



Mobility on Demand (MOD) Program Overview

Kevin Adderly, Federal Highway Administration
Transportation Specialist

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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.



Mobility on Demand Business Models Analysis



Leidos

Shared Use Mobility Center

UrbanTrans North America



Agenda

- Mobility on Demand Business Models
 - Public Goals for Transportation
 - Business Model Elements
 - Aligning Business Models and Public Goals
- Scenario Planning for Mobility on Demand Solutions
- Seattle Case Study