Mobility on Demand Alliance

MOD In the Time of Corona

ITS America
PRESENTERS

MOD SERVICE PROVIDERS

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PUBLIC AND PRIVATE SECTOR

Carol Cooper, Managing Director, Market Innovation, King County Metro
John Horner, Mobility on Demand National Practice Leader, Kapsch

and you!

Mobility on Demand Alliance

ITS America
Mobility-on-Demand in the Time of Corona

April 21, 2020

Chris Pangilinan
Head of Global Policy for Public Transportation

Uber
Uber’s rapid response to the crisis is focused across three areas

- Supporting Public health and Safety
- Supporting frontline healthcare workers & vulnerable communities
- Supporting earners, communities and local economy
Leveraging Uber’s platform, Public Transit agencies can launch custom programs in as little as 24 hours.
Maintain essential service:

Agencies can deploy Uber Transit supply to deliver trips on demand (including fare controls based on geography and time).

Provide complementary paratransit:

Ensure riders with disabilities have access to work, grocery stores, and other needs through on-demand, affordable complementary paratransit service.
Public Transportation and MOD

Questions to consider and discuss

- Will the coronavirus accelerate public transportation’s shift towards mobility management?
- As revenue evaporates, can MOD give transit agencies more flexibility to maintain essential services?
- What shifts in federal and local policies are needed to keep transit afloat during an era of reduced fares, reduced taxes, and social distancing?
- How can cities resist a rush to private cars while encouraging transit, shared rides, and micro mobility options?
April 21, 2020

Lyft COVID-19 Response: Critical Worker Program

Supporting our critical workforce.
Direct access to essential transportation

We're partnering with hundreds of nonprofits to give free rides to vulnerable communities with essential transportation needs — like trips to the grocery store, pharmacy, or healthcare appointments.

Taking care of front line workers

We're offering free Lyft rides, scooter trips, and bike memberships to those working on the front lines, like first-responders, healthcare workers, and transit staff.

Delivering critical supplies

We’re facilitating the delivery of food and life-sustaining medical supplies to families in need, seniors, those with chronic diseases, and other vulnerable communities.

Learn More at www.lyft.com/lyftup
Lyft’s Critical Worker Program provides healthcare workers, transit workers, first responders with free, reliable transportation

- Over 100 healthcare partners have signed on across 11 cities nationwide
- NYC is the highest utilized market for program sign ups
- In NYC, some of the highest utilization stations are now those next to hospitals

“We are truly grateful.”
- Brandon, Transportation Director for Javits, who is responsible for getting 500-600 nurses and doctors to the temporary hospital set up at Javits Center. They now have a safe alternative to a bus shuttle service.

“That is so, so nice of you guys to implement that. Thank you. I feel like at work, we can protect ourselves fairly well, but the bus to and from work might be the riskiest part of my day. On all of our behalf, thank you!”
- Jason, RN, Lurie Children’s Hospital of Chicago

“Yes thank you SO much for extending this offer - we truly appreciate your help in providing transportation during these times!”
- Bianca, Physician, University of Illinois at Chicago
Citi Bike Case Study: COVID-19 Response

New protocols stood up across a number of areas, including:

- **BIKES**
- **VEHICLES & VEHICLE HANDLING**
- **RIDER COMMUNICATIONS**
- **STAFF POLICIES**

And riders have shown appreciation to front-line associates in person, and through social media:
What comes next
### SPIN DURING COVID-19

#### Safety
- Increased frequency of disinfecting scooters
- Employees required to wear gloves and face shields
- All high-traffic surfaces disinfected after every shift
- Additional paid leave benefits

#### Operations
- Market suspensions
- Active markets: Baltimore, Denver, Detroit, Los Angeles, Portland, San Francisco, Tampa, Washington DC
- Evaluating resuming operations in additional markets

#### Partnerships
- Collaborating with cities and organizations to provide transportation access for essential workers
- Everyday Heroes program for healthcare workers
- Transit gaps
MICROMOBILITY IS AS ESSENTIAL AS EVER

- **Nimble operations**
  Easily modify deployments to areas of need

- **Individual transportation**
  One individual per vehicle, allowing social distancing

- **Point-to-point trips**
  Flexibility to serve new trip demands

- **Charging infrastructure**
  Charging stations can be placed at new demand areas (like hospitals) to ensure reliability and better access

- **Reduced public transit service**
  Help fill service gaps

- **Reclaiming cities from cars**
  Natural constituents for cities reallocating public right of way for pedestrians, bicyclists, and scooter riders

“An estimated 2.8 million American workers in essential industries commute to work on transit — about 36 percent of all transit commuters.”

Transit Center - *Transit Is Essential: 2.8 Million U.S. Essential Workers Ride Transit to Their Jobs*
OBSERVATIONS

- Sharp decrease in number of trips
- Increase in avg. trip distances
- DC, SF, Portland – Increase in % of trips starting/ending at pharmacies
- SF – Increase in % of trips starting/ending at restaurants
- Baltimore – Increase in % of trips starting/ending at grocery stores

“I’ve been having my husband drop me off in the morning, and I take a Spin home from work. It’s readily available and easy to use! It has decreased my risk of transmitting infection since I do not have to get in and out my car, touch parking meters, etc.”

Nurse Practitioner – Johns Hopkins Hospital
<table>
<thead>
<tr>
<th>PARTNERSHIP OPPORTUNITIES &amp; IDEAS</th>
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<tr>
<td>Ensure mobility access during public transit service reductions</td>
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<tr>
<td>Provide mobility alternative to public transit for wary riders</td>
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<tr>
<td>Reduced fares for essential workers, and reduced fees for operators</td>
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<td>Supplement food delivery transportation services</td>
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<td>Monthly rentals for essential workers</td>
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<td>Safe streets projects</td>
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THANK YOU.

www.spin.app
@ridespin
CHAT QUESTION

Should MOD be considered an industry (similar to the airlines, transit or freight)
CHAT QUESTION

How does MOD emerge from this crisis (both public and private sector?)