

**To:** Marketing, Planning & Legislative Committee

**Date:** 6/4/2018

**From:** Ruby Horta, Director of Planning & Marketing

**Reviewed by:** R.R.

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**SUBJECT: Mobility as a Service (MaaS)**

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### **Background:**

At the May 29, 2018 Clipper Executive Board Meeting, MTC provided an update on Mobility as a Service (MaaS). Mobility as a Service, most commonly referred to as MaaS, is broadly considered to be the integration of various forms of transport services into a single mobility service accessible on demand. The ultimate goal of this fairly new concept is to provide an alternative to the use of a private car that may be as convenient, more sustainable, and help to reduce constraints in transport capacity<sup>1</sup>.

### **MaaS in the Bay Area**

As the regional planning organization for the nine-county San Francisco Bay Area, MTC is interested in tracking mobility services and initiatives throughout the Bay Area. The memo recently presented to the Clipper Executive Board focused on Clipper Partnerships with Mobility Services. The existing Clipper MOU, identifies the following program goal with respect to customer experience:

“Electric fare payment is the primary payment method for all transportation fares and fees.

- Mobile fare payment is integrated into and branded as Clipper,
- Parking at transit station is paid with Clipper,
- Bikeshare at transit stations can be paid with Clipper,
- Paratransit trips can be paid with Clipper.”

As various private sector companies develop MaaS solutions it is critical that partnerships with the regional Clipper system be taken into account, per the Clipper MOU. Within County Connection’s service area, a number of app-based options have been evaluated and CCTA recently applied for an Advanced Transportation and Congestion Management Technologies Deployment (ATCMD) grant to converge transit alternatives into a single app. County Connection has submitted a letter of support on behalf of CCTA and concurs with the overarching goal of making multimodality more accessible and convenient.

County Connection agrees with MTC’s notion that a collaborative partnership with MaaS solutions has many opportunities to promote a more sustainable transportation system in the Bay Area. The merging of existing transit options with new developments should be thoroughly

<sup>1</sup>MaaS Alliance at [www.maas-alliance.eu](http://www.maas-alliance.eu)

vetted to ensure maximum compatibility and protect long-term investments in technology. Furthermore, the region should prioritize solutions that do not contradict or impede MTC's goal of partnering Clipper with various mobility services. County Connection recognizes the importance of participating in these regional discussions with interested parties in the transportation industry including the County, Cities, the Transportation Authority (CTA), and others, to ensure consistent and compatible solutions.

**Financial Implications:**

To be determined.

**Action Requested:**

Staff requests to have the opportunity to discuss mobility developments with the O&S Committee, as they pertain to County Connection and the regional transportation systems. When needed, staff will request items be forwarded to the Board for further direction.