



# New Mobility Services

For Public Review  
Summer 2019

Investing in **R** Future

## What are NEW MOBILITY SERVICES?

New Mobility services leverage technology to provide on-demand (passengers call it when they need it), dynamically routed (no fixed routes or schedules), shared rides. On-demand mobility provides the ultimate passenger convenience as vehicles are routed directly to meet existing demand; and shared rides lower the cost to the passenger. Technology is also used to improve existing fixed route service and other shared ride services deployed by public and private providers.

As more mobility technologies become available through the private market place, they can fill gaps in our public transit services, especially if public transit and private providers align their services properly. Ensuring that the public and private sectors coordinate services is essential to filling current mobility gaps and improving the transportation options for seniors, and persons with disabilities. These gaps exist for making first and last mile connections, accessing jobs and services that require crossing geographic boundaries, and simply getting to the local grocery store or doctor's office. The gaps are caused by limitations in available services, and by a variety of barriers.

These services can be deployed to provide mobility options in geographic areas that do not have dense populations or are not easily served by a traditional fixed-route transit service. New Mobility solutions are an effective approach to solving transportation challenges such as first/last mile connections, serving senior populations and providing late night service. Mobility as a Service (MaaS) applications are being developed to integrate the various forms of new mobility into a single mobility service that provides a diverse menu of transportation options in one location and, in some cases, the ability to pay for them.

## WHAT IS MaaS?

**Mobility as a Service (MaaS)** harnesses the power of technology and combines it with drivers, vehicles, and operations management practices to provide trips when people want them. Trips are generally on-demand, and customers get rides that are fully dynamic, meaning there are no static routes or schedules. This type of flexible service, which is continuously optimized based on real-time conditions, provides maximum flexibility for the region.

## WHAT IS SaaS?

**Software as a Service (SaaS)** provides access to data from any device that has a connection to the Internet and a browser. It is a web-based model that allows remote access to applications and data.

## How do people use NEW MOBILITY services today?



Source: Shutterstock

New Mobility services are used today by people to get to work, reach entertainment venues, access healthcare and to get to school. Currently in Southeast Michigan there is no one-stop Mobility as a Service solution to pay for a trip, but the Transit app allows potential users to view all their transportation options in one location from the convenience of their phone. Options include bus, Uber, Lyft, MoGO Bikeshare and a growing list of electric scooter companies.

## Current funding sources

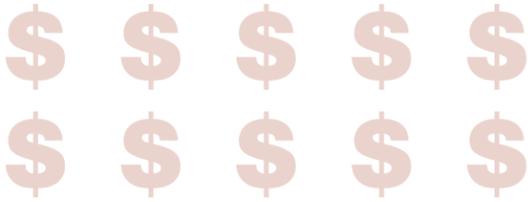
New Mobility services today are generally funded through private ventures and are at times subsidized with public funds as pilot projects to support larger transit and mobility initiatives.

\$0 in dedicated funds are made available for implementing New Mobility services today.





## Funding needs for near-term priorities



**20 YEAR**  
FUNDING SOURCE NEEDED



**\$8 million** in annual funding is needed to keep pace with the evolving concept of New Mobility to implement new service delivery models and pilot emerging technologies.

## Near-term priorities

- Facilitating first and last-mile connections to employment hubs and frequent transit services.
- Expanding public/private pilot programs to evaluate new service models.
- Developing new MaaS programs that support all mobility options.
- Ensuring equitable access to new mobility platforms.
- Foster pilot project that funds innovative MaaS and SaaS pilot projects.

**ADDITIONAL FUNDING  
NEEDED FOR NEAR-TERM  
PRIORITIES**  
\$8M/yr

## Future priorities and opportunities for improvement

Exploring the role of on-demand service options in the region that include improving mobility for seniors and persons with disabilities, establishing connections with first and last mile services, and providing better access to jobs and other services like healthcare are a part of the regional vision of mobility.

These goals and objectives are aligned with emerging New Mobility solutions in other communities. It is a regional priority to pilot new mobility service models in specific areas throughout the region and document the outcomes of the pilots so the region can choose the most effective solutions applicable to our communities.

## Aspirational goals

- Southeast Michigan to be a leader in the development and deployment of autonomous vehicles shuttles.
- Deploy intelligent transportation system infrastructure on all major roadways.
- Deploy connected vehicle infrastructure.

**ADDITIONAL  
FUNDING NEEDED FOR  
ASPIRATIONAL GOALS**  
\$5.7M/yr

**GREATER USE OF  
SHARED MODES  
IS ASSOCIATED  
WITH GREATER  
LIKELIHOOD TO USE  
TRANSIT FREQUENTLY  
AND REDUCED  
TRANSPORTATION  
SPENDING.**

— Transit Cooperative Research Program (TCRP) Report 188