

Developing Mobility-as-a-Service

Serving Small Urban & Rural Communities

Tompkins County, NY



SUMC On-Ramp Lessons Learned Webinar: June 23, 2020

Mobility-as-a-Service

- Combine multi-modal trip planning, customer service and integrated mobility services to meet customer needs.

Why Tompkins County, NY?

- Homegrown idea. First presented on June 19, 2010.
- Extensive Mobility Management Programs
- Shared-use mobility services & non-profit mobility sector
- Public transit & County support. Collaborative culture.

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



BICYCLING

Put a bike
on the bus and
go farther!



PUBLIC TRANSIT



Your local transit system
bus tracker & schedules
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**

Use your favorite mapping app to find the best route
or visit bikewalktompkins.org to learn about
walking and biking resources in Tompkins County.



SHARE A RIDE



Find and share a ride on the
Finger Lakes Rideshare network
powered by Zimride.
zimride.com/flxrideshare

Share a ride with
family, friends,
or colleagues!



Contact us for tips & advice
way2go.org/rideshare
607-272-2292



BIKESHARING
BIGREDBIKES
Cornell University

Borrow a bike at Cornell 24/7
bike.zagster.com/cornell
Zagster



RENT A CAR



Cars available 24/7 for members
ithacacarshare.org
607-277-3210

One time, multi-day, or one-way trip? Consider a car rental company
Avis – avis.com Enterprise – enterprise.com
Budget – budget.com Hertz – hertz.com



HAIL A RIDE



and ridehailing apps

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

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

Lyft – lyft.com
Uber – uber.com

Information



Need help finding help?
211tompkins.org
1-877-211-8667

Learn how we can help
you or your organization
way2go.org
607-272-2292

Specialized Transportation



RETIRED
EDUCATORS
DRIVE
SCHOOL RIDES

For ICSO students and families
to attend school events and activities
schoolsuccesstc.weebly.com
REDSchoolRides@gmail.com

For seniors (60+) and
people with disabilities
gadaboutbus.org
607-273-1878



FRIENDS IN SERVICE HELPING

Volunteer transportation service
to in-county medical appointments
fishoftc.org
2-1-1 or 1-877-211-8667



There are other non-emergency medical
transportation options available
way2go.org/medical
2-1-1 or 1-877-211-8667

Additional Support

AVRE – 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

MaaS Phase 1

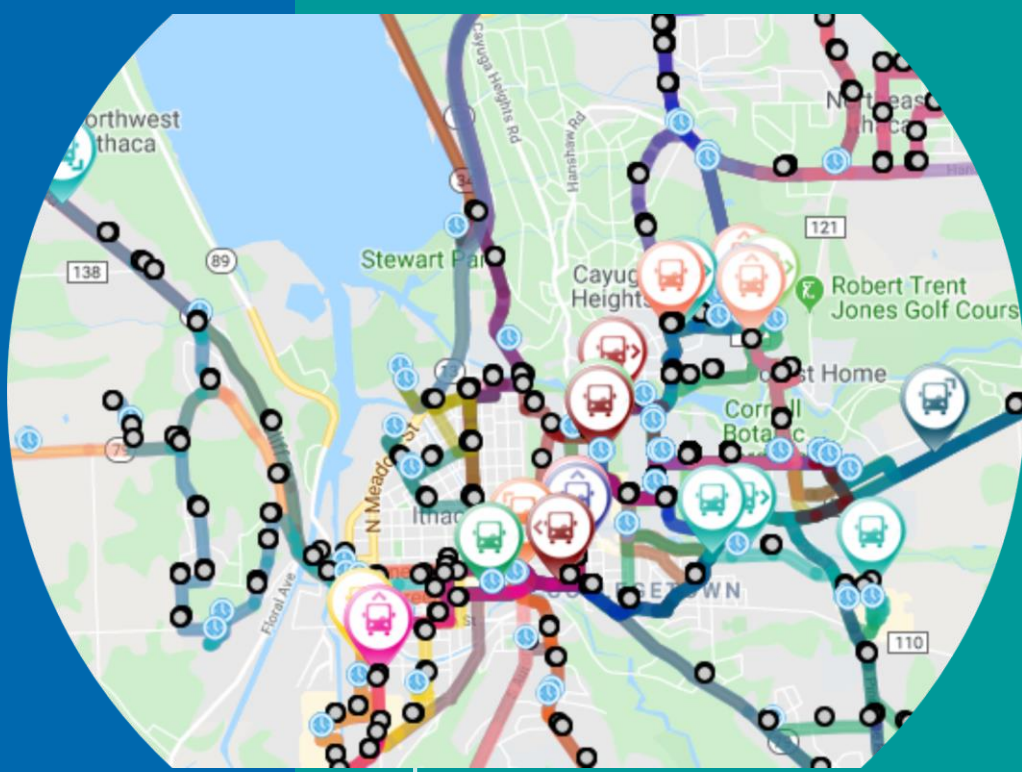
- Multi-Modal Trip Planning
- Rural Mobility Services
- Multi-Modal Customer Service

MaaS Phase 2

- Member Organization
- Financial Services
 - Annual Mobility Budget
 - Monthly Payments
 - Include third-party payments for trips and subsidies.

Multi-Modal Trip Planning

- Bus Services:
 - Intercity
 - Commuter
 - Local (TCAT)
- Shared-Use Services
 - Ithaca Carshare
 - Bikeshare
 - Paratransit (Gadabout)
 - Taxi
 - TNC's (Lyft & Uber)





Become a Volunteer Driver

You Hold The Keys
to helping our community

*You can help people by
driving them to meetings,
appointments & more.*

Way2Go & CCE-Tompkins
can tell you more & help
you get started!

Call 607-272-2292
or go to
ccetompkins.org/way2go/get-involved

Cornell Cooperative Extension
Tompkins County



Increase Supply of Rural Mobility Services

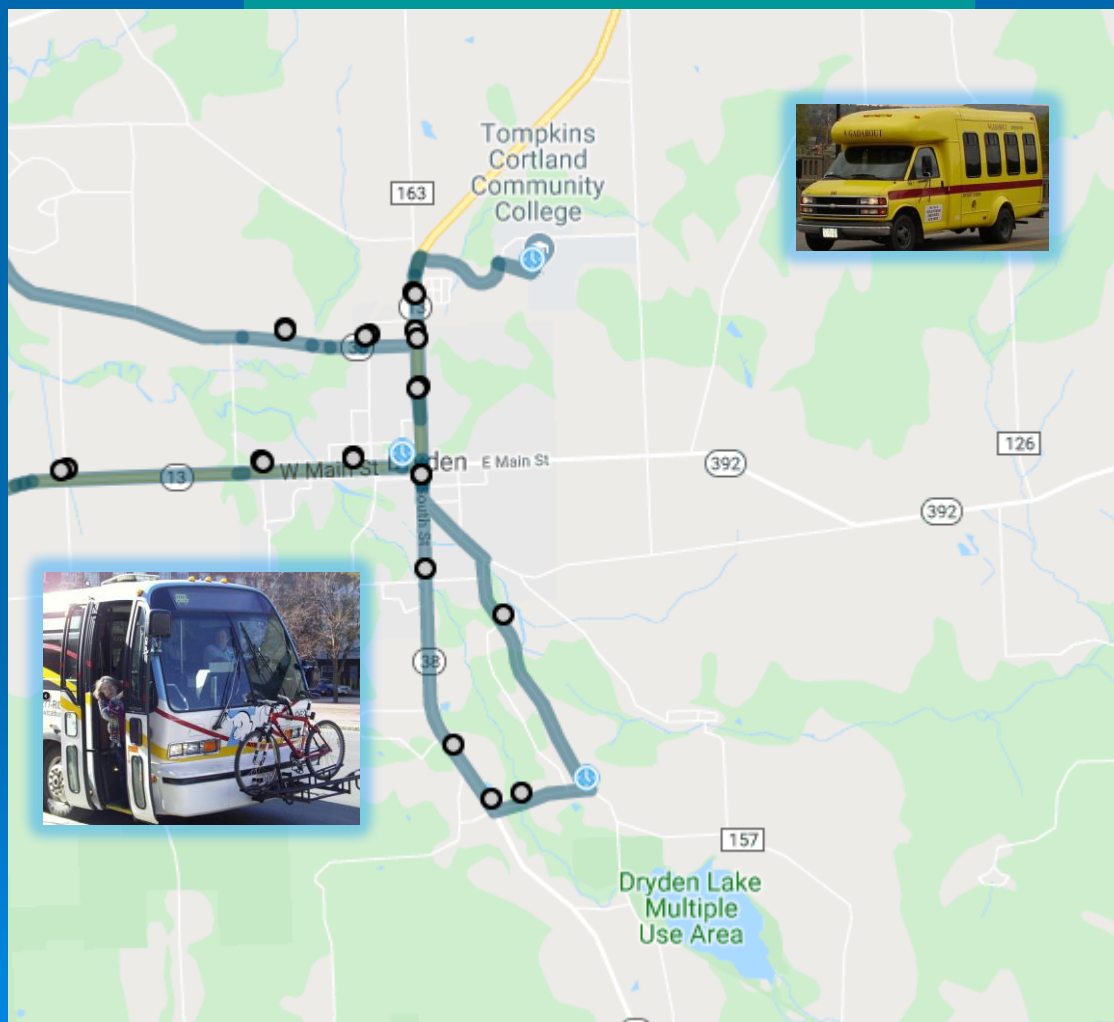
1. Volunteer Transportation Services
2. Rideshare (Carpooling)
3. TCAT First/Last Mile Service Pilot (T-Connect)



**Finger Lakes
RIDE SHARE**

Home Commute Options  Transit and Traffic Conditions

TCAT First Mile/Last Mile Pilot 2019-2022



People may schedule a ride, by app or phone call, to a minibus from their residence in rural areas transfer seamlessly to a TCAT bus.

Created an app will to determine if service is available within the time and destination parameters submitted and will display the closest matching trips. App continuously informs bus operators and passengers of trip status.

County mobility management program conducts public outreach, surveys, and rider education for the before, during and after the pilot.



Watch Way2Go Videos:










[Five Fabulous Ways
Aging, Driving and Family
Conversations](#)
[Ithaca Carshare Basics](#)
[Taxi Basics](#)
[TCAT Bus Basics](#)
[TCAT Bus Basics for Wheel Chair
Users](#)
[Transit App Tools](#)
[Using the Bus Bicycle Rack](#)
[Wheelchair Users You've Got
Options](#)
[Why and how to share more rides](#)

**Way2Go Resources and Videos are
available in Spanish and Chinese.**
[Recursos en español](#)
[中文资源](#)

Multi-Modal 24/7 Customer Service

- [Way2Go Mobility Education](#)
- MaaS Information & 24/7
Customer Service Center
 - Ithaca Carshare & 211 Information
& Referral
 - App and Phone
- Enhanced Guaranteed Ride
Membership
 - Rescue from Trip Failures

MaaS Phase 1 Pilot Business Model Canvas

<div><div>➤ Key Partnerships </div><div><div>➤ Transport Providers:</div><div>✓ TCAT</div><div>✓ Gadabout</div><div>✓ Ithaca Carshare</div><div>✓ FISH (Volunteer Transportation)</div><div>✓ Taxis</div><div>✓ Bikeshare</div><div>✓ Carpools/Rideshare</div><div>✓ TNCs</div></div><div>Other stakeholders:</div><div><div>✓ County DSS</div><div>✓ Way2go</div><div>✓ ITCTC (MPO)</div><div>✓ Go Ithaca!</div></div></div>	<div><div>➤ Key Activities </div><div><div>✓ Partnerships</div><div>✓ Community education</div><div>✓ MaaS Call Center</div><div>✓ Marketing & Guaranteed Ride Sales</div><div>✓ Pilot Evaluation</div></div></div> <div><div>➤ Key Resources </div><div><div>✓ Existing customer base (Carshare & TCAT)</div><div>✓ 211 Info/Referral</div><div>✓ Community transportation education (Way2go)</div></div></div>	<div><div>➤ Value Propositions </div><div><div>✓ Multi-modal trip planning</div><div>✓ Rural Mobility Services</div><div>✓ Multi-modal Customer Service</div><div>✓ Guaranteed ride</div><div>✓ Data Privacy Policy & Security</div></div></div>	<div><div>Customer Relationships </div><div><div>✓ Concierge Service 24/7</div><div>✓ - Trip Planning / Service Information</div><div>✓ - Customer Services</div><div>✓ Feedback to mobility operators</div></div></div> <div><div>➤ Channels </div><div><div>✓ Website / Phone App</div><div>✓ Phone calls</div><div>✓ Office visits</div><div>✓ Human Services / Social Services Agencies</div></div></div>	<div><div>➤ Customer Segments </div><div><div>✓ Public transit users</div><div>✓ College students</div><div>✓ Carshare members</div><div>✓ Families</div><div>✓ Seniors, people with disabilities, and low-income</div><div>✓ People who do not drive or own a car</div><div>✓ Eco-friendly, anti-GHG</div><div>✓ Public & Human Services Clients</div><div>✓ Community-minded rural residents</div></div></div>
<div><div>➤ Cost Structure </div><div><div>✓ Staff salaries</div><div>✓ App Design, Tech Procurement Plan/Consultant</div><div>✓ Development, Operations, Data Collection for Evaluation</div><div>✓ Overhead (rent, utilities, insurance, IT, etc.)</div></div></div>		<div><div>➤ Revenue Streams </div><div><div>✓ Customer service fee</div><div>✓ Guaranteed ride annual membership fee</div><div>✓ Federal IMI Grant (3/16/2020)</div><div>✓ Other Federal& State grants</div></div></div>		

Business Risk

As of June 2020, on a scale of 0-10 (low–high risk), this is how we rate our risk for Phases 1 & 2.

- Phase 1: 3 (low risk) We know exactly what we want the multi-modal trip planning & customer service app to do. We will be able to organize the customer service center.
- Phase 2: 8 (high risk) Many unknowns and much work needed to create robust, secure financial management policies & operations to be successful & sustainable. There's opportunities for partnership with an individual mobility account system under development.

On-Ramp Lessons Learned

1. Split MaaS into two phases.
 - We created Phase 1: multi-modal trip planning, support first/last mile project, & multi-modal customer service, including a call center.
2. Select a lead agency for Phase 1.
 - County Transportation Planning will lead Phase 1 starting in September 2020. The local MaaS team will then meet formally to develop the project.
3. Advance innovative practices in rural mobility and service delivery.
 - We need to expand the supply of service in rural communities, including volunteer transportation, carpool, first mile/last mile service and guaranteed ride.
 - We will work with public sector & non-profit human service agencies to improve mobility service for clients.
4. Don't overpromise.
 - Under-promise and over-deliver. Assist customers with trip-failures.
 - Trust building is core value proposition for a MaaS start-up.

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Tompkins MaaS Team

