MOBILITY ON DEMAND (MOD) 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.

In cities, MOD offers convenient, affordable, and, in the case of bikeshare, rideshare or micromobility services, more sustainable alternatives to driving within congested environments. For suburban areas, MOD offers first mile/last mile accessibility to transit, as well as more dynamic on-demand services to get around town. While often seen as an urban/metro transportation solution, MOD deployed in rural areas also provides first mile/last mile (though more like first/last 50 miles) connections to transit. For instance, rideshare and ride sourcing is providing support for seniors to access social and health services. Micromobility services continue to offer options to travel in town.

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 public benefits of equity, accessibility and sustainability.

MOD Ecosystem

- **SMART CITIES & REGIONS**: Initiate and orchestrate MOD ecosystems
- **TRANSPORT SERVICE PROVIDERS**: Provide optimized and connected local transport offerings
- **ENABLING SERVICES**: Support the setup and operation of collaborative MOD
- **MOBILITY SERVICE PROVIDERS**: Offer intermodal mobility services for customers and freight
- **MOBILITY SERVICE CUSTOMERS**: Demand and pay for a seamless travel experience

www.modalliance.org
Chesterfield County has partnered with Uber and Goodwill of Central and Coastal Virginia to launch a pilot program providing free, treatment-related transportation to individuals trying to overcome opioid addiction with the goal of making it easier and more affordable for recovering participants to seek treatment.

The Regional Transportation Commission of Southern Nevada (RTC) in Las Vegas partnered with Lyft on a six-month paratransit pilot program. Through this program, Southern Nevada Transit Coalition (SNTC) paratransit riders can opt-in to receive Lyft rides instead of their standard SNTC paratransit service. Unlike the existing service, participants can book Lyft rides not only in advance but also on-demand. Over the six months, costs to operate the service were cut by 50% and customer satisfaction increased.

Tompkins County, NY has partnered with carshare (Ithaca Carshare), rideshare (ZimRide) and ridesourcing (Lyft/Uber) to improve mobility services through the community.

The Regional Transportation District (RTD), which operates public transit services in Denver, has partnered with ridesourcing company, Uber, to integrate public transit information and ticket payment options into the Uber app for a more seamless user mobility planning experience.

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 provides a forum where all have an equal voice to tackle the challenges and opportunities to advance MOD.