The Intelligent Transportation Society of America created the Mobility on Demand (MOD) Alliance to help shape the future of mobility, striving for a world that is safer, greener, smarter and more equitable.

The MOD Alliance brings together public, private and academic sector stakeholders to promote the benefits of MOD and provide a forum where all have an equal voice to tackle the challenges and opportunities to advance MOD. Our focus is to:

- Educate policymakers and engage the public about the benefits of MOD
- Identify legislative and regulatory barriers and opportunities at all levels to support deployments
- Encourage partnerships and facilitate metropolitan and regional MOD efforts
- Create a framework by which the private and public sector can fully engage in providing solutions
- Address common challenges and standards in areas like automation, payment integration, accessibility, equity, data sharing, rural/suburban MOD, workforce, insurance, value/congestion pricing and privacy/cybersecurity

MOBILITY ON DEMAND is a vision for an integrated network of safe, carefree, and reliable transportation options that are available to all.

In the 21st century, mobility is less about moving vehicles and more about moving people, data and freight. Long-existing silos among cities, states, counties, road and transit agencies are disappearing; and private mobility service providers are offering dynamic services that did not exist a decade ago.

More choices exist now, but for travelers to fully realize the benefits of this new world of mobility, it must be easier to choose which option best meets their needs. This also means services that are available for every traveler and in all communities and neighborhoods.

Equally, for public and private transportation and mobility operators to realize the benefits of this new world of mobility, it is critical to address the policy, business models and shared values that power MOD, whether funding and program benchmarks, integrated operations, data sharing, pricing models or accessibility.

Why an Alliance?

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Building Blocks of MOD

Focus Areas

Policy Setting and Advocacy
- MOD Policy and FAST Act Reauthorization

Plenary Events in 2019 – 2020
- January 28 | Capitol Hill Briefing
- April 4  | MOD Launch, Seattle, WA
- June 3  | MOD Forum, Washington DC
- Sept 25 | MOD/MaaS Alliances Market Workshop: Insurance, Washington, DC
- Oct 25 | MOD/MaaS Alliances/Singapore LTA Mobility as a Service Forum
- Dec 11 | MOD Forum, Los Angeles, CA
- Feb 2020 | MOD/MaaS Alliances Market Workshop: Insurance, USA TBD

Work Groups and MOD Matters
- Policy | Business Models | Standards/Programs
- Data Sharing | Insurance | Congestion Pricing
- Secure Payments | Automation | Nudge

Programs and Partnerships
- Analysis | Networks | Engagement
- MaaS Alliance

Support a MOD program with funding that encourages flexibility with federal (FHWA/FTA) funding to meet changing mobility needs including partnerships with companies offering shared-use trips (car, bicycle, new mobility modes), data management, and other technology companies for first mile/last mile services. Next Steps: Define MOD program elements with Alliance members.

Some issues need more than a good panel discussion. Is there a middle ground on the data sharing issues between public and private entities? Can congestion pricing really be implemented to benefit the whole? Next Steps: Coordinate facilitated open MOD Market workshops or closed-door MOD Parleys between key stakeholders including members.

MOD Alliance Members

The MOD Alliance is open to ITS America Advocacy Trust members. Member benefits include:
- Opportunities to collaborate or communicate with other members and stakeholders
- Exclusive eligibility to shape MOD Alliance’s policy strategy and action plan
- Exclusive access to MOD Alliance’s market research and studies
- Increased deployment of MOD through MOD Alliance promotion and advocacy
- Updates on MOD developments and thought leadership

For more information, please contact Amy Ford, Director, Mobility on Demand Alliance at aford@itsa.org

www.modalliance.org