Mobility on Demand
On-Ramp
Informational Webinar
Shared-Use Mobility Center
February 21, 2018
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

Proposals due March 21, 2018, 11:59pm ET
Making it possible to live well without having to own your own car, by creating a multimodal transportation system that works for all.
Connect public agencies and transit, community and private sectors to scale benefits of shared mobility for all

Serve as a clearinghouse through conducting innovative research with practical results

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

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
Growing Numbers of Shared-Mobility Companies

~400 cities with carsharing
~300 cities with bikesharing
~600 cities with TNCs
Tracking Shared Mobility Partnerships

Source: Mobility Rush and Shared Mobility Policy Database

Partnerships by Mode, 2014-2017

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

Year

Total Partnerships
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

MOD Sandbox Demonstrations and Evaluations

- Performance Metrics
- Innovation & Knowledge Accelerator
- Polices and Practices
- Stakeholder Engagement and Outreach
- On-Ramp Planning support
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
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

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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_
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
On-Ramp FAQ


- 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

• 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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Questions?
Thank you