



Congreso Anual

-33° Asamblea General de Alamys-

Integración de ciudadanos y territorios:
"Movilidad como Servicio"

Del 1 al 5 de diciembre de 2019 • Medellín • Colombia

Alamys

Asociación Latinoamericana de
Metros y Subterráneos



Future of Mobility

Expanding the Role of Transit Agencies in a New Mobility Environment



Jeff Hiott

Vice President, Technical Services and Innovation
American Public Transportation Association
Washington, DC



Public Transportation in the United States

- **35 million** boarding every weekday
- **10 billion** anual trips in 2018
 - 48% on Bus
 - 48% by Rail
 - 4% other
- **\$70.6 billion** a year industry in U.S.
- **73%** of dollars flow to private sector
- More than **400,000 employees**
- Supports an additional **2 million jobs**



“Set a regional vision and implement the appropriate MaaS solutions”



Public transportation must be the backbone of an integrated mobility era



MaaS: Mobility-as-a-Service



The integration of a full range of mobility services into a single digital platform



Cities and Mobility



Streets



Sidewalks



Curb
Management



Road
Pricing



Transit
Priority



Cashless / Wireless / Paperless

- Automation
- Electrification
- Mobility On-demand
- The Complete Trip
- Free Transit
- Microtransit
- Mobility-as-a-service
- Multimodal Trip Planning
- Blockchain
- Real-time Apps
- Open Mobility Data
- Ridership Challenges
- Mobility Authorities
- Mobility Hubs
- TNCs
- Bike-Share
- Walled Gardens
- Integrated Mobility Innovation
- Scooter-Share
- Ride-Hailing
- Integrated Mobility
- Contactless Payment Systems
- Car-Share
- Mobility Platforms
- Smart-Cities
- Mobility Start-ups
- Street Corrals



Innovations in the Transit Industry

- **Autonomous/Electric Vehicles**

- JTA's accessible Autonomous Shuttle

- **First/Last Mile**

- SacRT
- Micromobility Integration

- **Micromobility**

- KCATA and Drop Mobility

- **Mobility as a Service**

- Big Blue Bus and Transit App
- DART's FastPass

- **Transit/TNC Partnerships**

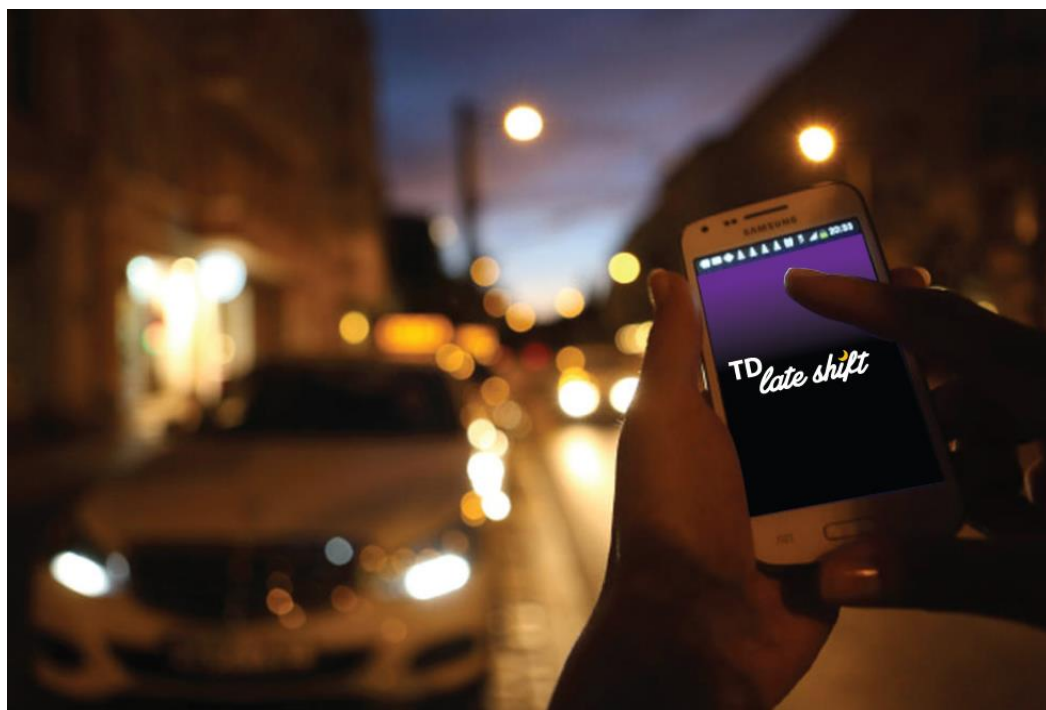
- Metrolink Saint Louis and Lyft
- RTD Denver and Uber

- **Microtransit**

- Lane Transit District (LTD) Launches EmGo



Late – Shift Mobility – Pinellas County



New Mobility Options - Denver



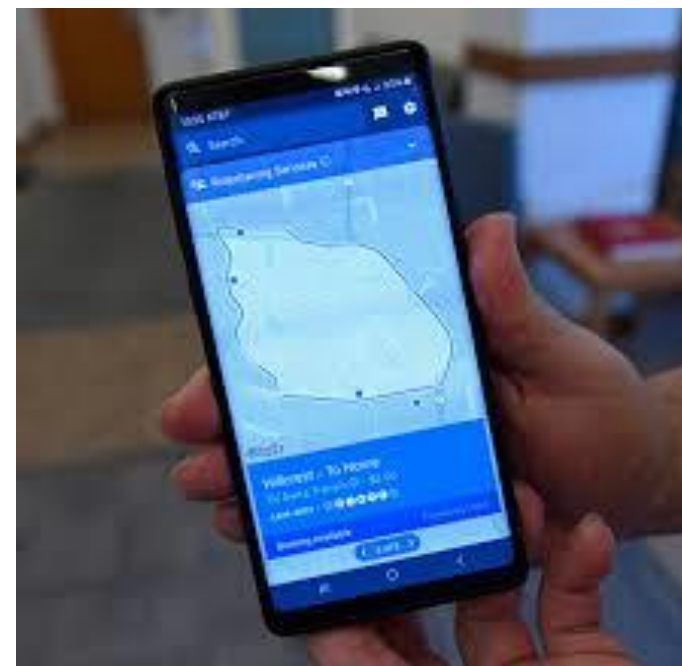
Micromobility Integration in Sacramento



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App-based, On-demand Service at Tri-Delta



Jacksonville: The Ultimate Urban Circulator

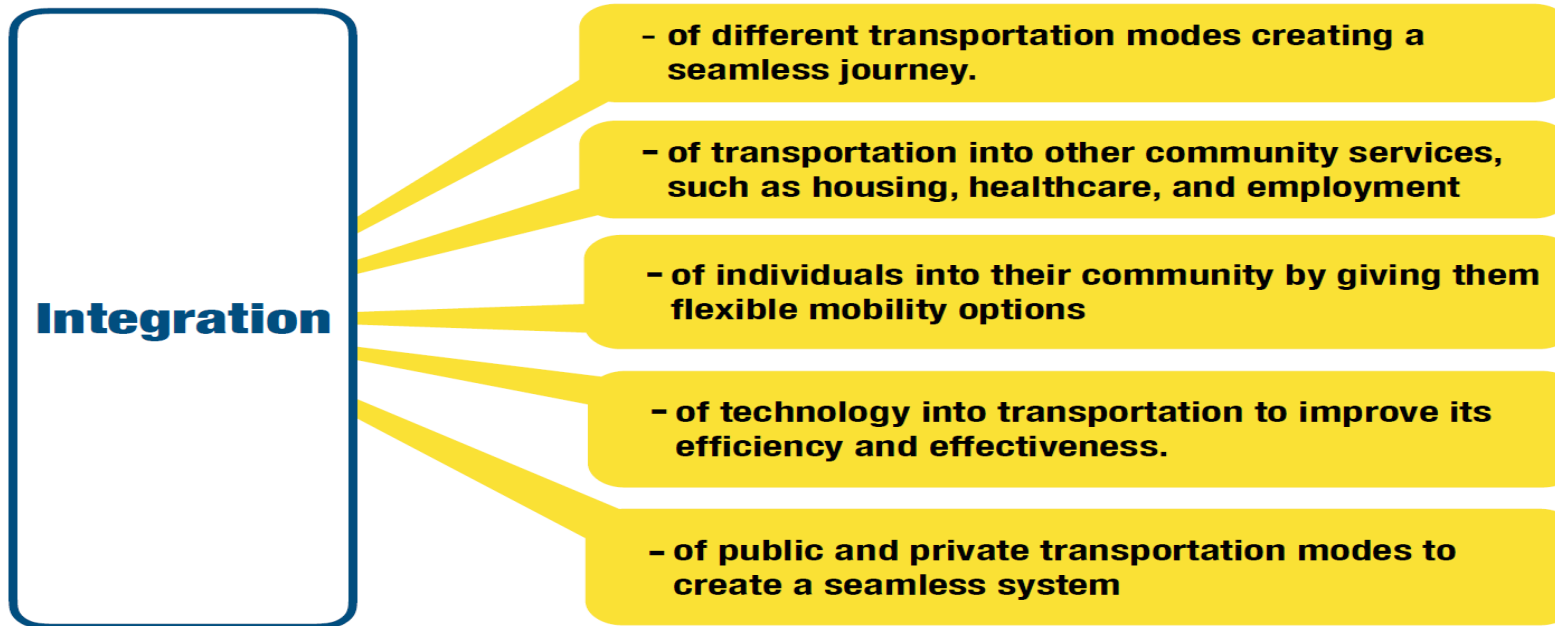


“Collective engagement,
not more advanced
technology,
will deliver integrated
mobility solutions”



Moving to MaaS

Core Mobility Management Principles



Moving to MaaS

Strategic Approach



Moving to MaaS

Partnerships

Internal

- b/w departments,
- b/w modes, etc

External

- cross-agency partnerships
- cross-sector partnerships
- partnerships b/w community-based non-profits
- partnerships b/w funders/donors and recipient organizations

Partnership Relationships

coordination

integration

strategic alliance

cost-sharing

grant-matching

funding alliance

Formalize Commitment

detailed action plans

partnership agreements

MOU's

action steps

timeline

responsibilities

resources



Moving to MaaS

TIPS

State Policies Can Make a Difference

Different organizational approaches can work

Local champions are required

The needs of multiple markets should be addressed

An appropriate service design will attract more riders

Connectivity and information are important

Creative funding may be needed



Innovations in the Transit Industry

APTA's Mobility Platform

IN TODAY'S ERA OF TECHNOLOGICAL CHANGE, public transportation continues as the backbone for connecting and building thriving communities. There is no other way to move large numbers of people quickly, safely, affordably and with a minimum of environmental impact.

A healthy mobility ecosystem requires that public transportation be:



CUSTOMER-CENTRIC

The quality of public transportation is measured by positive user experiences of individual customers.



EQUITABLE

Quality, fully accessible public transportation must be safe and available to every person, regardless of income, age, or ability.



INTEGRATED

Public transportation is the centerpiece of an integrated and efficient public/private mobility network.



RESOURCED

Governments at the federal, state, and local levels must establish policies and provide funding to enable these goals to be achieved.



PRIVACY-PROTECTED

Data is critical to planning and providing quality public transportation services—but at the same time, all customers are entitled to the privacy of data associated with their trips.



SUSTAINABLE

Public transportation agencies must continue to test and adopt new service models and technologies that can enhance the customer experience, protect the environment, improve operations, or save money.

For more information on APTA and its mobility initiatives, please visit APTA's Mobility Innovation Hub at www.apta.com/hub.



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

- Customer-Centric
- Equitable
- Integrated
- Resourced
- Privacy-Protected
- Sustainable



2019 APTA International Study Mission

“Being Mobility-as-a-Service Ready”



- Strategies
- Leadership
- Partnerships
- Business models
- Integration

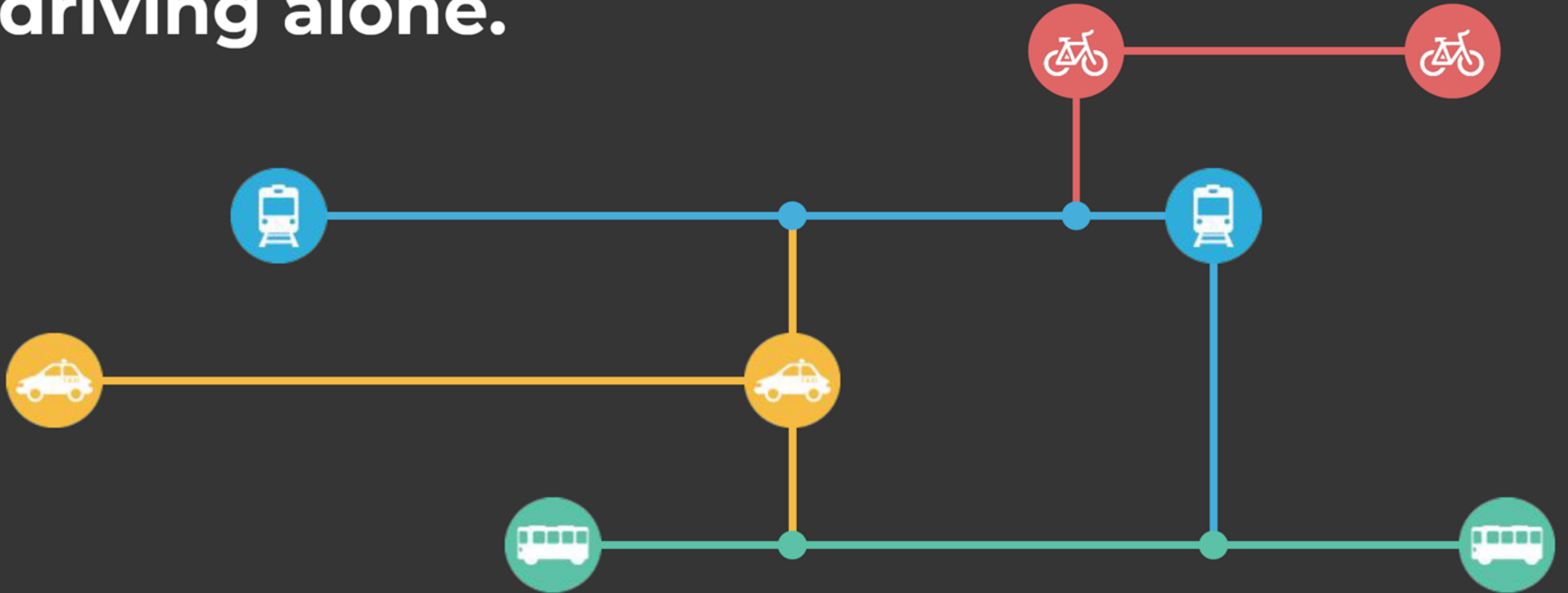


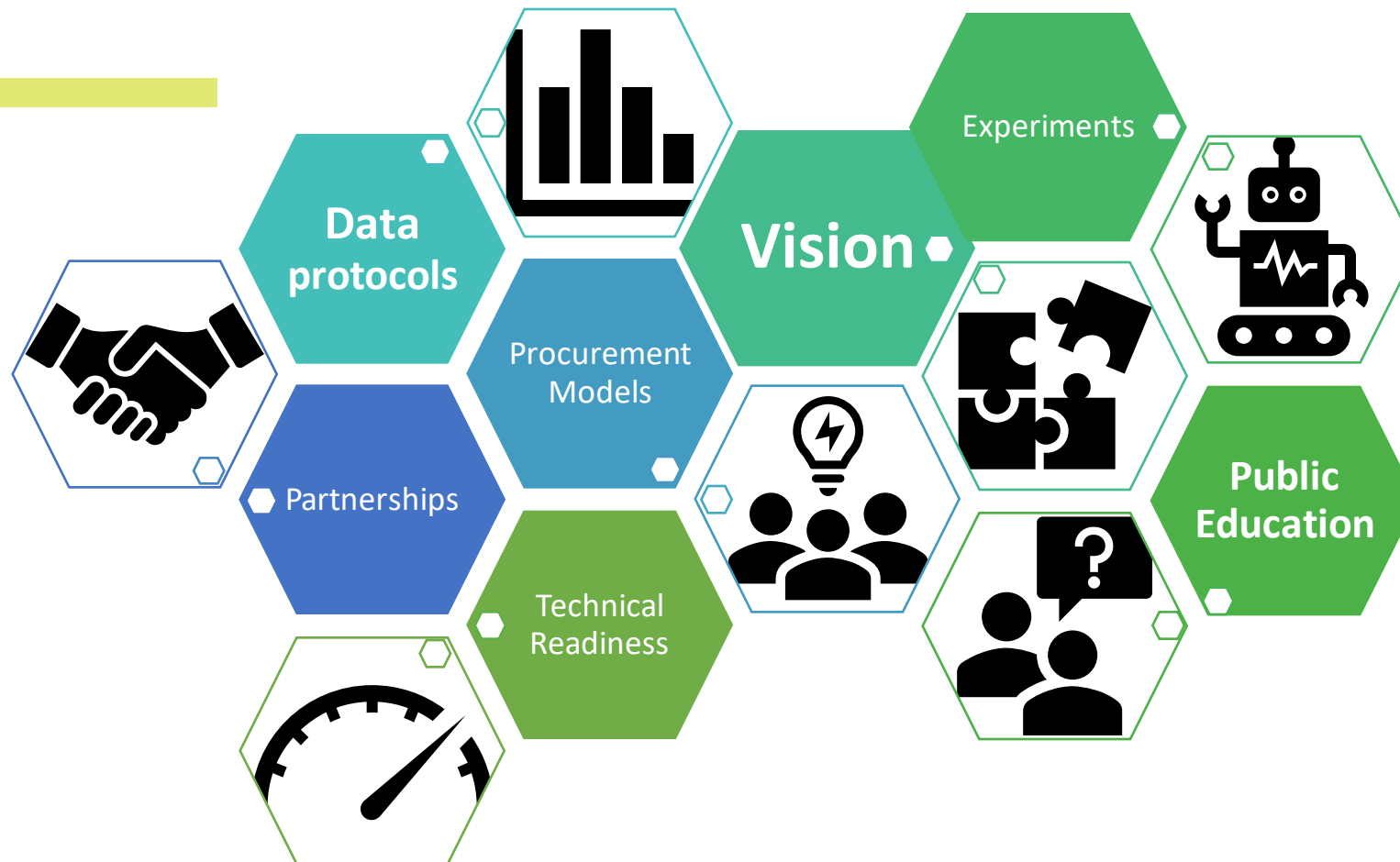
Mobility Management Standards Program

- Mobility-as-a-Service (MaaS)
- Contracts and relationships with TNCs
- Developing a universal transit app/interoperability



**When combined, integrated services
provide a more compelling alternative to
driving alone.**





“Equitable access to a sustainable mobility system is the ultimate end-game”



¡Gracias!



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4/12/2019

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