Oh, the Places You Can Go….the Connection Across Data, Mobility Management, and MaaS

Riders Needing Access to:
- Employment
- Education
- Health Care
- Inclusive Community Services

Mobility Management uses Data to:
- Understand rider needs;
- Inform about service options;
- Communicate service needs;
- Bring partners to the table;
- Suggest innovations;
- Continuous improvement

Universal MaaS Provides Opportunity to:
- Create an integrated technology solution to aggregating service;
- Framework for partnerships & alignment of incentives for sharing data and service information;
- Transactional nature-facilitates-and encompasses--desired transactions between service providers and trip makers;
- Integrates and automates organizational and funding flow elements.

Mode Types - Funding Source
Riders access varying services at differing rates

Mobility management is an enabler and foundation of MaaS because:
- Culture and Practice
- Customer facing
- Customer engaging
- Inventory of services
- Catalogue of diverse rider needs
- Culture of sharing and exchange
- Diverse partners with interest in transportation
- Multisector approach

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