I-95 Corridor Coalition
Beyond Boundaries

Mobility as a Service (Maas Webinar)
July 2019

Mobility as a Service (MaaS) Webinar: Understanding the Concept, Current Status and the Role of Data – July 11, 2019

Many thanks to Carol Schweiger, Schweiger Consulting and Joe Castiglione, San Francisco County Transportation Authority for their presentations on this emerging topic. The purpose of this webinar was to connect the dots and explain the differences between Mobility on Demand (MOD) and Mobility as a Service (MaaS). The presenters did a fine job explaining the similarities, differences and the role of data.

Please visit the TSMO page on the I-95 Corridor Coalition website or click on the links below to view the presentation materials.
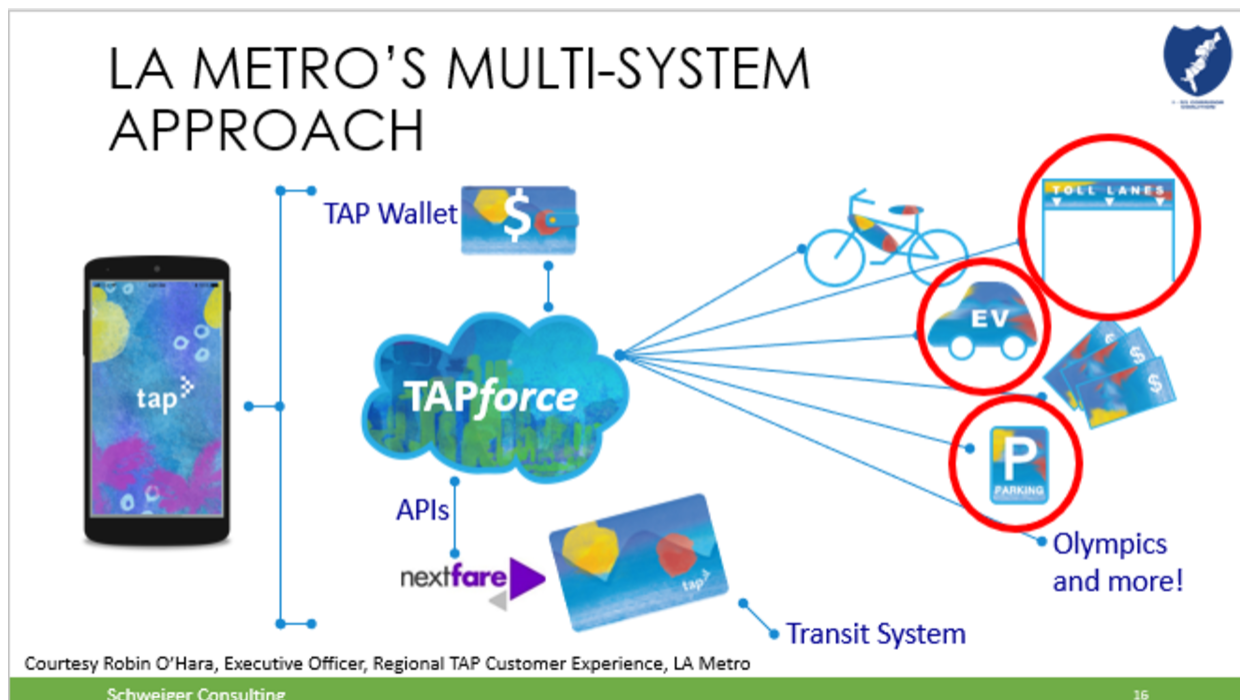
- Presentation with Audio
- Slides only
- Q&A Summary

Presentation 1 - Mobility as a Service (MaaS): Understanding the Concept and Current Status

Carol Schweiger explained the difference between Mobility as a Service and MOD (Mobility on Demand). In response to an audience question, she mentioned that at some point there may not be a difference between these two, but for now, consider MaaS the "Spotify" of the industry. She described the mobility ecosystem as well as the relationship of the members to the service (MaaS).

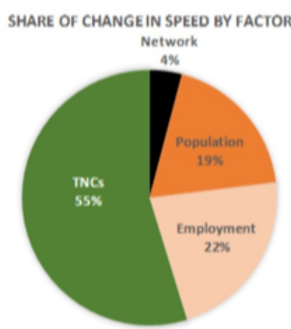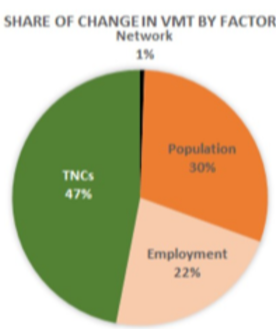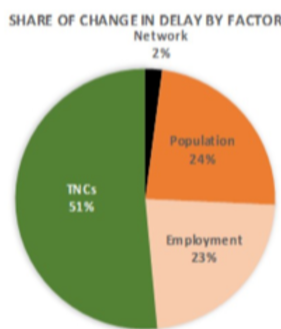|		
Public Transit	Taxis	Car Rental
Microtransit	Bikesharing	P2P Carsharing/Rental
Ridesourcing	Carsharing	Shared Ride Services
Automated Vehicles	Scooter Sharing	Electric Scooter Sharing
Private Automobile	???	

Elements of Mobility Ecosystem

MaaS Example from the LA Metro.

Presentation 2 - TNCs and Data

Joe Castiglione followed Carol's presentation by explaining the role of data based on his experience in San Francisco. He began with identifying the usable data that is captured from TNCs. He continued by describing how this data can be used to improve mobility within the context of MaaS. Essentially, if an agency knows which mobility elements are being used and how frequently, they will be better equipped to create an effective MaaS.

The data shows that TNCs account for approximately half of the change in various congestion measures.

Joe noted that the more data agencies can collect from TNCs and other sources, the more effective and robust the MaaS will be.

For more information please visit these links.

1. MOD Evaluations https://www.transit.dot.gov/research-innovation/mobility-demand-mod-sandbox-program

2. ITE MaaS Initiative https://www.ite.org/technical-resources/topics/maas-mod-ite-initiative/

Questions or Concerns:

General Coalition or User Group Questions: Denise Markow at 301-789-9088 or dmarkow@i95coalition.org
Logistics: Joanna Reagle at 610-228-0760 or jreagle@kmjinc.com