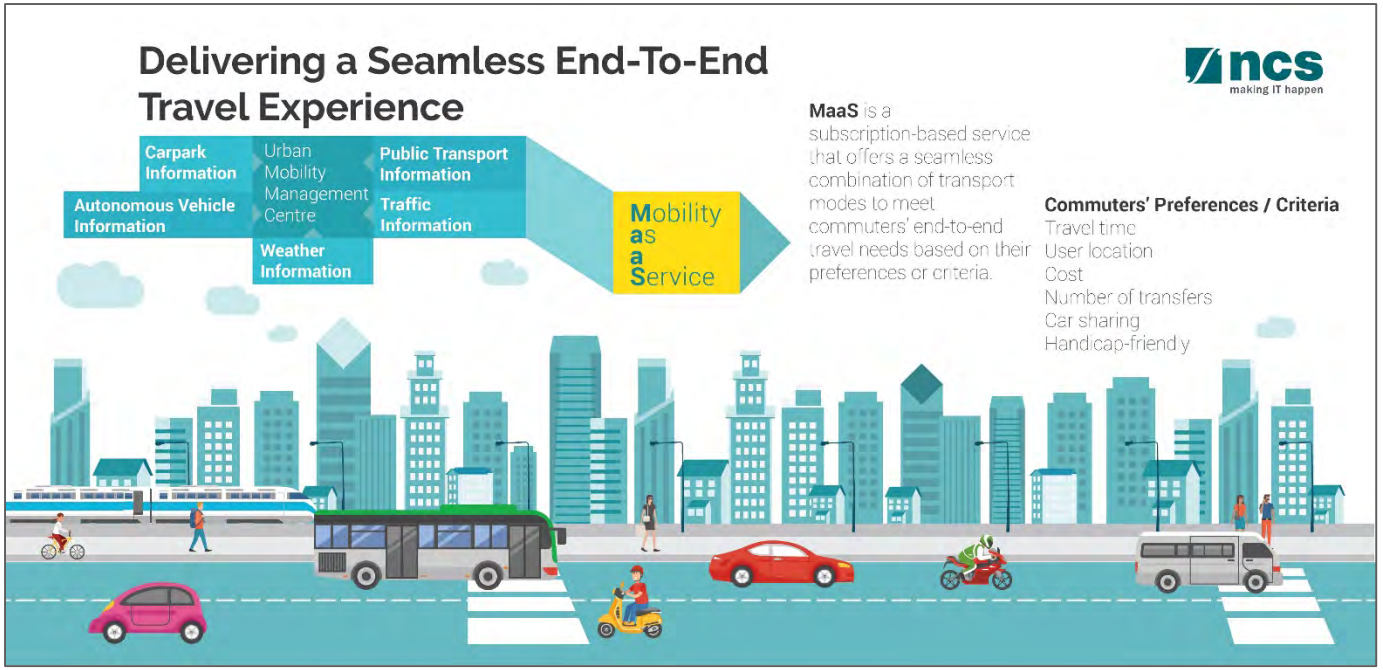
urban engines

carzac
share your commute

juno

Presentation Overview

Driven by innovation in technology and mobile communications and combined with social trends such as the "sharing economy", a new specialty area is emerging that is sometimes referred to as "shared mobility resources“ or “Mobility as a Service”.



SHARED MOBILITY EXPLOSION!

SHARED MOBILITY CATEGORIES

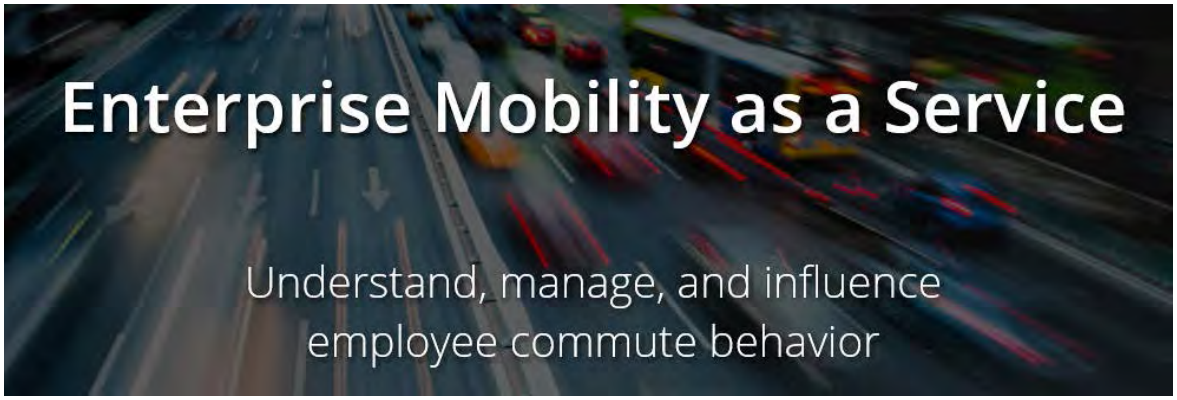
Shared Mobility Categories

- Enterprise Commute Trip Reduction
- Mobility Aggregators
- Private Sector Transit
- Rideshare w/in 10 min
- Rideshare w/in 24 hours
- Taxi-like services
- Carshare
- P2P Carshare
- Bikeshare
- Personal Electric Transport
- Vanpooling
- Commute Mode Detection Technologies
- Smartphone Transit Payment
- Smartphone Parking
- Miscellaneous Apps
- Commuter Benefits
- Personal Rapid Transit
- Niche ride match
- SOV Apps

SHARED MOBILITY EXAMPLES BY CATEGORY

Enterprise Commute Trip Reduction

- LUUM



Drive smart business decisions

Valuable Data Insights

Commute Mode Split

Environmental Impact

Program Effectiveness

Optimize your transportation network

Systems Integration

Parking Wizardry

Shuttle Data Services

Rideshare Solutions

Motivate commute behavior change

Employee Commute Hub

Incentives & Challenges

Multi-modal Trip Logging

Tailored Commute Resources

Empower your transportation team

Comprehensive Tools

Automated Enrollment

Targeted Communications

Transit Card Management

Save your team time and money

Enterprise Integration

HR Systems

Single Sign-On

Payroll

Luum

SHARED MOBILITY EXPLOSION!

Enterprise Commute Trip Reduction

- Ride Amigos

Transforming Urban Transportation

PROGRAMS

Corporate Ridesharing

Employee Commuter Programs

Employee Carpool Programs

Employer Transportation Benefits

Enterprise Commuter Programs

Enterprise Vanpools

Reducing Parking Costs

University Vanpools

COMMUTER TOOLS

Commuter Services

Commuter Management Apps

Commuter Management Platform

Enterprise Rideshare Solutions

rideamigos

Government Rideshare Solutions

Transportation Demand Management Software

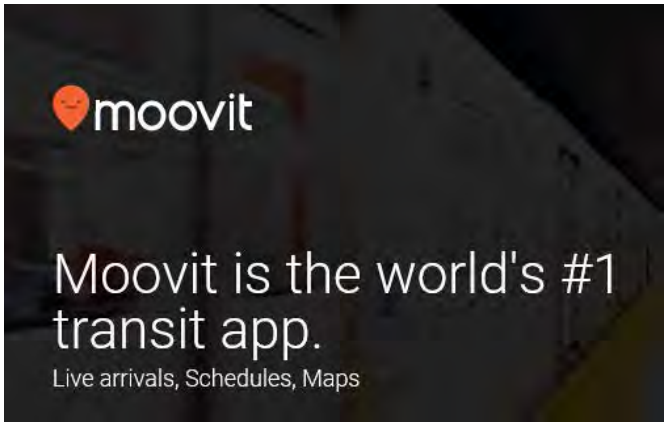
University & School Transportation

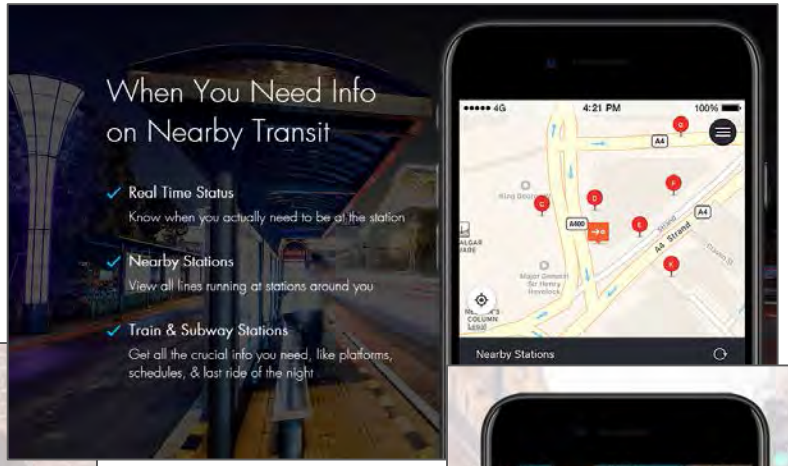
University Rideshare Solutions

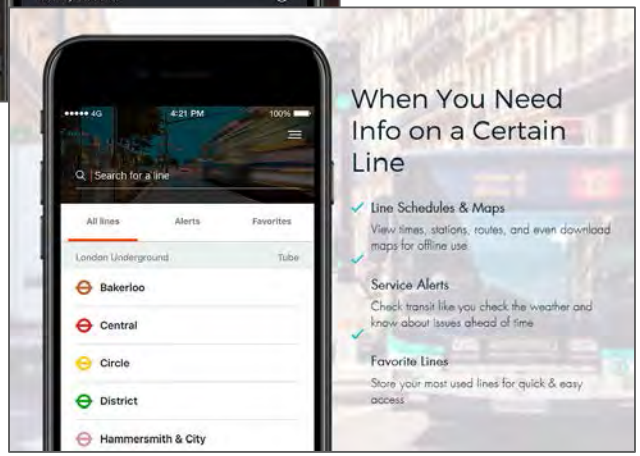
SHARED MOBILITY EXPLOSION!

Mobility Aggregators

- Moovit

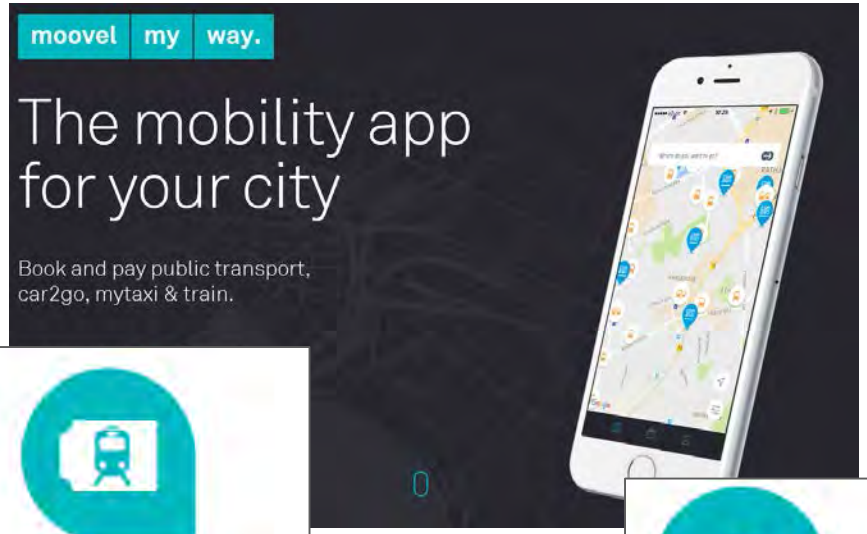


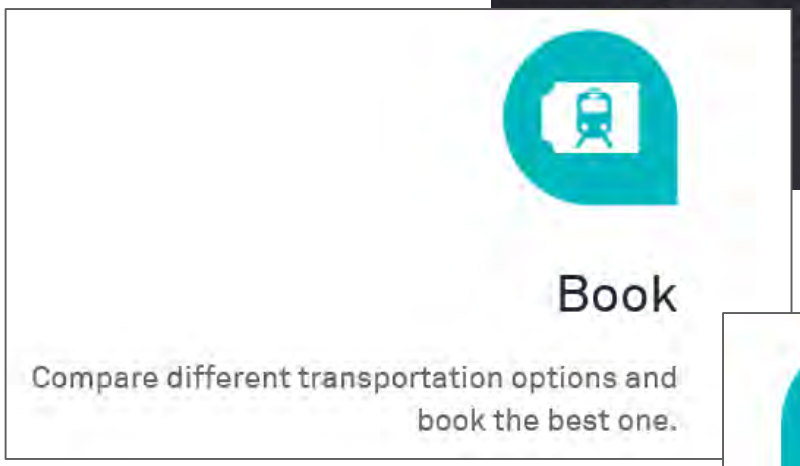


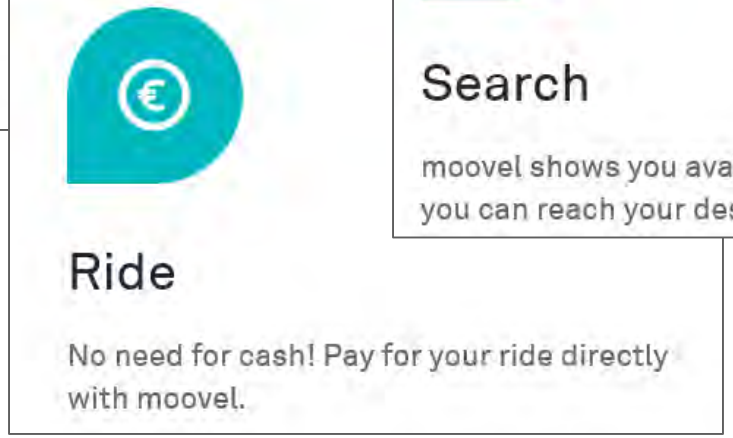


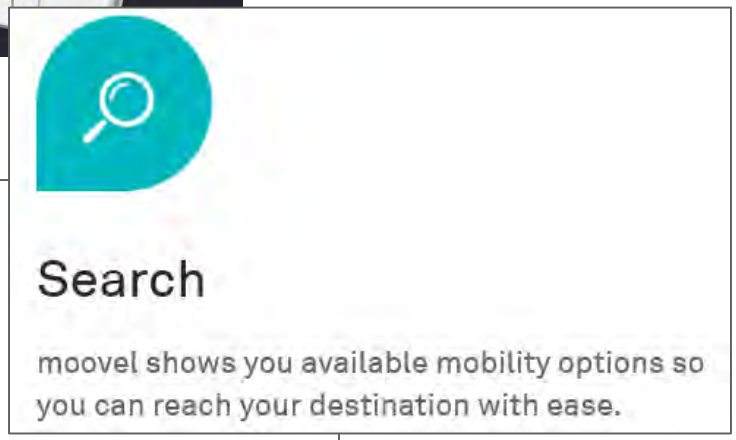
Mobility Aggregators

- Moovel





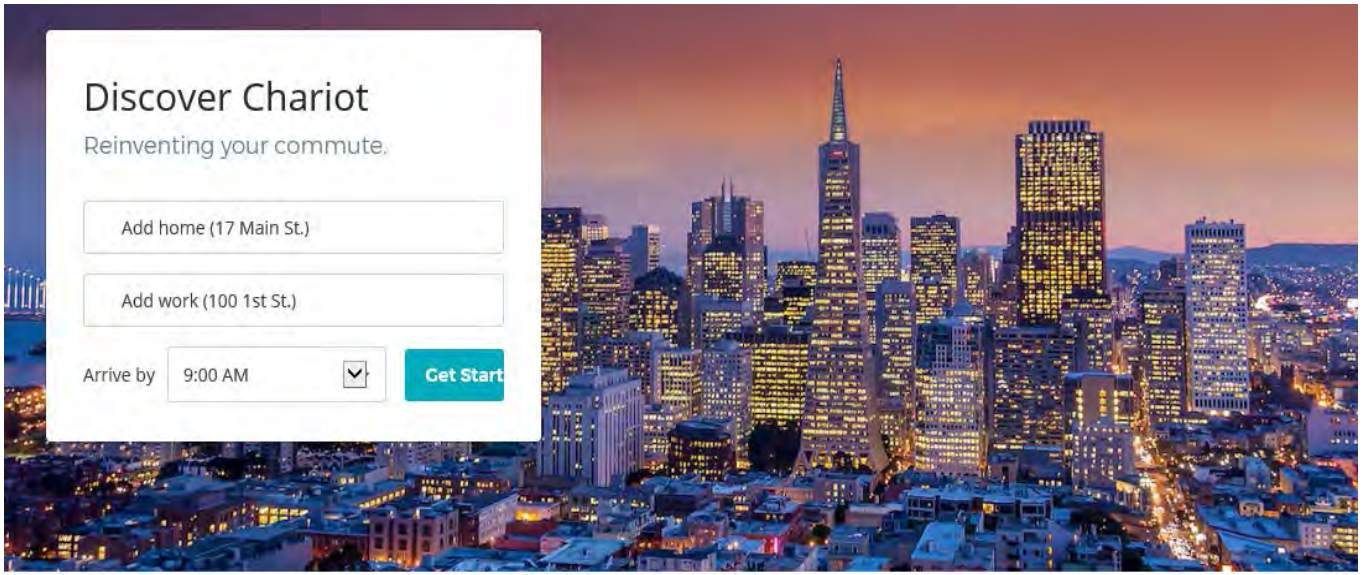




SHARED MOBILITY EXPLOSION!

Private Sector Transit

- Chariot



The New Affordable Way To Commute!

We also have monthly passes, which are a great deal for regular riders. The $119/mo All-Access Pass allows for unlimited number of rides on our growing network of routes at all times. That's less than **$3 per ride** when using it to and from work every day, and that's before a ~40% savings if you pay with commuter benefits

Ride pricing

Ride costs vary depending on your Chariot's pickup time at your stop.
PEAK: 7-9:15 AM and 4:30-6:15 PM
OFF PEAK: Open-7 AM and 6:15 PM-Close
Note: Open and close times vary by route.

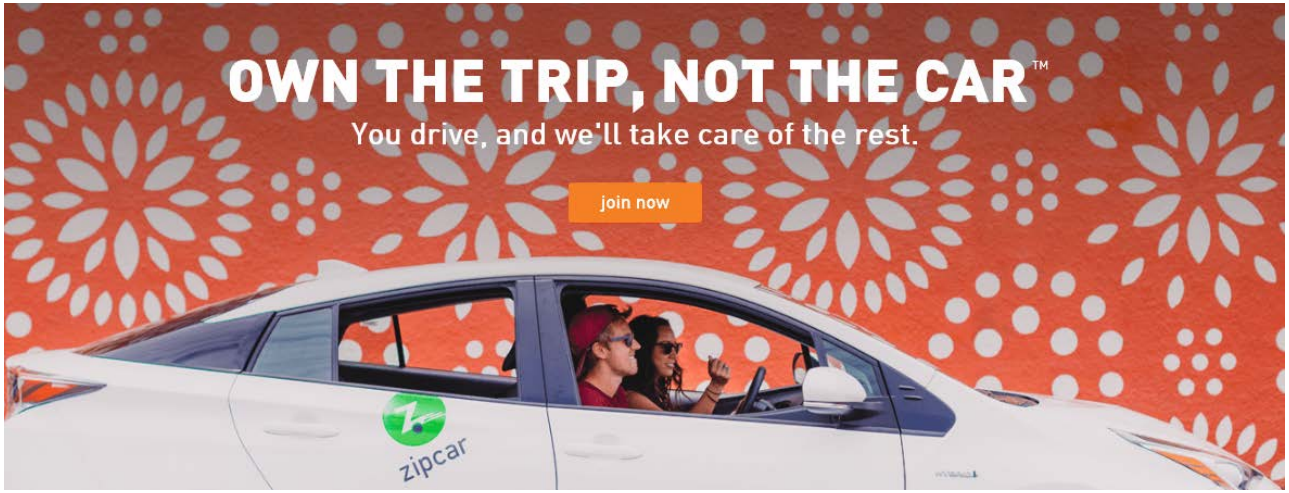
Rideshare w/in 10 Minutes

- A **transportation network company** (**TNC**) (sometimes known as **mobility service providers** or **MSPs**), connects via websites and mobile apps, pairing passengers with drivers who provide such passengers with transportation on the driver's non-commercial vehicle.
- TNCs include Gett, Lyft, Juno, Cabify, Uber, goCatch, Via, Ola Cabs, GoCar, GO-JEK, Careem, Wingz, Taxify, GrabTaxi, Didi Kuaidi, Easy Taxi, and Fasten.

- TNCs are examples of the sharing economy.

Carshare

- Car2Go, Zipcar, Enterprise Car Share



What is Car Sharing?

- Drive cars by the hour or day. Gas & insurance included.
- Now in neighborhoods, cities and airports
- Saves hundreds of $ over car ownership
- Memberships start as low as $7/month.

P2P Carshare

- Getaround, RelayRides, Ford Car Swap

- **Peer-to-peer carsharing** (also known as **person-to-person carsharing** and **peer-to-peer car rental**) is the process whereby existing car owners make their vehicles available for others to rent for short periods of time.
- Peer-to-peer carsharing is a form of person-to-person lending or collaborative consumption, as part of the sharing economy. The business model is closely aligned with traditional car clubs such as Streetcar or Zipcar, but replaces a typical fleet with a ‘virtual’ fleet made up of vehicles from participating owners.

Bike Share

- Motivate, Deco Bike, Bcycle, NextBike

- A **bicycle-sharing system**, is a service in which bicycles are made available for shared use to individuals on a very short term basis.
- Bike share schemes allow people to borrow a bike from point "A" and return it at point "B". Many bike-share systems offer subscriptions that make the first 30–45 minutes of use either free or very inexpensive, encouraging use as transportation.

Personal Electric Transport

- Enzo foldable ebike, GenZe electric bikes, Scoot

The electric moped scooter

The electric skateboard

The electric scooter

The Segway E+ / Airwheel S3 & clones

The electric unicycle (aka self-balancing unicycle)

The electric bicycle / electric folding bike

Vanpooling

- Enterprise, Vride, Pool Rewards
- **Vanpools** are an element of the transit system that allow groups of people to share the ride similar to a carpool, but on a larger scale with concurrent savings in fuel and vehicle operating costs.

'POOL REWARDS
it pays to rideshare

'Pool Rewards' is a special incentive program available through Commuter Connections designed to encourage current drive alone commuters to start or join a vanpool.

Commute Mode Detection Technologies

- Strava, MapMyRide, Moves
- GPS has been gaining importance for travel surveys since the 1990s.
- While it is successfully used to collect accurate information about traveled routes and travel times, it is also beginning to extract added information like transport modes and trip purposes.
- A participant's habit in route choice, travel times, travel mode changes and travel modes is extracted and stored in a profile.
- Using this, at the beginning of a commute, routes that the commuter is likely to take are determined and used to provide personalized real-time time traffic information.

Smartphone Transit Payment

- Passport, GlobeSherpa, Masabi

  - Portland startup GlobeSherpa, which makes TriMet's mobile ticketing app, has been acquired by a company called RideScout. RideScout plans to integrate GlobeSherpa's online tickets into its own guide for finding urban transportation options.
  - It integrates car-sharing options, transit times and other features in a single format so travelers can pick among several options to reach their destination.

Smartphone Parking

- ParkMe, Parkmobile, Pay-by-Phone

- Pay-by-phone parking allows any driver parking in a fare required space the option to divert the expense to a credit card or to a mobile network operator via the use of a mobile phone, mobile application or computer, opposed to inserting cash into a parking meter or pay and display machine.

Miscellaneous Apps

- City Mapper, Transitscreen, Modeify – TDM Trip Planner

MODIFY

TRANSITSCREEN

Platform Features

Don't let your commuters miss out on any commute options again. Help them use all available modes of transportation, including ridesharing, vanpooling, transit, bus, biking, and walking.

Provide users with the most important information all in one place, including trip logging, personal statistics, virtual badges, leaderboards, challenges, and more.

Users can make use of our advanced rideshare matching algorithms to connect with other carpool drivers or passengers quickly and easily.

Citymapper

SHARED MOBILITY EXPLOSION!

Commuter Benefits

- Commuter Check Direct, Commuter Benefits, Wageworks

Commuter Check Direct®

  - Commuter Check Direct offers a full suite of commuter products packaged in a low-hassle self-service employee program. This fully-comprehensive platform has all the bells and whistles needed to make your transit benefit program a total success.

WageWorks

- WageWorks, Inc. engages in administering consumer-directed benefits (CDBs), which empower employees to save money on taxes, as well as provides corporate tax advantages for employers in the United States.

Personal Rapid Transit

- 2getthere, Ultra Global (London Heathrow)

- **Personal rapid transit (PRT)**, also referred to as podcars, is a public transport mode featuring small automated vehicles operating on a network of specially built guideways.
- PRT is a type of automated guideway transit (AGT), a class of system which also includes larger vehicles all the way to small subway systems.

SOV APPS

- WAZE Social Traffic
  - Get the best route, every day with real–time help from other drivers.
  - Waze is the world's largest community-based traffic and navigation app.
  - Join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.
  - Outsmarting Traffic, Together.

In Summary...

- PEOPLE CENTRIC PLANNING AND DESIGN
  - There was positive recognition that beyond all the technical aspects of the conference that ultimately we need to remember that all the programs, technology and innovation needs to retain a "people focus".

- BETTER AND DIFFERENT DATA PLATFORMS AND ANALYTICS
  - There was a strong and recurring focus on the need for better and different types of data (that goes beyond traditional metrics such as vehicles miles travelled and planning for additional roadway capacity). A new focus on problem identification and desired outcomes that embrace the larger goals reflected in programs such as the FTA's "Smart City" initiative.

In Summary...

- TRANSPORTATION AS A SOCIAL EQUITY SOLUTION
  - There was a sensitivity to and understanding of the importance of "social equity" issues as it relates to transportation. This issue has tentacles that impact job creation, social justice and an embracing of diversity in many forms and environments.

- MULTI-MODAL SYSTEMS INTEGRATION
  - Another related theme was the promotion of multi-modal systems integration into a comprehensive and seamless customer experience that promotes all forms of transportation as the best way to improve access. This theme harkens back to the "connected traveler" concept that promoted dissemination of information on all modes via the new universe of communications options available today.

- CARPE DIEM! (Seize the Day!)
  - Finally, there was a real "sense of urgency" that now is the time that we need to embrace the change that is not coming, but that is ALREADY HERE to help solve many of the larger issues that are emerging as our urban environments continue to densify.

Legacy Business Area Working Together on Mobility Solutions

NCTCOG's Flexible Parking For the Future Symposium
Arlington, Texas
August 2, 2017

Glenn Gadbois
Gadbois Consulting

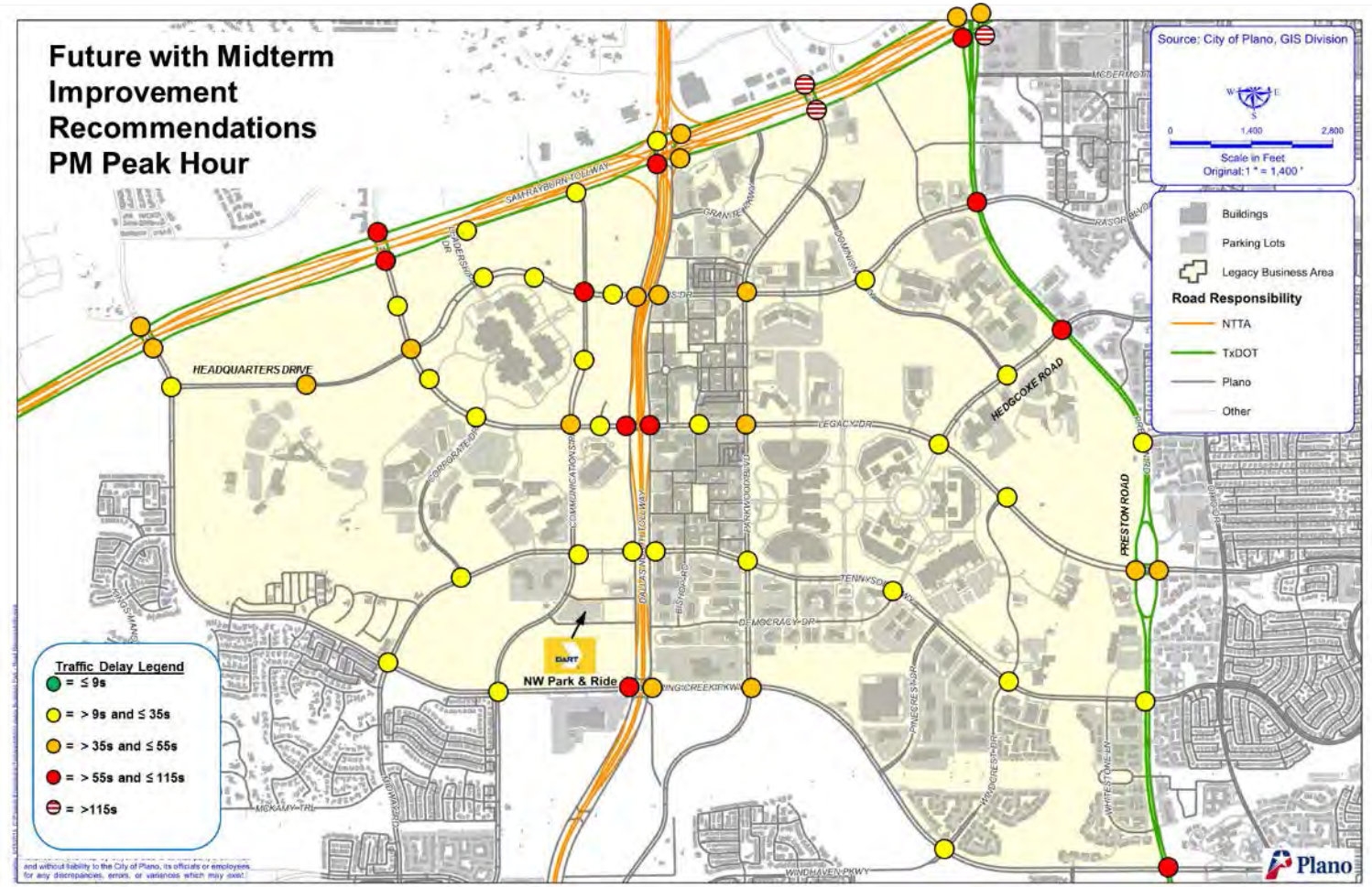
LBA Mobility Study

- Involved stakeholders with two committees
- Collected feedback from employees/residents
- Determined current & future roadway infrastructure needs
- Developed/prioritized transportation demand strategies

Legacy Business Area Representation:

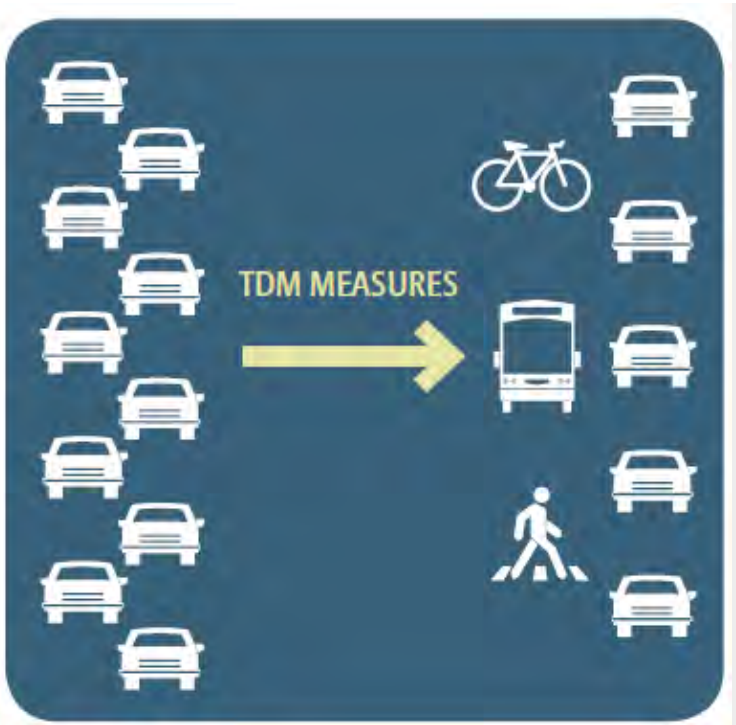
LBA Mobility Study

- Projected future traffic growth with improvement recommendations



LBA Mobility Study

- 40% of the LBA driving population open to change in mode of travel



DART – Beta Testing in LBA

- *DART Mobility on Demand*
  - City of Plano first in the region to use GoPass beta mobile platform

EXISTING VERSION

BETA VERSION

LBA TMA

- Represents and connects employers, employees, and government agencies to mitigate traffic congestion challenges through TDM strategies
- Allows businesses to pool resources to:
  - Support commuter transportation strategies
  - Act in an advocacy role with local government
  - Expand knowledge of alternatives to commuting in a single occupancy vehicles

Future LBA TMA Services:

Potential FY 2018/2019 Services:

- Bike-share program
- Local Shuttle services
- Connections to DART Rail and the airport.
- Parking Management
- Additional Uber, Lyft, Zipcar, Car2Go and other shared mobility options

Thank You!

Questions?

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