



Introduction to Mobility on Demand (MOD)

Bob Sheehan, ITS JPO
Multimodal ITS Program Manager

January 22, 2020



What is Mobility on Demand (MOD)?

The United States Department of Transportation (USDOT) uses the term Mobility on Demand (MOD) to represent its vision for future mobility. MOD envisions a safe, reliable and carefree mobility ecosystem that supports complete trips for all, both personalized mobility and goods delivery. USDOT achieves this vision by leveraging innovative technologies and facilitating public private partnerships to allow for a user-centric approach that improves mobility options for all travelers, and delivery of goods and services.



MOD Guiding Principles

- **User-centric** – promotes choice in personal mobility and utilizes universal design principles to satisfy the needs of all users.
- **Mode-neutral** – supports connectivity and interoperability where all modes of transportation work together to achieve the complete trip vision and efficient delivery of goods and services
- **Technology-enabled** – leverages emerging and innovative use of technologies to enable and incentivize smart decision making by all users and operators in the mobility ecosystem.
- **Partnership driven** – encourages partnerships, both public and private, to accelerate innovation and deployment of proven mobility solutions to benefit all.



Planning and Implementation

- In response to the growing importance of multimodal transportation, the growth of MOD, and the commoditization of transportation services, USDOT developed *Mobility on Demand Planning and Implementation: Current Practices, Innovations, and Emerging Mobility Futures*
- Understand planning practices, issues, and current trends as they relate to MOD
- Understand how the growth of transportation services and on-demand mobility coupled with shifts in traveler and consumer behavior can help the nation reimagine the transportation network

