Mobility on Demand On-Ramp
Informational Webinar

Shared-Use Mobility Center
February 21, 2018

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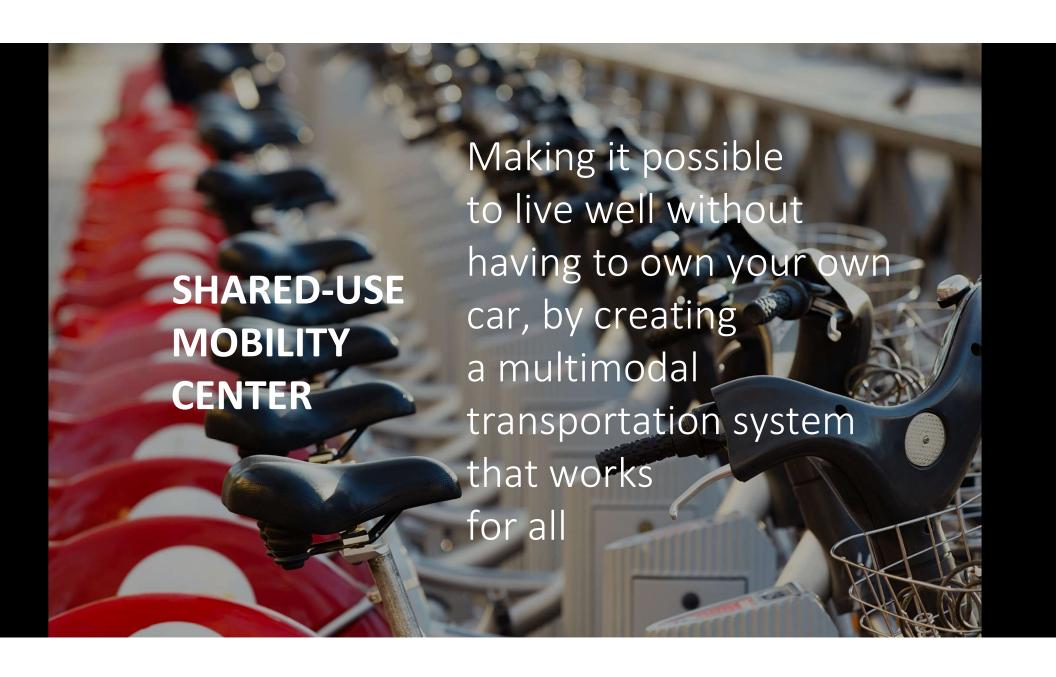
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Presentation Overview

- About the Shared-Use Mobility Center
- FTA On-Ramp Introduction
- On-Ramp Goals and Activities
- Application and Selection Process
- FAQ and Resources
- Q&A

Get the RFP: http://bit.ly/onramp-rfp
Proposals due March 21, 2018, 11:59pm ET

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Making it possible
to live well without
having to own your own
car, by creating
a multimodal
transportation system
that works
for all

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Connect public agencies and transit, community and private sectors to scale benefits of shared mobility for all

Provide technical assistance for cities creating & testing shared mobility pilot projects

Serve as a clearinghouse through conducting innovative research with practical results

Convene the public and private sectors through workshops and conferences

SUMC's FTA MOD Innovation & Knowledge Accelerator

Compiling best practices and facilitating knowledge exchange between the MOD Sandbox grantees
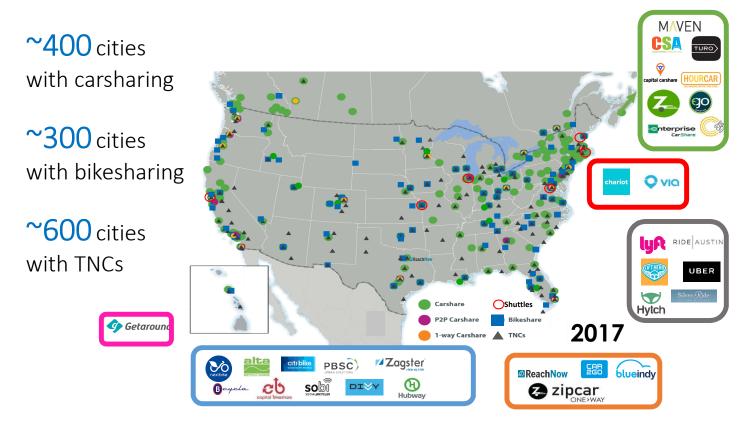
Types of Public-Private Partnerships (P3s) include:
- First/Last Mile
- Multi-Modal App/Payment Integration
- Carpooling/Ridesharing
- Demand Response and Paratransit
- Incentive Strategies
- Expanded Services

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Growing Numbers of Shared-Mobility Companies

~**400** cities with carsharing

~**300** cities with bikesharing

~**600** cities with TNCs

2017

Legend:
- Carshare
- P2P Carshare
- 1-way Carshare
- Shuttles
- Bikeshare
- TNCs

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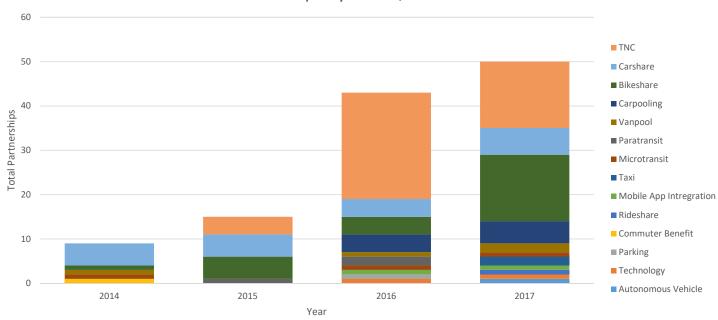# Tracking Shared Mobility Partnerships

Source: Mobility Rush and Shared Mobility Policy Database

Partnerships by Mode, 2014-2017

Legend:
- TNC
- Carshare
- Bikeshare
- Carpooling
- Vanpool
- Paratransit
- Microtransit
- Taxi
- Mobile App Intregration
- Rideshare
- Commuter Benefit
- Parking
- Technology
- Autonomous Vehicle

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FTA Approach to Future Mobility

- **Explore** emerging technology solutions and new business approaches

- **Enable** public transportation industry to adopt innovative mobility partnerships and solutions

- **Facilitate** widespread deployment of proven mobility solutions and partnerships

Mobility on Demand

MOD is a *vision* for an integrated **multi-modal** network of **safe**, **carefree**, **affordable**, and **reliable** transportation options that are **available to ALL**
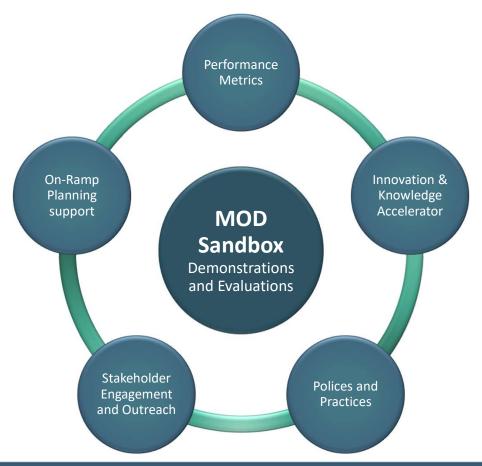

- **Traveler-centric**
- **Technology-enabled**
- **Partnership-driven**
- **Mode-agnostic**

FTA MOD Program Activities

What Is the On-Ramp & Why Is It Needed?

What Is the On-Ramp?

- Free technical assistance for transit agencies
- Develop innovative ideas into fundable solutions
- Work on developing MOD business plan

Why It's Needed

- Sandbox received a lot of ideas that **showed promise but needed more development**
- Those ideas & others shouldn't be lost
- Will increase the MOD knowledge base & advance vision

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Participant & Partner Roles

Eligible Applicants

- Providers of public transportation
- Involves shared mobility project partner
- Innovative idea
- Support from leadership & commitment

Possible Partners

Does not need to be formalized for proposal

- Private providers of shared mobility
- Governmental partners
- Community groups

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On-Ramp Recipients will receive

- Initial Site Visits
  - Develop technical assistance plan
- On-Site Workshops
  - Analysis with remedies identified
- Peer-to-Peer Support
  - Summits
  - Webinars
  - Online forum
- Ongoing Technical Assistance
  - Support on identified challenges
  - Modeling & research
  - **Management support** with contracts & data sharing agreements
  - Pilot project development planning

TRANSIT

"...public transit is the backbone of an efficient, equitable transportation system."

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On-Ramp Product: MOD Business Plan

Business Plan Will:

- Determine Mobility Needs

- Assess the Market Conditions

- Provide the Framework for a P3

- Identify Barriers & Solutions

- Calculate Potential Social & Economic Benefits

- Outline an Implementation Strategy

- Develop Marketing & Outreach Plan

- Identify Potential Funding Sources

The Business Plan will be tool that can be used to help bring a project from idea to launch

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Evaluation Criteria

- Up to six project will be selected
- Proposals will be evaluated by MOD practitioners & scored accordingly
  - Mobility Need
  - Project Idea
  - Community Support
  - Agency Support

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On-Ramp FAQ

FAQ page: http://bit.ly/onrampfaq

- MOD Sandbox v. MOD On-Ramp
- Available funds for transit agencies
- Outside panel of experts & mobility practitioners
- Selected proposal announcement Spring 2018
- Proposals are still eligible if partners aren't fully in place
- Autonomous technology projects are eligible

FAQ will be updated to include summaries of questions asked today

Resources

- Request for Proposals: http://bit.ly/onramp-rfp

- Program Description: http://bit.ly/mod-onramp

- FAQs: http://bit.ly/onrampfaq

- Email questions: OnRamp@sharedusemobilitycenter.org

On SUMC site (sharedusemobilitycenter.org)

- MOD Sandbox Projects

- Shared Mobility Toolkit

- Other SUMC Research

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Thank you

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