

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

## Definitions

**Demand Responsive Transportation (DRT).** In demand responsive transportation, the rider requests a trip at a certain time to a specific place. Unlike city buses or trains, these flexible services do not follow fixed routes or schedules. Dial-a-rides, ride hailing, taxis, ride sharing, car sharing, bike sharing and other technology-enabled transportation are examples. Demand responsive transportation is a subset of flexible transportation.

**Human Services Coordinated Transportation.** Pooling the transportation resources and activities of several human service agencies with each other or with public transit operations.

**Mobility Management** (three perspectives):

***The human services perspective.*** Mobility management is a customer-centered approach to designing and delivering mobility services to individuals with special needs due to age, disability, or income. Mobility managers provide information about community and regional transportation services in order to help individuals access those services.

***The public transit perspective.*** There is a growing emphasis among public transit agencies to move into a broader transportation service role, whereby they would coordinate a full range of mobility options (not only the public transportation services they provide) and better meet the mobility needs of individuals in their communities. Mobility management entails the essential role the public sector must play in managing the tremendous amount of choice in travel today. While human services professionals view the role of mobility managers as connecting older adults, people with disabilities, and low-income individuals to appropriate transportation services, transit planners also have the general population in mind when they refer to mobility management. This role is often in combination with the creation of Mobility as a Service platforms.

***The tech world perspective.*** Mobility management involves combining an individual's specific travel history and current circumstances with data from millions of others and information from different modes of travel across the city. Applying advanced analytics to big data, these companies offer customers tailored travel options.

**Mobility as a Service (MaaS).** A system in which a variety of services are made available to customers through a single platform, where users can identify their travel options, evaluate the cost in terms of both dollars and time, schedule a ride, monitor progress, and even pay for the end-to-end journey regardless of the number of transfers and independent providers used. This platform would include both on-demand and fixed-route public transportation service. The concept is similar to a search engine that provides flight options and a payment mechanism for multiple carriers (e.g., Expedia). See also Universal Mobility as a Service

**Universal Mobility** (the philosophy, attitude, and accompanying practices). Everyone – regardless of any disability – has transportation options to anywhere they need to go throughout all phases of their life. A broad definition is: A system of partnerships and/or policies that provide a minimum level of mobility to all members of society.

**Universal Mobility as a Service (Universal MaaS).** Universal MaaS expands upon the concept of MaaS even further by adding the concept of universality to ensure that all users' needs are met, regardless of income, geographic location, disability, or age. Universal refers to both a comprehensive inclusion of all available transportation services within the platform and accessible design throughout the system. Travel options include specialized transportation. All aspects of the Universal MaaS framework abide by the principles of universal design. The Universal MaaS platform shows customers their fixed-route and demand responsive public transportation options. Under Universal MaaS, on-demand transportation now may include microtransit, ridehailing, ridesharing, carsharing, and bikesharing. The platform could even integrate volunteer transportation services. While services tailored to the needs of particular populations remain available, they exist as part of a single, coordinated system that as a whole meets the needs of everyone in the community regardless of income, geographic location, disability, or age.