USDOT MOD Webinar #3
Planning & Implementation
January 22, 2020

TriMet Mobility on Demand Initiatives

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Advancements in MOD

Mobility as a Service (MaaS) Platform

Moving MOD Forward

Evolving Vision for Transit

Role of integrator and leverager for lifestyles, services, technology, driverless vehicles...

How can transit stay relevant?

Provide marketability to retain and attract customers with:

- ❑ Brand Trust, Loyalty
- ❑ Safer, Faster and More Reliable Service
- ❑ More Affordable and Equitable Service
- ❑ Integration of Services and Connections to Transit
- ❑ Personalized Customer Information
- ❑ Public Private Partnerships
- ❑ Technology, Data, Innovation
- ❑ Lifestyle and Livability

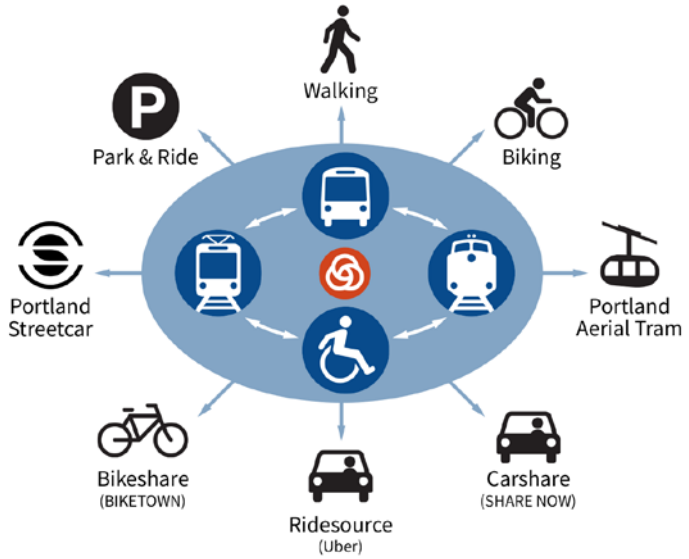
TriMet's Vision-Mission-Values

Vision

TriMet will be the leader in delivering safe, convenient, sustainable and integrated mobility options necessary for our region to be recognized as one of the world's most livable places.

Mission

Connect people with valued mobility options that are safe, convenient, reliable, accessible and welcoming for all.



Values

Safety · Inclusivity · Equity · Community · Teamwork

VMV Incorporated into Business Plan

1. PRESERVE the Core	2. ENHANCE Service	3. EXPAND Access	4. BUILD the Future	5. INTEGRATE Mobility
Take Care Of What We Have	Make What We Have Even Better	Leverage Mobility Options To Expand Reach Of Transit	Shape Communities Throughout Our Region	Provide Seamless Mobility Options For Our Customers
• Maintain and repair transit assets • Ensure safety and reliability of our assets and service • Preserve certainty of service	• Provide more service • Make our current service faster and more reliable • Improve right-of-way • Improve our vehicle fleet • Improve sustainability • Use AV technologies	• Expand modal options to increase access to transit • Coordinate with other mobility providers • Complement personal and shared micro mobility modes • Revise transit parking options for all modes	• Grow intensity of development at transit stations • Strengthen corridors with better bus investments • Deliver crucial capital projects for our region	• Enhance customer experience & information • Provide seamless transfers • with all modes • Create mobility hubs • Provide regional mobility management • Optimize transportation operating systems
• Introduce laws to require local jurisdictions to maintain ADA accessibility on all main streets and corridors	• Expand laws and policies that provide transit priority and protect transit right-of-ways • Create AV regulations that support transit	• Strengthen accessibility requirements in all jurisdictions • Broaden laws and policies that require other mobility providers to coordinate with transit	• Encourage regional and local governments to increase density • Support ODOT and others to implement congestion pricing	• Introduce laws and regulations to require data sharing for trip planning • Regulate curb space for transit benefit • Push for TDM policies that support integrated mobility

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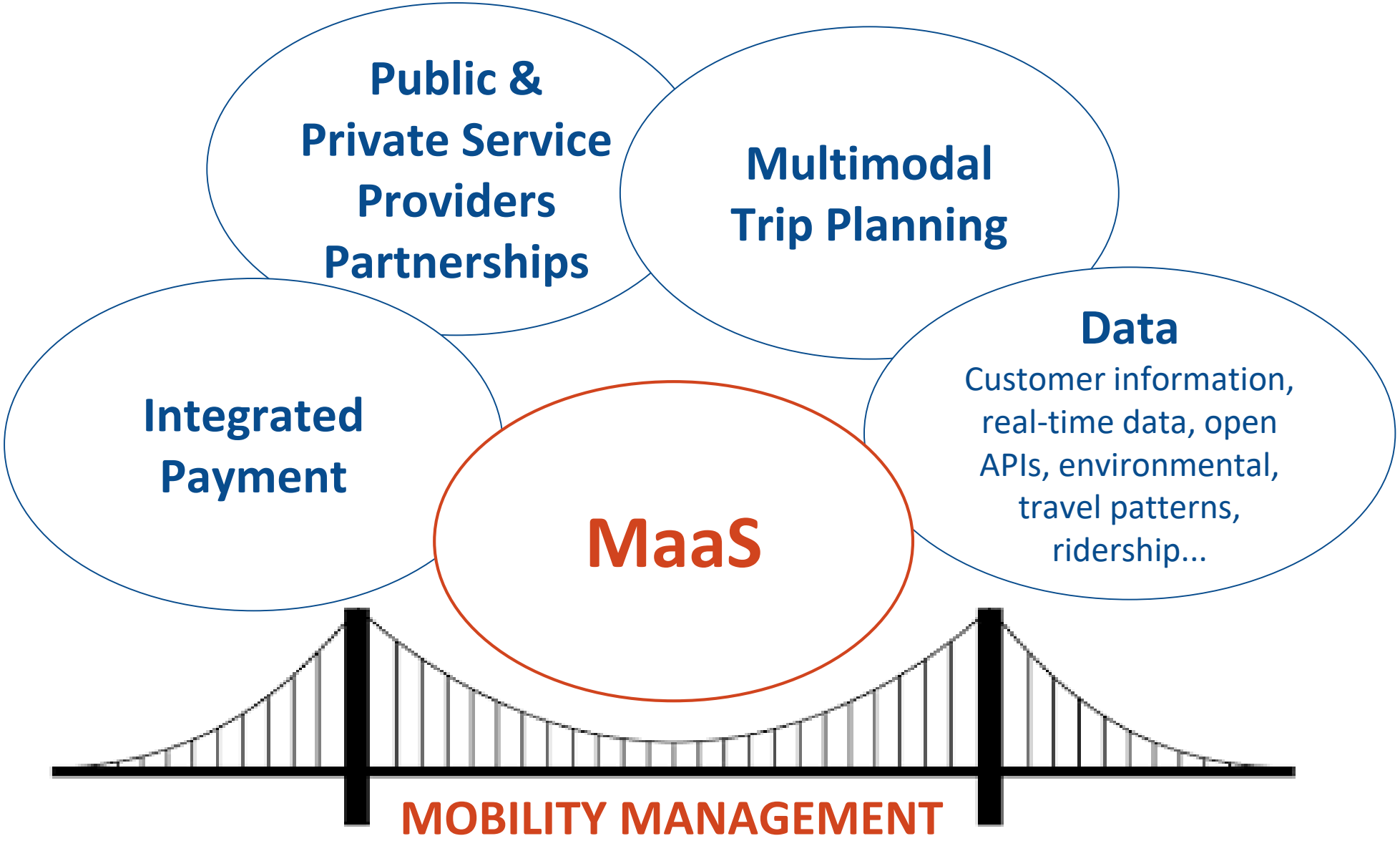
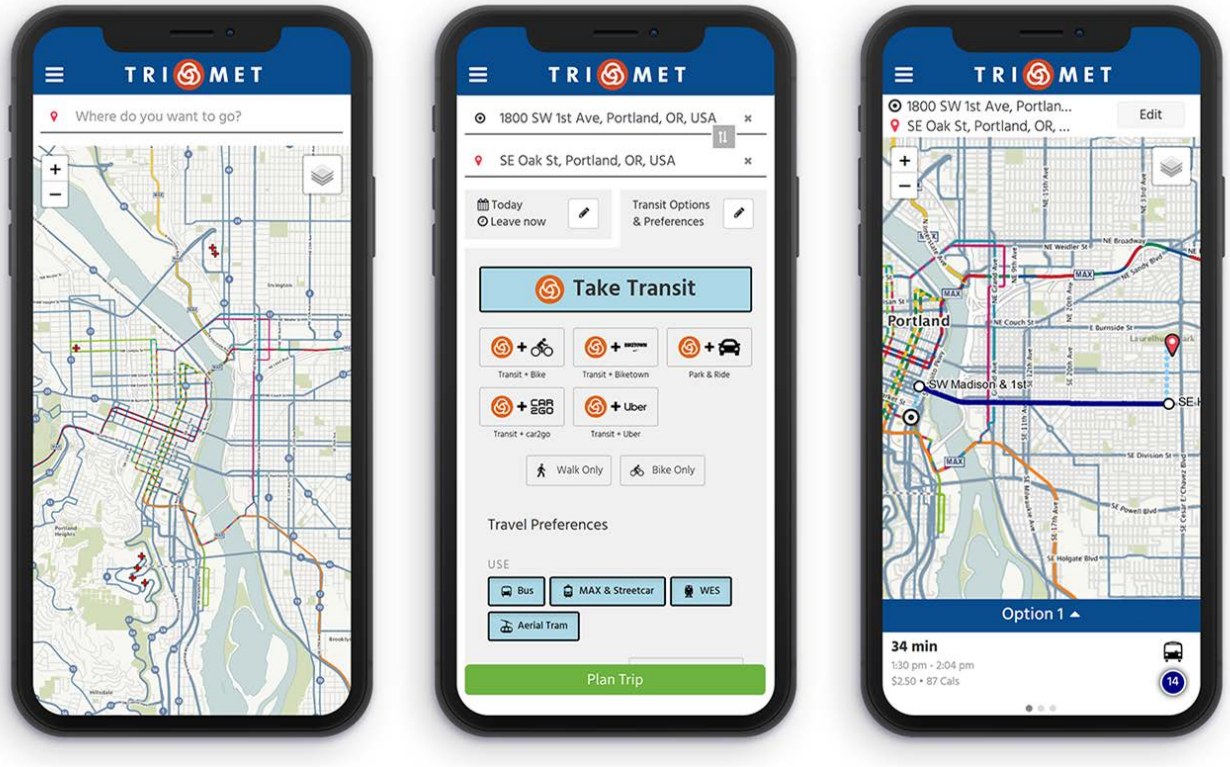

Public &
Private Service
Providers
Partnerships
Multimodal
Trip Planning
Integrated
Payment
MaaS
Data
Customer information, real-time data, open APIs, environmental, travel patterns, ridership...
MOBILITY MANAGEMENT

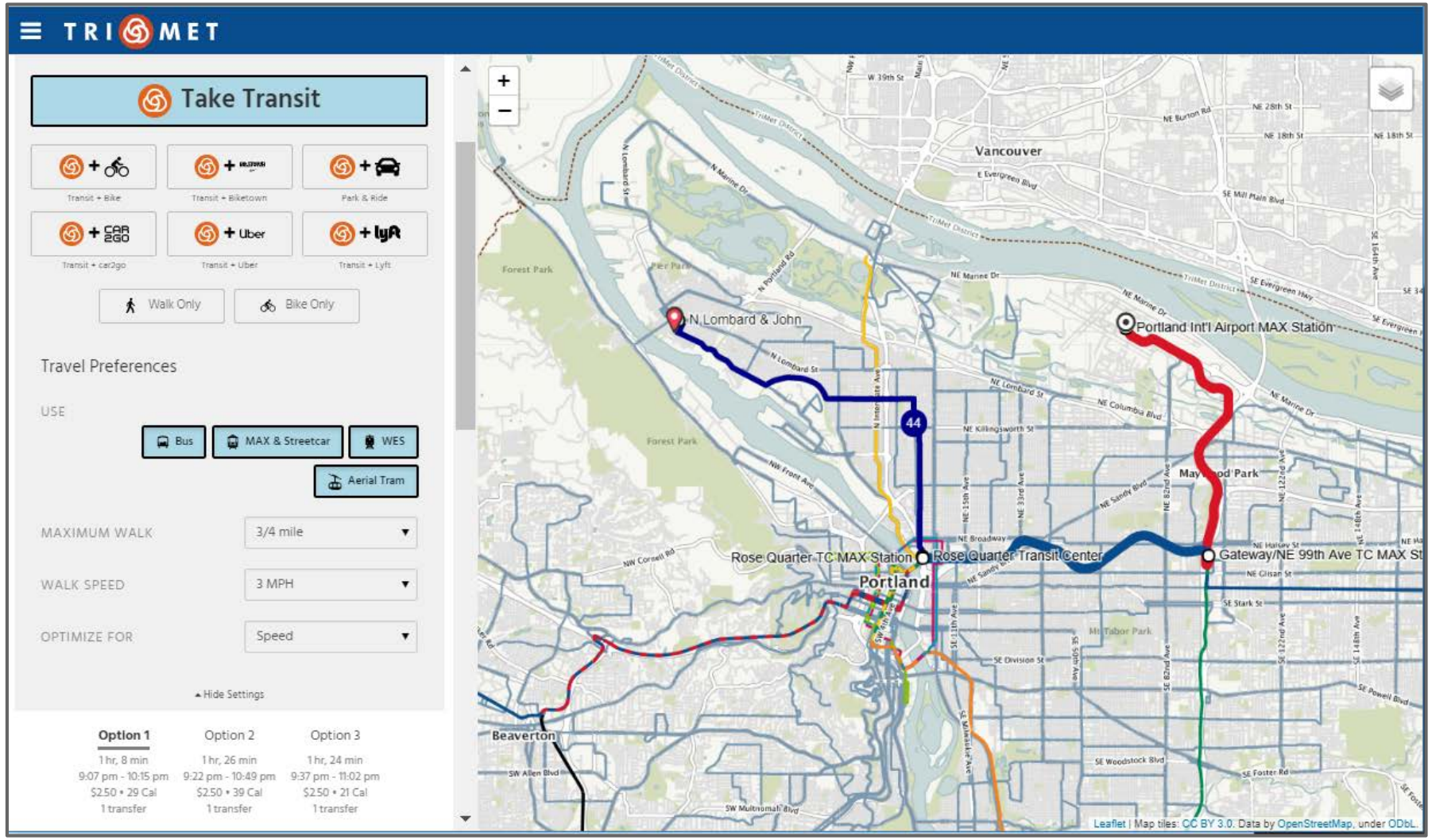
FTA MOD Sandbox Grant

- Multimodal Trip Planner and Geocoder (Address Locator)
- Full Integration of All Mobility Service Providers in Real-Time
- Open Source and Data Facilitates Shared Resources
- Replicable White Label App



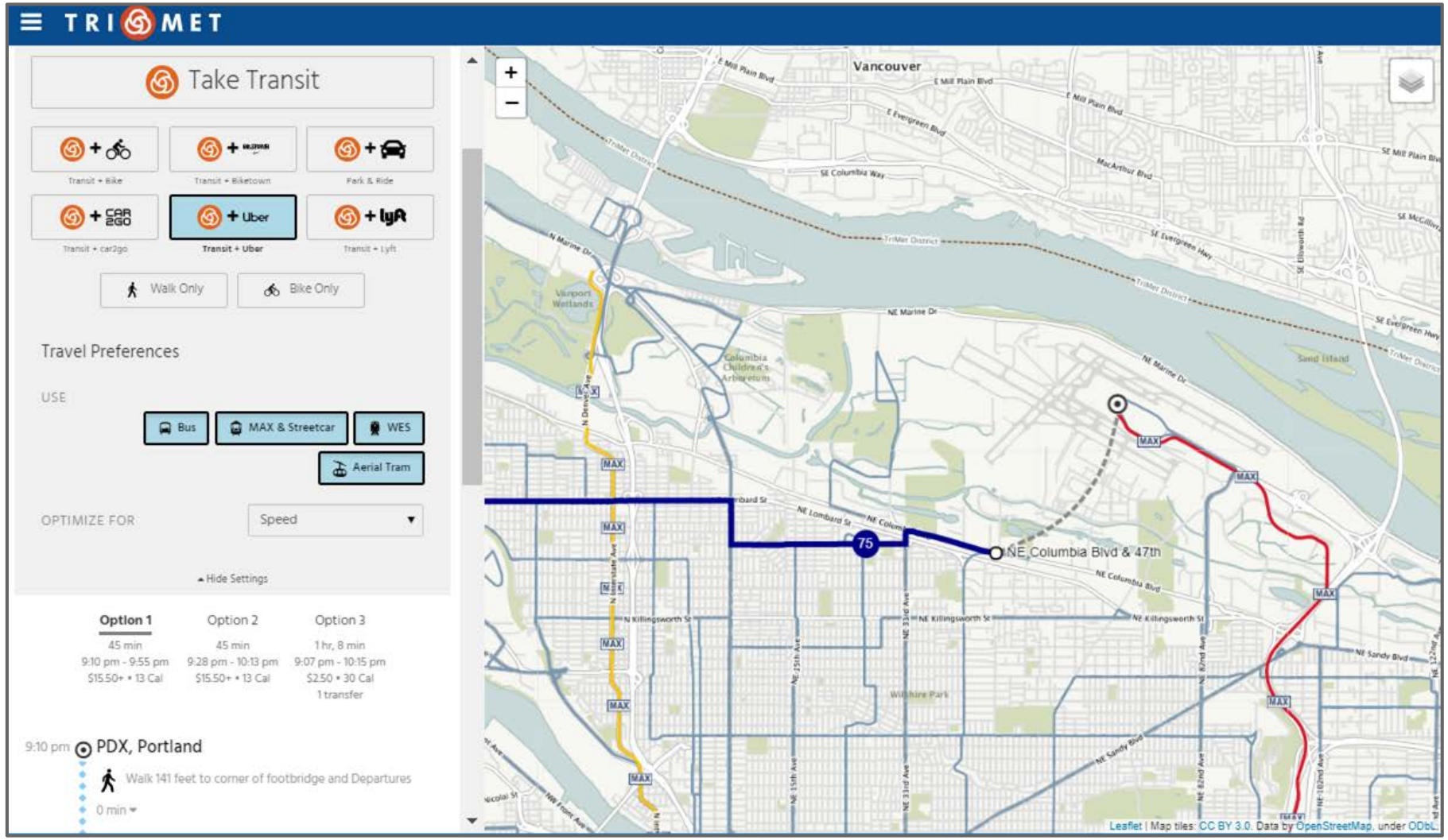
Transit Trip

Real-time Information and Rerouting



Transit + Uber Trip

Faster than Transit Alone



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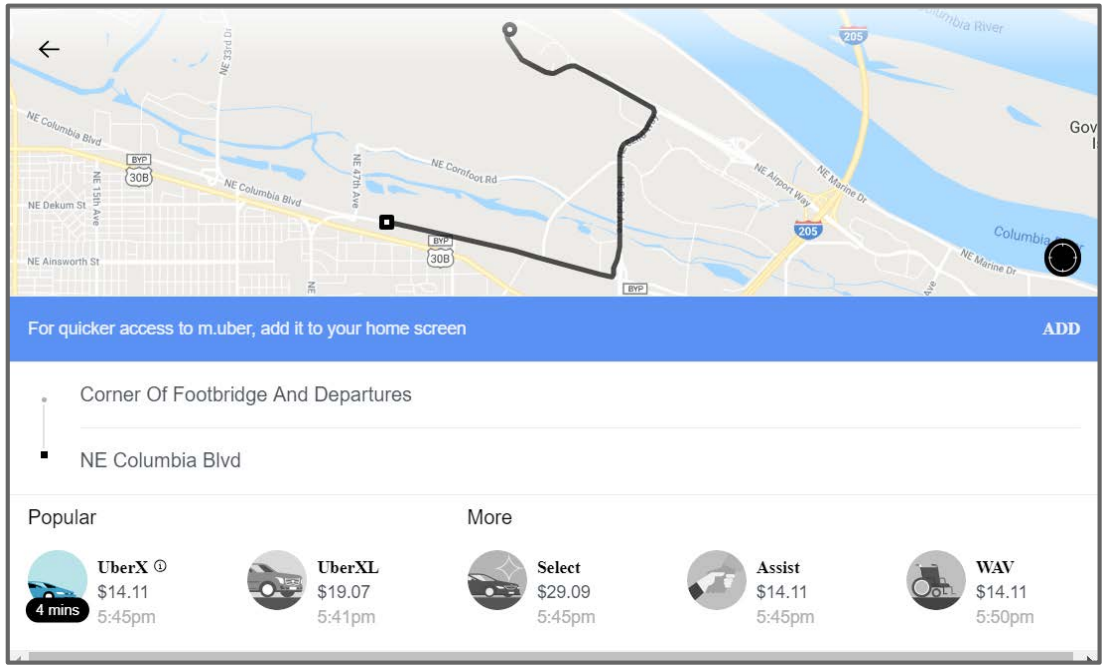
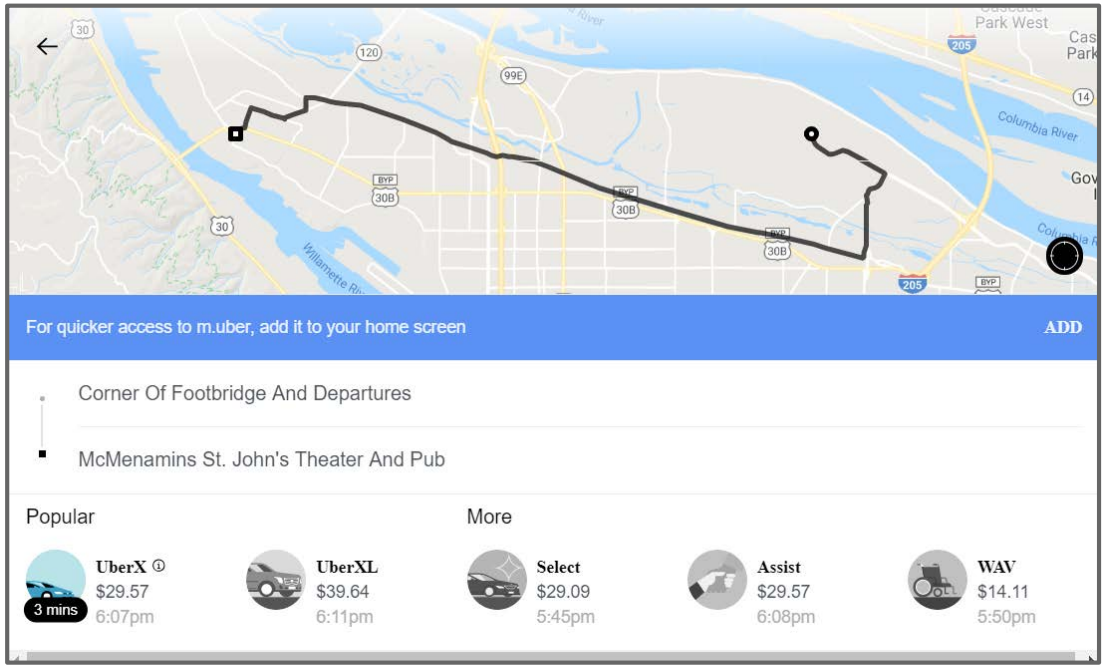
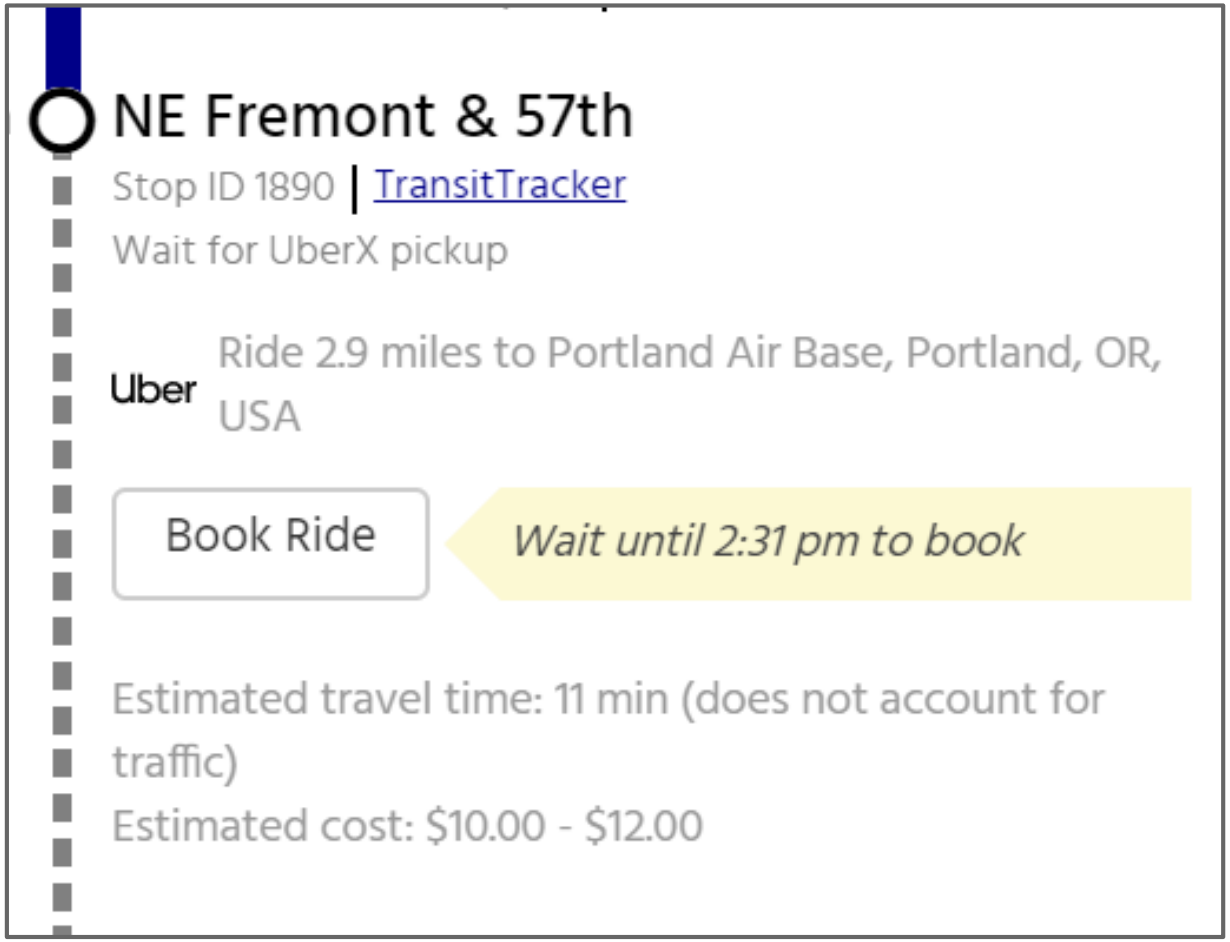




Deep Link Payment Implementation

(2-Click)

Book Ride feature opens Uber app and auto-populates trip information to quickly confirm, book and pay



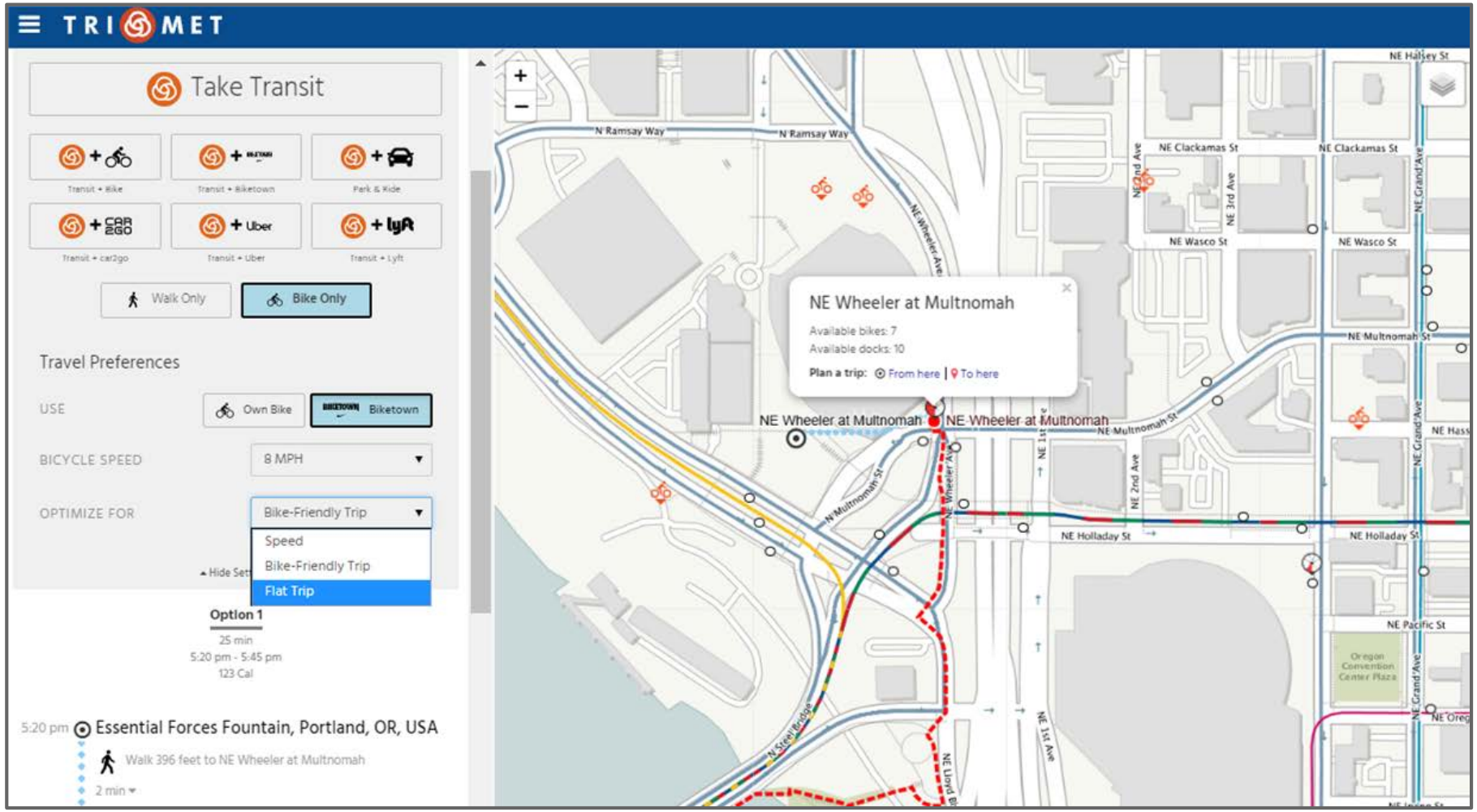
Fully Integrated Payment Exploration

(1-Click)

Advantage	Challenge
Seamless Application Experience	Customer Service Experience
Detailed Reporting on Mobility Services Usage	Data Policy Restrictions
Payment Options	Financial Liability and Regulatory Implications
Pricing Incentives	Complexities

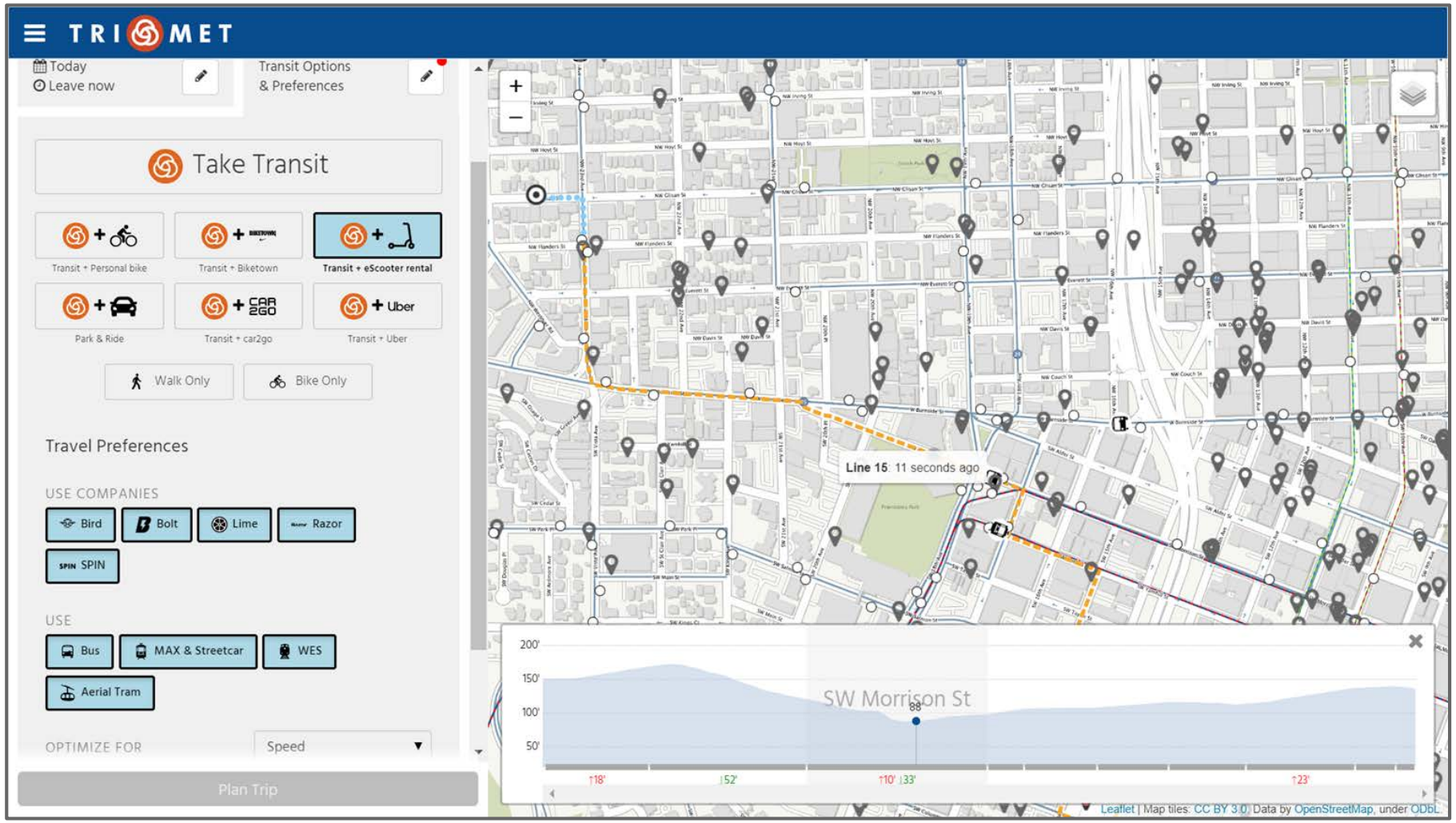
BIKETOWN

Real-time Information, Bike Preferences



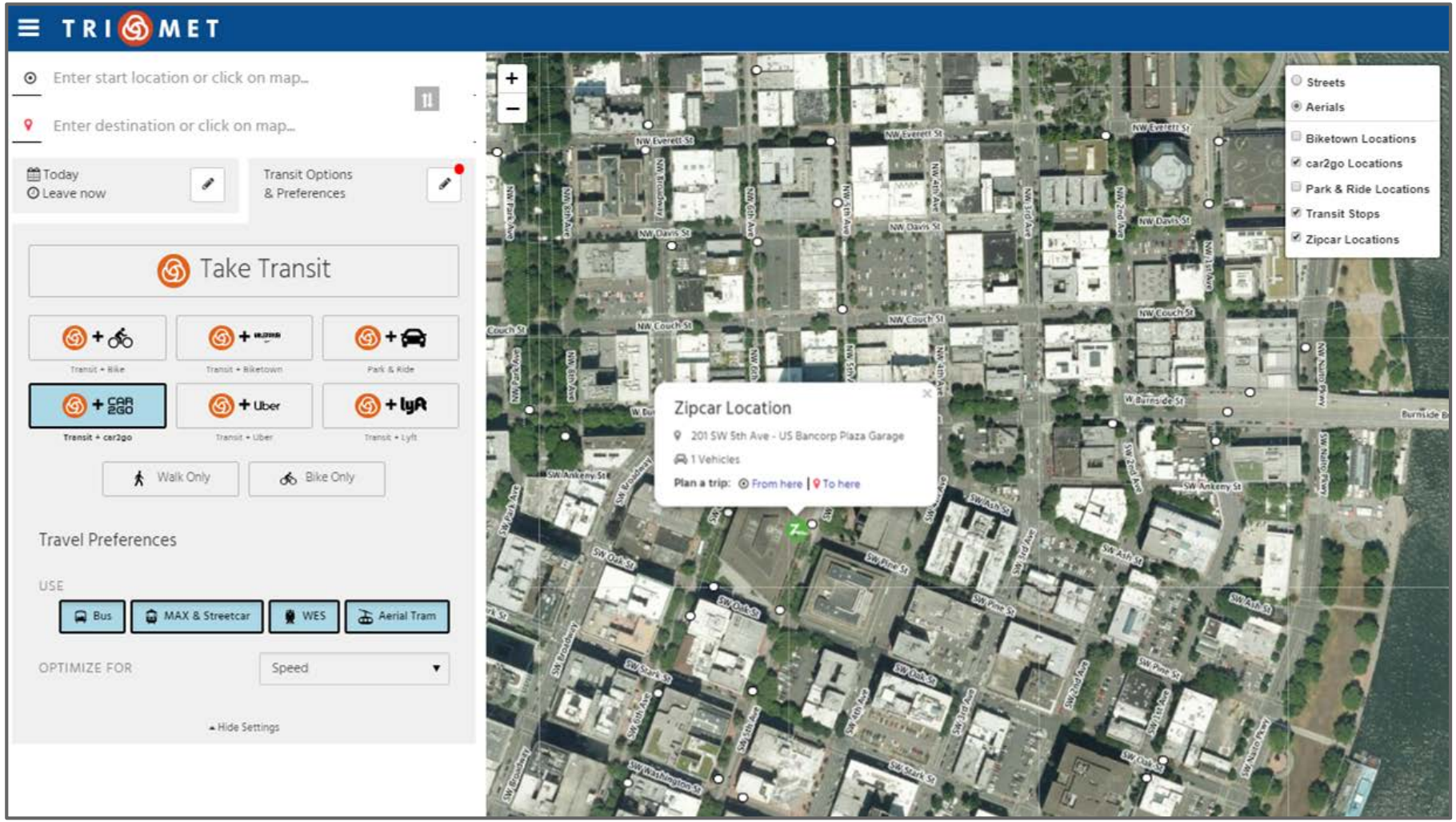
E-Scooters

Comprehensive List of Providers



Data Platform

OpenStreetMap, Pelias Geocoder



OpenTripPlanner (OTP)

Worldwide Deployments, Collaboration, Shared Resources

New York State Department of Transportation
Albany, NY 12232
https://www.511ny.org/

Arlington County Commuter Services
Arlington, VA 22209
http://www.carfreeatoz.com/

TriMet
Portland, OR 97201
http://ride.trimet.org/

Helsinki Regional Transport Authority
Helsinki, Finland
https://digitransit.fi/en/

Municipal Transport Company of Valencia S.A.U.
Valencia, Spain
http://www.emtvalencia.es/...

SMTC, Grenoble Alpes métropole, réseau Français
Grenoble, France
http://www.metromobilite.f...

Service des Transports en Commun de l'Agglomération Rennaise (STAR)
Rennes, France
https://itunes.apple.com/us...

Urban Transport Authority of Poznań (ZTM Poznań)
Poznań, Poland
http://poznan.iplaner.pl/

ZTM Lublin
Lublin, Poland
https://www.ztm.lublin.eu/

Adelaide Metro
Adelaide, Australia
http://jp.adelaidemetro.com...

ViaggiaTrento and ViaggiaRovereto
Trento Province, Italy
https://play.google.com/sto...

Smart Campus Project
Trentino Live, UNITN, and FBK, Italy
http://www.smartcampusla...

Ruter
Oslo, Norway
http://ruter.no/reiseplanleg...

USF Maps
Tampa, FL
https://maps.usf.edu/

Valley Transit Authority
Santa Clara, CA
http://www.vta.org/

Regional Transportation District
Denver, CO
http://www.rtd-denver.com/

Cherriots, Salem-Keizer Transit
Salem, OR
http://cherriots.org/

SMRT
Singapore
http://journey.smrt.com.sg/

SoundTransit
Seattle, WA
http://www.soundtransit.or...

ViviBus Bologna
Bologna, Italy
http://bologna.vivibus.it/

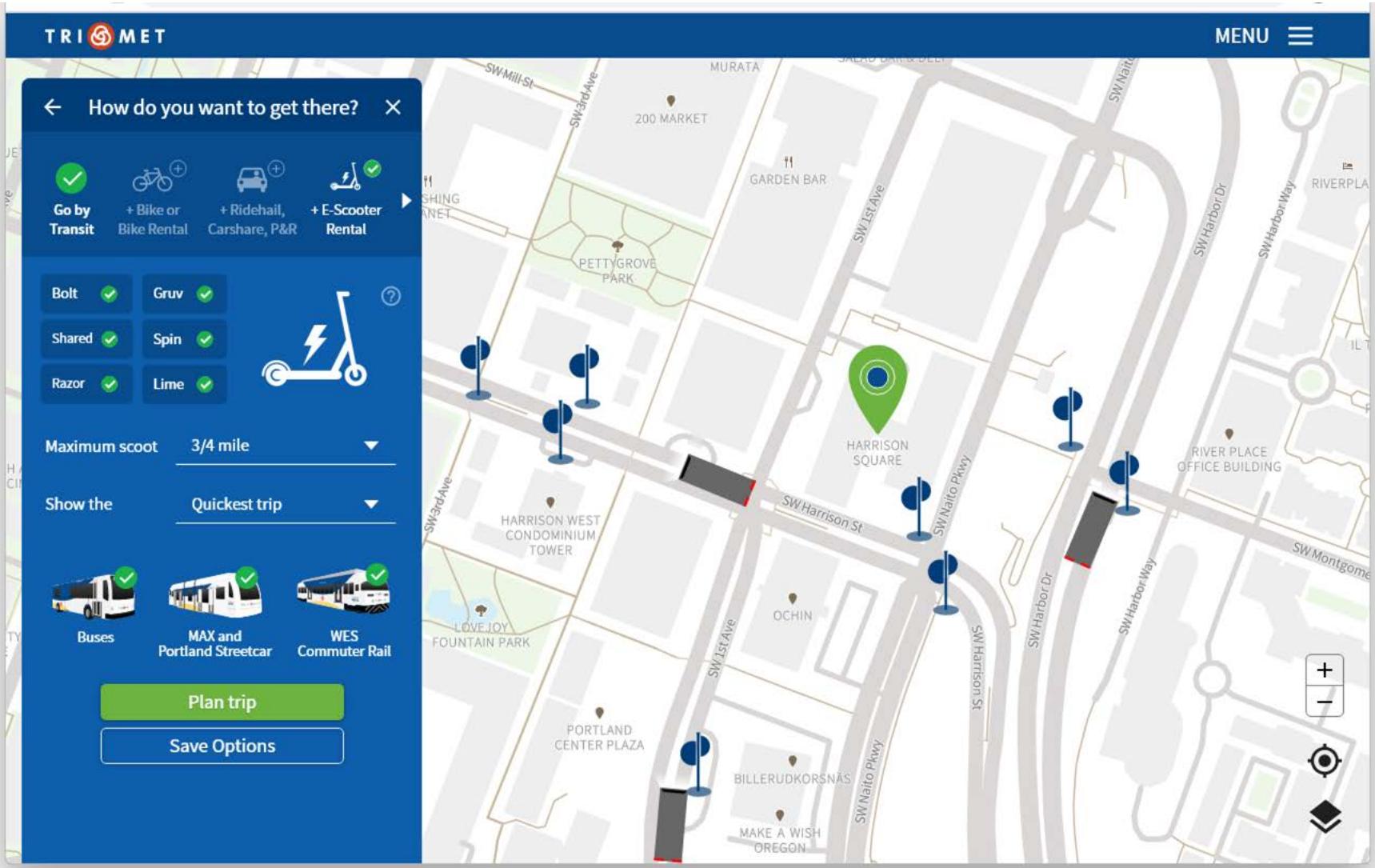
Singapore Nextride
Singapore
https://itunes.apple.com/us...

BJCTA
Birmingham, Alabama
https://www.bjcta.org/

TransMate
Tel Aviv, Israel
http://www.transmate.co.il/

Helsinki, Finland
London, UK
Marseille Métropole
Portugal
South Africa
Tampa, Florida

Full Integration with trimet.org



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Vision

Initiatives

Improving Traveler Connectivity and Reliability

- ❑ Transit Signal Priority
- ❑ On-Time Performance Improvement Program
- ❑ Faster and More Reliable Bus Service

Incorporating Mobility into Short & Long-Term Plans

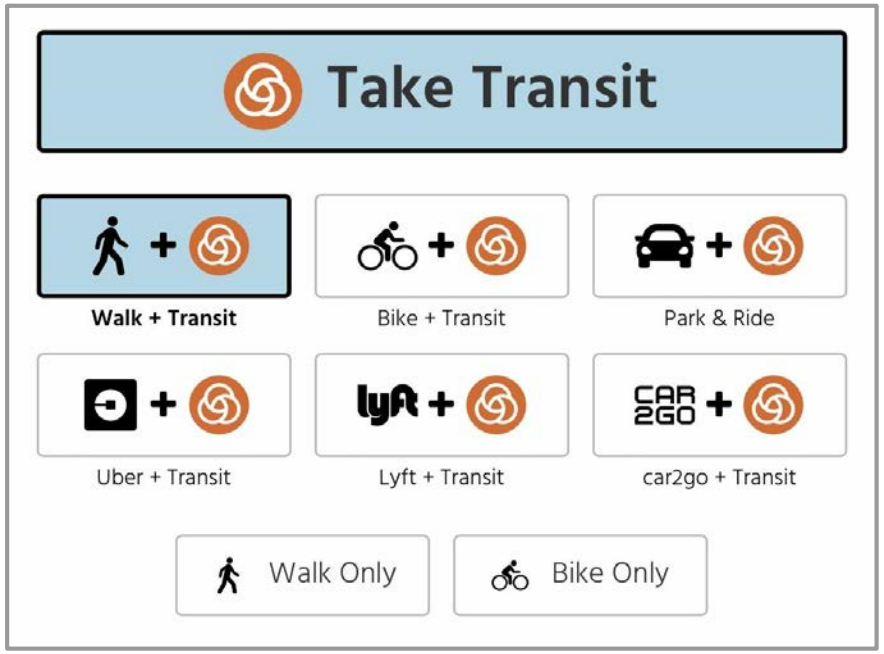
- ❑ Transit Planning and Development Projects
- ❑ Local and Regional Strategic Plans

Influencing Traveler Pattern/Behavior

Analyzing Data and Performance Metrics

Developing Policy and Data Standards

Challenges



January 2019

MOD Sandbox Project

Demonstration & Testing

January 2020

Addition of E-Scooters,

Removal of Lyft

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Thank you!

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