Linking First-Last Mile for Seamless Passenger Journeys

Doug Thomas
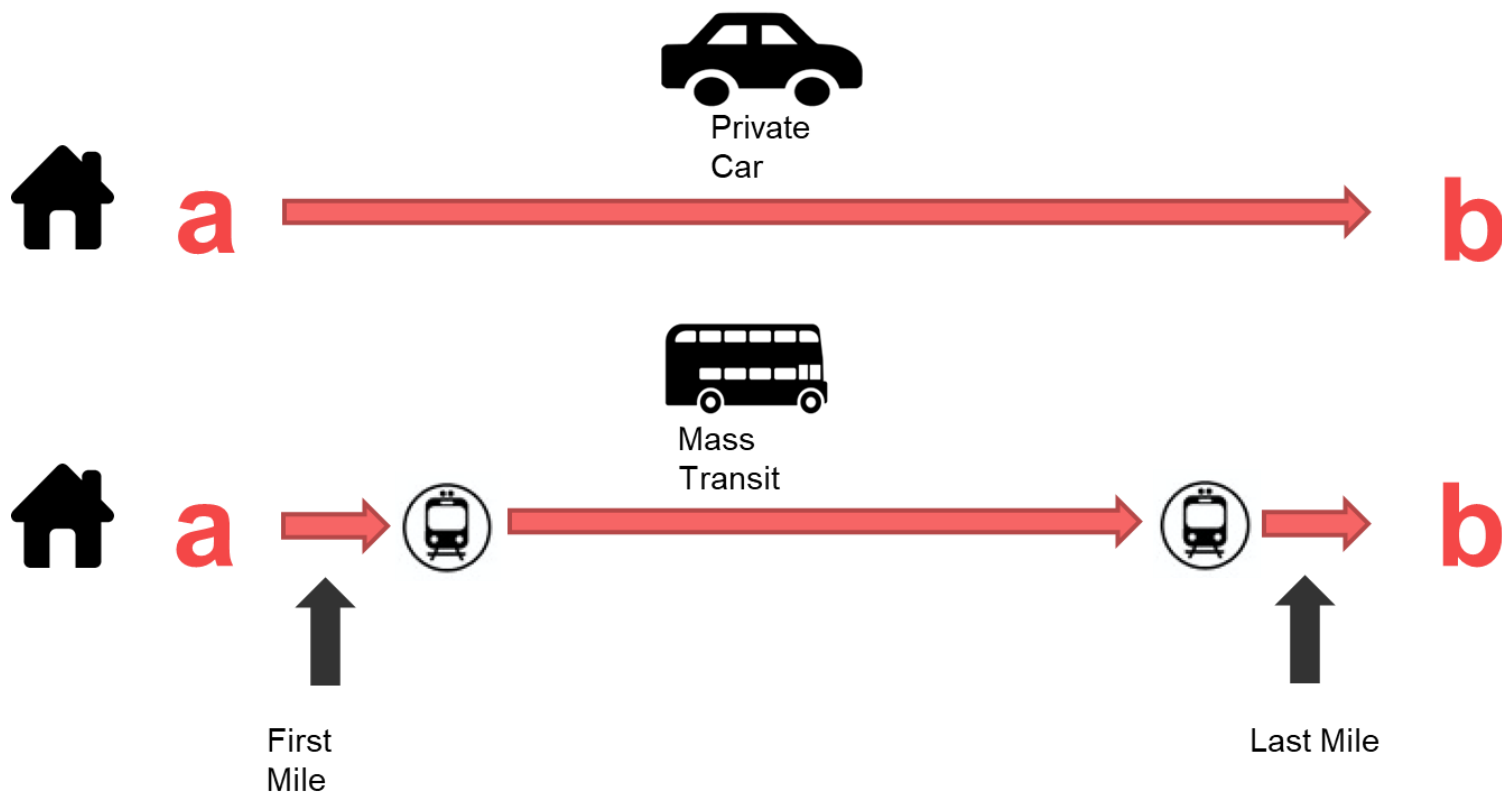
Vice President, North America
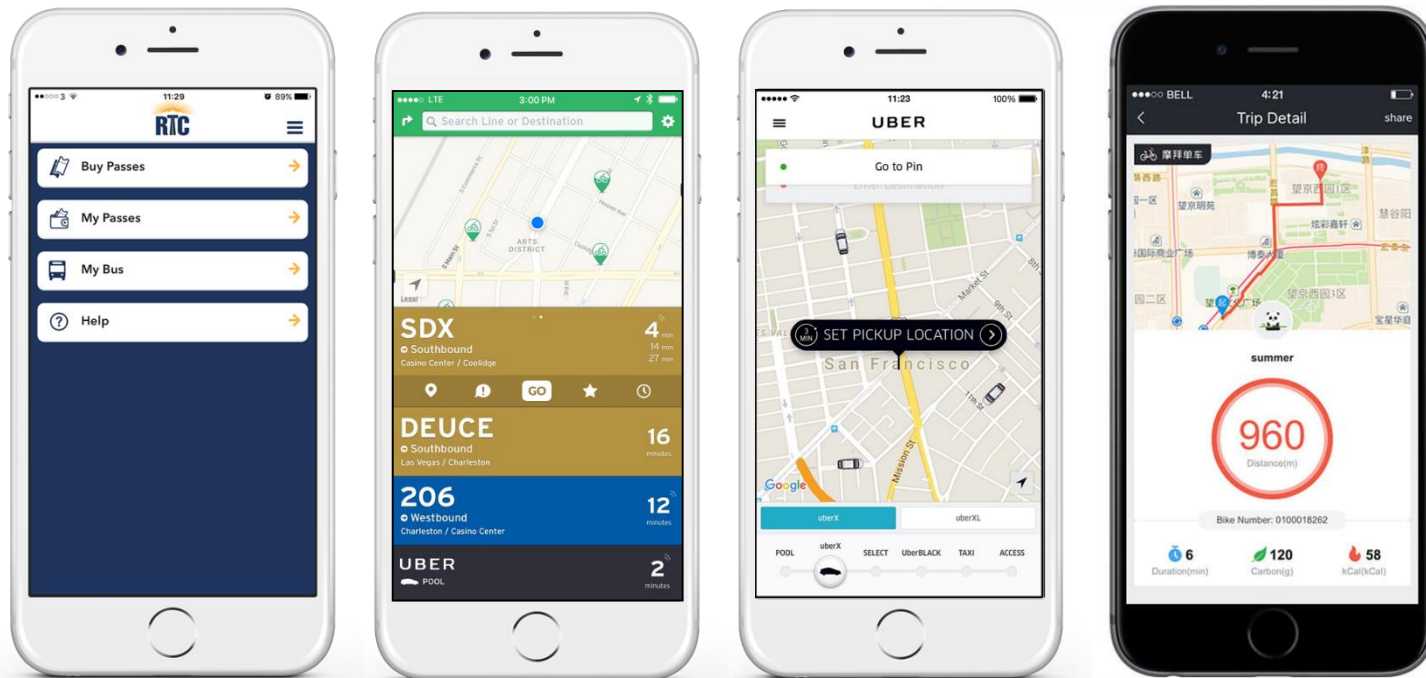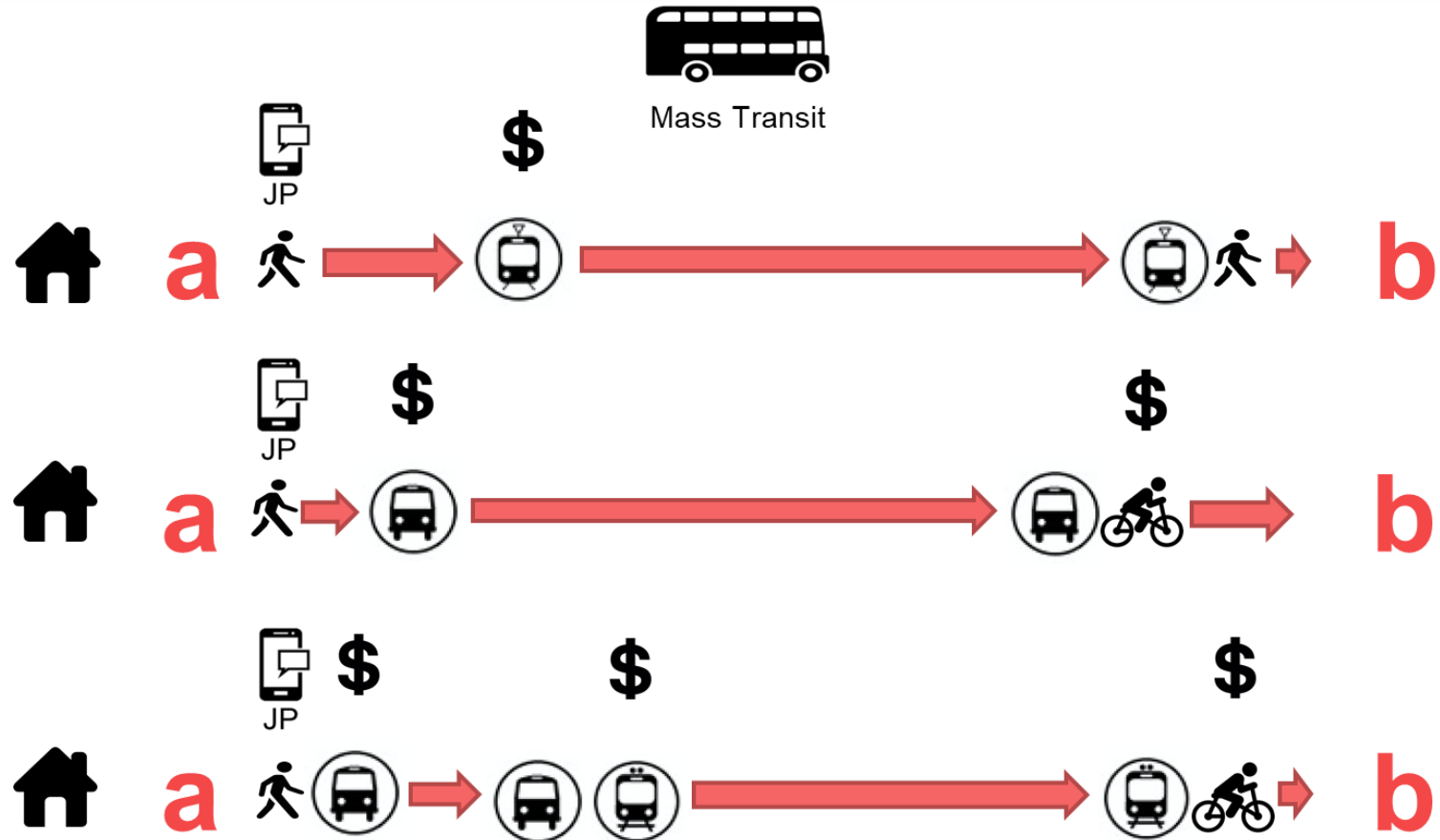
Masabi

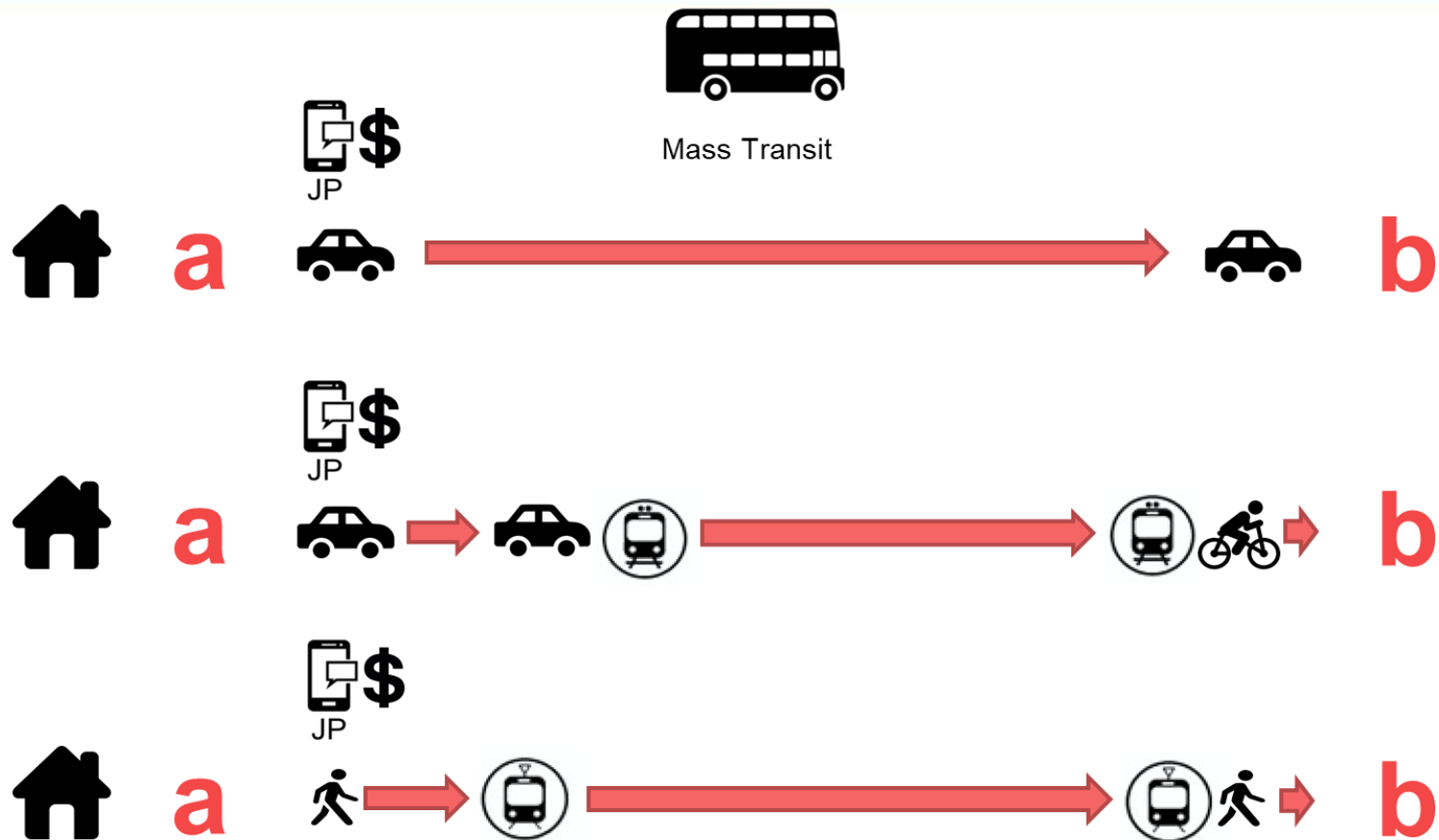APTA

Evolving Mobility Journey

The Evolving Mobility Ecosystem

First/Last Mile Challenge

Mass Transit Future

First/Last Mile Opportunities

What problems are we trying to solve?

The User

- Make it convenient for me to plan and pay for travel
- Match the right mode of transport for the needs of the journey
- Cost effective transportation

The City

- To move people away from cars
- To keep the city moving
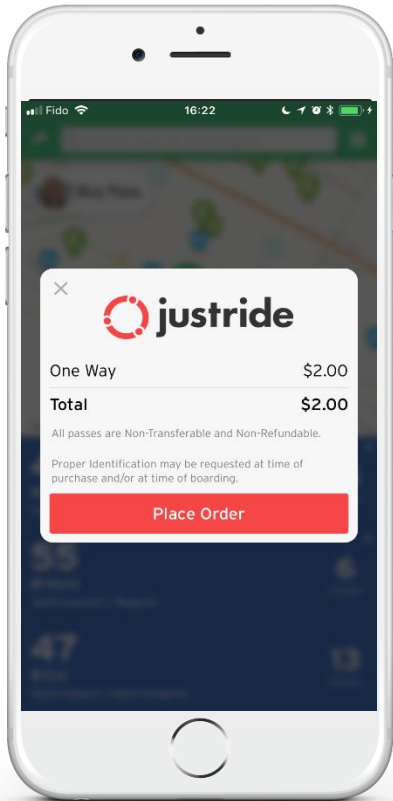- To provide equitable service to riders

What is MaaS?

"MaaS is a *user-centric*, intelligent mobility distribution model in which *all* mobility service providers' offerings are aggregated by a mobility provider and supplied to users through a *single digital platform*."

MaaS Lab, University College London

What makes MaaS Possible?
Mobile First Approach

Super Computer in People's Pocket
- GPS
- Payments
- Sensors

**Real Time Passenger Information**
- Open Data

New Mobility Options
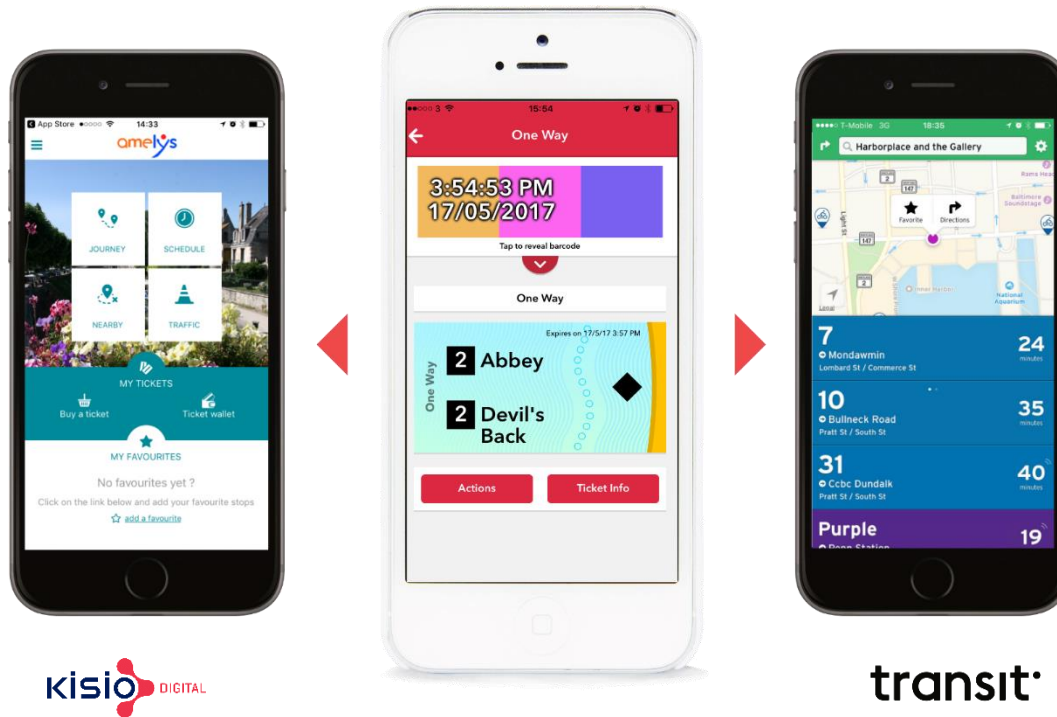- Ride share
- Bike share
- Advent of autonomous

Lower Barriers to Entry for Innovation

Creating MaaS:
## *Best-of-Breed Deeplinking*

- Enabling best-of-breed applications to link together across cities, connecting passengers to first and last mile transportation services, enhancing transport for all.

- Masabi pioneered deeplinking and is partnering within city ecosystems, such as New York and Las Vegas, to enable seamless frictionless journeys.
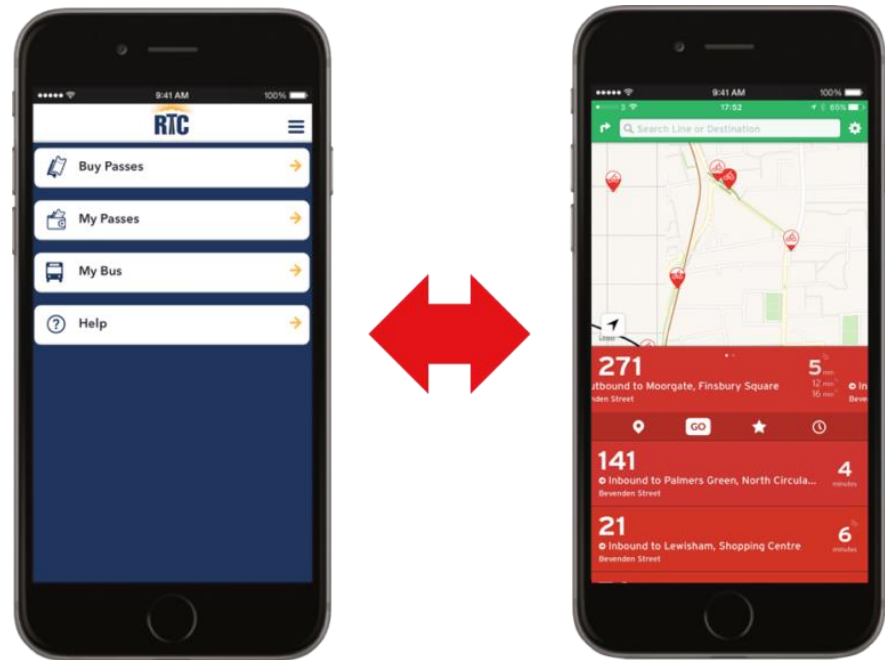
Evolving MaaS:
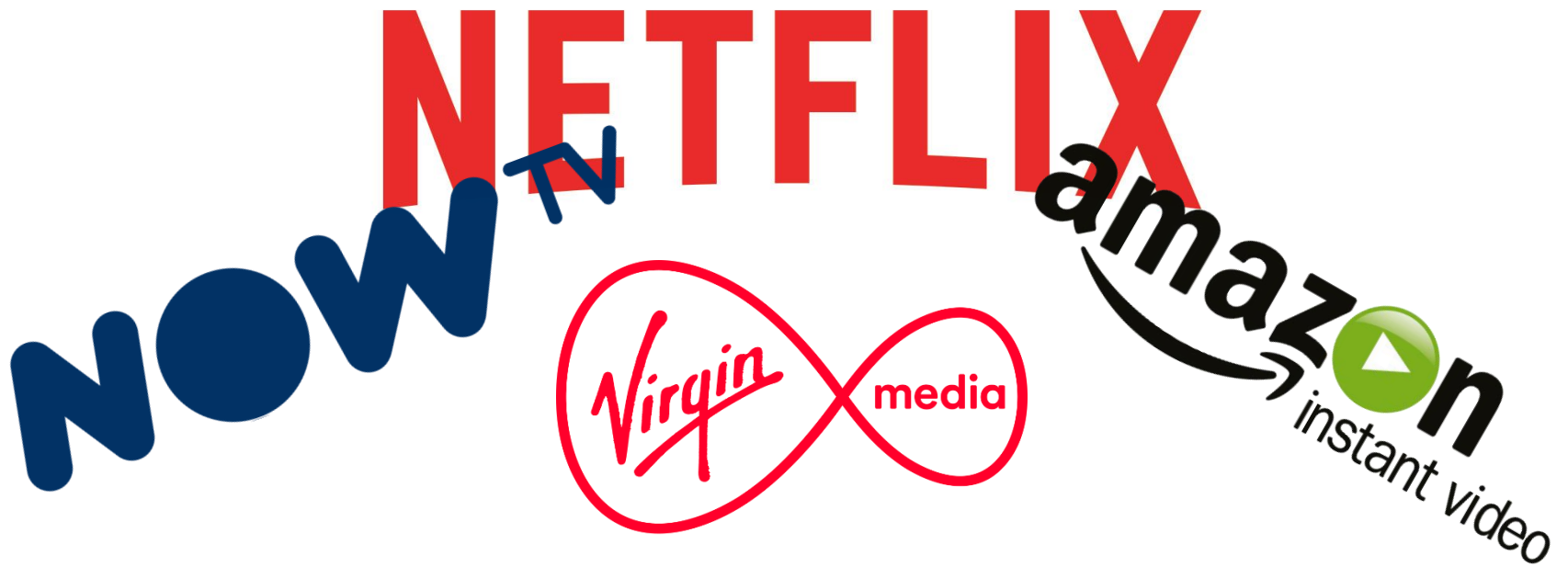## *Leveraging The Justride SDK*

Masabi & Transit
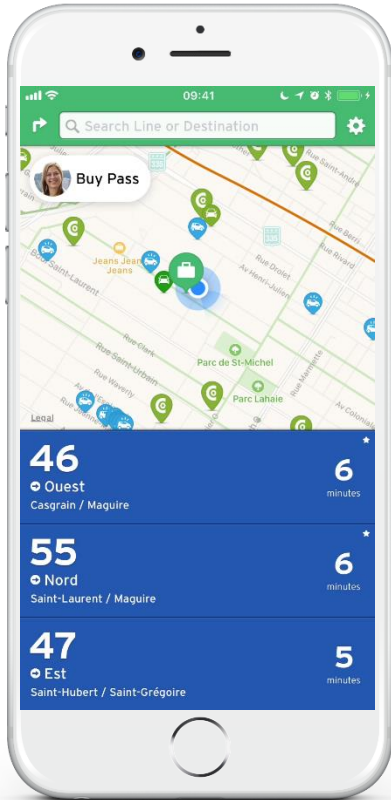
- Transit the leading consumer journey planner in North America

- Already integrates Uber and Bike Share payments

- Now adding Masabi's transit mobile ticketing via the Justride SDK

- Allowing multiple apps to supply mobility to the city

How is MaaS being tackled today?

How MaaS is being tackled today

"We need to reduce car ownership"

Hence: Subscription model is the ONLY approach

Hypothesis being: sunk cost of car is what drives car usage

But – why else do people use a car?

- Convenient
- Always there when you need it
- It's faster
- It's fun

Subscription Model Benefits

- Commitment to package means usage of car *may* be reduced shifting behaviour

- An agency for innovation – Finland the case that proves the rule?

- Under-utilised subscriptions may have roll-over model to ensure passengers don't miss out

Subscription Model Potential Issues

- Favours the wealthy who can afford to pre-pay for their transport

- Forms a barrier to a customer - which package should I buy?

- Will I be able to get all of my mobility through one mobility provider - and if I can't - is this tackling the problem of the car?

- Transit is a constrained resource, subscriptions don't address the demand-responsive nature

Masabi's View on Mobility (MaaS)
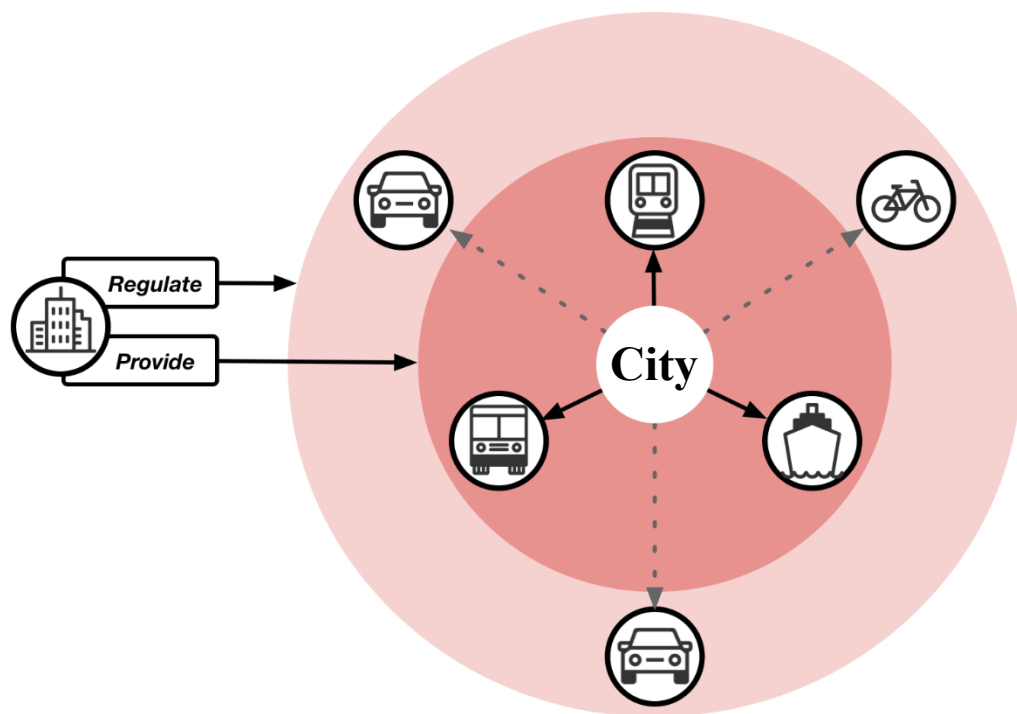
A city at the centre of MaaS gives it the control needed to meet all players' objective

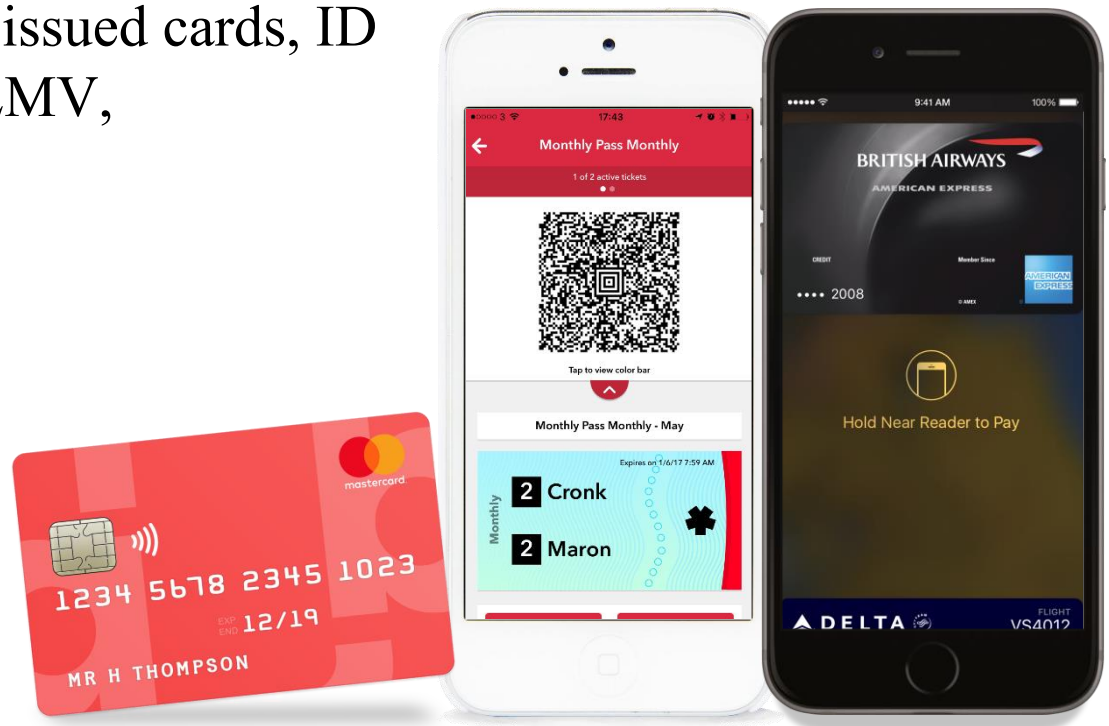Congestion likely best solved through service provision and policy

By putting the city at the centre, MaaS becomes a tool for enacting decisions that keep a city moving in a way that benefits all

How does Masabi see MaaS?
Account Based Ticketing

Use a token as authority to travel

- Transport authority issued cards, ID cards, barcodes, c-EMV, biometrics, etc.
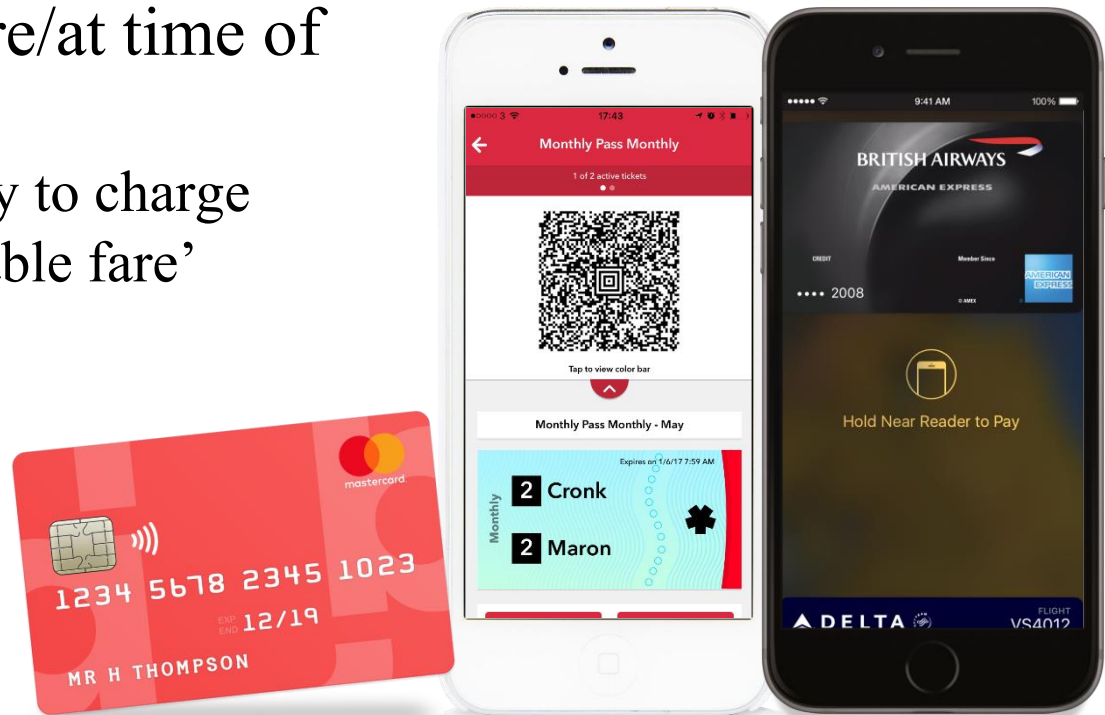
How does Masabi See MaaS?
Account Based Ticketing

Fare calculated in back-office not before/at time of travel

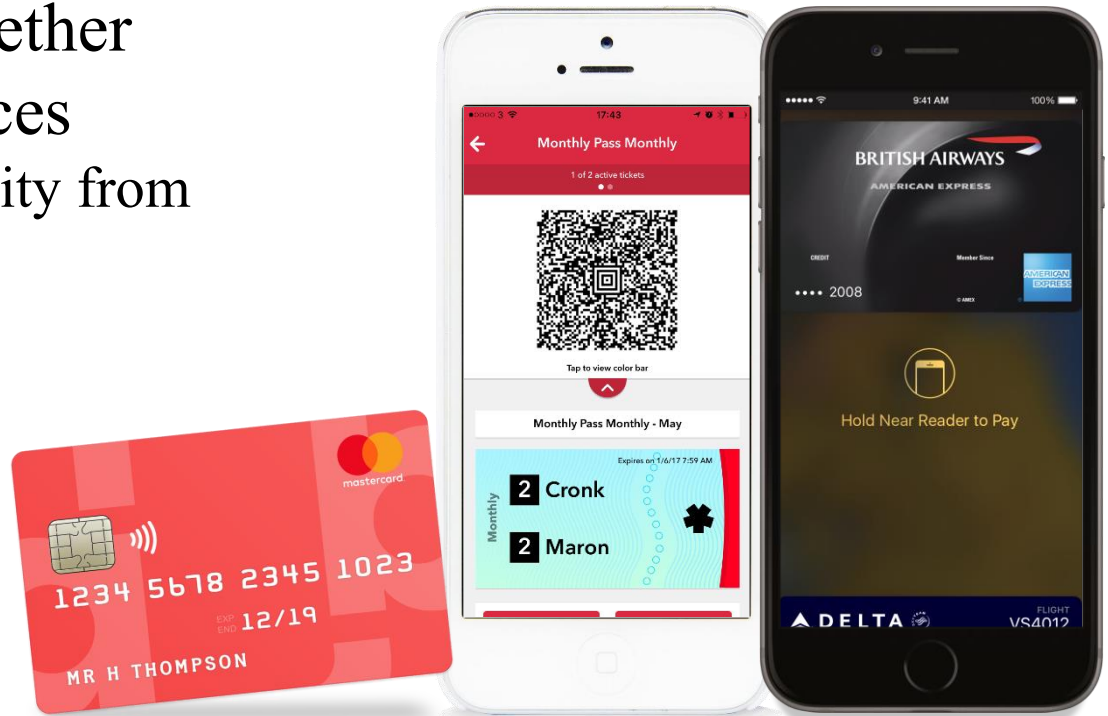- More flexibility to charge the 'best available fare'

How does Masabi See MaaS?
Account Based Ticketing

Seamlessly tie together multi-modal services
- Hides the complexity from the customer

Advantages over Subscription

- Puts the city (agency) at the center of MaaS
- Customer does not need to pre-select their package - lower barrier to entry, more flexibility for customer and city
- Greater equity – pay for travel once consumed
- More able to link together transit, tolling, parking and mobility solutions

A Seamless Integrated Journey: First – Last Mile

Parking
Park & Ride tickets, shared and specific capping
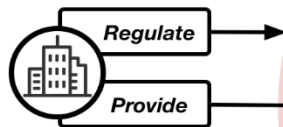
Bike Share
Charged to same account, shared and specific capping

Ride Share
First Mile / Last Mile handoff to ride share services, charged to same account, capping

Practical steps to Linking First-Last Mile

- Open Data

- Mobile Ticketing

- Combined mobility application

- Account Based Ticketing for transit

- Account Based Ticketing for mixed-mobility

- Harmony between information, payments and service provision to meet the needs of citizens and the city

Any Questions?

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