



# Mobility on Demand Strategic Plan Development

## *Imagine Possibilities: Next-Gen Mobility*



December 2018

# AGENDA

- **Project Goals**
- **Overview of Work Plan & Schedule**
- **The Need**
- **Mobility Trends & New Service Options**
- **An Integrated Mobility Plan – *A Way Forward***
- **Dialogue**
- **Next Steps**



# PROJECT GOALS

## To Provide Equitable Access to Mobility Options

MoD services reduce barriers to access through a *customer-first* approach, providing multiple ways to access service using mobile apps, call centers and affordable fares.

### ***A New Paradigm:***

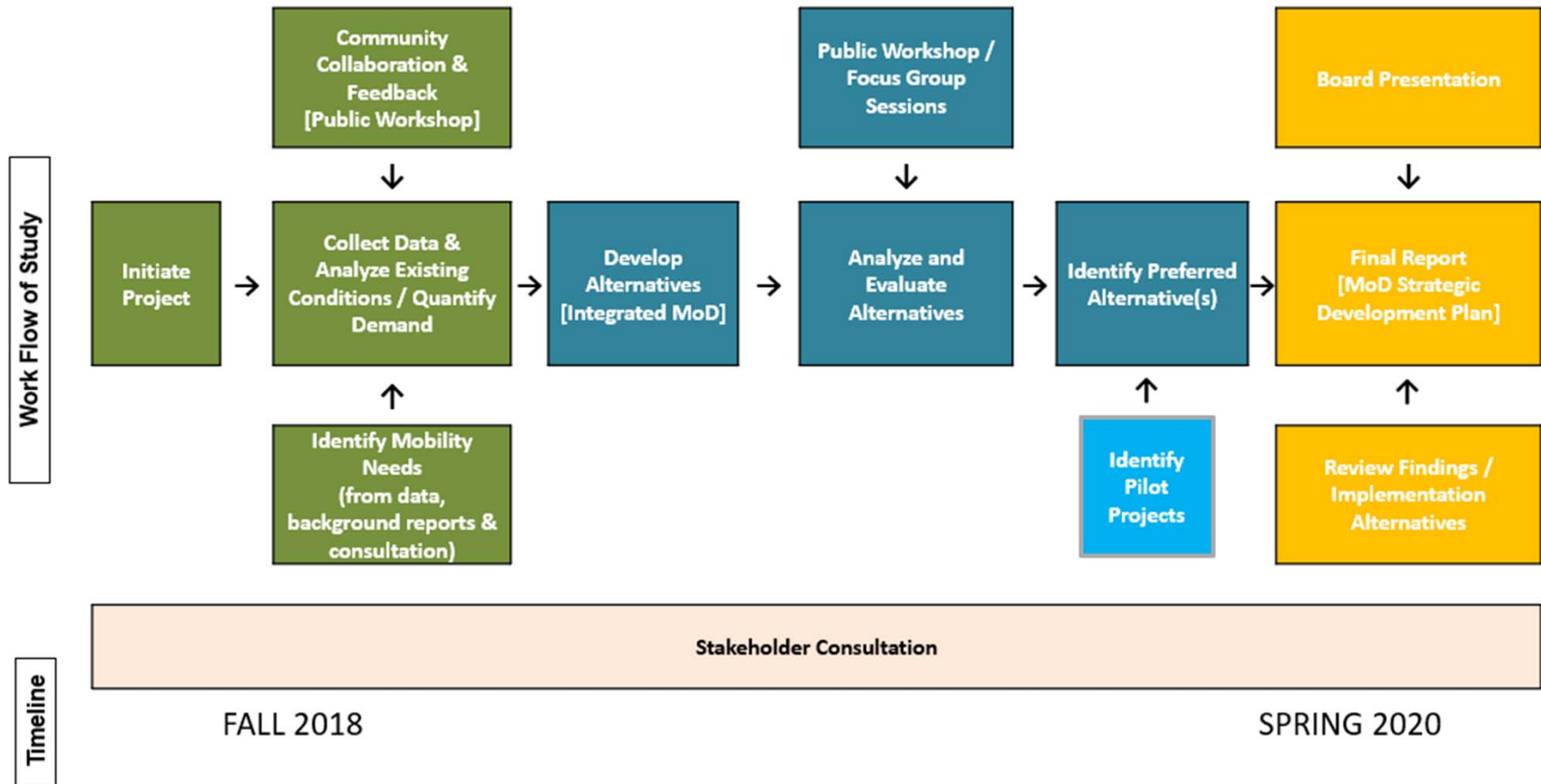
- Changing expectations of customers
- Need to remain relevant to existing customers & become relevant to a new generation of customers
  - Need to enhance the customer experience

### ***Unmet Transit / Mobility Needs?***

**The Evolution of  
Transit Agencies  
*Bus Companies to  
Mobility Providers***



# WORK PLAN



# EXISTING MOBILITY



## Fixed-route:



# EXISTING MOBILITY

Carshare



TNX and taxi  
(ride hail)



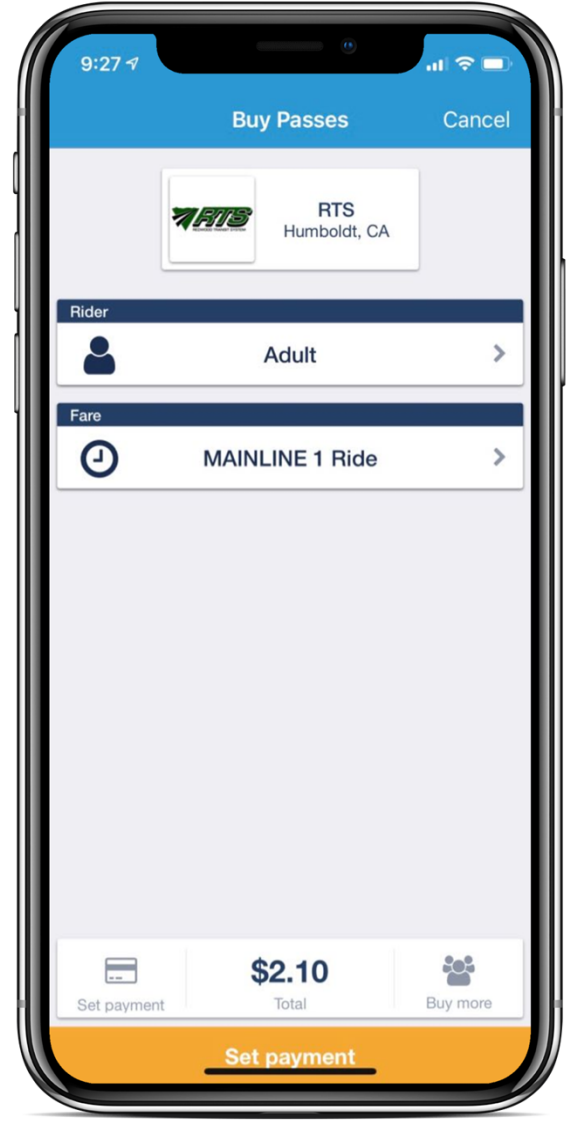
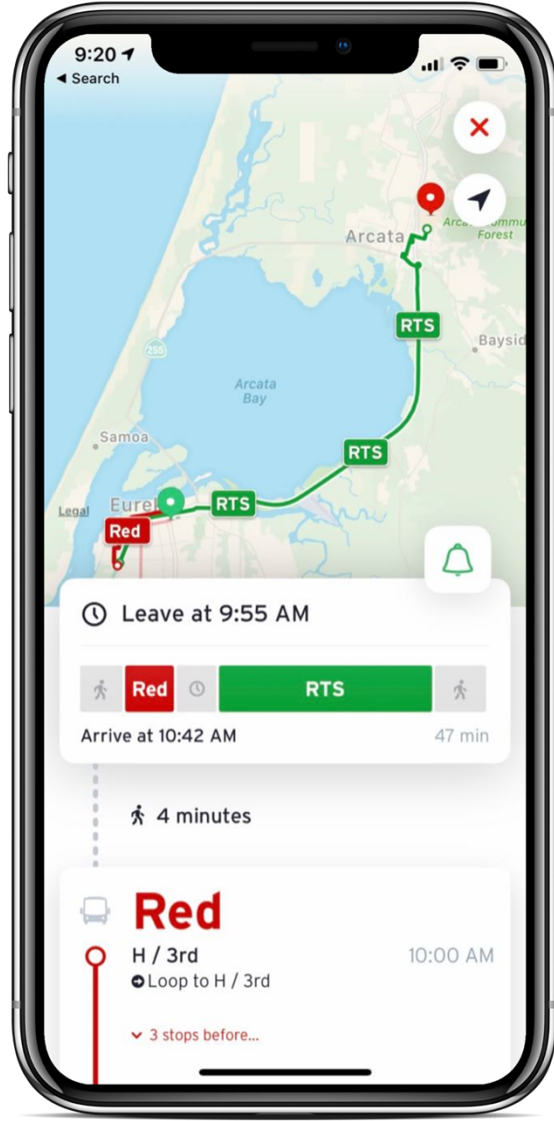
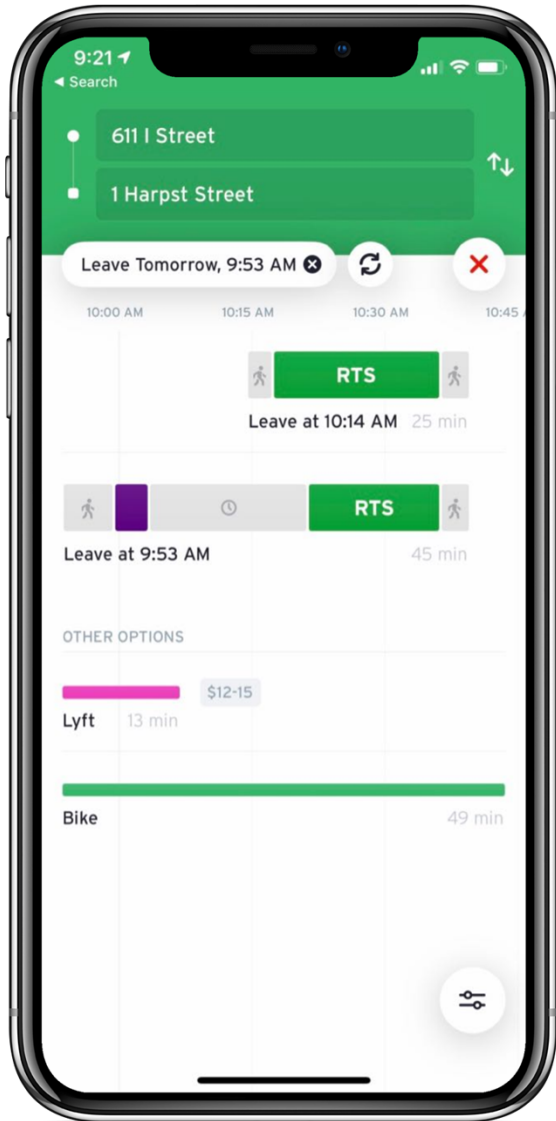
Bikeshare



Rideshare



# EXISTING MOBILITY

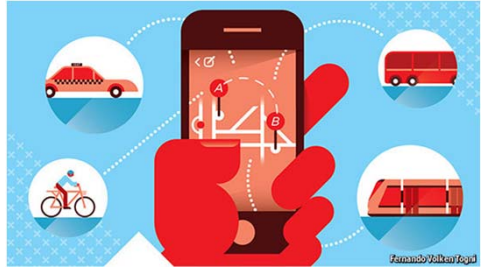




# OPPORTUNITIES - Evolving Transportation Landscape

## New Service Options

### Transit Agencies

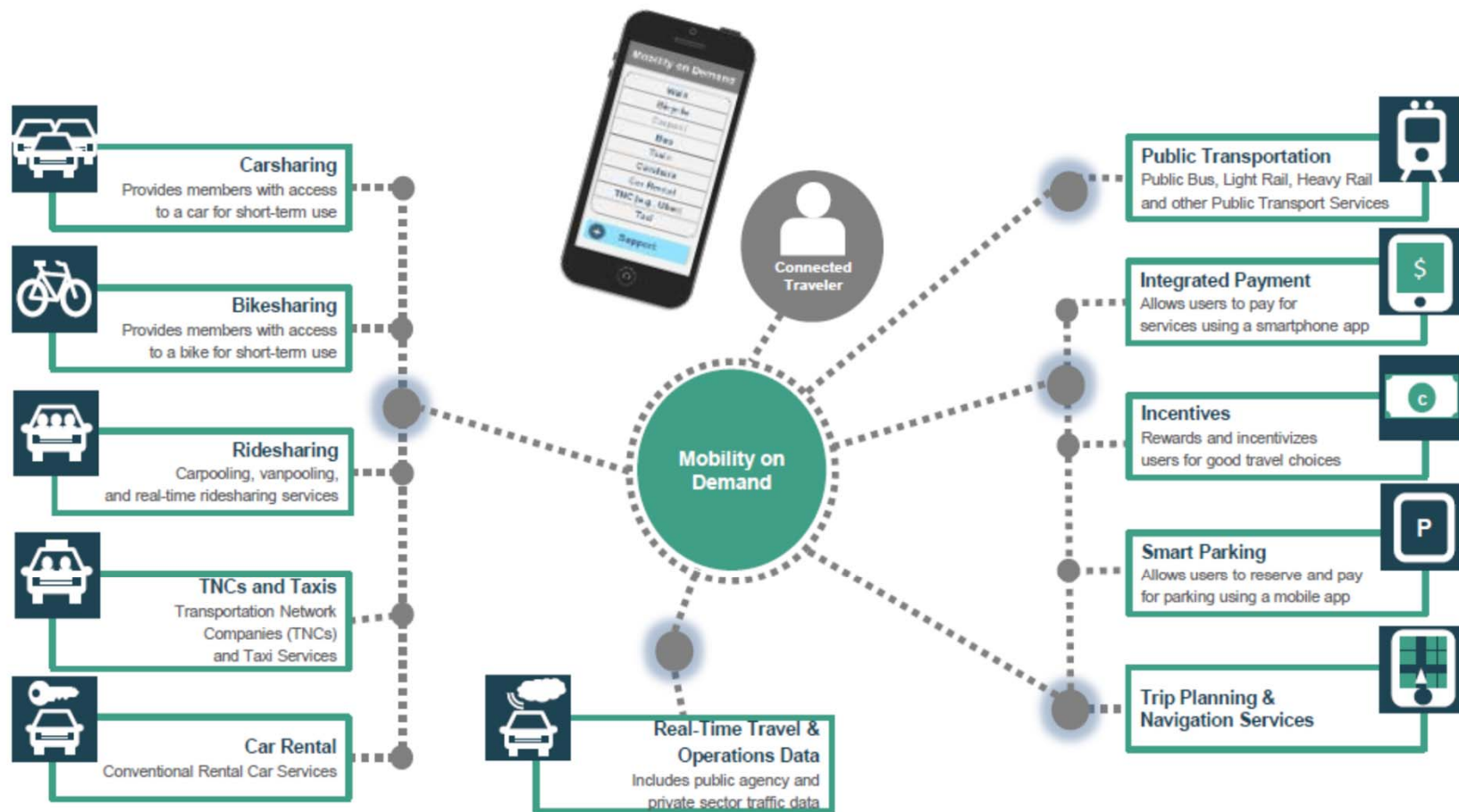


### Supplemental / 3rd party Vendors





# MOBILITY TRENDS: *Mobility on Demand (MoD)*



*Seamlessly combines transport options from different providers, handling everything from travel planning to payments.*

Source: USODT

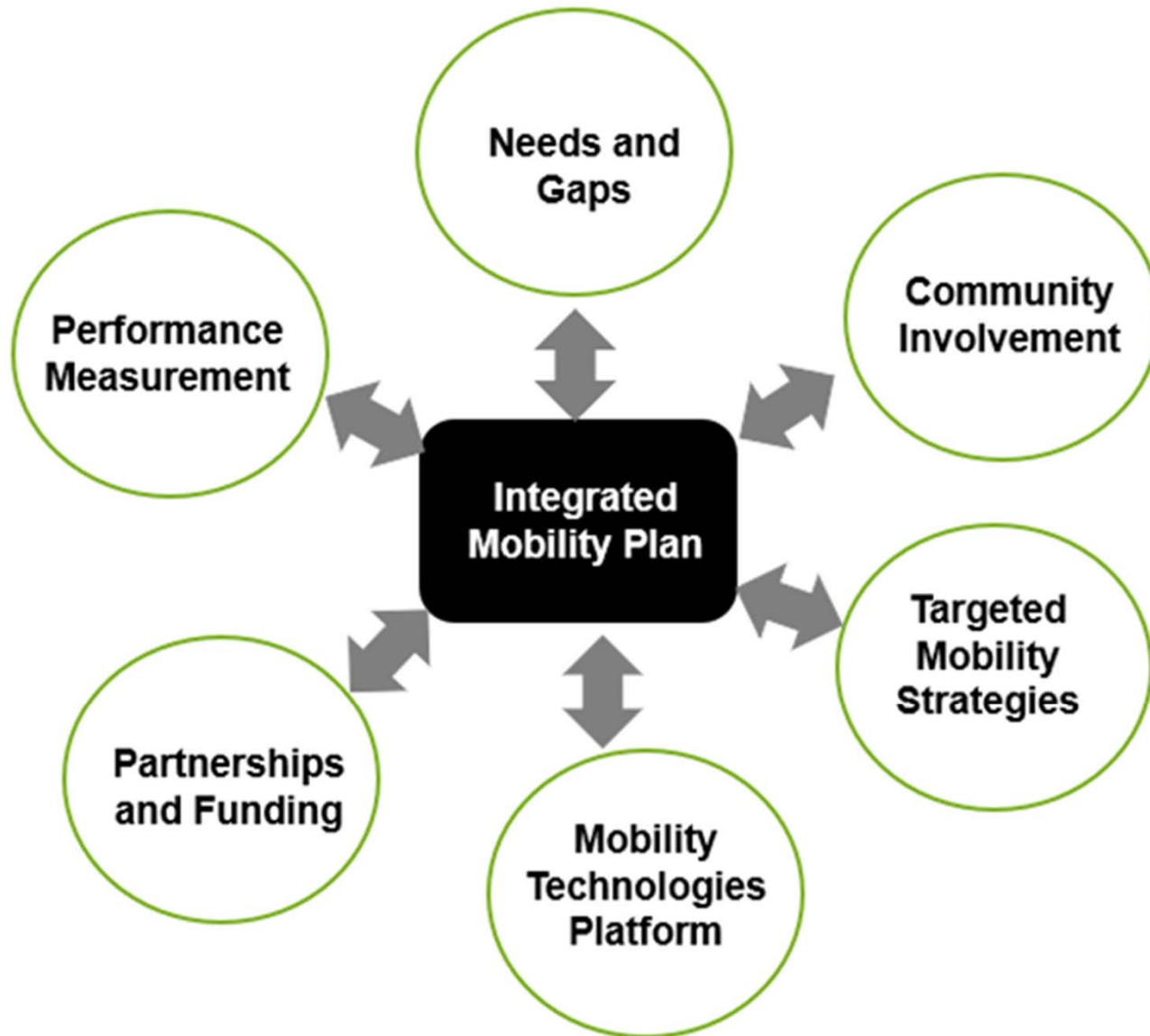
## THE NEED

*Expand mobility options where gaps exist in the transit network and to locations not easily served by fixed-route transit (First-Last Mile solutions).*

### **Why and When MoD services are implemented:**

- When regular service is not available (late nights & weekends)
- Extend service to lower-density suburban & rural areas
- Provide better connections to higher capacity transit services
- Expand access to Park & Ride lots
- Supplement Dial-a-Ride/Paratransit service

# INTEGRATED MOBILITY PLAN – *A Way Forward*



## DIALOGUE – *A Shared Vision for MoD in Humboldt County*

### Key Considerations

- The role of current public transit/shared mobility services in Humboldt? What is working and what is not? Gaps in service?
- What are unmet mobility needs in Humboldt?
  - Job access?      School/Education?      Medical/Health Care?
  - Shopping/Groceries?      Social/Recreational?
- What are the critical markets in Humboldt?
  - Employees?      Youth?      Seniors/Disabled?      Commuters?
- What kind of service is justified, and viable, for Humboldt? For urban and rural areas?
- What are future service requirements (including transit connectivity)?
- What does the community want? *A Shared Vision*



# NEXT STEPS - ANALYSIS & OPPORTUNITIES

## Assess and Determine / Verify Need

- Profile of existing services
- Unmet needs analysis

## Research / Documentation of Industry Best Practices

## Research Feasibility of Integrated MoD

Data  
Analysis

Needs  
Assessment

Evaluation  
Framework

Stakeholder  
Input



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