MOBILITY ON DEMAND (MOD) PROGRAM UPDATE

Summary from Shared Mobility Summit 2018

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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.
  o Ridership
  o Traveler Behavior
  o User Satisfaction
  o Operational Metrics
  o Financial Metrics

• Inform comprehensive independent evaluation of the MOD Sandbox Demonstration Projects.
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Visit us at www.nctcog.org/mod!