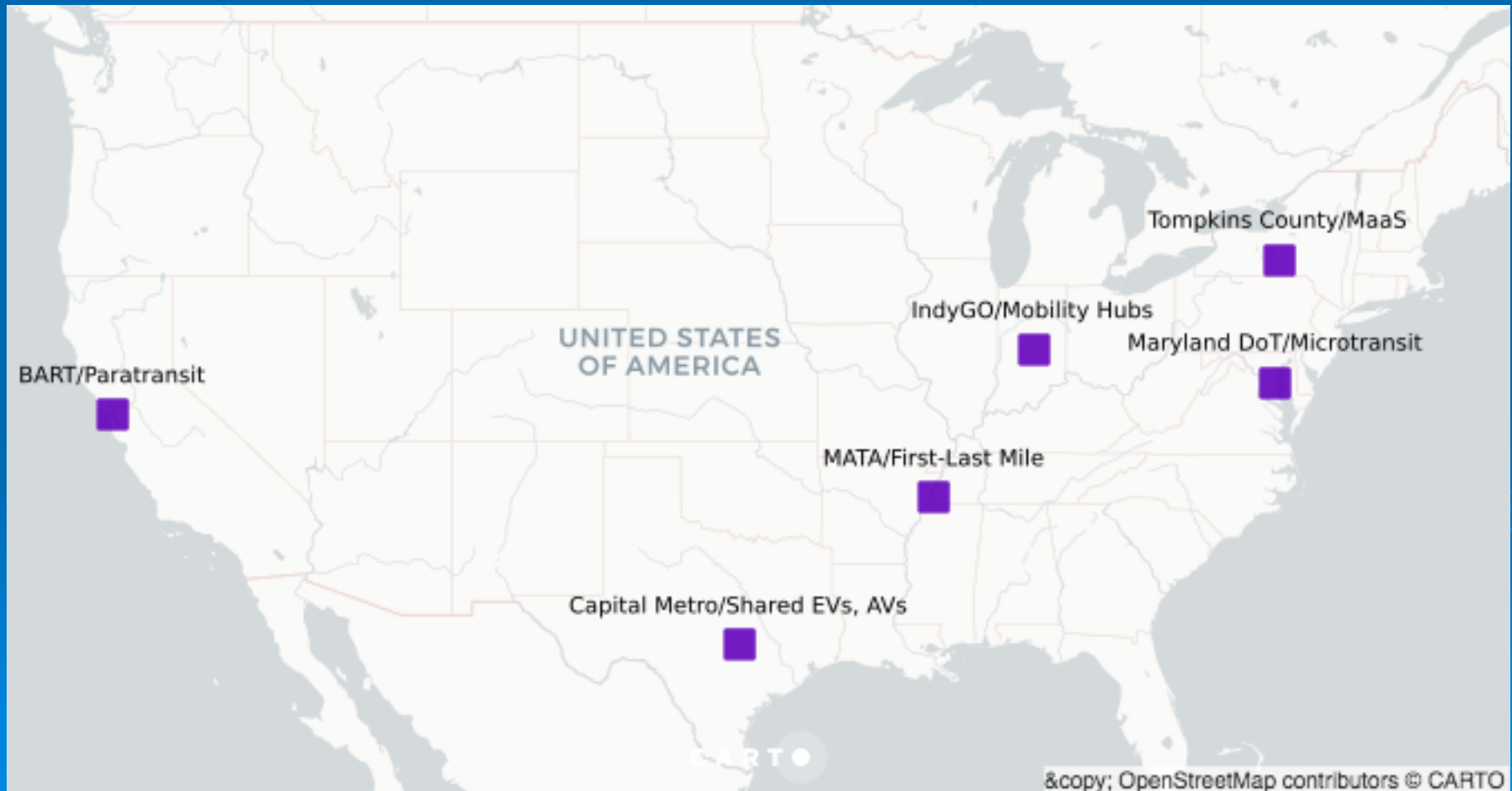


# Mobility as a Service (MaaS)

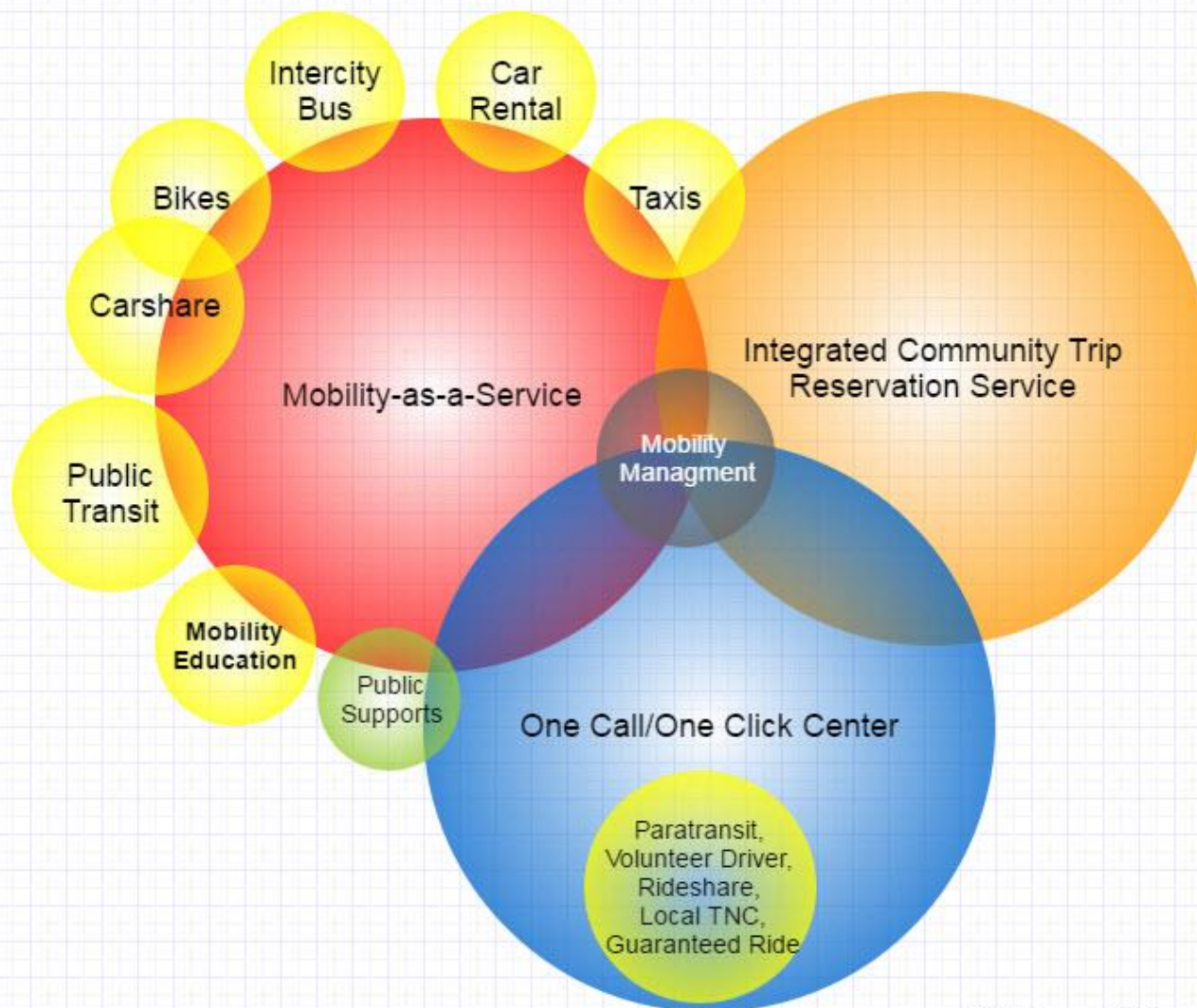
A Tool for Small Urban & Rural Communities



In 2018, Tompkins County's MaaS proposal was selected for FTA's Mobility on Demand On-Ramp Program.



# Mobility Coordination Center



Dwight Mengel, Chief  
Transportation Planner  
Tompkins County, NY  
3/6/2017

# MaaS as Customer Service Integrator



“... shift from selling features & benefits to building relationships with consumers...”

24/7 Roadside



Travel Agency



Maps & Guides



Discounts



Insurance



Driver Training



Auto Repair





## Value Propositions

# MaaS

- Mobility Education
- Member Organization
- Financial Services
- Customer Services
- Innovation & Adaptation

# Value Propositions

- Mobility Education
- Member Organization
  - Member recruitment
  - Governance/ Operations
- Financial Services
  - Individual Mobility Plans, estimates of annual use & budget
  - Monthly Budget Billing or Single Payments
  - Coordinate Fare Payment with mobility operators & customers
  - Streamline how Public agencies purchase travel for clients
  - Credit volunteer driver mileage reimbursements as revenue
  - Credit employer subsidies as revenue
- Customer Service
  - Concierge Service 24/7 & Guaranteed Ride
  - Feedback to mobility operators
  - Business Co-Marketing & Discounts
- Continuously improve mobility services
  - Multi-modal Trip Planning

# Family of Mobility Services

## Your Everyday Transportation Options Within Tompkins County

Options by time & distance

|         |   |    |    |    |     |
|---------|---|----|----|----|-----|
| 0 mins. | 5 | 10 | 20 | 40 | 60+ |
| 0 miles | 1 | 3  | 10 | 30 | 50+ |



WALKING

Use your favorite mapping app to find the best route or visit [bikewalktompkins.org](http://bikewalktompkins.org) to learn about walking and biking resources in Tompkins County.



BICYCLING



BIKESHARING  
**BIGREDBIKES**

Borrow a bike at Cornell 24/7  
[bike.zagster.com/cornell](http://bike.zagster.com/cornell)  
Zagster

Put a bike  
on the bus and  
go farther!



PUBLIC TRANSIT



Your local transit system  
bus tracker & schedules  
[tcatbus.com](http://tcatbus.com)  
607-277-7433



New mobile apps  
myStop & Transit App

Going to or coming from places outside Tompkins County?  
**Turn the page for Long Distance  
Transportation Options**



SHARE A RIDE



Find and share a ride on the  
Finger Lakes Rideshare network  
powered by Zimride.  
[zimride.com/flxrideshare](http://zimride.com/flxrideshare)

Share a ride with  
family, friends,  
or colleagues!



Contact us for tips & advice  
[way2go.org/rideshare](http://way2go.org/rideshare)  
607-272-2292



RENT A CAR



Cars available 24/7 for members  
[ithacacarshare.org](http://ithacacarshare.org)  
607-277-3210

One time, multi-day, or one-way trip? Consider a car rental company  
**Avis** – [avis.com](http://avis.com) **Enterprise** – [enterprise.com](http://enterprise.com)  
**Budget** – [budget.com](http://budget.com) **Hertz** – [hertz.com](http://hertz.com)



HAIL A RIDE



and ridehailing apps

Let someone else take you there  
**ASAP Cab Company** – 607-272-7222  
**Collegietown Cab** – 607-588-8888

**Green Hornet Taxi** – 607-280-3779  
**Ithaca Dispatch** – 607-277-7777  
**T-Cab** – 607-279-0137

**Lyft** – [lyft.com](http://lyft.com)  
**Uber** – [uber.com](http://uber.com)

## Information



Need help finding help?  
[211tompkins.org](http://211tompkins.org)  
1-877-211-8667



Learn how we can help  
you or your organization  
[way2go.org](http://way2go.org)  
607-272-2292

## Specialized Transportation



For seniors (60+) and  
people with disabilities  
[gadaboutbus.org](http://gadaboutbus.org)  
607-273-1878



For ICSO students and families  
to attend school events and activities  
[schoolsuccesstc.weebly.com](http://schoolsuccesstc.weebly.com)  
[REDSchoolRides@gmail.com](mailto:REDSchoolRides@gmail.com)



Volunteer transportation service  
to in-county medical appointments  
[fishoftc.org](http://fishoftc.org)  
2-1-1 or 1-877-211-8667

There are other non-emergency medical  
transportation options available  
[way2go.org/medical](http://way2go.org/medical)  
2-1-1 or 1-877-211-8667

## Additional Support

**AVRE** – [avreus.org](http://avreus.org) or 607-724-2428  
Travel training for people who are visually impaired

**Catholic Charities** – 607-272-5062 x27  
Bus passes and gas cards for people who qualify

**Challenge** – 607-272-8990 x124  
Travel training for people with disabilities and other barriers

**County Office for the Aging** – 607-274-5482  
Referrals to people who can help seniors with transportation

|  | Mobility Menu                       | Unit Cost | Unit       |
|--|-------------------------------------|-----------|------------|
|                             | Annual Adult Bus Pass               | \$ 450    | Annual     |
|  | Annual Youth Bus Pass               | \$ 110    | Annual     |
|                             | Ithaca Carshare "Its my car" Plan   | \$ 8      | Hour       |
|  | Ithaca Carshare "Just in Case" Plan | \$ 11     | Hour       |
| <br>Reserve. Unlock. Drive. | Car Rental                          | \$ 55     | Day        |
|                             | Taxi trip - City                    | \$ 8      | Urban Trip |
|  | Taxi trip - Rural                   | \$ 20     | Rural Trip |
|                             | Bicycle Maintenance                 | \$ 50     | Voucher    |
|  | Electric Bike Purchase              | \$ 2,000  | HE Bike    |
|  | Bike Purchase                       | \$ 700    | Bike       |
|                            | Rideshare Driver – Miles            | \$ 0.54   | Mile       |
|  | Rideshare Rider – Miles             | \$ 0.15   | Mile       |
|                           | GADABOUT Paratransit                | \$ 4      | Trip       |
|  | Vanpool Membership                  | \$ 125    | Month/Seat |
|  | Guaranteed Ride                     | \$ 30     | Annual     |





# Small City Household

1 car, 2 adults, 1 youth, Walkscore = 96

| Small City Family Mobility Budget |               |
|-----------------------------------|---------------|
| Carshare                          | \$ 900        |
| Annual Bus Passes (2)             | \$ 560        |
| Taxi                              | \$ 192        |
| Bicycle Maintenance               | \$ 100        |
| Guaranteed Ride                   | \$ 30         |
| Member Support                    | \$ 178        |
| Annual Total                      | \$ 1,960      |
|                                   |               |
| <b>Monthly Payment</b>            | <b>\$ 163</b> |



# Rural Household

1 car, 2 adults, 1 child, Walkscore = 0

## Rural Family Mobility Budget

|                          |               |
|--------------------------|---------------|
| Vanpool Membership       | \$ 1,500      |
| Carshare (Discount Plan) | \$ 480        |
| Taxi                     | \$ 200        |
| Guaranteed Ride          | \$ 30         |
| Member Support           | \$ 121        |
| Volunteer Driver Revenue | \$ (400)      |
| Vanpool Program Subsidy  | \$ (600)      |
| Total                    | \$ 1,331      |
|                          |               |
| <b>Monthly Payment</b>   | <b>\$ 111</b> |

TIME TO  
GET REAL

# **TOMPKINS MAAS PHASE 1: MULTI-MODAL TRIP PLANNING & CUSTOMER SERVICE PILOT**

6/26/2019 version 2.7

## **OVERVIEW**

### **1. Project Background and Description**

People need comprehensive information to better plan and complete trips, and they need assistance when their planned trip fails for any number of reasons. Customers' ability to access information, and the need to mitigate risk, increases, when multiple mobility services are used to complete a trip. In small urban and rural areas, the availability of community mobility services and real-time information are highly variable. Tompkins County proposes to address these challenges through a multi-phase mobility-as-a-service project. The first phase is a multi-modal trip planning and customer service platform.

## Proposed Scope

Tompkins County mobility services & information providers

TCAT first/last mile rural pilot in Tompkins County

Inter-county bus routes: Chemung, Cortland & Schuyler

Volunteer transportation, rideshare, carshare, Limebike

Links to intercity bus operators

Links to regional mobility managers



## **Multi-Modal Trip Planning & Customer Service Pilot**

- 1. Inventory travel information & customer support.**
- 2. Develop a rating system for information & customer support.**
- 3. Plan improvements during 1-year pilot development period.**
- 4. Plan an app to integrate information and customer service.  
The app will to access all mobility providers.**
- 5. Plan a MaaS center to answer phone calls and on-line chat for non-smartphone users and to provide customer support including guaranteed ride.**
- 6. Develop customer service management plan, marketing program & digital media strategy.**
- 7. Collect data and track pilot project's performance.**



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