



# MOD Webinar

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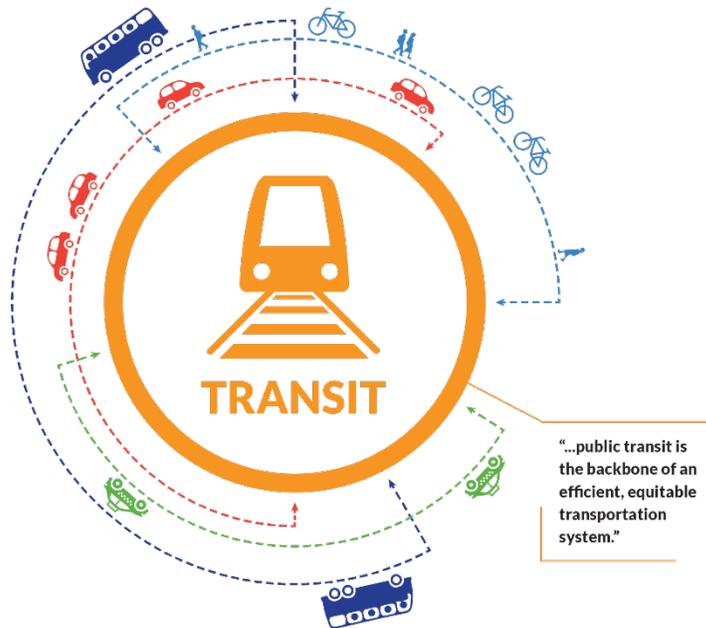


SHARED-USE  
MOBILITY CENTER



# SHARED-USE MOBILITY CENTER

SUMC is a public-interest non-profit organization that aims to make it possible for people to **live well without owning a car** through a **multimodal transportation system that works for all**.



## MOD Innovation & Knowledge Accelerator

### Goals

- Identify MOD project-specific challenges
- Provide technical assistance
- Accelerate learning on MOD
- Develop resources for the MOD community

### Tools

- Workshops
- Webinars
- MOD Learning Center
- White Papers

# MOD Sandbox

Subsidized First/Last-Mile & Paratransit



Integrated Trip-Planning



Ride Matching and Incentives



# MOD On-Ramp

- FTA-supported
- Competitive program to receive technical assistance from SUMC
- Turning ideas into implementable business plans
- All proceeding toward implementation, most with funding secured



Provide on-demand rides for **wheelchair users**



Provide an accessible, on-demand **first-mile/last-mile connector** service



Integration of **bikeshare** with transit



Create a **microtransit** service connecting job centers and residential neighborhoods



Plan multimodal **mobility hubs** in support of transit service expansion



Develop a **Mobility-as-a-Service** model for small urban and rural regions

# What are we learning?

## **Flexibility**

→ Turning an idea into an implementable plan

## **Key Partnerships**

→ Sustaining relationships at the regional and local level

## **Alignment of Public and Private Sectors**

→ Identifying divergent or common goals and interests

## **Policy Considerations**

→ Addressing barriers to successful MOD implementation

# Flexibility

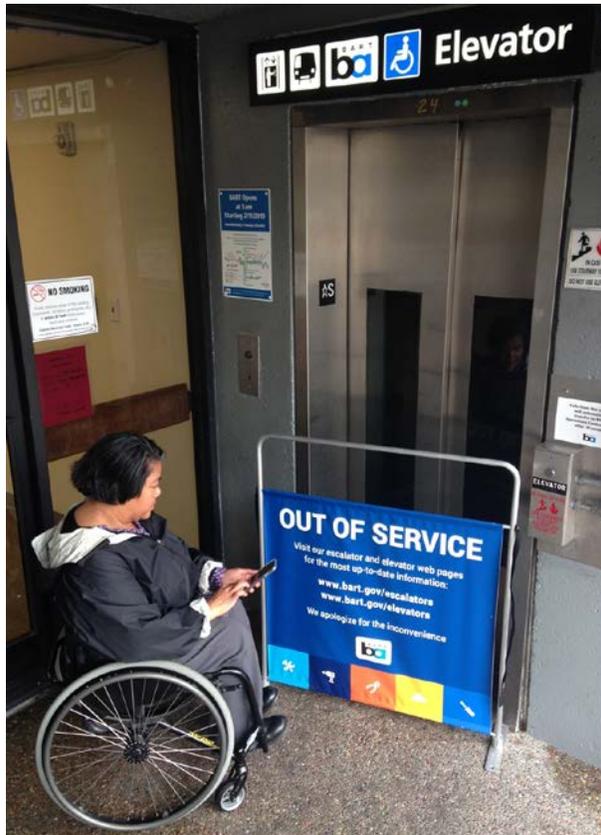


Bay Area Rapid Transit

When an elevator is out of service, wheelchair users are prevented from entering or exiting that BART station. How can BART help people complete their trip?

	Initial Thought	Updated Proposal
<b>Trip Purpose</b>	BART elevator mitigation trip only	Anyone with a wheelchair
<b>Use Case</b>	Between 2 BART stations	Anywhere in geofenced area
<b>Scope</b>	Request in isolation	Develop in conjunction with other available options
<b>Drivers</b>	TNC Drivers	Known Pool of Drivers
<b>Vehicles</b>	BART-managed	Added other interested parties

Spend quality time on planning your project. Circumstances are unique, but being goal-driven allows you achieve objectives even if your initial ideas need to change.



# Key Partnerships

Develop and implement a **mobility hub** to expand mobility access in an underserved area.



## Regional Partners



## Neighborhood Partners



Engage in partnerships with organizations from the public, private, non-profit, and philanthropic sectors that have aligned goals for the city.

Leverage community relationships to advance specific projects **sensitive to local context.**



# Alignment of Private and Public Sectors

Agencies have made substantial progress in developing innovative multimodal trip-planning and ticketing tools, but full integrations with private sector services (esp. TNCs) are still elusive.



Trip planner

Competitive TNCs not on the Open Trip Planner together. Only one TNC discoverable.



Trip planner + Booking for ADA-eligible users

TNC rides must go through TNC app; not integrated with centralized software.



Trip planner + Payment

TNC did not integrate payment into Pass2Go Pilot.



Trip planner + Payment

TNC rides discoverable on GoPass app but users are required to deep link to the TNC app to book/pay, even for DART-subsidized rides.

Private mobility companies are reluctant to integrate their services into agency apps, as business interests are driving them toward **becoming their own multimodal platforms.**

# Policy Considerations

API requirements



Modernization of public records laws



Legislation or best practices around insurance agreements



# Learn more at our MOD Learning Center

## **[learn.sharedusemobilitycenter.org](https://learn.sharedusemobilitycenter.org)**

### **MOD Innovation and Knowledge Accelerator**

<https://sharedusemobilitycenter.org/ika>

### **MOD On-Ramp**

<https://sharedusemobilitycenter.org/mobility-on-demand-on-ramp-program-description/>

### **SUMC Publications**

<https://sharedusemobilitycenter.org/publications/>

### **White Paper: Objective-Driven Data Sharing for Transit Agencies in Mobility Partnerships**

<https://learn.sharedusemobilitycenter.org/overview/white-paper-objective-driven-data-sharing-for-transit-agencies-in-mobility-partnerships/>



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