

# FTA's Mobility on Demand (MOD) Sandbox Program

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# What is Mobility on Demand?

An **integrated and connected multi-modal** network of **safe, affordable, and reliable** transportation options that are **available to all**



- User-focused options to improve personal mobility and access to more destinations
- Promotes choice in personal mobility & optimizes the transportation system through Intelligent Transportation Systems
- Advances connected vehicles & automation applications
- Utilizes emerging technologies & data exchange to enable personal mobility
- Encourages multimodal connectivity & system interoperability

# Trends: What's Driving MOD?



## Societal Trends

- Over the next 30 years, the U.S. population is expected to grow by 70 million
- By 2045 the number of Americans over the age of 65 will increase by 77%



## Technological Trends

- The transportation sector is increasingly relying on data to drive decisions and to enable innovative travel options
- 72% of Americans own a smartphone, allowing them to access to traffic and transit information to information travel choices
- Automated transportation offers transformation possibilities for safety, mobility, and accessibility



## Mobility and Environmental Trends

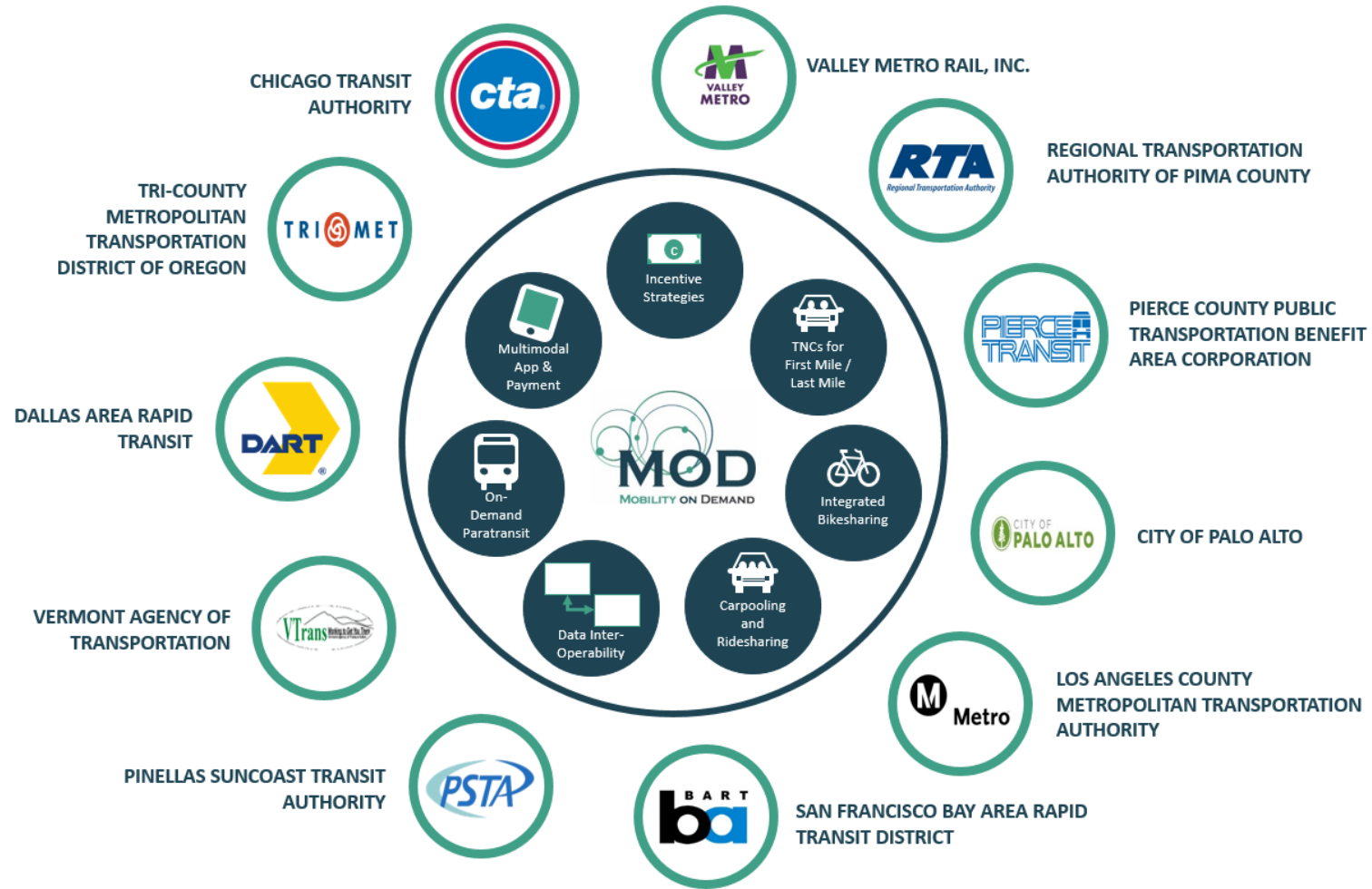
- On average, Americans spend over 40 hours stuck in traffic each year, costing \$121 billion
- There is growing popularity of shared mobility and shared modes, such as bikesharing, carsharing, and ridesourcing

# MOD Sandbox Program Overview

## *Demonstration Program to Explore MOD Models*

- **Explores** innovative approaches to integrate MOD solutions with public transportation
- **Empowers** project teams to implement innovate business models to deliver high-quality, seamless and equitable mobility options
- **Informs** the MOD program on how to approach MOD and structure future MOD policies, and support grantees

# MOD Sandbox At a Glance



# Why Automation in Transit?

- Improve safety
- Increase efficiency and productivity
- Potentially reduce costs
- Increase traveler convenience through improved service frequency and flexibility
- Expand service hours and areas
- Increase customer satisfaction
- Adapt to change -- it's inevitable

# Broad Automation Research Goals

- Conduct foundational research to ensure safe and effective deployment of automation in transit
- Identify and resolve barriers to deployment of transit automation
- Socialize automation for transit stakeholder community
- Leverage technologies from other sectors to move transit automation forward
- Grow industry by demonstrating market-ready technologies in real-world settings

# Automation in the Public Transportation



**Pierce Transit  
(Washington)**



**EasyMile  
(California)**



**Local Motors  
(Maryland)**



**Navya  
(Michigan)**



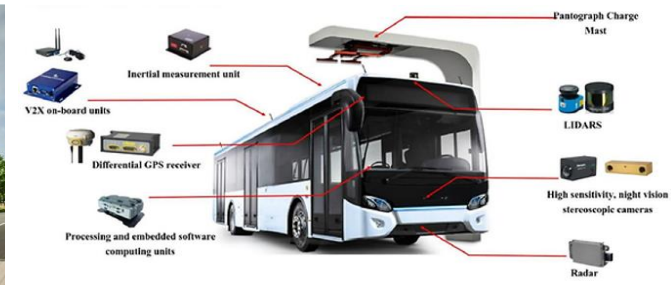
**SB Drive  
(Japan)**



**Proterra  
(Nevada)**



**Mercedes-Benz  
(Amsterdam)**



**LTA & NTU  
(Singapore)**



# THANK YOU!

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For more information on MOD Program and MOD Sandbox, please search internet using  
“Mobility on Demand”, or “Mobility on Demand Sandbox”