



2019

FUTUREVIEW WEBINAR SERIES

AN OFFERING FROM APTA U



Effective MaaS Strategies: Subscription Services and the Holistic Approach

Wednesday, March 6, 2019

3:00 – 4:15 p.m. Eastern Time

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This session is being recorded and will be made available on the APTA web site.

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Session Moderator



Mr. Nathaniel P. Ford, Sr.
Immediate Past Chair, APTA
Chief Executive Officer
Jacksonville Transportation Authority
Jacksonville, Florida

Mobility as a Service



- How do we integrate an array of mobility options holistically to serve our riders and our communities?
- How are MaaS service models trending? What do transit agencies large and small need to know?
- How does the public transit industry keep pace in adapting new technologies and services?
- How might “challenges” be converted into “opportunities?” How might one apply MaaS strategies to grow ridership?



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Jacksonville Transportation Authority
Jacksonville, Florida

Today's Presenters



Mr. David Zipper

DZ Strategies, LLC

Washington, DC



Mr. Daniel Rowe

Senior Transportation Planner

King County Metro Transit Division /
Department of Transportation

Seattle, WA



Mr. Frank Kopas

Vice President of Worldwide Sales

Moovit

San Francisco, California

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What to Expect ...

- **Topic overview**
- **Industry Presentations**
- **Panel Member Dialogue**
- **Audience Q&A and discussions**
- **Wrap up**



Asking audience questions

To submit a question or comment to the moderator during the session or during the Q&A, please type it into the **Question** box on your screen and then click on the send arrow located at the bottom of the box. 



Session Presenter



Mr. David Zipper

DZ Strategies, LLC

Washington, DC

A photograph of a light rail train (streetcar) stopped at a city intersection. Pedestrians are crossing the street in front of the train. The scene is set in an urban environment with buildings and traffic lights visible in the background.

MaaS and Transit: A Primer

March 6, 2019

@davidzipper

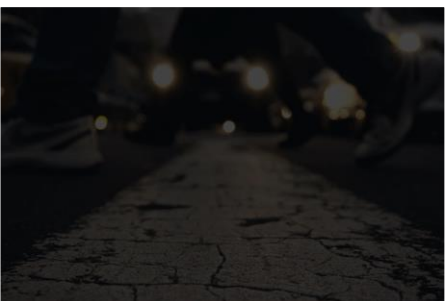
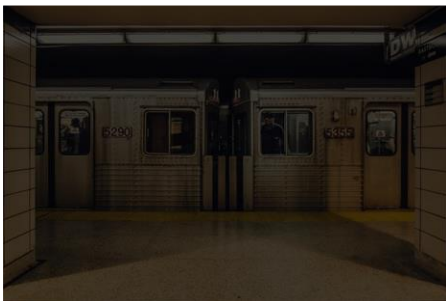
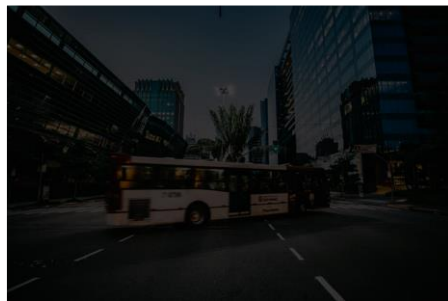
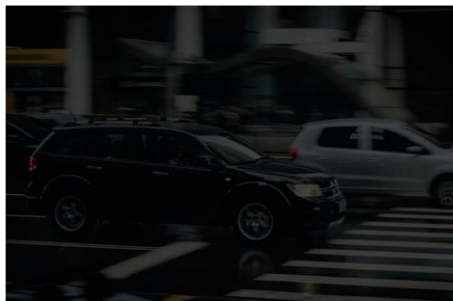
Who I am

- **Resident Fellow** and lead of the Transatlantic Urban Mobility Initiative at the German Marshall Fund
- **Writer** on the future of mobility in *CityLab*, *Fast Company* and *Slate*
- **City official** under three mayors in NYC and DC
- **Partner** in the 1776 Seed Fund, managing investments in smart cities



Traditional Modes







The common enemy

A photograph of a city street scene. On the left, a light blue bus is stopped at a traffic light. The bus has "RID" visible on its side. In the foreground, a pedestrian is walking across the street. To the right, a group of people is walking on the sidewalk. The background shows modern buildings and a clear sky. A black rectangular box with yellow text is overlaid in the center of the image.

Components of MaaS



Multimodal trip planning



Multimodal ticketing



Customer support

SUBSCRIPTION PLAN

STANDARD

\$ 159/week

16 GB storage

Unlimited users

SUBSCRIBE NOW

BUSINESS

HOT

\$ 269/Month

32 GB storage

Unlimited users

SUBSCRIBE NOW

PREMIUM

\$ 399/Year

64 GB storage

Unlimited users

SUBSCRIBE NOW

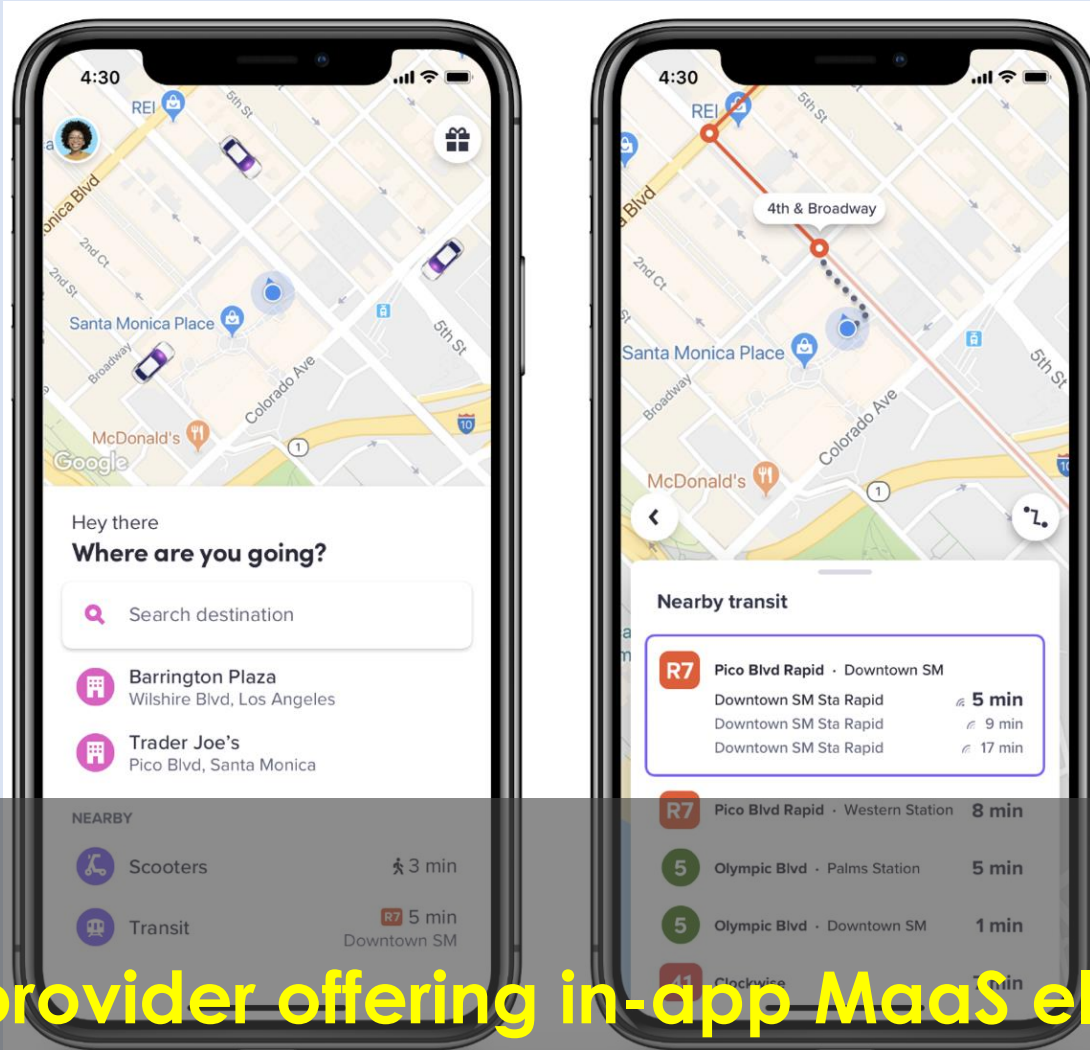
Subscription option



The big opportunity for transit



Three MaaS Platforms with a transit perspective

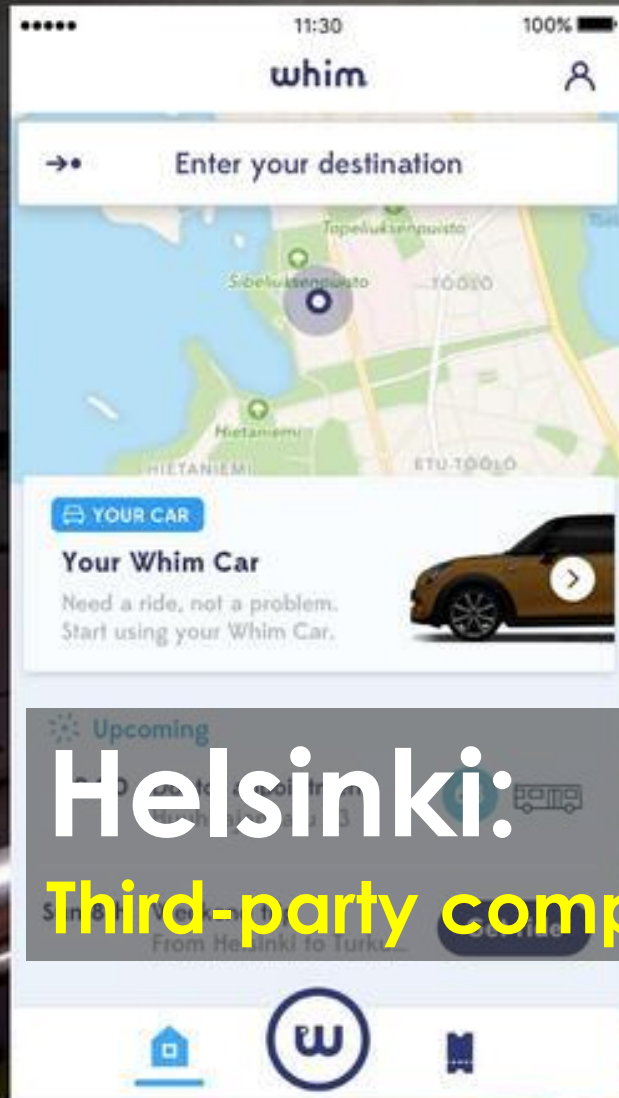


Lyft:

Service provider offering in-app MaaS elements

A photograph of a city street scene. On the left, a light blue bus is partially visible. In the center, a black rectangular box contains the text "Transit Risk: Walled gardens" in yellow and blue. On the right, several pedestrians are walking. The background shows city buildings and a clear sky.

Transit Risk: **Walled gardens**

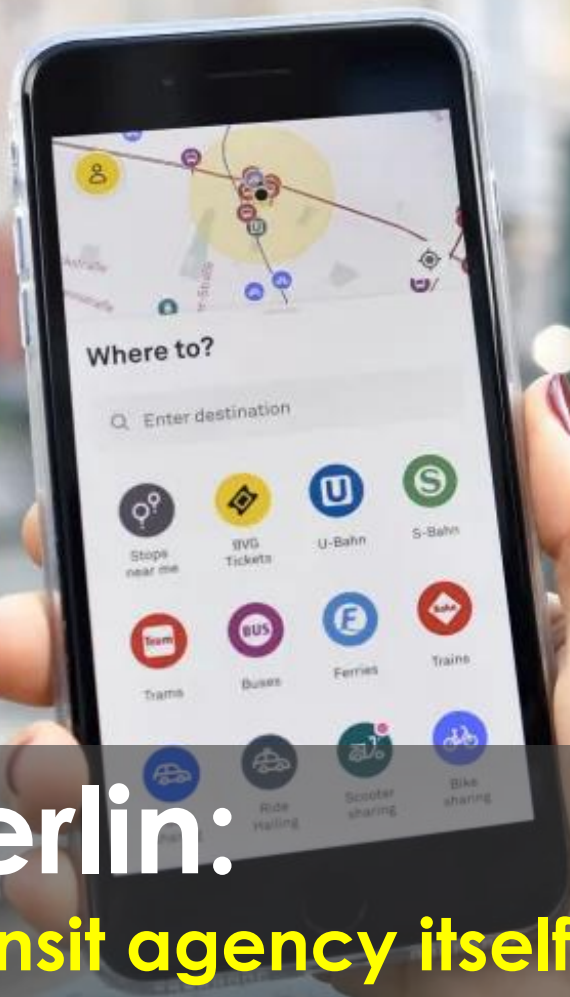


Helsinki:

Third-party company providing the MaaS platform



Transit Risk: Ticket commissions to 3rd party



Berlin:

Transit agency itself providing MaaS



Transit Risk:

Are agency apps agile enough?

Questions to ponder

The background image is a blurred photograph of a city street scene. On the left, a light blue tram is visible. In the foreground on the right, several pedestrians are walking, their figures blurred to suggest motion. The street has tram tracks, and there are traffic lights and buildings in the background.

1. Could MaaS knit together public modes as well as private ones?
2. Is there a robust mix of private transportation options in your city?
3. Does your transit agency lose if it doesn't own the customer relationship?
4. Do customers flock to your transit app? If not, why do you think they'll love your MaaS app?

A light blue tram is stopped on a city street. Several people are walking on the sidewalk. In the background, there are mountains and city buildings. The text "Thank You" is overlaid in the center.

Thank You

@davidzipper
www.davidzipper.com



Moderator/Presenter Conversations



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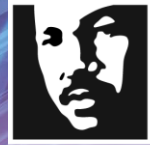


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King County Metro Transit Division / Department of
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Seattle, WA



King County
METRO

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PASSENGER Transport

THE SOURCE FOR PUBLIC TRANSPORTATION NEWS AND ANALYSIS

MONDAY, OCTOBER 22, 2018 | VOLUME 76, NO. 20



Mobility is More than a Service— It Can Have Profound Outcomes

BY ROB GANNON
General Manager
King County Metro Transit Division/DOT, Seattle

“Let us come together and unify under this guiding belief: mobility is not a privilege, nor simply a basic service, but a basic and essential human right...

As provisioners of the public good, it is our duty to assure mobility reaches everyone in a sustainable, healthy and equitable manner.”

Metro's Mobility Strategy



Evaluate and adjust Metro's mix of services



Improve and expand bus and rail network to establish transit as the backbone

Deploy shared mobility solutions to complement transit



Enable a seamless multimodal experience across transit and shared mobility



Drive policy interventions to ensure a safe, equitable, and integrated system



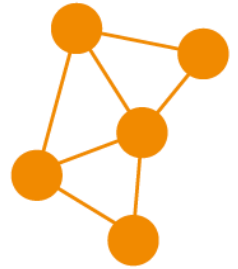
Partner with labor to transform Metro's workforce to benefit from the opportunities created by the mobility transformation



Enable a seamless multimodal experience

Metro will continue working on multimodal integration, in relation to:

- Multimodal trip planning and payment
- Mobility data sharing across modes and providers
- Mobility hubs for seamless transfers across multimodal journeys



Next generation ORCA

Metro and regional partners designing replacement system:

- Account based system
- Agencies to own and operate
- Access other services via APIs

MaaS Perspective

- Integrated fare payment
- KEY: Policy decisions about private providers and intersystem transfers



next generation
ORCA

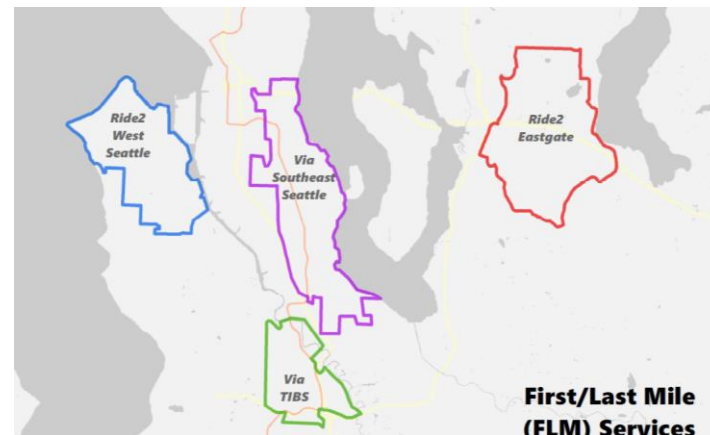
On-Demand First/Last Mile

Pilot

- Shared, flexible on-demand services to connect customers to/from transit
- Improve coverage and access time
- Alternative for at-capacity P&Rs

MaaS Perspective

- Full OD solution
- Integrated fare for FLM + Bus



Car share parking at Metro P&R

Pilot

- Offer new mode of access to P&Rs
- Addressing same challenge as FLM through a new offering
- Improving P&R productivity

MaaS Perspective

- Support car-free or car-light lifestyles, offer alternatives for certain trips.
- Opportunities for bundling services



Carpool app incentives

Pilot

- Incentivize carpooling as a way to offer new mobility options, reduce SOV.
- Transit is not efficient for everyone.

MaaS Perspective

- Leveraging a market place of private mobility services
- Deploy incentives strategically in support of policy goals



Thank you!

Daniel Rowe

Connecting to Transit Program Manager

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Moderator/Presenter Conversations



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Q&A with Today's Moderator and Speakers



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Q&A with Today's Moderator and Speakers



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