Introduction

The worlds of parking, TDM and transportation are merging together to form the discipline sometimes referred to as “integrated access management" or “mobility management".
Driven by innovation in the technology and mobile communications areas and combined with social trends such as the "sharing economy", a new specialty area is emerging that is sometimes referred to as "shared mobility resources".

The millennial generation travels differently. Young adults between the ages of 16 and 34 drove 23 percent fewer miles in 2009 than they did in 2001.

Source: Federal Highway Administration “National Household Driving Trends, 2001 – 2009"
This presentation will provide an overview of shared mobility by discussing the growth and diversification of shared mobility resources, tools and strategies and then give a brief overview of some of the programs, vendors and tools.
Driven by innovation in technology and mobile communications and combined with social trends such as the "sharing economy", a new specialty area is emerging that is sometimes referred to as "shared mobility resources“ or “Mobility as a Service".

Presentation Overview
SHARED MOBILITY CATEGORIES
Shared Mobility Categories

- Enterprise Commute Trip Reduction
- Mobility Aggregators
- Private Sector Transit
- Rideshare w/in 10 min
- Rideshare w/in 24 hours
- Taxi-like services
- Carshare
- P2P Carshare
- Bikeshare

- Personal Electric Transport
- Vanpooling
- Commute Mode Detection Technologies
- Smartphone Transit Payment
- Smartphone Parking
- Miscellaneous Apps
- Commuter Benefits
- Personal Rapid Transit
- Niche ride match
- SOV Apps
SHARED MOBILITY EXAMPLES BY CATEGORY
Enterprise Commute Trip Reduction

- LUUM

Enterprise Mobility as a Service

Understand, manage, and influence employee commute behavior

Drive smart business decisions

Valuable Data Insights
- Commute Mode Split
- Environmental Impact
- Program Effectiveness

Optimize your transportation network

Systems Integration
- Parking Wizardry
- Shuttle Data Services
- Rideshare Solutions

Motivate commute behavior change

Employee Commute Hub
- Incentives & Challenges
- Multi-modal Trip Logging
- Tailored Commute Resources

Empower your transportation team

Comprehensive Tools
- Automated Enrollment
- Targeted Communications
- Transit Card Management

Save your team time and money

Enterprise Integration
- HR Systems
- Single Sign-On
- Payroll

Luuum

SHARED MOBILITY EXPLOSION!
Enterprise Commute Trip Reduction

• Ride Amigos

PROGRAMS
Corporate Ridesharing
Employee Commuter Programs
Employee Carpool Programs
Employer Transportation Benefits
Enterprise Commuter Programs
Enterprise Vanpools
Reducing Parking Costs
University Vanpools

COMMUTER TOOLS
Commuter Services
Commuter Management Apps
Commuter Management Platform
Enterprise Rideshare Solutions

rideamigos

Transforming Urban Transportation

Government Rideshare Solutions
Transportation Demand Management Software
University & School Transportation
University Rideshare Solutions
Mobility Aggregators

• Moovit

Discover the best routes to anywhere in your city

Peace of mind for public transportation with all your local transit options in one app.

When You Need Info on Nearby Transit

- Real Time Status
  Know when you actually need to be at the station
- Nearby Stations
  Know all the stations around you
- Train & Subway Stations
  Get all the details you need, like platforms, schedules, & train info of the line.

When You Need Directions

- Detailed Itineraries
  GPS for precise step-by-step guidance from A to B
- Get Off Alerts
  Automatic notifications so you never miss a stop
- Your Favorite Locations
  Get step-directions to your most traveled places

When You Need Info on a Certain Line

- Live, Schedules & Maps
  View times, stops, routes, and even download map for offline use
- Service Alerts
  Check transit like you check the weather and be up-to-date
- Favorite Lines
  Read your reserved lines for quick & easy access

Moovit is the world's #1 transit app.
Live arrivals, Schedules, Maps
Mobility Aggregators

- Moovel

The mobility app for your city

Book

Compare different transportation options and book the best one.

Search

moovel shows you available mobility options so you can reach your destination with ease.

Ride

No need for cash! Pay for your ride directly with moovel.
Private Sector Transit

- Chariot

The New Affordable Way To Commute!

We also have monthly passes, which are a great deal for regular riders. The $119/mo All-Access Pass allows for unlimited number of rides on our growing network of routes at all times. That's less than $3 per ride when using it to and from work every day, and that's before a ~40% savings if you pay with commuter benefits

Ride pricing
Ride costs vary depending on your Chariot's pickup time at your stop.
PEAK: 7-9:15 AM and 4:30-6:15 PM
OFF PEAK: Open-7 AM and 6:15 PM-Close
Note: Open and close times vary by route.

SHARED MOBILITY EXPLOSION!
Rideshare w/in 10 Minutes

- A transportation network company (TNC) (sometimes known as mobility service providers or MSPs), connects via websites and mobile apps, pairing passengers with drivers who provide such passengers with transportation on the driver's non-commercial vehicle.

- TNCs include Gett, Lyft, Juno, Cabify, Uber, goCatch, Via, Ola Cabs, GoCar, GO-JEK, Careem, Wingz, Taxify, GrabTaxi, Didi Kuaidi, Easy Taxi, and Fasten.

- TNCs are examples of the sharing economy.
Carshare

- Car2Go, Zipcar, Enterprise Car Share

What is Car Sharing?

- Drive cars by the hour or day. Gas & insurance included.
- Now in neighborhoods, cities and airports
- Saves hundreds of $ over car ownership
- Memberships start as low as $7/month.
Peer-to-peer carsharing (also known as person-to-person carsharing and peer-to-peer car rental) is the process whereby existing car owners make their vehicles available for others to rent for short periods of time.

Peer-to-peer carsharing is a form of person-to-person lending or collaborative consumption, as part of the sharing economy. The business model is closely aligned with traditional car clubs such as Streetcar or Zipcar, but replaces a typical fleet with a ‘virtual’ fleet made up of vehicles from participating owners.
Bike Share

- Motivate, Deco Bike, Bcycle, NextBike

- A bicycle-sharing system, is a service in which bicycles are made available for shared use to individuals on a very short term basis.

- Bike share schemes allow people to borrow a bike from point "A" and return it at point "B". Many bike-share systems offer subscriptions that make the first 30–45 minutes of use either free or very inexpensive, encouraging use as transportation.
Personal Electric Transport

- Enzo foldable ebike, GenZe electric bikes, Scoot

The electric moped scooter

The electric skateboard

The electric scooter

The Segway E+ / Airwheel S3 & clones

The electric unicycle (aka self-balancing unicycle)

The electric bicycle / electric folding bike
Vanpooling

• Enterprise, Vride, Pool Rewards

• **Vanpools** are an element of the transit system that allow groups of people to share the ride similar to a carpool, but on a larger scale with concurrent savings in fuel and vehicle operating costs.

‘Pool Rewards’ is a special incentive program available through Commuter Connections designed to encourage current drive alone commuters to start or join a vanpool.
Commute Mode Detection Technologies

• Strava, MapMyRide, Moves
• GPS has been gaining importance for travel surveys since the 1990s.
• While it is successfully used to collect accurate information about traveled routes and travel times, it is also beginning to extract added information like transport modes and trip purposes.
• A participant’s habit in route choice, travel times, travel mode changes and travel modes is extracted and stored in a profile.
• Using this, at the beginning of a commute, routes that the commuter is likely to take are determined and used to provide personalized real-time time traffic information.
Smartphone Transit Payment

• Passport, GlobeSherpa, Masabi

• Portland startup GlobeSherpa, which makes TriMet's mobile ticketing app, has been acquired by a company called RideScout. RideScout plans to integrate GlobeSherpa's online tickets into its own guide for finding urban transportation options.

• It integrates car-sharing options, transit times and other features in a single format so travelers can pick among several options to reach their destination.
Smartphone Parking

• ParkMe, Parkmobile, Pay-by-Phone

• Pay-by-phone parking allows any driver parking in a fare required space the option to divert the expense to a credit card or to a mobile network operator via the use of a mobile phone, mobile application or computer, opposed to inserting cash into a parking meter or pay and display machine.
Miscellaneous Apps

• City Mapper, Transitscreen, Modeify – TDM Trip Planner
Commuter Benefits

- Commuter Check Direct, Commuter Benefits, Wageworks

- Commuter Check Direct offers a full suite of commuter products packaged in a low-hassle self-service employee program. This fully-comprehensive platform has all the bells and whistles needed to make your transit benefit program a total success.

- WageWorks, Inc. engages in administering consumer-directed benefits (CDBs), which empower employees to save money on taxes, as well as provides corporate tax advantages for employers in the United States.
Personal Rapid Transit

- 2getthere, Ultra Global (London Heathrow)

- **Personal rapid transit (PRT),** also referred to as podcars, is a public transport mode featuring small automated vehicles operating on a network of specially built guideways.

- PRT is a type of automated guideway transit (AGT), a class of system which also includes larger vehicles all the way to small subway systems.
SOV APPS

• **WAZE Social Traffic**
  
  • Get the best route, every day with real-time help from other drivers.
  
  • Waze is the world's largest community-based traffic and navigation app.
  
  • Join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.

• Outsmarting Traffic, Together.
In Summary...

• PEOPLE CENTRIC PLANNING AND DESIGN
  • There was positive recognition that beyond all the technical aspects of the conference that ultimately we need to remember that all the programs, technology and innovation needs to retain a "people focus".

• BETTER AND DIFFERENT DATA PLATFORMS AND ANALYTICS
  • There was a strong and recurring focus on the need for better and different types of data (that goes beyond traditional metrics such as vehicles miles travelled and planning for additional roadway capacity). A new focus on problem identification and desired outcomes that embrace the larger goals reflected in programs such as the FTA's "Smart City" initiative.
In Summary...

- **TRANSPORTATION AS A SOCIAL EQUITY SOLUTION**
  - There was a sensitivity to and understanding of the importance of "social equity" issues as it relates to transportation. This issue has tentacles that impact job creation, social justice and an embracing of diversity in many forms and environments.

- **MULTI-MODAL SYSTEMS INTEGRATION**
  - Another related theme was the promotion of multi-modal systems integration into a comprehensive and seamless customer experience that promotes all forms of transportation as the best way to improve access. This theme harkens back to the "connected traveler" concept that promoted dissemination of information on all modes via the new universe of communications options available today.

- **CARPE DIEM! (Seize the Day!)**
  - Finally, there was a real "sense of urgency" that now is the time that we need to embrace the change that is not coming, but that is ALREADY HERE to help solve many of the larger issues that are emerging as our urban environments continue to densify.
Legacy Business Area
Working Together on
Mobility Solutions

INTRODUCTION TO THE LBA TRANSPORTATION MANAGEMENT ASSOCIATION

NCTCOG’s Flexible Parking For the Future Symposium
Arlington, Texas
August 2, 2017

Glenn Gadbois
Gadbois Consulting
LBA Mobility Study

- Involved stakeholders with two committees
- Collected feedback from employees/residents
- Determined current & future roadway infrastructure needs
- Developed/prioritized transportation demand strategies

Legacy Business Area Representation:
LBA Mobility Study

- Projected future traffic growth with improvement recommendations
LBA Mobility Study

- 40% of the LBA driving population open to change in mode of travel
DART – Beta Testing in LBA

- **DART Mobility on Demand**
  - City of Plano first in the region to use GoPass beta mobile platform
LBA TMA

- Represents and connects employers, employees, and government agencies to mitigate traffic congestion challenges through TDM strategies

- Allows businesses to pool resources to:
  - Support commuter transportation strategies
  - Act in an advocacy role with local government
  - Expand knowledge of alternatives to commuting in a single occupancy vehicles
Future LBA TMA Services:

Potential FY 2018/2019 Services:

- Bike-share program
- Local Shuttle services
- Connections to DART Rail and the airport.
- Parking Management
- Additional Uber, Lyft, Zipcar, Car2Go and other shared mobility options
Thank You!

Questions?

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