Integrated Mobility Innovation
Regional Mobility Platform

Kootenai County Public Transportation (Citylink North) Coeur d'Alene, ID

TEAM AND BUDGET

Key Partners: Passio Technologies, Kootenai County
Other Partners: Whitetail Transportation, Kootenai Health, Coeur d'Alene Tribe, Cities of Coeur d'Alene, Post Falls and Hayden

Budget Summary: The project's budget is summarized below:

Federal Amount	Cost Share	Total Cost
$150,000	$37,500	$187,500

INNOVATION: PROJECT APPROACH

Kootenai County, located in scenic North Idaho, is one of the fastest growing areas in the nation, with a growth rate of 19.1% percent over the past decade. Proximity to Spokane and an intersection of north-south and east-west interstates brings businesses and workers, while the number of seniors relocating here is projected to double over the next five to seven years. Despite the area's growth, much of the population is financially struggling, with approximately 41% of the community in the Asset Limited, Income Constrained, Employed (ALICE) category of income, with 16% of those within the poverty level. The County encompasses fourteen (14) incorporated cities and several rural communities with a total population of 165,697, giving the region a hometown feel while creating transportation challenges for residents and visitors. Public transportation is key to our ability to link residents to opportunities for employment, education, healthcare and recreation.

Currently, riders have access to technology specific to public transportation – an app that allows them to see routes, identify stops, and track buses, as well as bus trip planning on both Apple and Google maps. Citylink North has been successful in implementing partnerships with several community agencies, but a true multi-modal platform that provides access to both public and private transportation options is crucial to meeting the transportation needs of a burgeoning populace.

The proposed Kootenai Regional Mobility Platform will be built using the Passio Intelligent Transportation System, which includes Navigator™ for fixed route management, ParaPlan™ for demand response, Connect™ for on demand and GO™ for rider-facing apps on major mobile platforms. Using GO, riders will be able to make informed mobility choices using a dynamic trip planner that is optimized based on the rider's preferences and history. Using open data standards, GO will incorporate public and private transportation providers, giving access to mixed modes such as walking and bike-shares. Total time and cost of the trip will be highly visible to the rider and will be displayed intuitively in the app. This comprehensive trip planner will give the rider a high level of confidence in their transportation decisions. The Platform will enable public and private partners to establish service fares and collect payments when the trip is booked or with a clearinghouse. The Platform will also allow for pass-through authentication allowing the rider to link existing accounts. Riders will be able to download the app free on iOS and Android devices. The rider will then set up a personal profile for transportation service including accessibility preferences and payment options.

The Mobility Platform will be rolled out in three phases. The first Phase will define the data standard that will manage the available transportation options, service times, geographic service area and associated costs. The IMI project includes new interfaces for partners and management tools for Kootenai County. The data will feed the trip planner in GO, providing informed transportation choices. Phase II will extend the data standard, allowing for booking and confirmation of rides in GO. Phase III will include payments, allowing for a full single app experience of booking, confirming and paying for a trip, regardless of transportation provider.

CHALLENGES PROJECT IS DESIGNED TO ADDRESS

The current GO app limits a rider to planning a trip on a Citylink North route only. If a rider would like to consider multi-modal options or compare costs, they must access a variety of individual apps, each with its own profile information, payment information and user interface. The apps are not aware of each other, so multi-modal options are not available for recommendations. In a scenario where a rider is 10 miles from home, and the first 8 miles could be accommodated by a fixed route, the rider would have a difficult experience building a multi-modal trip using a transportation network company to complete those last two miles. In the end, the rider is more likely to just use the transportation network company, making the trip 10x more costly than a multi-modal trip. The Mobility Platform will have access to information about all available trip options, including information that might be more important to an environmentally conscious or health-minded rider. GO will display this data intuitively to riders, enabling them to make transportation decisions beyond traditional time and cost metrics. This data will include CO_2 saved by using alternative mobility options vs. a single occupancy vehicle, calories burned and steps taken for each travel option.

ANTICIPATED OUTCOMES, BENEFITS, IMPACTS

The Mobility Platform will allow for fully educated trip planning across a consolidated selection of public and private transportation providers. Having in-app payment options will provide the rider with confidence that they have secured the correct fare media to get to their final destination. The mobile ticketing also reduces the need for riders to use fareboxes, creating a seamless boarding process. Additionally, ticket vending machine usage will be reduced, saving costs on paper and machine maintenance. Transportation partners on the Mobility Platform will have additional exposure to potential riders and will be able to adjust prices and service types to meet market demand. The Mobility Platform will collect detailed origin, destination and transportation mode selection for every trip booked in the system. This trip data will produce valuable ridership reports for Kootenai County and their transportation partners that will provide ridership trends, coverage gaps and opportunities for higher levels of service. Kootenai County can track this data to funding sources to accurately predict how additional funds would affect ridership.

Citylink North is excited to take this next step into the future with a Mobility Platform that will benefit communities, local economies and residents with one interface to enhance and ease navigation as they access employment, education, health care and recreation in Kootenai County.