



Mobility on Demand Strategic Plan

Imagine Possibilities: Next-Gen Mobility



November 2019

AGENDA

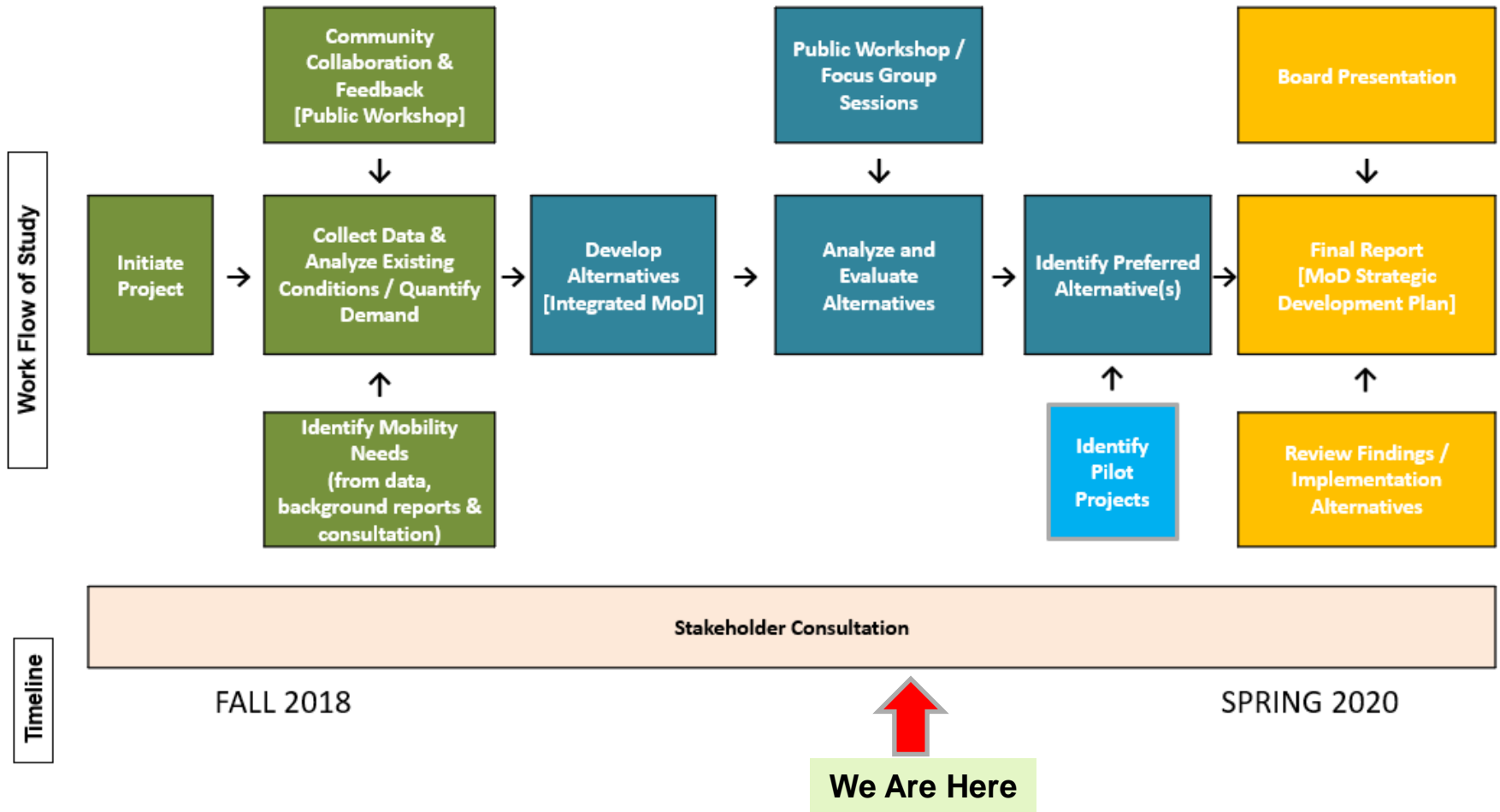
- **Project Update - Work Plan & Schedule**
- **Existing Mobility**
- **The Need - *Community Survey Results***
- **Opportunities**
- **Targeted Mobility Strategies**
- **Dialogue**



WORK PLAN

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.



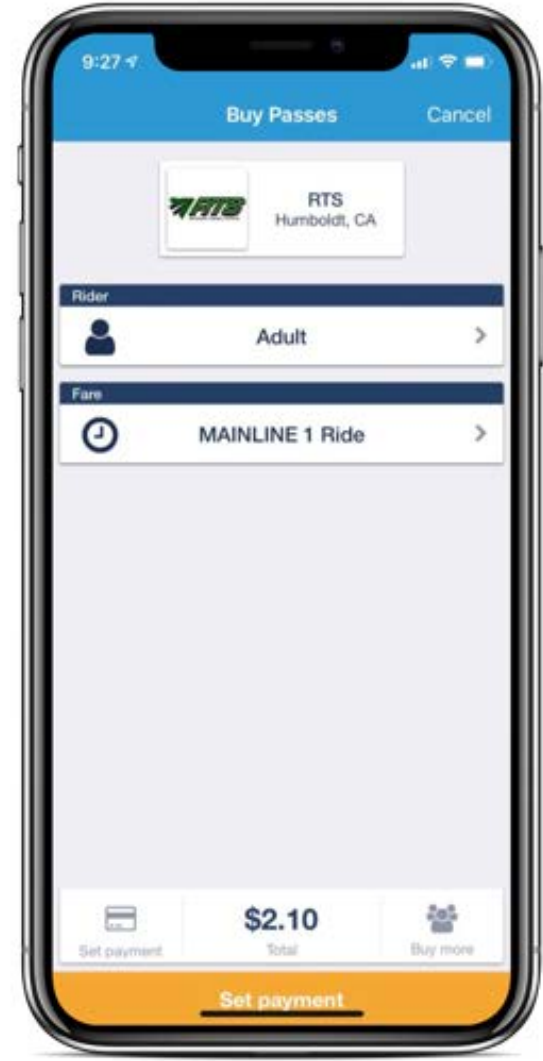
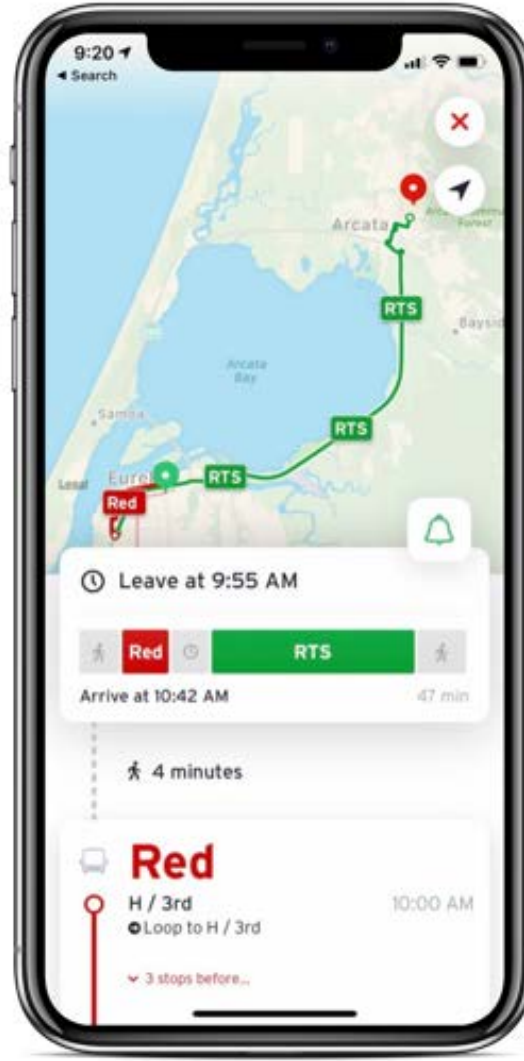
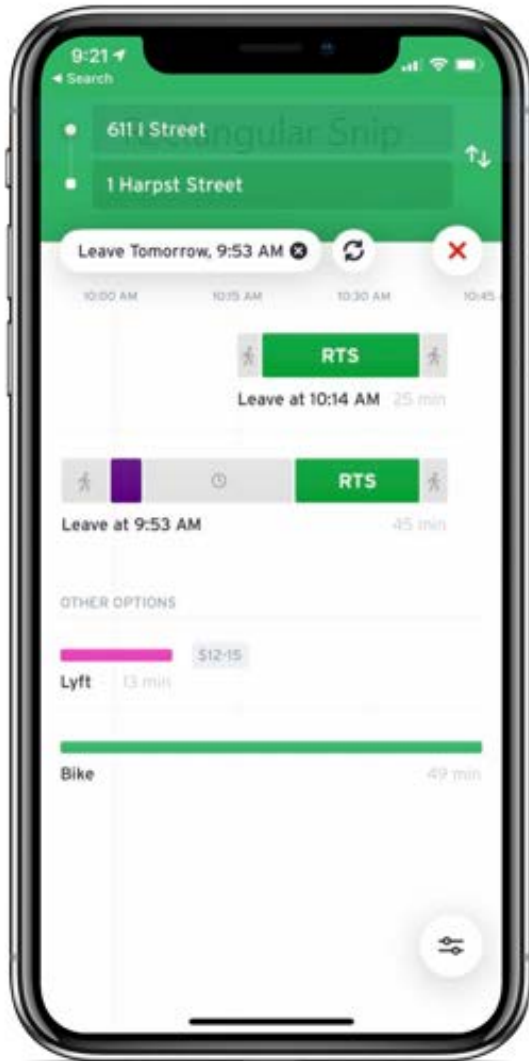
EXISTING MOBILITY



Fixed-Route:



EXISTING MOBILITY



EXISTING MOBILITY

Carshare

Rectangular Snip



TNC and taxi (ride hail)



Bikeshare



Rideshare



COMMUNITY SURVEY – *What We Heard*

Predominantly Use:

- Private auto (driver or passenger)
- Bicycle
- Walk

If DON'T use transit, why not?

- Takes too long (58%)
- Does not go close enough (42%)
- Infrequent service
- Doesn't operate hours +/- days of week

Key Takeaways:

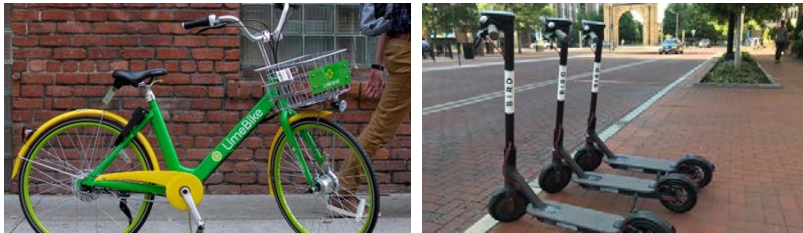
- Need for mobility solutions (MoD strategies) facilitate spontaneous & convenient travel
- Need to provide connectivity to transit services (first-last mile)
- Address service availability - expanded hours of day & days of week
- Locations where trip (& population) densities may not justify fixed route transit
- Opportunity to incorporate active transportation solutions in mobility enhancements.

OPPORTUNITIES - Evolving Transportation Landscape

Transit Agencies



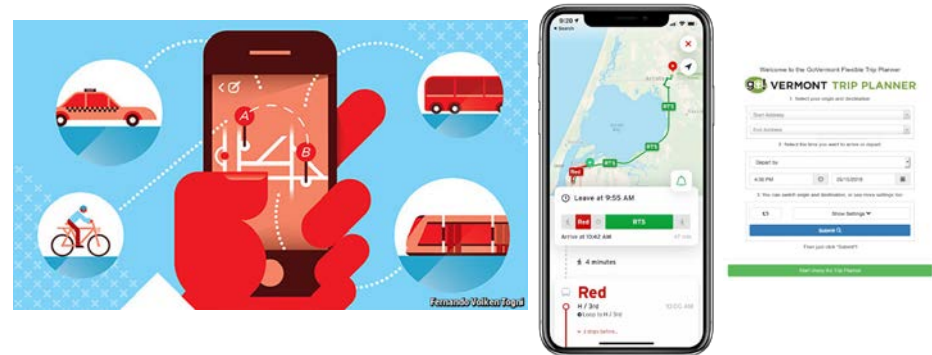
Vehicle/Bike/e-Scooter Sharing



Supplemental / 3rd party Vendors




Integrated Trip Planning Tools



Ancillary Considerations:

- Facilitated Carpooling/Ridesharing
- Facilitated Volunteer Driver Networks
- Mobility Centers

OPPORTUNITIES – An Evolving Mobility Landscape (cont.)

Issues/Needs	Potential Solution	Examples
<p>Customers not able to find out travel mode options available</p>	<p>Multimodal trip planner:</p> <ul style="list-style-type: none"> • Provides all available mode options for a customer O-D pair offered by transit agencies in the region 	<ul style="list-style-type: none"> • (Rural) Statewide VT (Go Vermont) • (Suburban/Rural) Statewide PA Trip Planner 
<p>Infrequent transit service</p>	<p>A multimodal trip planner that provides all available mode options</p>	<ul style="list-style-type: none"> • (Urban) TriMet Shared use mobility trip planner - 2016 MOD Sandbox grant
<p>Lack of first/last mile (FLM) solutions/ connectivity to fixed route</p>	<p>Partnerships with TNCs & microtransit providers</p>	<ul style="list-style-type: none"> • (Urban/Suburban) Countywide (Pinellas County, FL) shared use/FLM mobility service, <i>Direct Connect</i>, in partnership with Uber by PSTA using 26 fixed station across the county (urban+rural): primarily operating to provide FLM connectivity. • (Suburban/Rural) Dayton RTA Connect ON-Demand (zone-based) service partners with Lyft for transit hubs in outskirts where service cuts were made to provide first/last mile connection to the RTA services

MOBILITY-ON-DEMAND EXAMPLES

Volunteer driver programs
Modern hitch-hiking



On-demand transit

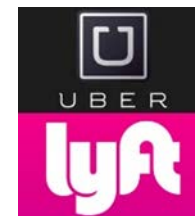


Shared cars
Shared micro-mobility



Community ridesharing

Use of taxis / TNCs (fill gaps
in or replace service)

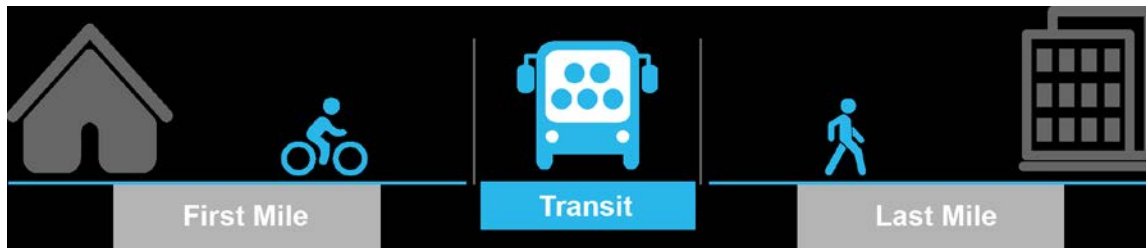


Overarching Goal:

Provide affordable and accessible mobility solutions for all travelers.

Develop a plan for optimizing technology-enabled MoD transportation options in Humboldt County

- Reduce SOV trips
- Change relative attractiveness of fixed-route transit services (& enhance connectivity)
- Motorized & active transportation solutions



OPPORTUNITIES – A WAY FORWARD

Unmet Need / Latent Demand	Locations or Services Identified (comment received)	<i>MoD</i> Application(s)
Address Unserved or Underserved Areas	Service to/from Southern Humboldt to Eureka/Arcata	HTA's updated Southern Humboldt Intercity is serving this need.
	Service to Samoa	Low-priority need due to low density (insufficient to support regularly scheduled service). Potential for PMoD – demand-response, payment for service consumed.
	Old Arcata Road between Eureka-Arcata: Freshwater, Bayside, Jacoby Creek	<i>Pilot project continues.</i>
Lifeline to remote rural areas	Hoopa Valley, Orick, Weitchpec	Low-priority due to current low demand. KTNeT, RCTS, WCTS serve this need.

OPPORTUNITIES – A WAY FORWARD

Unmet Need / Latent Demand	Locations or Services Identified (comment received)	MoD Application(s)
Address Service When It's Needed (trip densities may not justify regularly scheduled service)		
Later evening	Fixed route and dial-a-ride services in Eureka and Arcata	Potential for PMoD – demand-response, payment for service consumed.
Sunday (weekend service)		
Address Service for Most Vulnerable Customers (SSTAC target population)		
Enhancing trips for elderly/disabled for health/medical appointments	Add more dial-a-ride service vehicles to reduce long wait times	Potential for PMoD – demand-response, payment for service consumed.
Facilitate access to & use of, mainline (fixed-route) transit.	Proximity to fixed-route transit services	Potential for PMoD – provision of first/last mile/connectivity to transit. Demand-response, payment for service consumed. Information dissemination, travel/mobility training.

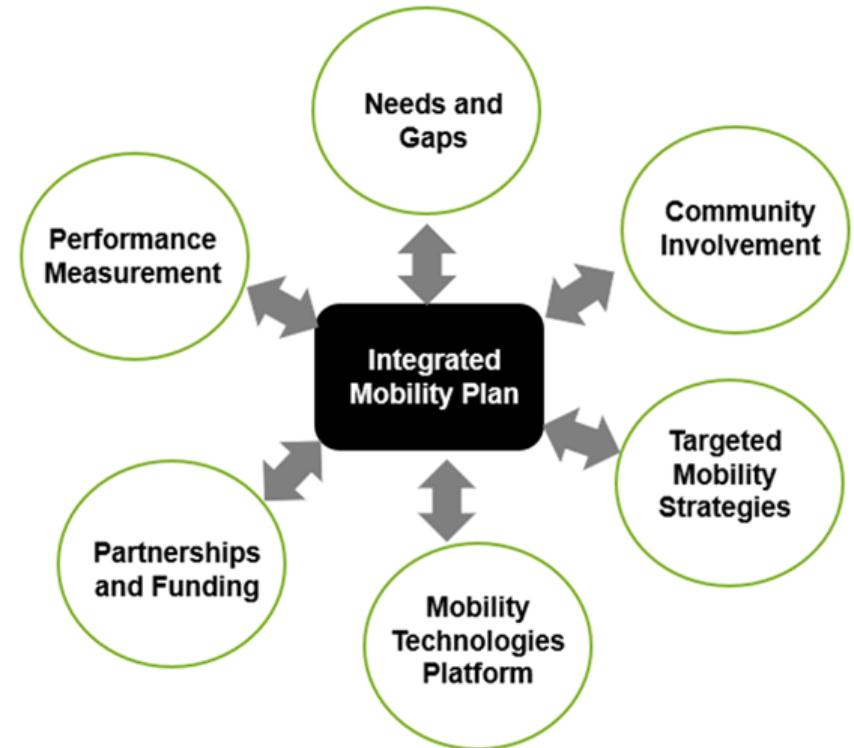
OPPORTUNITIES – A WAY FORWARD

Unmet Need / Latent Demand	Locations or Services Identified (comment received)	<i>MoD</i> Application(s)
Increase Ridership on Good-Performing Routes		
Streamline RTS (reduce travel times)	Reduce / minimize remote stops that have low / lowest ridership and high / highest time requirements / impact running time.	Potential for PMoD – provision of first/last mile/connectivity to transit. Demand-response, payment for service consumed
Increased frequency on RTS	Provide express intercity route (north-south)	Streamline RTS/shorten trunk (strategies above).
More connections to RTS from communities along SR 101	Diverted/deviated fixed-route (premium service) that is app-based.	
Introduce new technology	“Arcata program to try out software - integrates user app side with transit operators’ side.”	Next-gen mobility solutions: operations, service delivery, & technology

EVALUATION FRAMEWORK

	Guiding Principles				Implementation Considerations				Evaluation Criteria												
MoD Strategies	Expand Reach of Fixed-Route Network	Increase Transit Ridership	Contribute to Regional Economic Development	Actively Engage in Regional Next-Gen Mobility Initiatives	Diversify Service Offerings	Synergies with Transit	Technologies - Enhance Customer Experience	Transition Marginal Fixed-Route Segments to Flexible Services	Effectiveness - population served & ridership potential	Economy - total cost of service	Efficiency - cost per trip, per veh. Hour	Level of Service	Quality of Service	Socio-economic factors	Civil Rights Implications	Organizational - operational flexibility, control, accountability	Ease of Implementation	Technicia Risk	Political Risk	Financial Risk	
SERVICE ALTERNATIVES																					
On-Demand Transit																					
Vehicle Sharing / Micro-Mobility																					
Modern Hitch-Hiking																					
Community Ridesharing																					
Volunteer Driver Program																					
MOBILITY TECHNOLOGIES																					
Trip Discovery (trip planning)																					
Trip Booking (e-Hailing)																					
Cashless (mobile) Payments																					

- **Thoughts on Program Objectives (*Guiding Principles*)?**
- **Implementation Strategies?**
- **Evaluation Criteria?**
- **Candidate projects for possible MoD pilots?**



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