

Mobility on Demand Business Models

Part I

Public Goals

- Providing More Mobility Options
- Congestion Remediation
- Delivery of Goods and Services
- Mobility for Users with Disabilities
- Providing Mobility Services in Different Land Use Contexts
 - Low Density Areas
 - Serving Underserved Areas or Populations

Rapidly Changing Sector

2017



2018

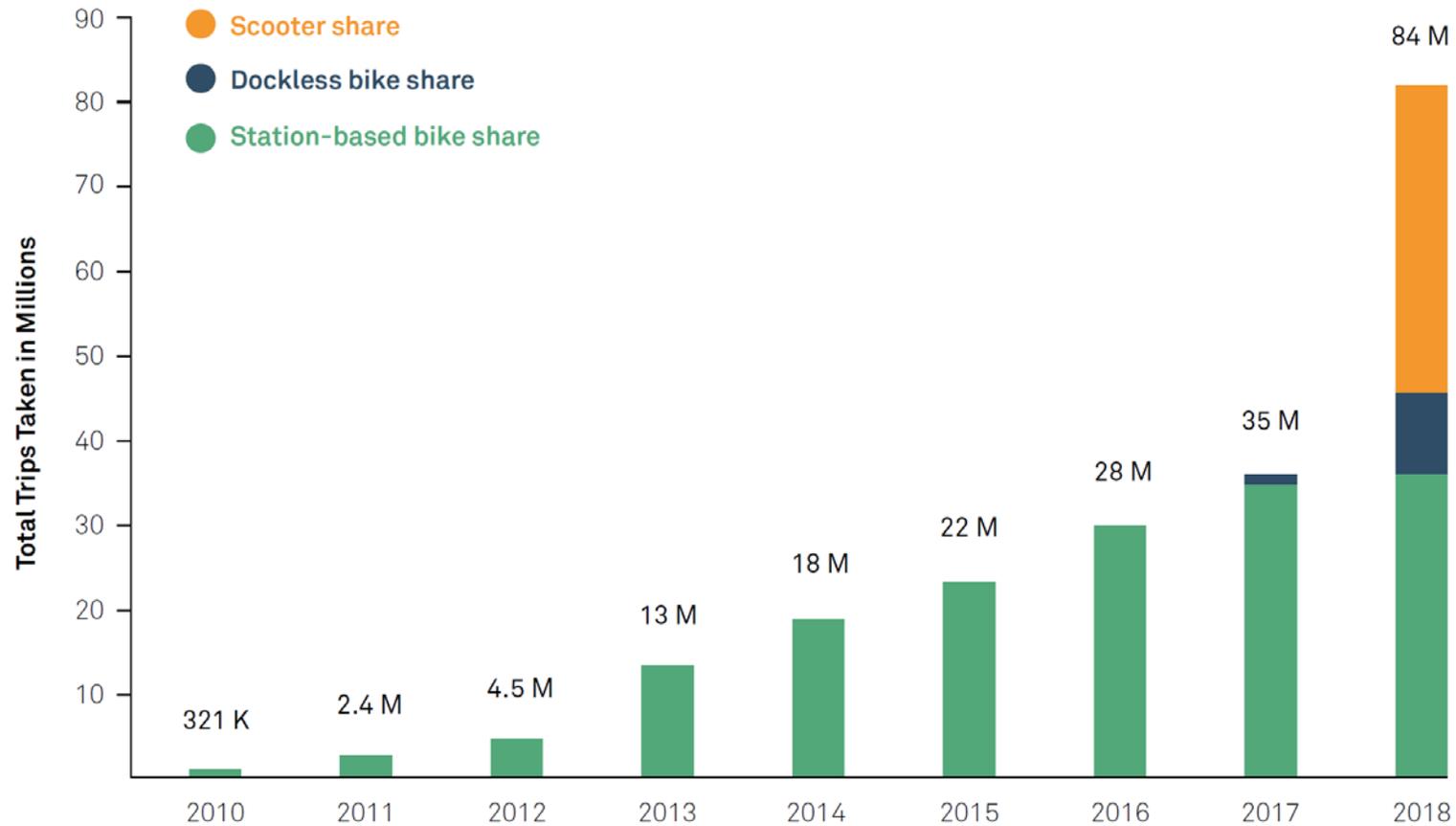


2021?



Rapidly Changing Sector

84 Million Trips on Shared Micromobility in 2018



Source: NACTO

What is a Business Model?

- Multiple Elements (discussed below)
- Each Element Considered Simultaneously
- Examples: ridesourcing, micromobility, and microtransit

...and Why Should the Public Sector Care?

- “Disruption” Affects the Public Right of Way
- Public sector is the primary actor in both regulation and partnerships elements

Business Model Elements

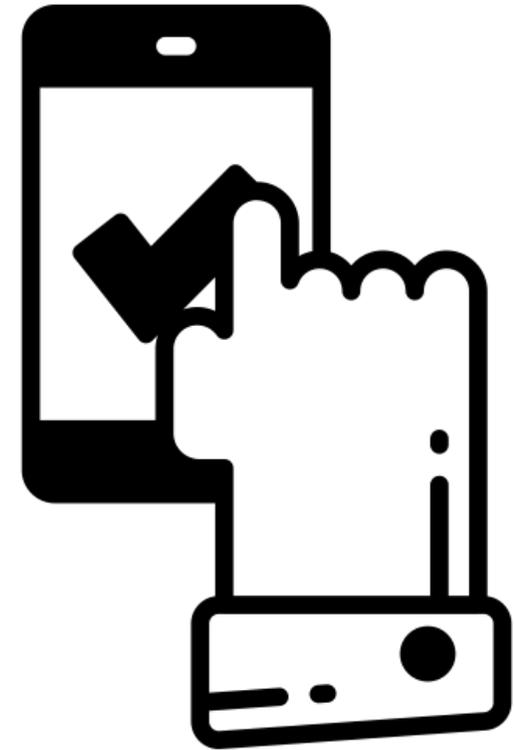
- Value Proposition
- Capitalization and Revenue
- Customer Base
- How it is Regulated/Authorized
- Partnerships (P3s)
- Operational Characteristics

Value Proposition

For a service to gain customers and scale up, it needs a value proposition (i.e., what it is offering that is new, different, or better)

Ex:

- Convenient rides at market rates,
Affordable first/last mile connections,
High-tech, on-time paratransit
- One-stop, multimodal information in a no-cost application



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Capitalization & Revenue

- Venture, start-up financing
- Fares
- State and Federal grants, subsidies, and contracts

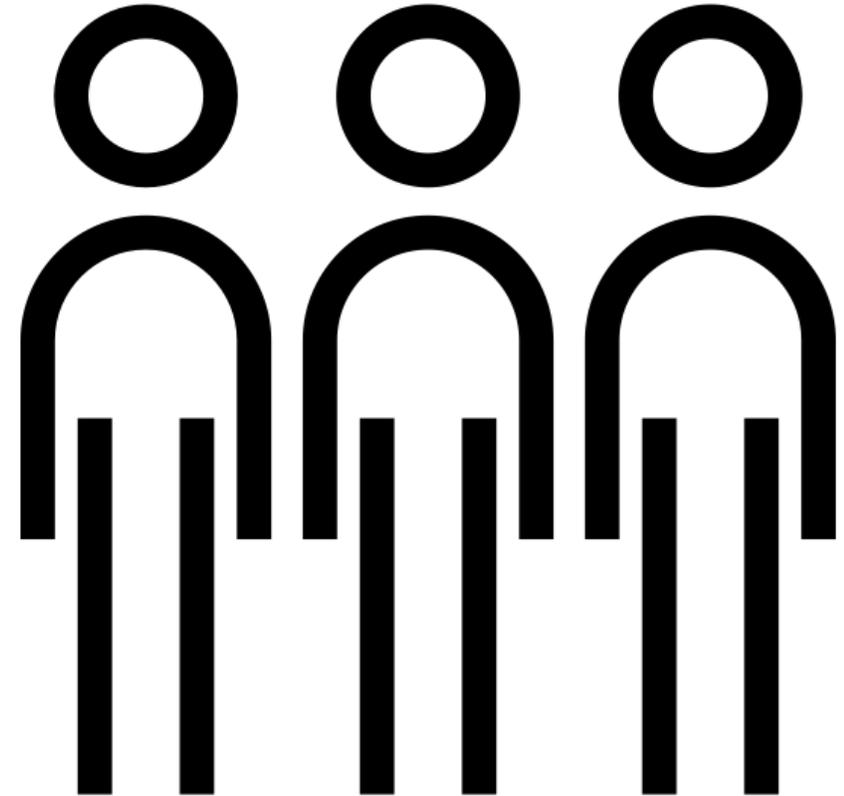


Customer Base

- Types include: Business to Consumer (B2C), Business to Business (B2B), or Business to Government (B2G)

The big question for public agencies:

- Does it cannibalize or complement transit ridership?



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How it is Regulated or Authorized

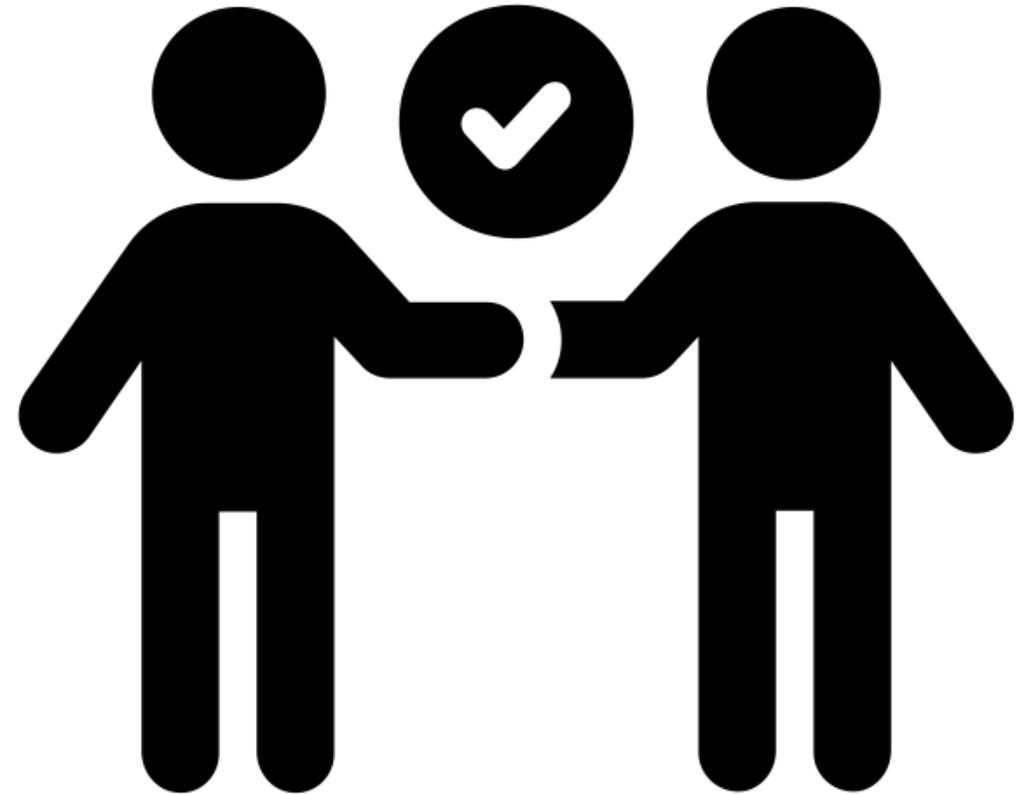
A disruptive technology enters an incumbent regulatory environment. Any regulatory action in response has the potential to disrupt the model. Big shift: ad-hoc regulation to “regulation as partnership”



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Partnerships

Whether from launch or after agencies begin to regulate them, partnerships are a way for all parties to achieve their goals.



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Operational Characteristics

Transportation modes can operate in the mobility space in several ways.

- One mode
- Multiple modes
- Mobility as a service



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Aligning Business Models with Public Goals

	Round-trip Carsharing	Free-floating Carsharing	Docked Bikes sharing	Dockless Bikes sharing	Scooter	Ridesourcing	Microtransit	Apps
Step 1: Rank Prospective Mobility Services Based on their Ability to Meet Identified Needs								
Reducing Congestion								
Enhancing Mobility for Services and Goods								
Expanding Mobility Options								
Mobility for People with Disabilities								
Low Density Transportation Solutions								
Serving Underserved Areas or Populations								
Step 2: Identify the Business Model Elements								
Customer Base								
Operational Characteristics								
Capitalization & Revenue								
Partnerships & Regulation (2)								



Thanks!



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