

MOBILITY ON DEMAND (MOD) PROGRAM UPDATE

Summary from Shared Mobility Summit 2018

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NCTCOG

Shared Mobility Summit 2018 Overview



- March 12-14, 2018 in Chicago
- 600+ industrial practitioners on shared mobility
- Workshops, presentations, panel discussions, and interactive dialogue regarding
 - Latest research findings
 - Policy innovations
 - Mobility transformations of shared mobility
- Networking opportunity with the newest companies and the nation's leading experts of shared mobility



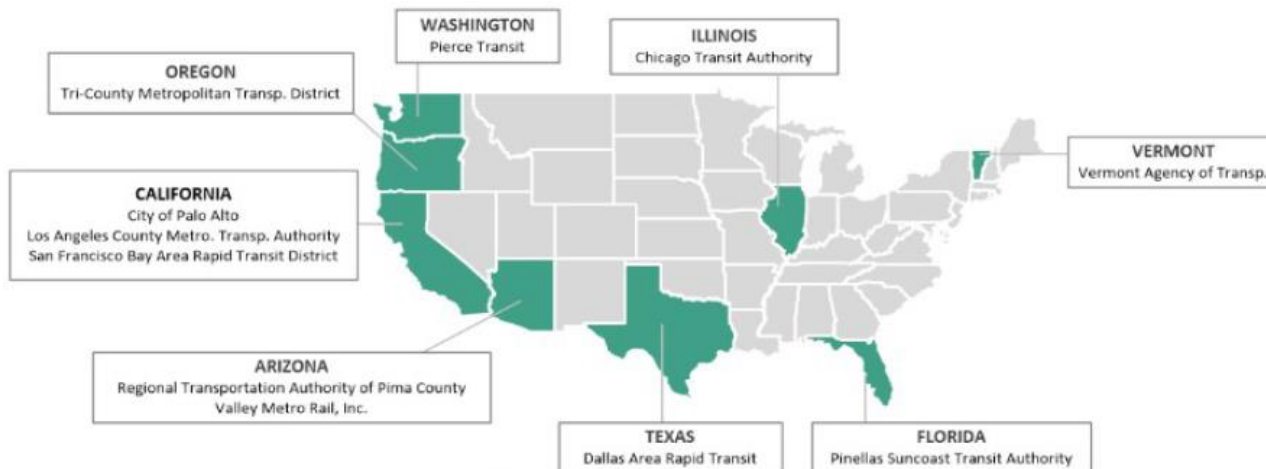
Source: dreamstime

MOD Program Key Components

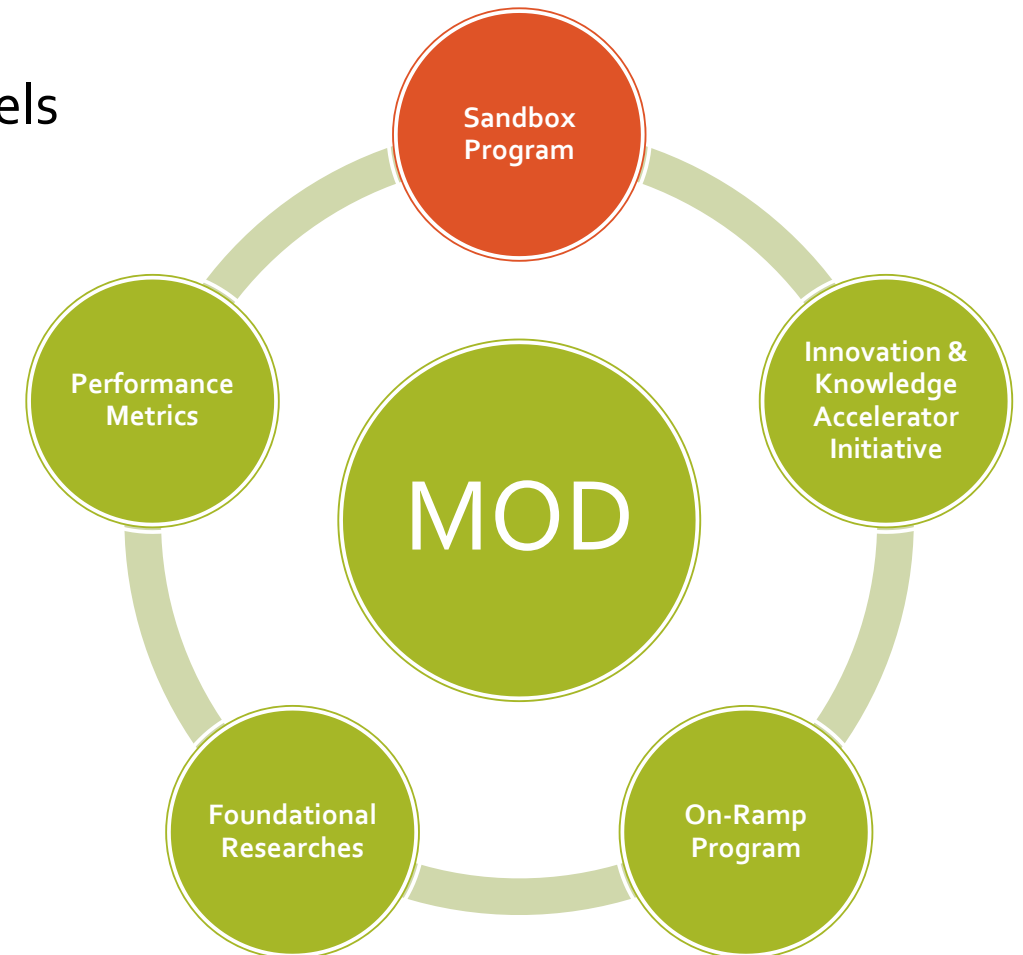
- Sandbox Program
- Innovation & Knowledge Accelerator Initiative
- On-Ramp Program
- Foundational Research
- Performance Metrics

Sandbox Program

- Demonstration program to explore MOD models
- 1.5 years old (launched October 2016)
- 11 projects across the country
- \$8 million in total

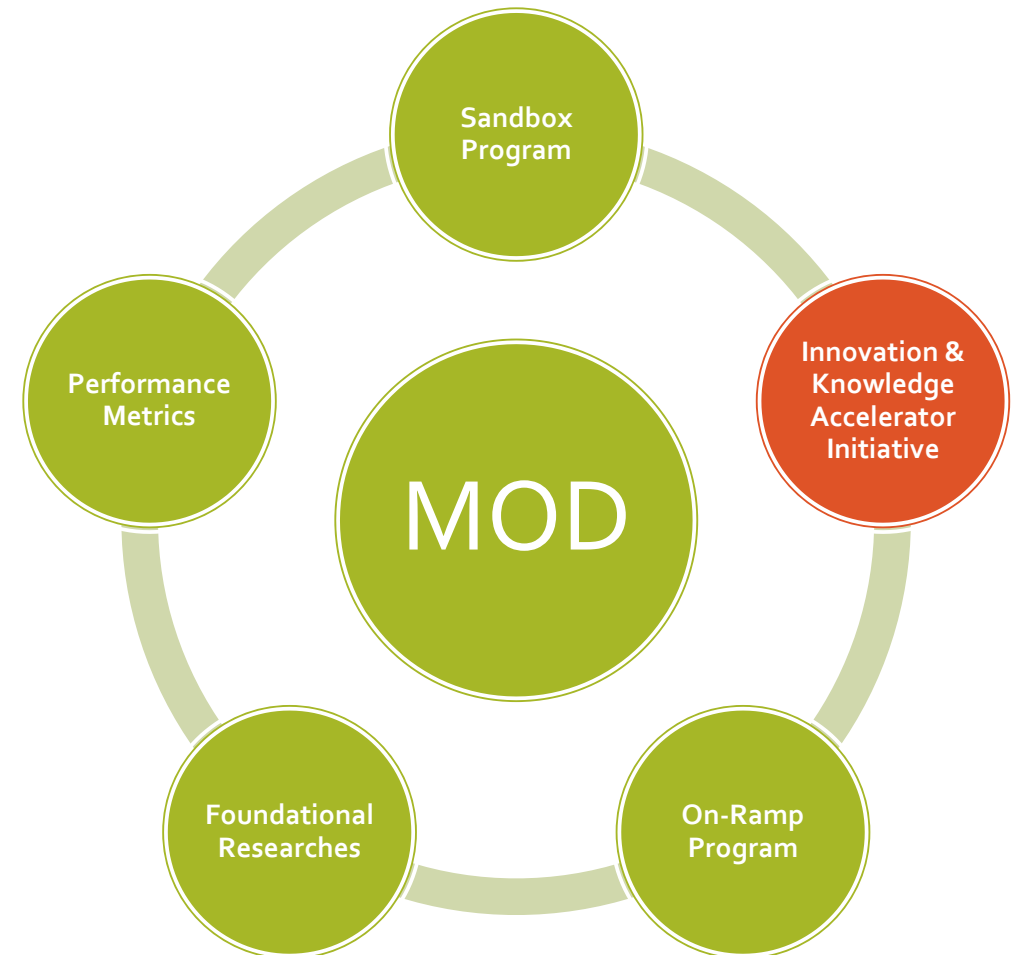


Source: Federal Transit Administration



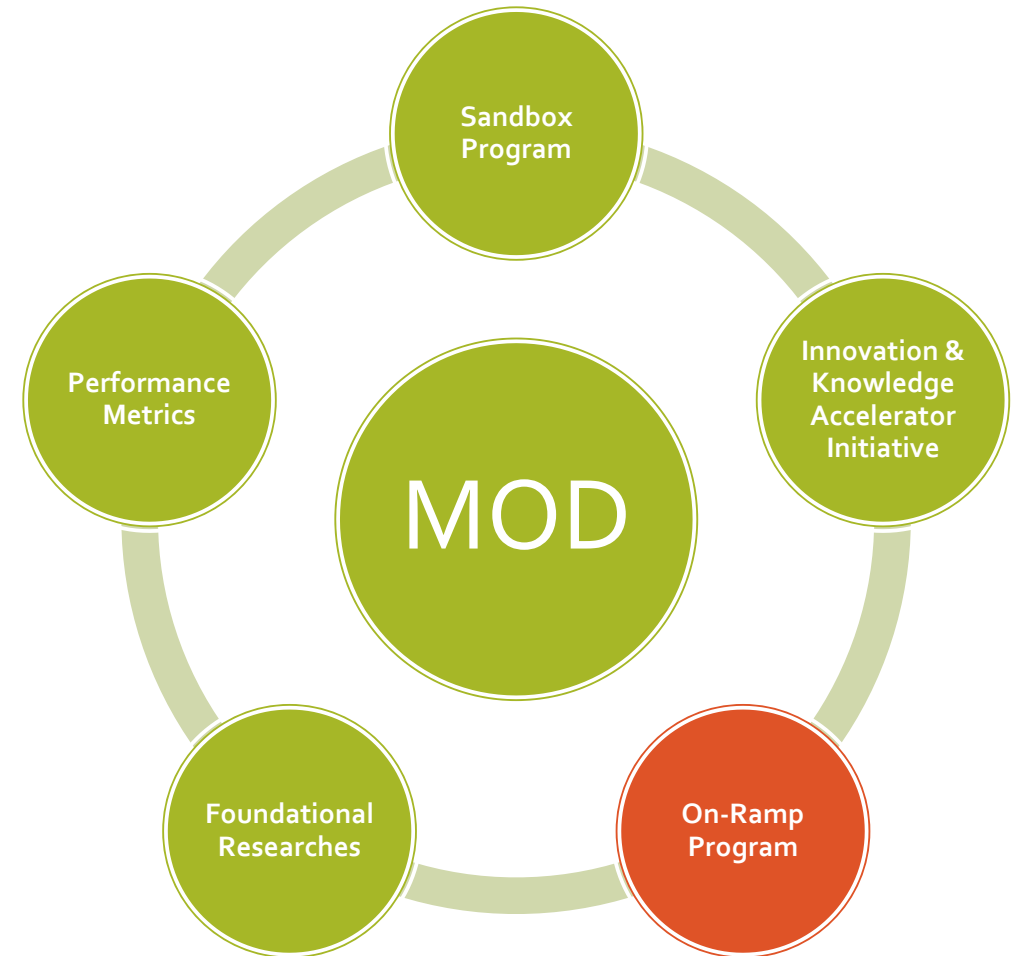
Innovation & Knowledge Accelerator

- Technical assistance effort to support the successful implementation of MOD projects with a focus on MOD Sandbox grantees.
 - Trip planning type of projects: technical challenge, working through API agreements with plans of releasing beta testing version soon.
 - Service implementation type of projects: not facing technical issues, delayed service launch due to partnership building process.



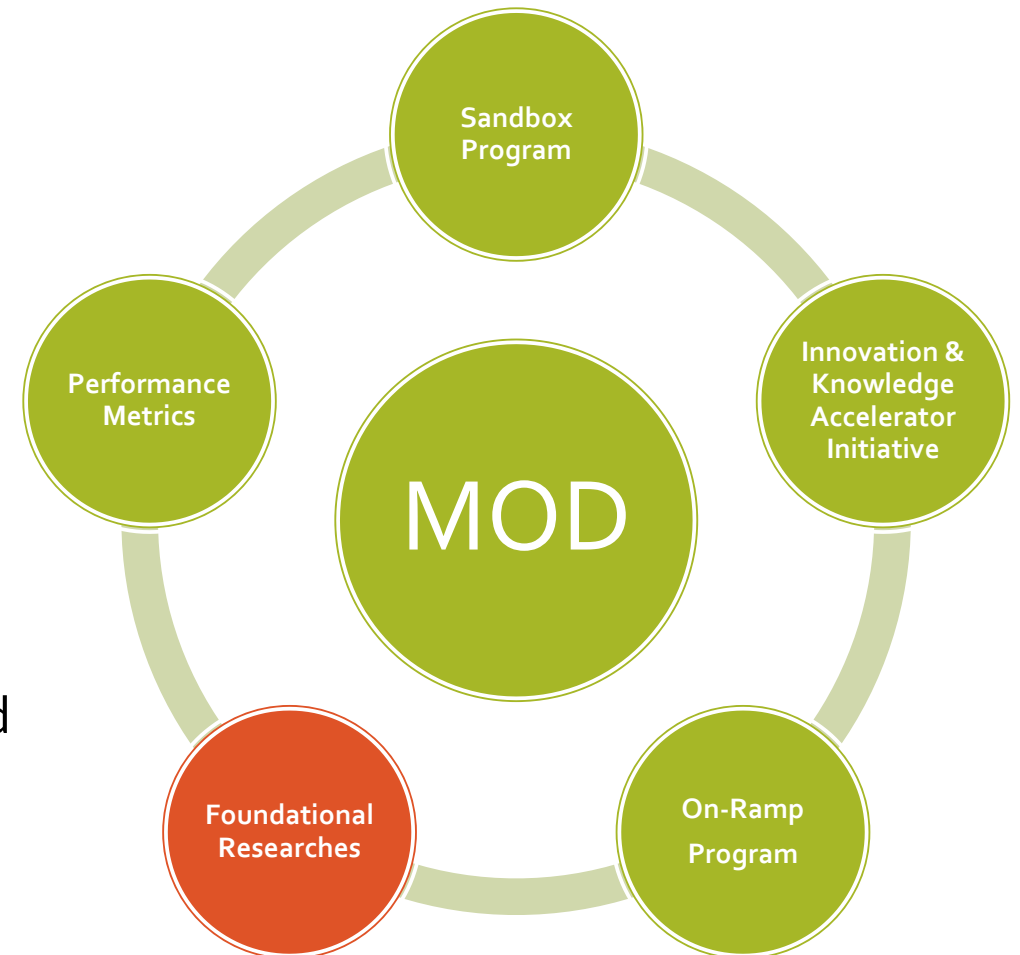
On-Ramp Program

- Technical assistance program for promising, not fully-baked MOD ideas.
- NCTCOG promoted the RFP to the region and helped facilitate applications.
 - DCTA
 - Trinity Metro



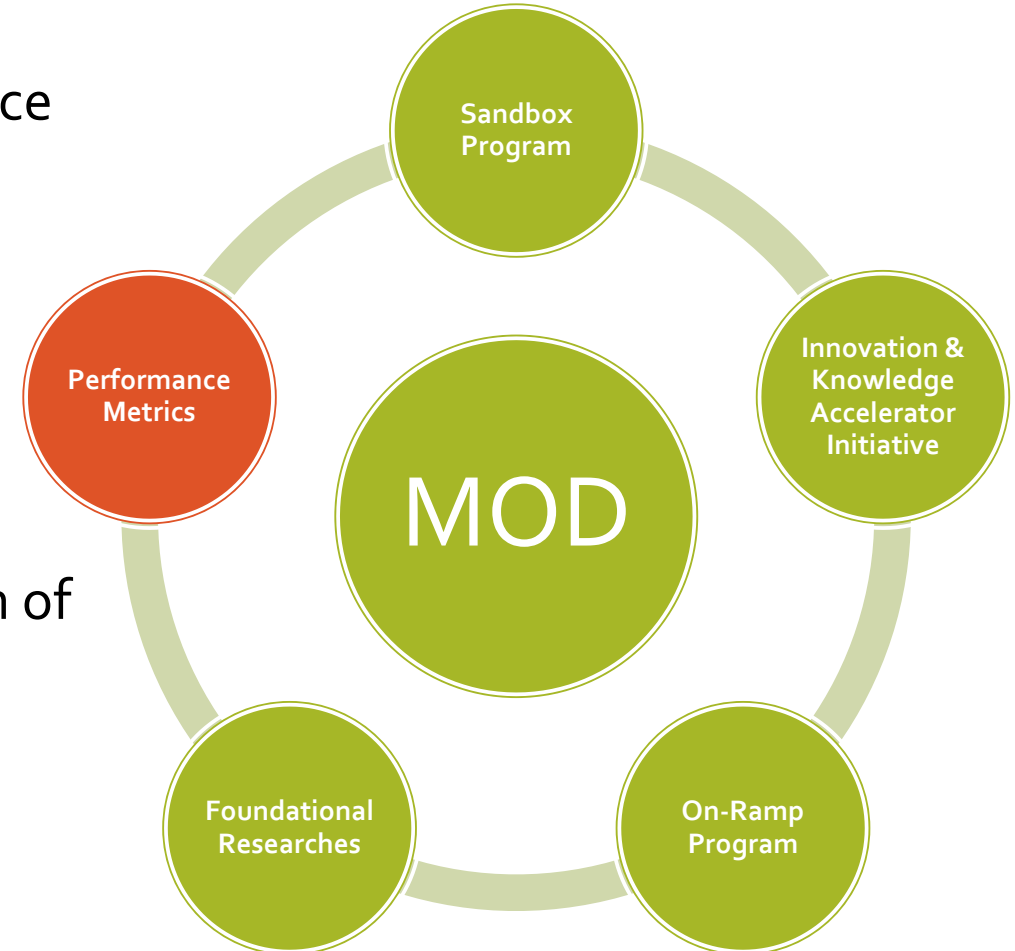
Foundational Research

- Research program USDOT/Federal Transit Administration (FTA) partners with academia and stakeholders on enabling smarter, more efficient, and safer mobility within a seamless multimodal transportation system.
- Recent Publications:
 - TCRP 195: Broadening Understanding of the Interplay Between Public Transit, Shared Mobility, and Personal Automobiles
 - TCRP 196: Private Transit: Existing Services and Emerging Directions.



Performance Metrics

- Develop industrial benchmarks and performance indicators to assess the success of MOD deployments.
 - Ridership
 - Traveler Behavior
 - User Satisfaction
 - Operational Metrics
 - Financial Metrics
 - Environmental Metrics
 - Legal and Policy Issues
 - Institutional Operation
 - Collaborative Impacts
- Inform comprehensive independent evaluation of the MOD Sandbox Demonstration Projects.



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Visit us at www.nctcog.org/mod !

