

FTA RESEARCH

FEDERAL TRANSIT ADMINISTRATION

Mobility on Demand (MOD)

Office of Research, Demonstration and Innovation

Gwo-Wei Torng
Director, Office of Mobility Innovation
April 26, 2016



FTA RESEARCH

FEDERAL TRANSIT ADMINISTRATION

Agenda

- Public vs. Private Transportation
- Mobility on Demand (MOD)
- MOD Sandbox Demonstration
- Q&A

Travelers Love Transit



MASSACHUSETTS BAY TRANSPORTATION AUTHORITY, BOSTON, MA | PHOTO: COURTESY OF KEOLIS NORTH AMERICA

WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS

Public or Private?



Public or Private?



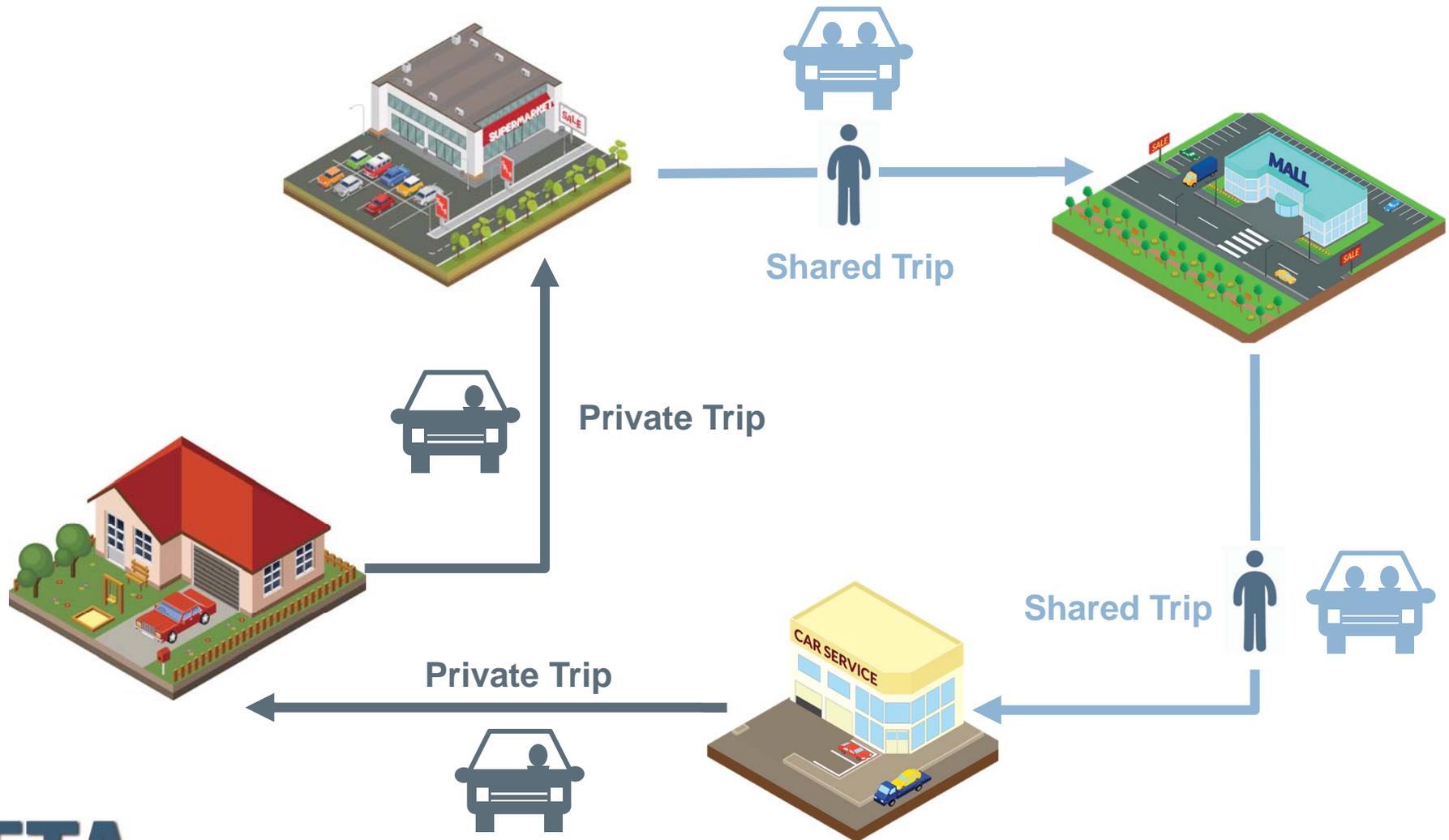
Public or Private?



Public or Private?



Private vs. Shared Use Travel

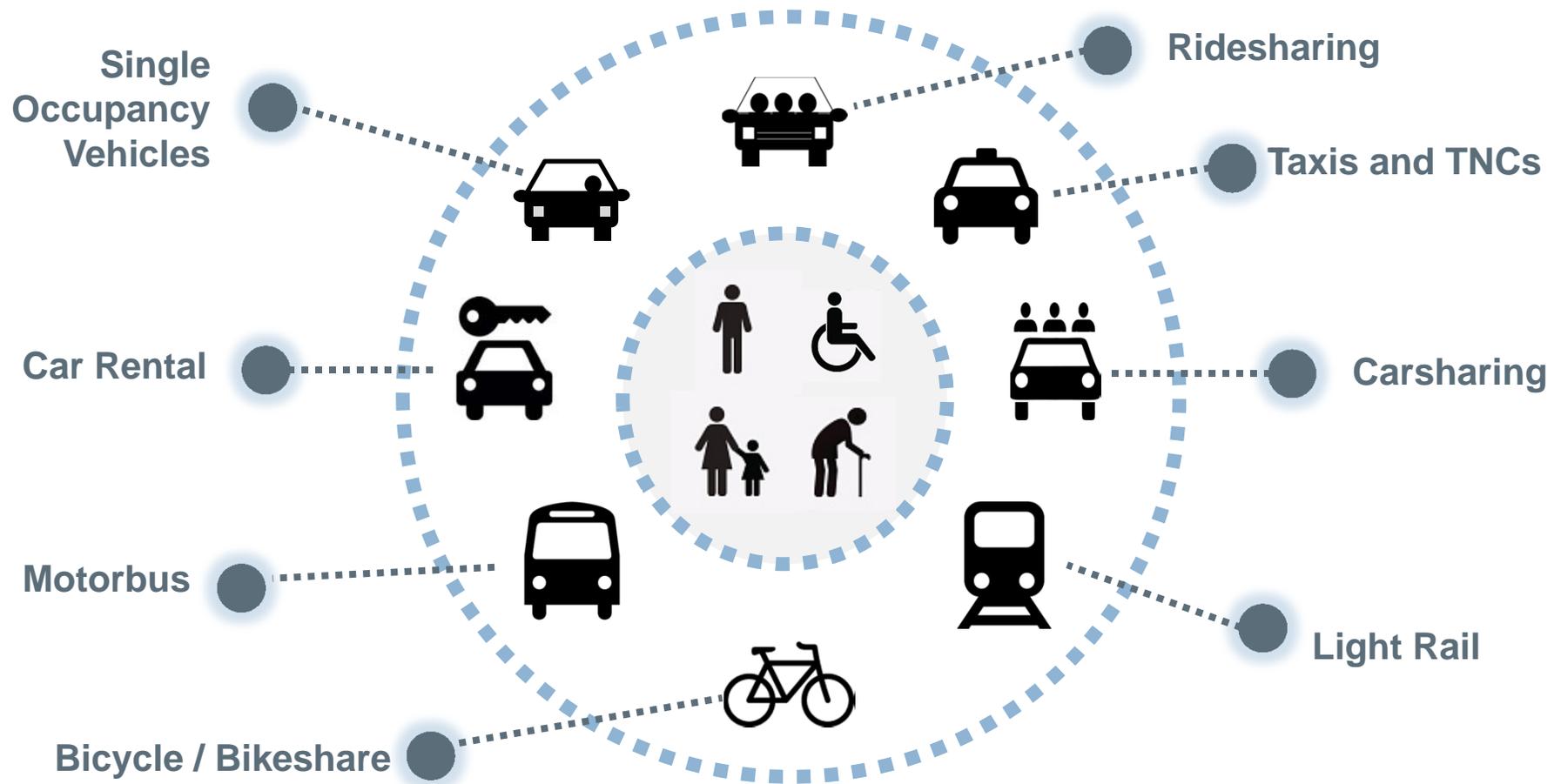


Mobility on Demand (MOD)



Quality & Carefree Mobility Choices for All

“All in One – One for All”



One Ecosystem for All Travelers

Why MOD, Why Now?

USDOT's Beyond Traffic 2045



A Changing Transportation Paradigm

- Changes in demographics, population growth, and “emerging customer preferences”
- Rapid technological advances and development of new service types
- Transportation (including transit) is going through a historic transformation
- The increasing number of “on-demand” applications and levels of automation
- Financial and infrastructure challenges
- Need new approaches now to meet tomorrow’s needs

<http://www.transportation.gov/BeyondTraffic>



What's the Role of Public Transportation?

- Provide the backbone for a multimodal integrated transportation system
- Provide perfect environment to demonstrate & pilot new technologies and operations



Transit operations in a future environment

FTA MOD Program Goals

Improve Transportation Efficiency

- **Promote** agile, responsive, and seamless multimodal service
- **Leverage** enabling technologies and innovative partnerships

Increase Transportation Effectiveness

- **Integrate** public transit with regional transportation network
- **Enhance** public transit's long-standing capability and role

Enhance Customer Experience

- **Promote** customer choice
- **Prioritize** individual accessibility and mobility needs



Mobility on Demand (MOD) Sandbox

What is the MOD Sandbox?

New FTA discretionary research and demonstration program

- **Explores** innovative approaches to integrate MOD solutions with public transportation
- **Empowers** project teams to implement innovate business models to deliver high-quality, seamless and equitable mobility options
- **Informs** FTA how to approach MOD and structure future MOD policies, and support grantees

MOD Sandbox Program Overview

- **\$8 Million** currently available
- Notice of Funding Opportunity (NOFO)
 - NOFO in Federal Register (April/early May 2016)
 - Application deadline (60 days from publication)
 - Public Announcement of Project Selections (late 2016)
- FTA seeks **bold** and **innovative** projects with strong partnerships
- Projects require 20-percent cost match
- Multiple project awards

MOD Sandbox: Eligible Applicants

Providers of public transportation (public transit agencies, state/local government DOTs, federally recognized Indian tribes) **with one or more strategic partners:**

- Shared use mobility providers
- Technology system suppliers
- Transportation operators, e.g. employee, campus and airport shuttles
- State and local governments
- Research consortia, industry organizations, universities, others



MOD Sandbox: Eligible Activities

- **Eligible activities** include **all activities** leading to the demonstration of the innovative MOD and transit integration concept (e.g., planning, software development, conducting demonstration)
- FTA may invite project teams to take part in the sandbox through **a participation agreement** that does not award funding
- Project leads to a minimum 12-month demonstration
- **Applicants** encouraged to **identify exceptions or waivers** to Federal requirements necessary to implement projects

MOD Sandbox: More than One Way to Play





MOD

MOBILITY ON DEMAND



MOD Questions

MODsandbox@dot.gov