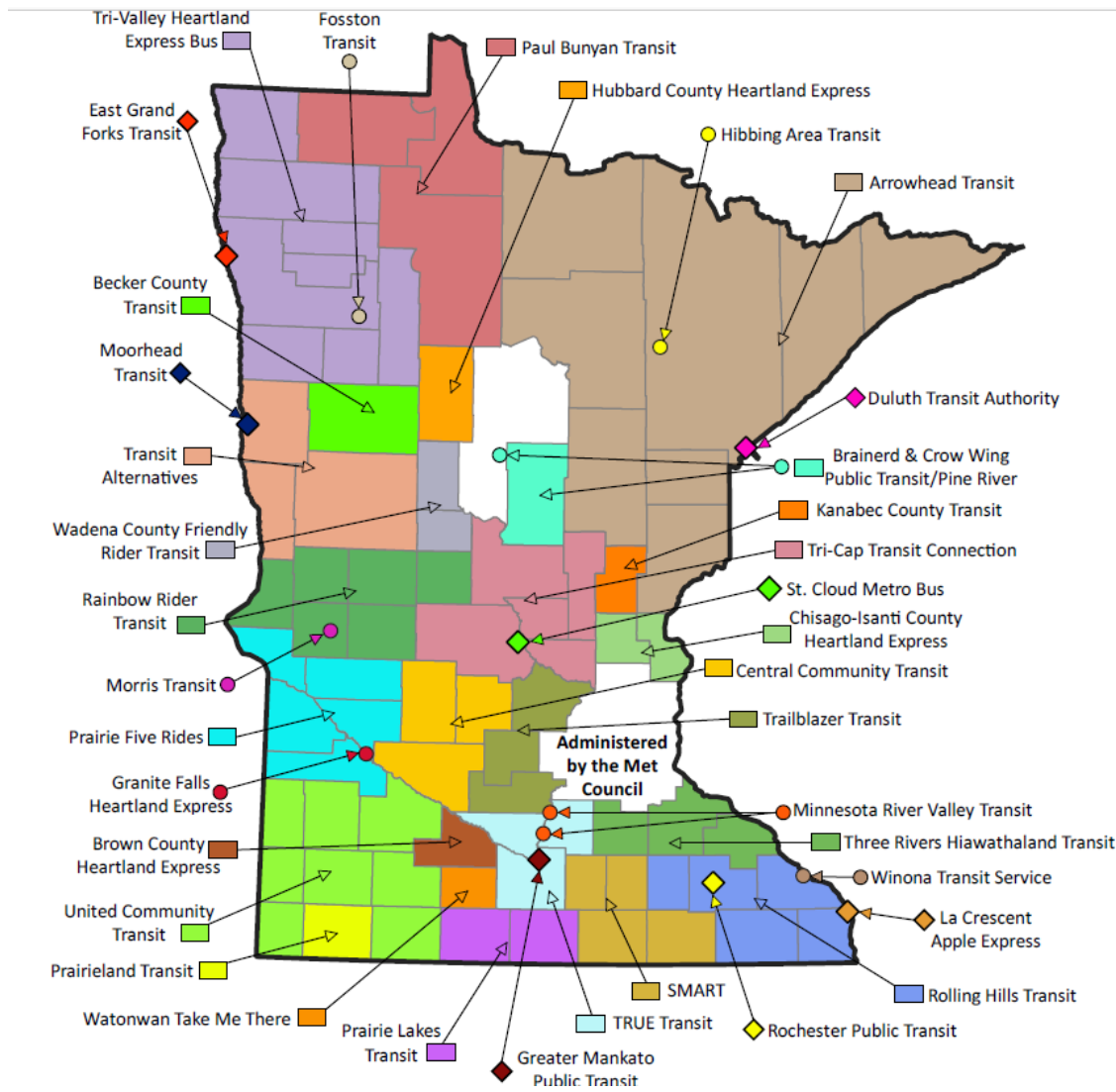


# Greater Minnesota Share Mobility Webinars

MaaS: connecting all your transportation in one place

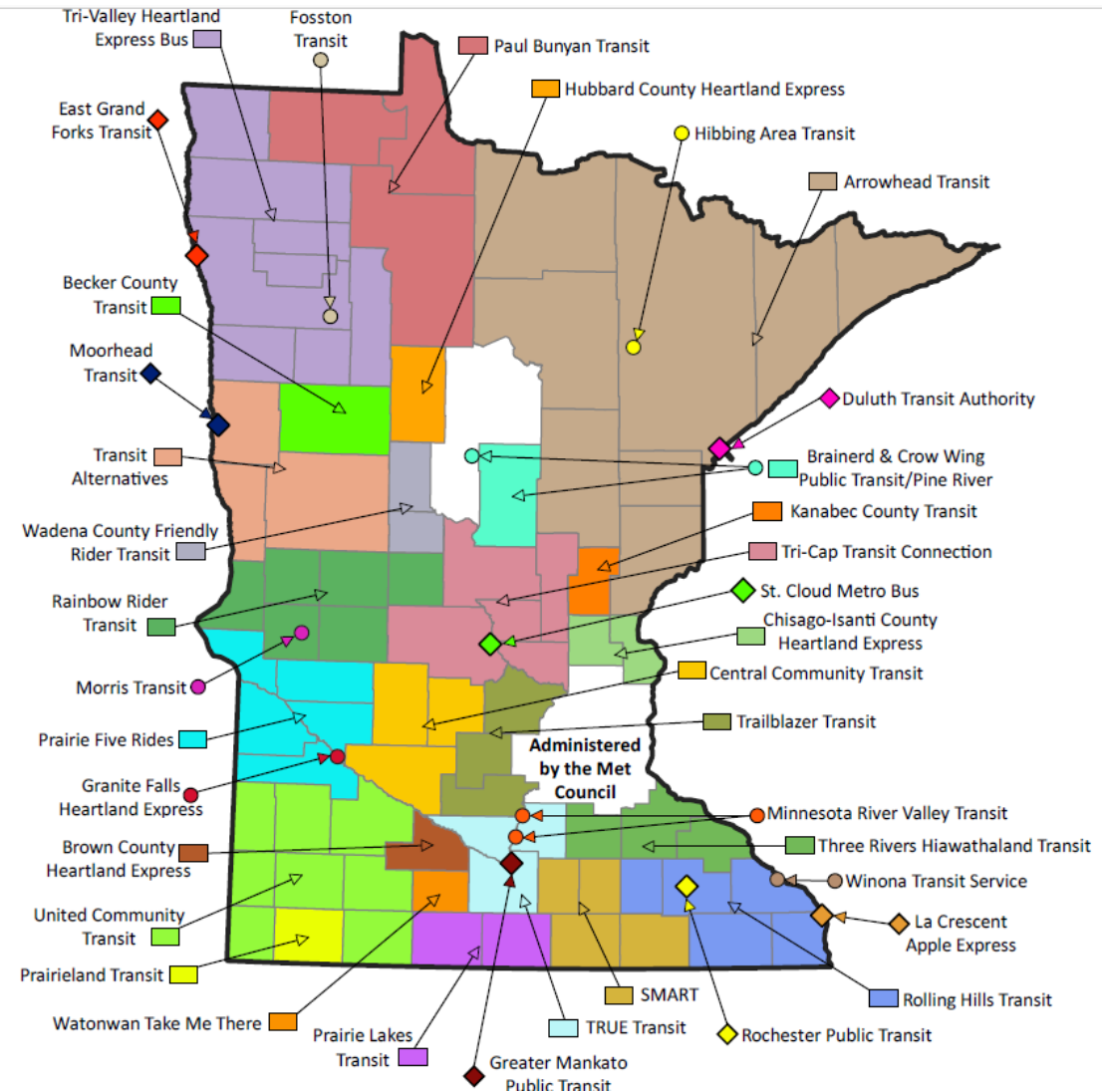
# Shared Mobility Webinars

- New programming from MnDOT's Greater Minnesota Shared Mobility Program
- Increase familiarity with shared mobility technology and services
- Platform for knowledge share

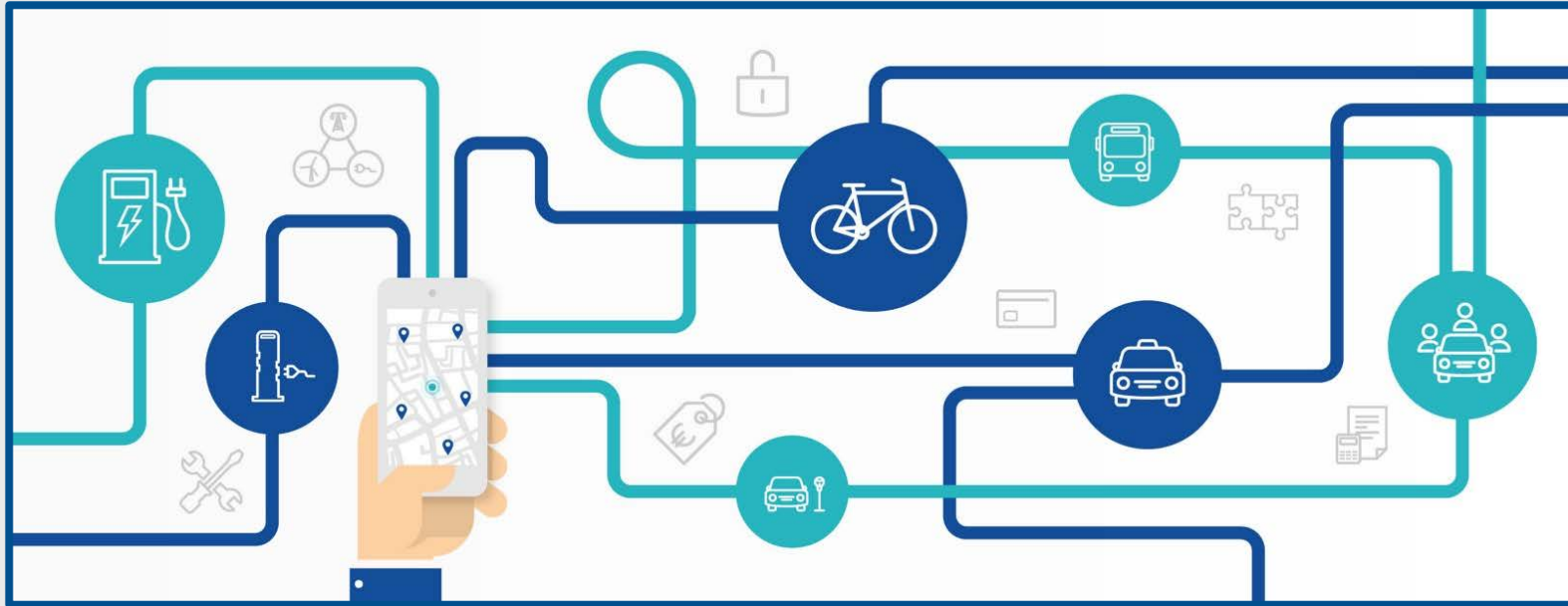


# Shared Mobility Webinars

- Future webinars on monthly on 2<sup>nd</sup> Wednesdays at 11 AM
- Next webinar on Mobility Hubs will be January 13 at 11 AM
- To add invitee, send request to [elliott.mcfadden@state.mn.us](mailto:elliott.mcfadden@state.mn.us)



# Questions?





# MaaS pilots in Greater Minnesota

Elliott McFadden | Greater Minnesota Shared Mobility Coordinator

12/8/2020

# Innovative Mobility Project for Arrowhead Community Transportation (IMPACT)



Funded through FTA Integrated Mobility Innovation (IMI) grant program

## Goals:

- First Mile, Last Mile connections to public transit passengers.
- Integrate local transportation options into a one call/one click platform
- Payment options for unbanked/underbanked passengers





# Innovative Mobility Project for Arrowhead Community Transportation (IMPACT)



Funded through FTA Integrated Mobility Innovation (IMI) grant program

## Goals:

- Provide ride scheduling options for wellness centers, county employees, and non-profits
- Access to rural and deep rural passengers that do not currently reside in transit service area



# Innovative Mobility Project for Arrowhead Community Transportation (IMPACT)

## AEOA Technology Components

1. MaaS Passenger App
2. MaaS Dispatching Platform
3. MaaS Fleet Driver App
4. MaaS Enterprise Online Ride Booking Computer Platform
5. Administrative Dashboard



# Innovative Mobility Project for Arrowhead Community Transportation (IMPACT)



## Transportation Partners:

- Volunteer Drivers
- Herman Town Bus Services
- Duluth Transit Authority

## Health and Wellness Partners

- Essentia Wellness Center
- YMCA
- St. Louis Co. Child Protective Services
- Assisted Living and Shelter Facilities



# Southern Minnesota MaaS Project

- Mobility as a Service vision: a single platform that provides access to all shared mobility options, allows trip planning, fare payment, and real time updates on trip information
- Integration of transit planning and ticketing with private shuttles and buses, taxis, TNCs, bike and scooter share, van pool, carshare, shared CAV, and new emerging shared mobility technologies
- Pilot will focus on 7 transit systems plus private providers in Southern Minnesota




Federal Transit Administration

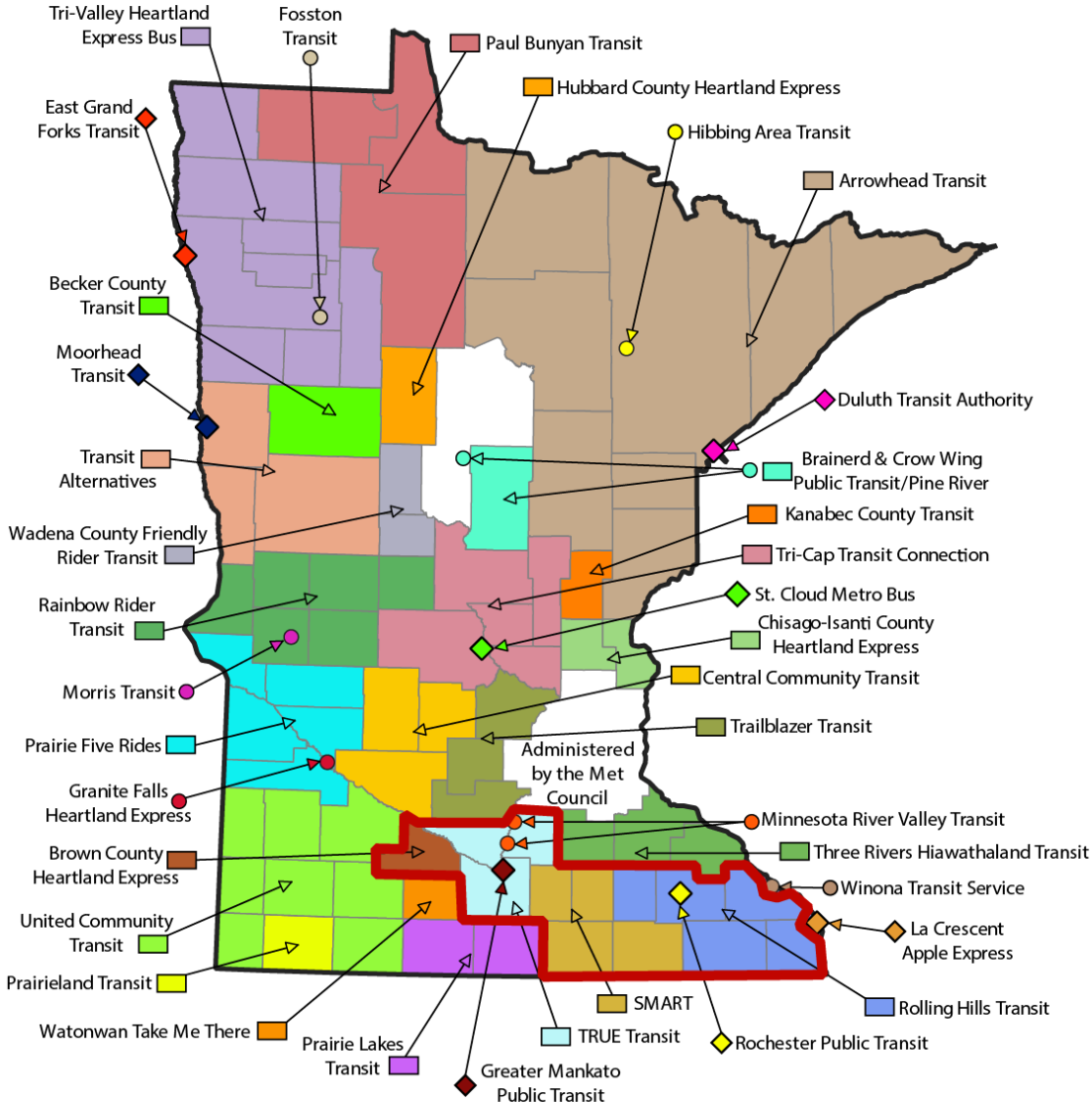


# Greater Minnesota Transit Systems

## Southern Minnesota MaaS Project

Primary service area 

# Coverage area




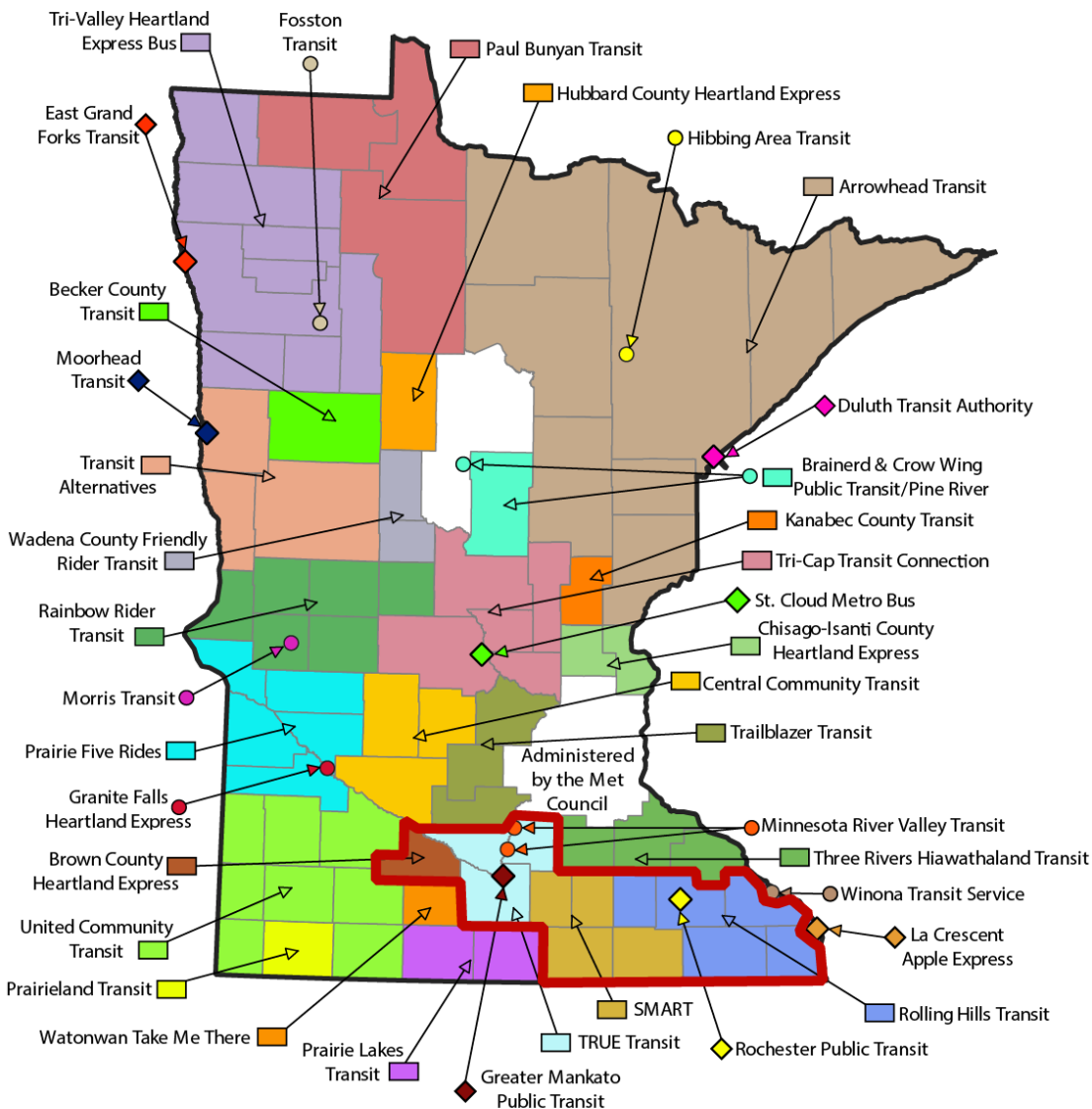
## 7 Greater Minnesota Transit Systems

- Rochester Public Transit
- Greater Mankato Public Transit
- Brown County Heartland Express
- Minnesota River Valley Transit
- Rolling Hills Transit
- SMART
- TRUE Transit

# Greater Minnesota Transit Systems

## Southern Minnesota MaaS Project

Primary service area 



# Coverage area

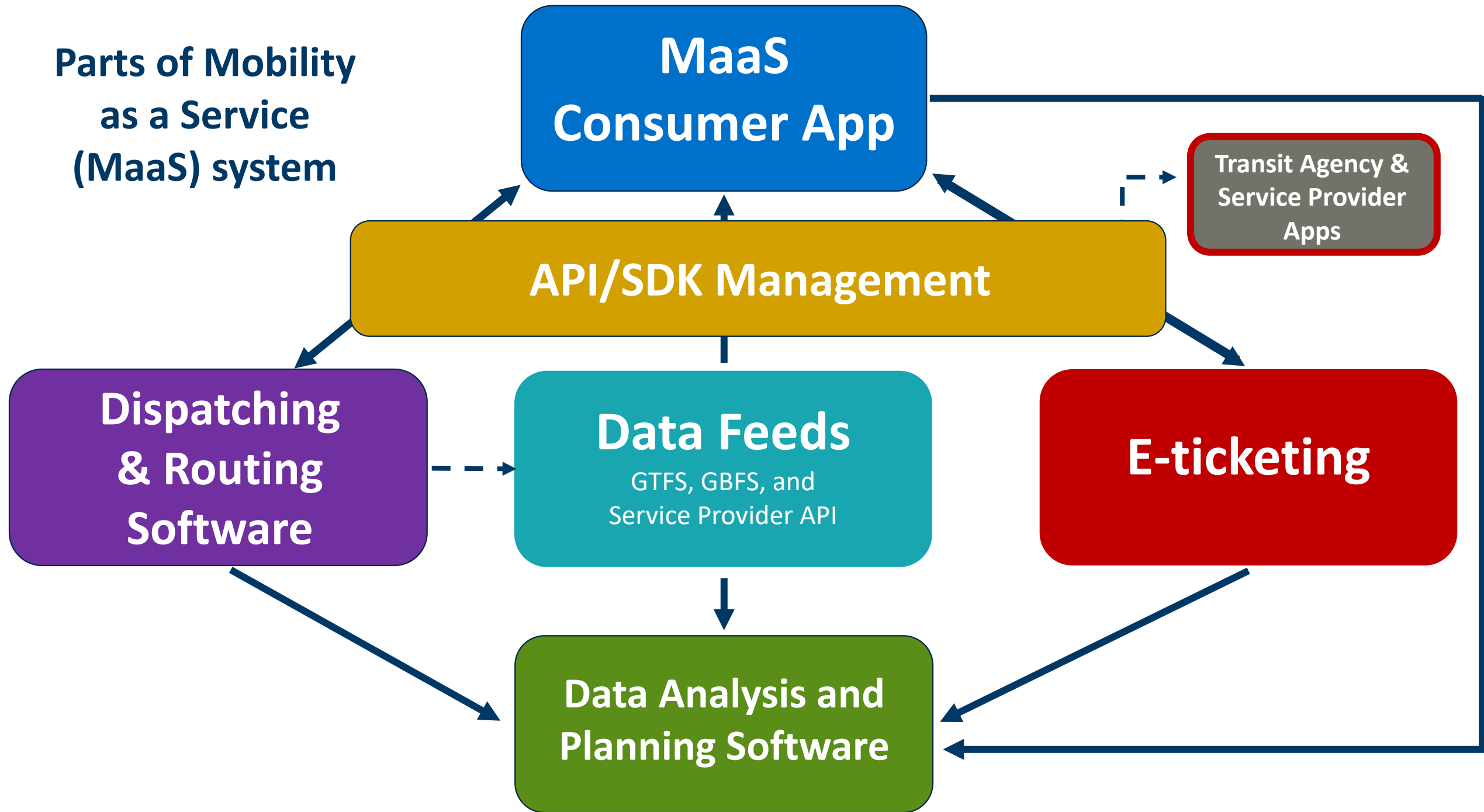
## Additional providers

- Metro Transit
- Jefferson Lines/Land-to-Air
- Rochester City Lines
- HourCar
- Additional taxi, rideshare, private bus, van pool, scooters, etc.

## PLUS

- RouteMatch and CTS Software

**Parts of Mobility  
as a Service  
(MaaS) system**



# Deploying emerging data standards

## Transit

- GTFS and GTFS-Flex 2.0 for transit agencies
- Demand Response Transactional (DRT) Data Spec

## Car Share

- Adapting the General Bikeshare Feed Specification (GBFS) to car share

## On Demand

- Developing new General On-Demand Feed Specification (GOFS) for taxis and TNCs







UNIVERSITY OF MINNESOTA



**Research Team, led by Assistant Professor Alireza Khani, will study:**

- how low-income population can benefit from MaaS
- what extent vehicle miles are reduced due to commuters' mode change
- how people perceive the benefit of the system in time/cost saving and convenience

# Implementation

## 2020

- Grant award and planning

## 2021

- Vendor selection
- Platform development
- Standards implementation

## 2022

- Field testing

• 12/8/2020

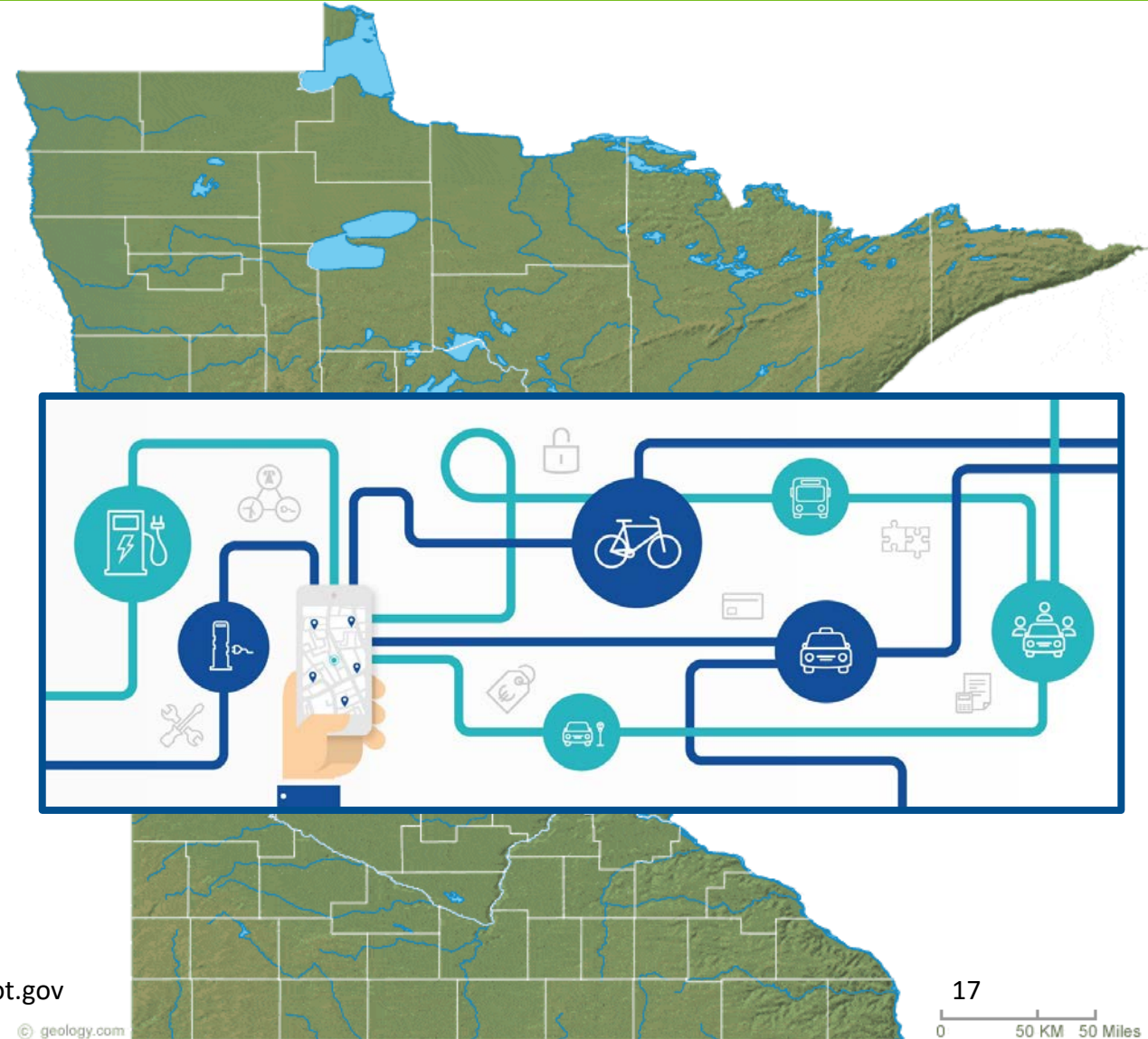


# Future Improvements

## Next Steps:

### 2023 and Beyond

- Evaluate for statewide deployment
- Develop standard for billing transactions
- Look to incorporate non-emergency medical coordination and billing



# Questions?

