Transit and New Shared-Use Modes: Key Questions from the Transit System Perspective

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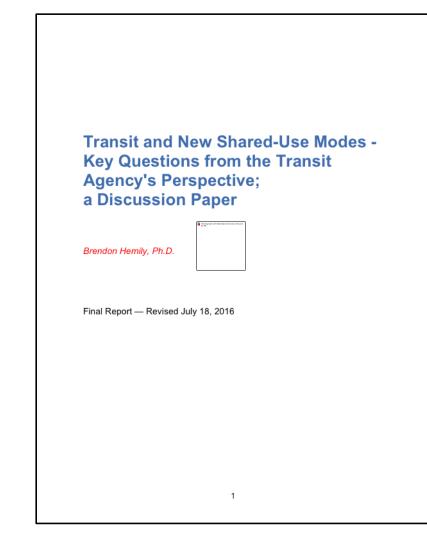ITS Canada – APTS Committee

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The Issue

- Much discussion and research on new eco-system and policy /regulatory implications caused by its disruptive nature
- Transit systems have been doing much soul-searching to position themselves individually while trying to:
  - understand the implications of this explosion of new modes on their own services and operations,
  - determine whether these new mobility services are complementary or competitive to existing fixed route and DRT services,
  - understand policy and regulatory implications, and
  - develop frameworks for cooperation where feasible.

Issue:

- Step back to identify and categorize the key questions that *transit agencies should be asking themselves* as they try to position themselves in the new arena of urban mobility
- The perspective is from that of *the transit system*.

Discussion Paper Prepared for USDOT

**Transit and New Shared-Use Modes -
Key Questions from the Transit
Agency's Perspective;
a Discussion Paper**

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7 Categories of Key Questions

1. Policy Goal and Objectives
2. Transportation Planning
3. Data
4. Transit Planning / Service Design and Delivery
5. Relationship of Shared-Use Modes to DRT and Transportation Demand Management
6. Role of Technology – Travel Information
7. Role of Technology – Payment

- Food for Thought!
- Will only highlight some of the questions
- Refer to Discussion Paper for detail

1. Policy Goal and Objectives

- Do we need to review overall corporate mission in light of the new mobility ecosystem?
  - ◦ Deliver transit service or manage mobility?
  - ◦ Focus on ensuring mobility options for the disadvantaged, or for all in an effort to improve the quality of life?
- What is the policy objective being pursued by enabling / facilitating new mobility services?
  - ◦ Why are we considering cooperation, coordination, or integration with the new shared-use modes?
- How to measure level of achievement of key objectives being pursued through partnerships?

2. Transportation Planning

- <u>Focus has been on the short-term</u>, and on regulatory conditions that permit operations, or not to meet public safety standards.
  - ◦ Ex: New guidance released by FTA
- Need more focus on implications for <u>longer-term planning and programming process</u>, and related models
  - ◦ What is usage of shared-use modes? Who? When? Where?
  - ◦ How to measure to compare to transit services and other existing modes?
  - ◦ Do these modes have an impact on planning / programming of major infrastructure?
  - ◦ To what extent should privately operated mobility options be:
    - • explicitly integrated into the regional planning and implementation frameworks?
    - • explicitly integrated into municipal planning and zoning?
  - ◦ Impact on current planning models?

3. Data

- Critical and complex challenge
- Growing opportunities to negotiate access to data as quid-pro-quo
- Challenge is to define what data is essential for public needs, and to develop technical frameworks
  - while establishing business rules to protect private sector interests
- Individual system efforts underway, but should be defined _collectively for the interest of the entire transit industry_,
  - to avoid patchwork of costly and uneven arrangements negotiated on an ad-hoc basis, by individual transit systems with each service provider or broker

4. Transit Planning / Service Design and Delivery

- FTA MOD Sandbox and other efforts are addressing short-term policy and administrative challenges
- But also need to consider how should these services be considered, coordinated, or integrated in the design and delivery of transit services?
- *"First mile / last mile problem"*
  - *Much hyperbole about ability of shared-use modes "to solve the first mile / last mile problem", as if there were only one single problem to be solved*
  - *There is of course no single unified concept of first mile / last mile, but a variety of land use and transportation contexts created by a variety of characteristics, as well as a variety of modal characteristics among the modes*
  - *Which "first mile / last mile" should be the focus for a system's effort and why?*
- Role of other actors: Municipal / Regional Planning?
- Relation to curb-side real-estate? To TODs?

5. Relationship of Shared-Use Modes to DRT and Transportation Demand Management

- Shared-Use vs. DRT (e.g. specialized transit, community transportation, DRT-General Public)
  - Nature of the markets?
  - Formal requirements?
  - Respective roles?
- Shared-Use vs. Traditional TDM

  (in particular for commuting)
  - Carpool matching
  - System-sponsored vanpooling
  - Guaranteed Ride Home
  - Transportation Management Associations (TMAs)

6. Role of Technology – Travel Information

- Using technology to facilitate the use of shared-ride DRT service is not a new concept

- Need to understand what distinguishes new mobility services and transferability to transit

- Examples of questions:
  - Role of the public sector with respect to travel information?
  - How to provide an objective and even-handed approach to providers with very different service characteristics (e.g. bikesharing vs. carsharing vs. ridesourcing vs. carpooling)
  - To what extent should information provision be left to third-party application developers and/or mobility brokers?
  - What relationship does system want to have with its clients?

7. Role of Technology – Payment

- Issue of Trust
- Fundamental institutional choices will drive technological requirements
- Examples of some questions:
  - Is open payment account-based system a requirement to enable integrated multimodal payment?
  - Set up joint accounts (transit - bike sharing – car sharing)?
  - Participate in third party brokerage of mobility payments (e.g. the Finnish MaaS)? Under what conditions?
  - Practical considerations with respect to specialized transit customers?
  - 3rd Party Integrated payment vs. customer relations management objectives?

Recommendation: Enhanced Sharing of Knowledge

- Workshops that would bring together transit agencies and new mobility providers to discuss initiatives, challenges, opportunities, lessons learned and best practices.

- Find mechanisms to reach those that do not typically attend conferences and workshops

- Encourage transit system-based recommended practices on common challenges such as data collection and reporting requirements.

- FTA *Mobility on Demand (MOD) Sandbox Program*

- CUTA Toolkit project

Thoughts

- Many have been advocating for Mobility Management, and Integrated Urban Mobility for years
  - But little practical progress… why?
- Challenges:
  - Technology dilemmas in public sector: risk, transparency, accountability
  - Transit managers have little responsibility/mandate to change the mobility policy framework
  - Unclear policy benefits
  - Target constituencies?
  - Capturing of messaging by TNCs (and AVs)
  - Has led to a focus on supply-side solutions rather than demand management
  - Relative lower profile for TDM
  - Politicians would prefer private market solutions that don't cost public funds
  - Difficult challenges for public agencies to work with for-profit companies, plus controversy swirling around TNCs
  - Competition for curb-side real-estate

Questions

- Need to enhance interest in integrated mobility:
  - Integrating shared-use modes in standard municipal plans: OP, Transportation Plan, Transit Plan
  - Demonstrate tangible benefits for policymakers
- Niche opportunities:
  - Transport Cocktail (STM): transit + bikeshare + carshare
  - Municipal employee "Mobility Package" to lower auto ownership/use (pilot project), as TDM had done in the past
  - Enhanced UPass mobility package
  - Parking requirements: formula to balance conflicting objectives
  - More generic approach to residential development projects: "Mobility Package" requirement
  - Employment building developments: suburban campuses, TMAs
  - Low density / semi-rural "mobility package"
- But need to:
  - Document tangible benefits that relate to policy objectives
  - Create institutional coordination mechanisms to address inter-departmental tasks
  - Develop "mobility package" templates (and prove their benefit)
  - Develop some potential templates for managing curb-side real-estate among competing objectives: bike lanes, goods delivery, carsharing parking, TNCs, accessibility

To obtain the Discussion Paper contact:
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THANK YOU!