Micromobility and Transit Service Delivery Opportunities in the Underserved Edges

Urbanism Next
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MaaS for the Masses

- *Mobility as a Service* (MaaS) offers the key elements to optimize mobility as a low-friction marketplace
- *Universal* MaaS presents a model of such a marketplace with an equity lens
  - See the foundational work by Jana Lynott, AARP
What are some Key Elements to Make MaaS More Universal?

Scaling healthy micro-markets
Open Data & Data Standards

• Standards are how technology gets scaled and socialized
• Super important, yet hard to generate enthusiasm around
• Examples in transportation: GTFS, GBFS, MDS, MaaS API, TRCP G-16 (in development)
• Terms of use matter a lot
MaaS Regulatory Framework

- Develop that encourage new entrants and address that platforms lean heavily toward winner-take-all outcomes
- Finnish Act on Transport Services is a model with its open data obligations
A MaaS Manager in the Public Interest

- How do we create an effective mobility marketplace?
- Who should operate the hub? It matters – a lot.
- Beware the “invisible hand” — markets are perfectly designed to achieve the outcomes they deliver
  - Best cost for consumer
  - Sufficient opportunities for profitability
  - System efficiency
  - Ability for new players to enter market
  - Ability for policymakers to address structural inequities
Two MaaS Futures
Open Platform Future

Example Open and Universal Mobility Platform Architecture

- Rider
- Regional Mobility Hub
- Types of Open:
  - Open Data
  - Open Data Formats and APIs
  - Open-Source Software
  - Proprietary Software/System
- Proprietary Map and Mobility Apps
- Community-Based Mobility Platform:
  - Volunteer Driver Program
  - Veterans Transportation Program
  - Senior Center Shuttle

TNCs
- lyft
- Uber
- Taxis
- New Mobility
- ADA Paratransit
- Human Services and Medical Transportation

Public Transit Schedules
Thank you
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