

Mass Transit to MaaS Transit: Are We Ready?

Santosh Mishra

IBI Group

Boston, MA

Nick Mantia

RTA

Dayton, OH



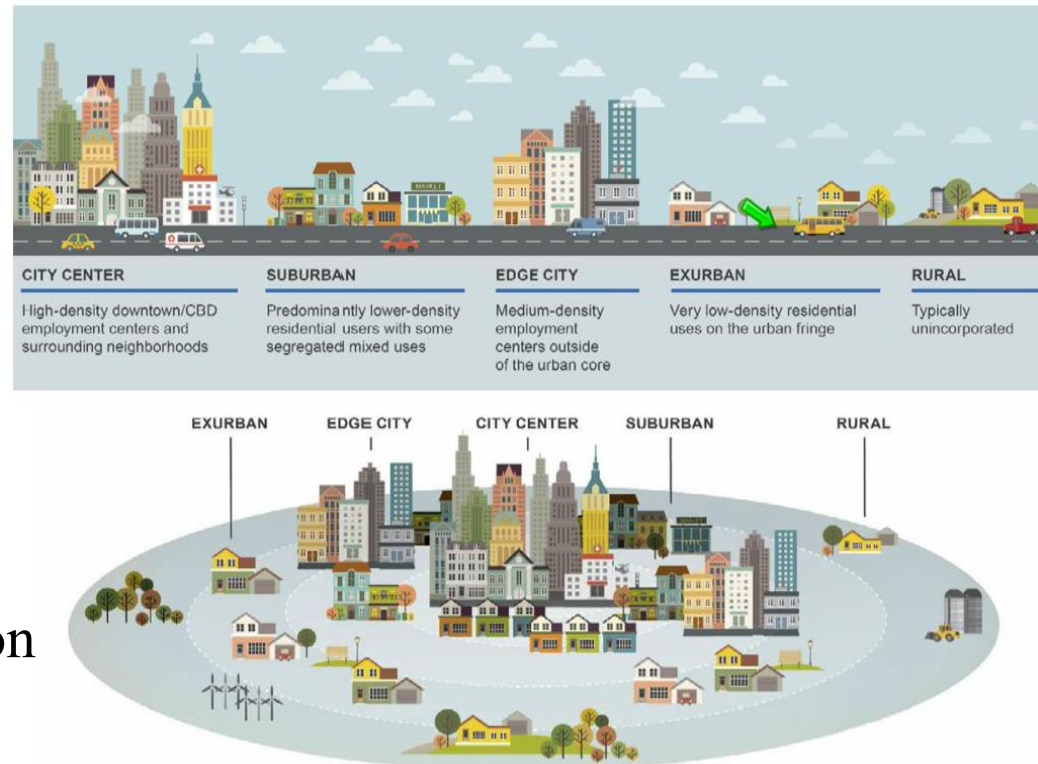
Defining the
cities of tomorrow



2018 Fare Collection/Revenue Management
& TransTech Conferences

Key Presentation Takeaways

- **Dayton RTA Service Overview**
- **Mobility Needs**
- **Why MaaS**
- **Dayton MaaS**
 - Framework
 - System Architecture
 - Open Data
 - Integrated payment solution
 - Next Steps



Dayton RTA Service Overview

Service provider in
Montgomery and
western Greene
counties

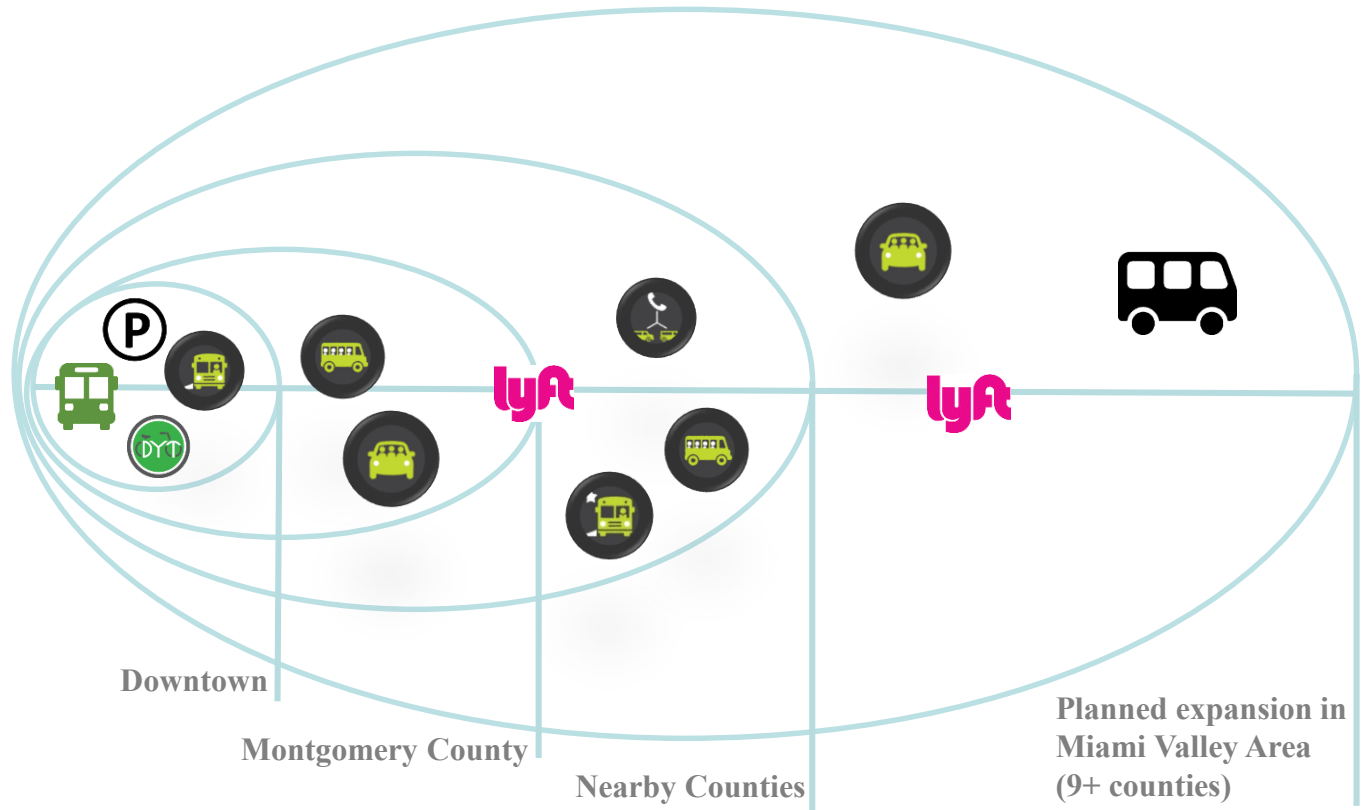
Fixed route, demand
response (including
NEMT) and first/last
mile services

300 vehicles; 29
routes; 3000 stops

5 transit centers,
RTA Connect
transfer points, PnR
lots

9 million annual
passengers

Planned service
expansion to 9+
counties



Mobility Needs

Technology Needs

- Multi-modal trip discovery, booking and delivery
- Account-based Payment
- All door boarding
- Back-office integration for NEMT and other trips
- Operations management tools for partner providers
- Cashless payments

Policy Needs

- Manage “all things transportation” in Greater Dayton
- Adopt cashless payments by 2020
- Institutional partnership with colleges/ universities and large employers
- Limited driver involvement
- Fare capping
- All door boarding

Seamless Mobility

Infrastructure Needs

- Review TVM utilization and establish robust smart media purchase/ reload infrastructure
- Customer loyalty programs
- Partnership with local attractions
- Programs for unbanked customers
- Partnership with service providers

Data/Reporting Needs

- Open data for multi-modal trip planning and real-time info
- O-D and transfer data
- Operational performance
- System Performance
- Central Datastore and BI
- Reporting

Why MaaS

General Concept-Example

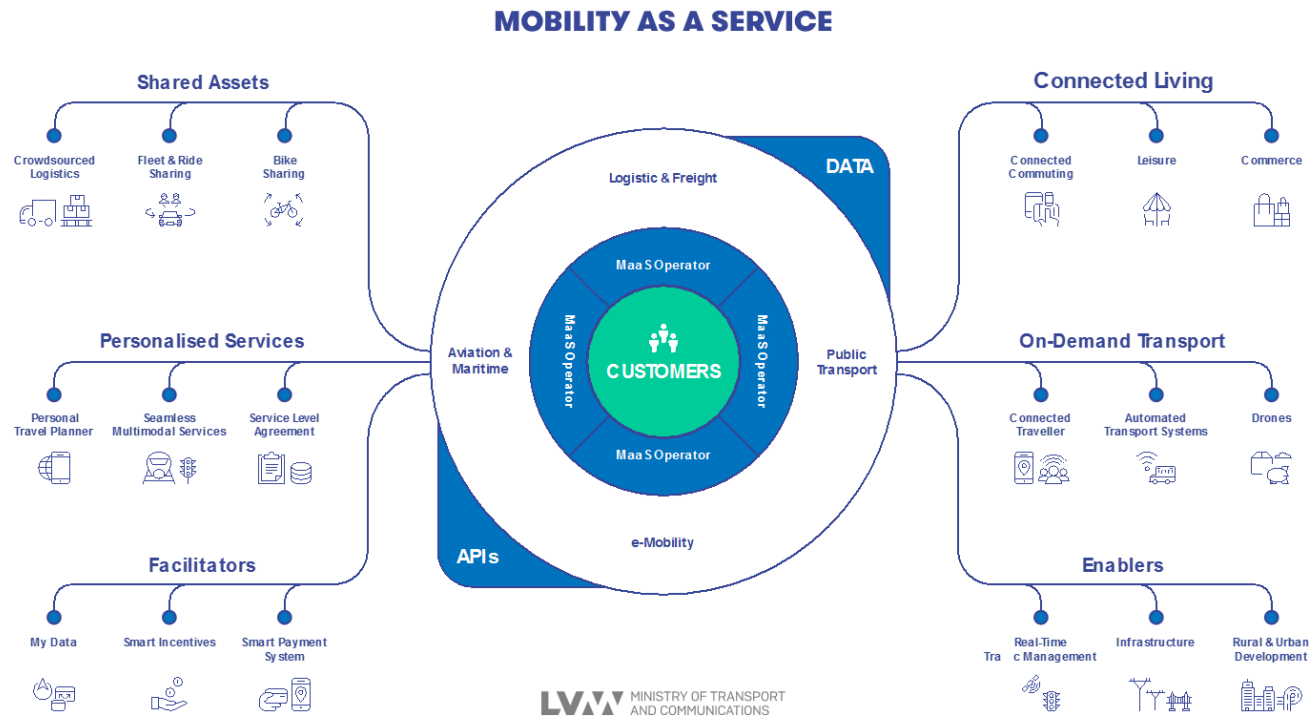
RTA Goals

Seamless Regional
Mobility Ecosystem

Equitable Access

Open Data

Integrated Payment

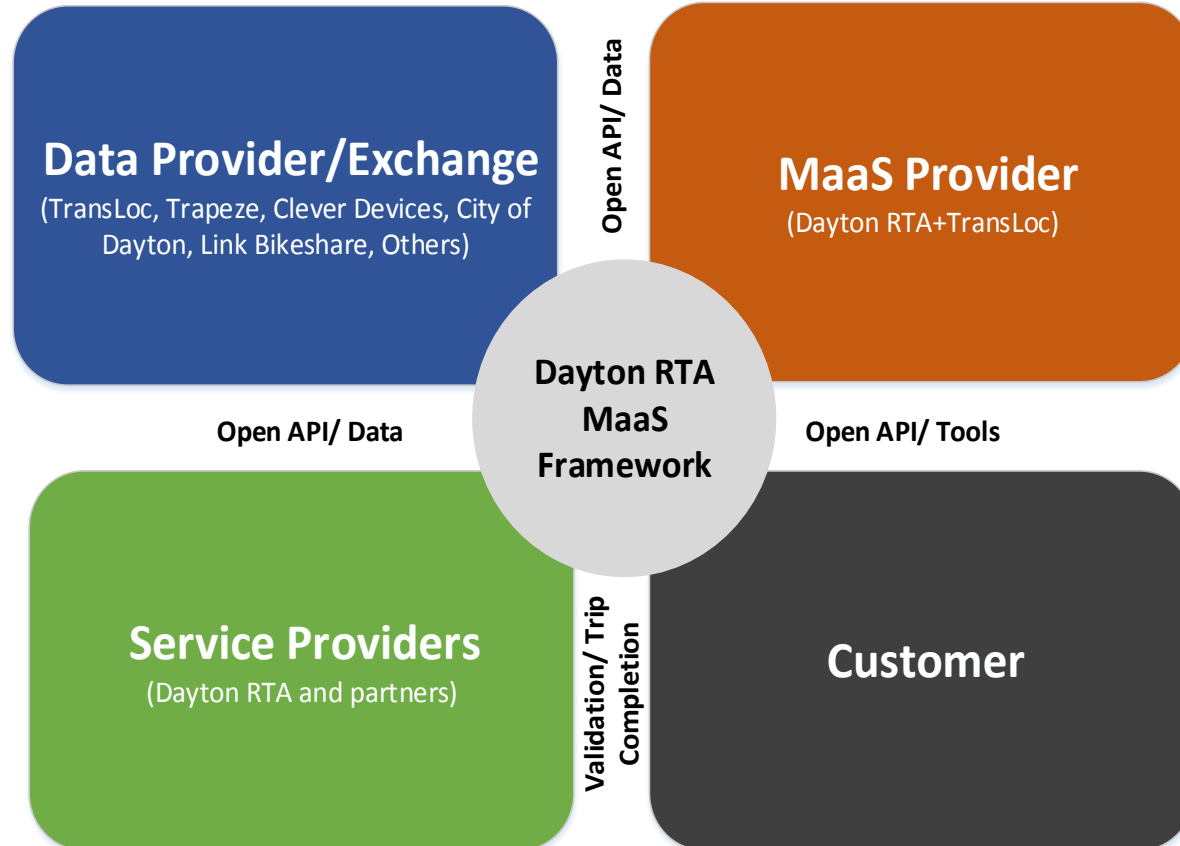


Why MaaS

***“All mobility providers
will collaborate with us
delivering one unified
mobility network via
Dayton MaaS platform”***

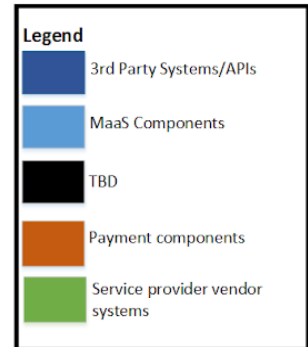
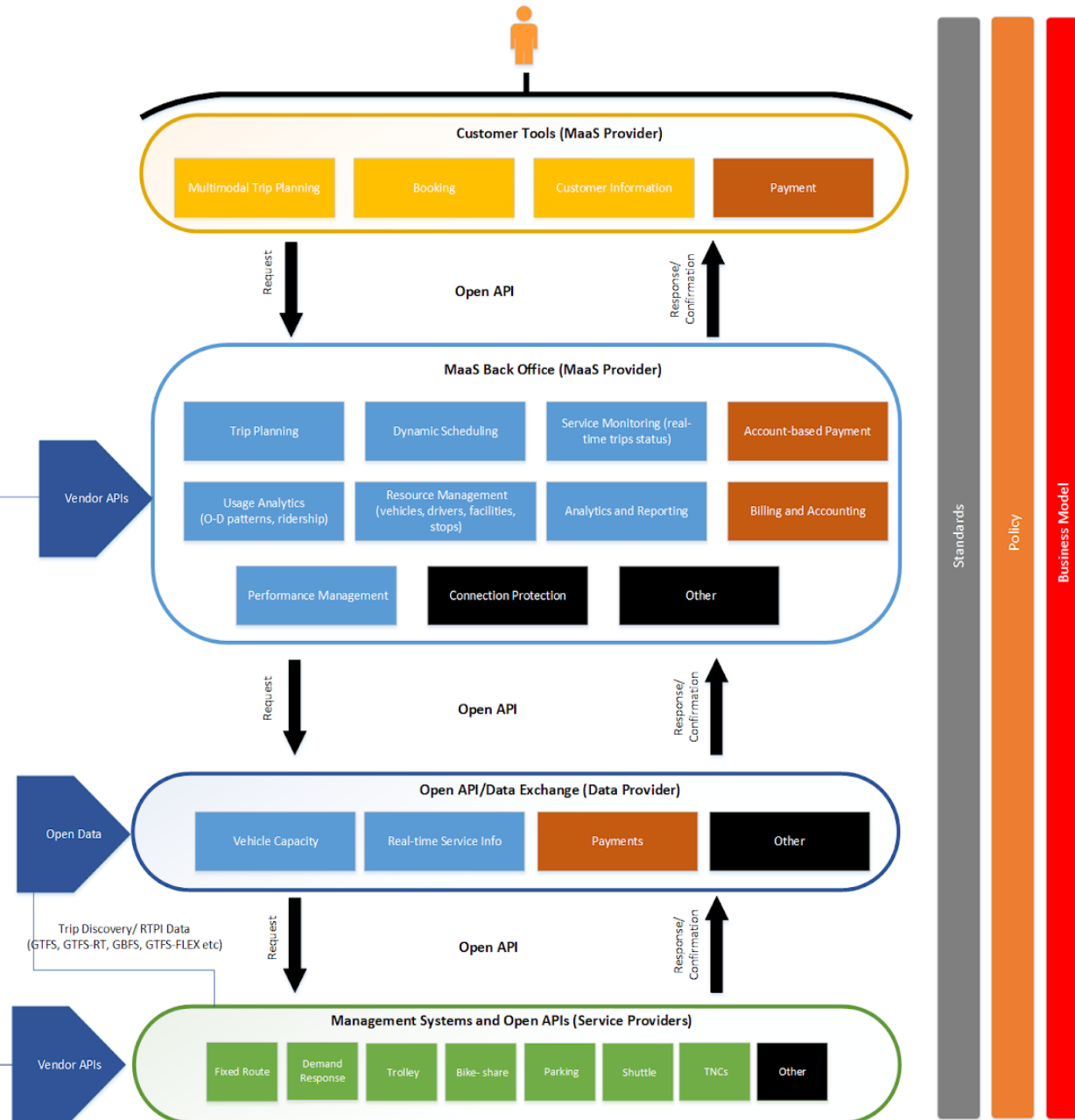
-Dayton RTA

Dayton MaaS Framework



RTA MaaS System Architecture

Transactional Data
(Authentication, Booking, Billing / Reconciliation)



Open/Standardized Data

Trip discovery

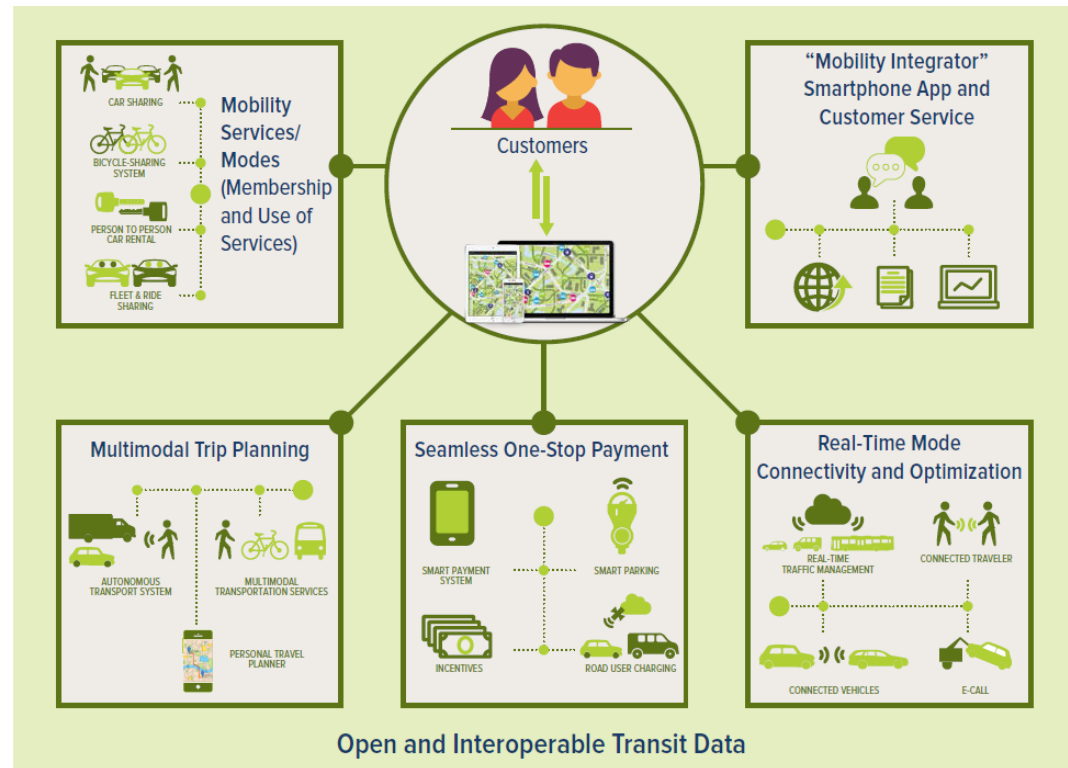
Booking

Service coordination

Seamless payment

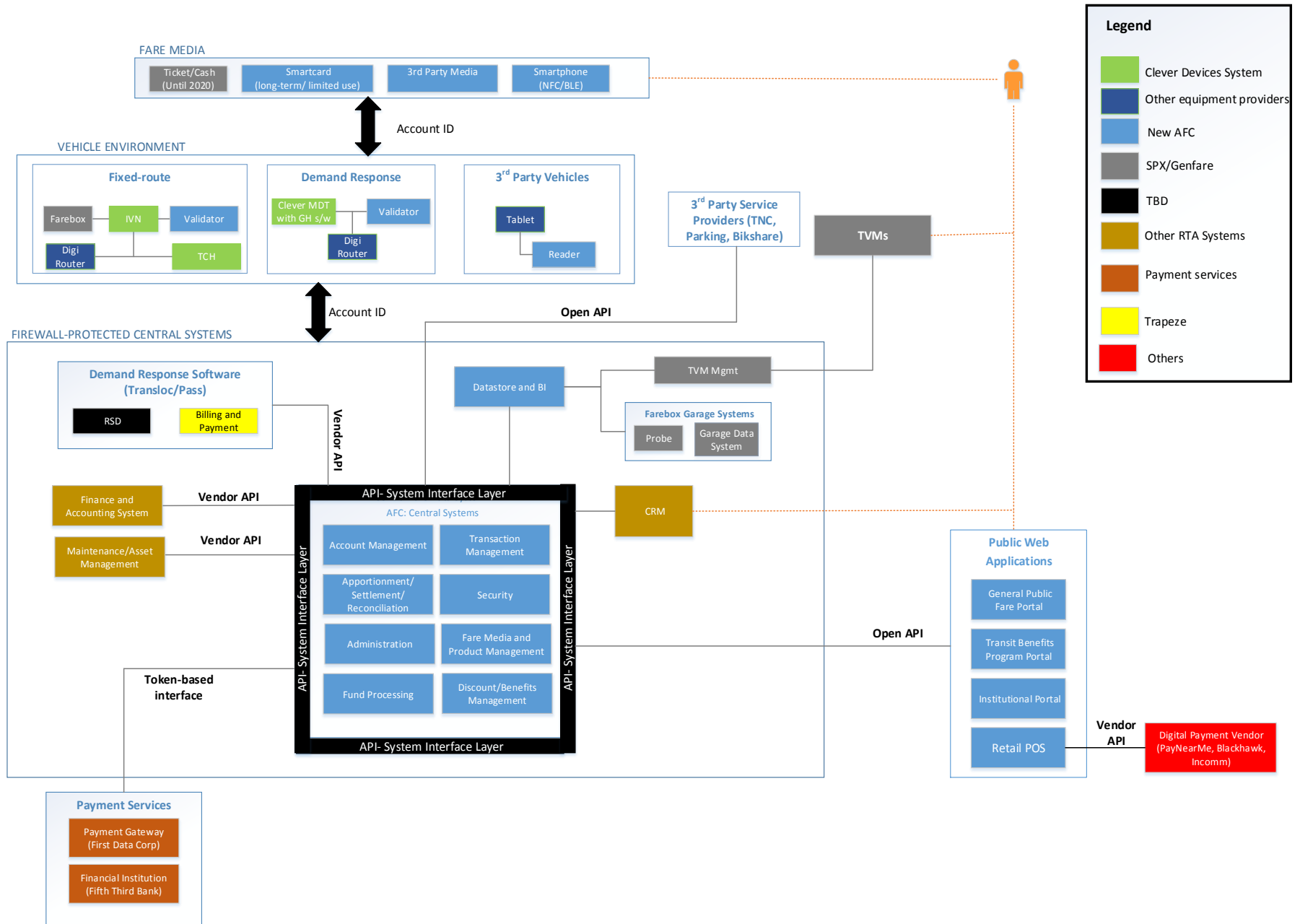
Billing/Reconciliation

Customer information



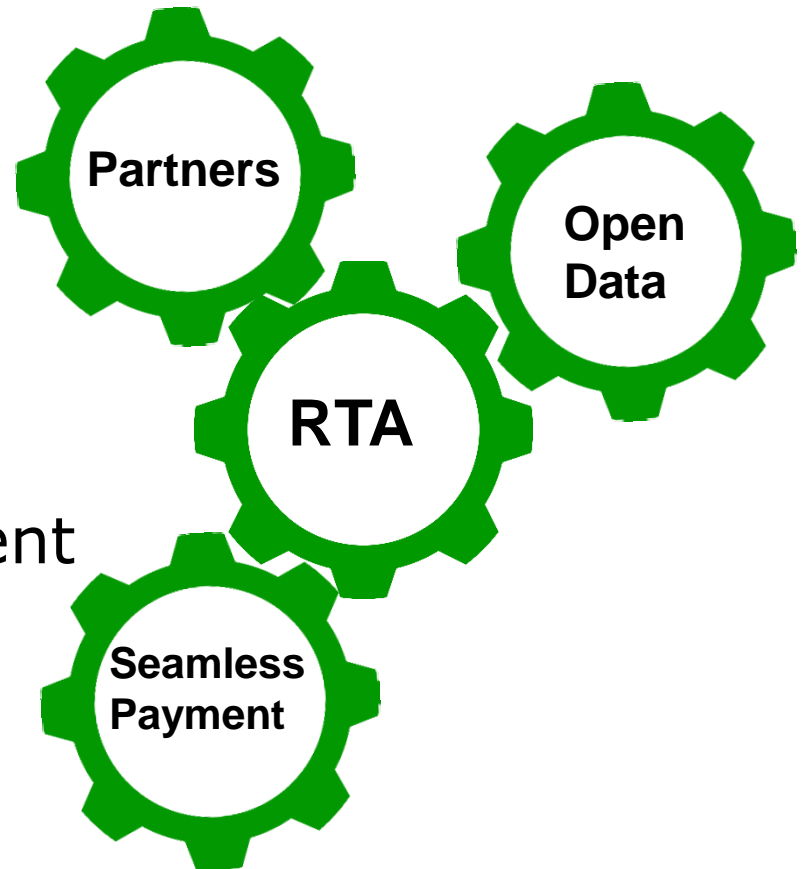
Source: Rocky Mountain Institute, 2015

Integrated Payment Framework



Next Steps

- Engagement with partners
- MaaS platform development
 - Agency tools
 - Customer tools
- Data management solution
- Payment solution procurement
- System integration



Thanks

Contact:

Santosh Mishra

IBI group

21 Custom House St, 3rd Floor

Boston MA

santosh.mishra@ibigroup.com

312-451-7694