

Virtual Workshop Resources – Human Services Transportation: Making Mobility as a Service Universal

Breakout Sessions Exercise

You live in Our Town, USA, population 115,000. It is the county seat. It has small fixed-route bus system, along with co-mingled microtransit/ADA paratransit services, a car share program, a non-profit volunteer ride share service, a few Uber and Lyft drivers, and two small taxi companies. Several of these providers are approved to provide Medicaid nonemergency medical transportation (NEMT). For the past five years Our Town has enjoyed Mobility as a Service (MaaS) with both public and private transportation services connected in a common platform using the transactional data specification.

A typical trip looks like this: A user looks up her travel options on her smart phone, books an itinerary based on travel convenience and cost, and pays for each leg of the trip as a single ticket. Individuals without smartphones may book their travel using the system website or call center. All interfaces are accessible to people with sight or hearing impairment and customers (both the traveler or a family caregiver) can track the location of their vehicle.

- Looking back, describe the barriers your community encountered and how you overcame them to make this system a reality. What are the steps you recommend others should take to plan a similar transition?
- Describe how the new system is different than the old system.