

Mobility as a Service (MaaS)

A Tool for Small Urban & Rural Communities



Maps & Facts



Tompkins County in NY State



Region	#	Population
Small Urbanized Areas > 50K pop	2	113,204
Cities < 50K pop	2	46,802
Rural		258,754
Total		418,760

MaaS as Customer Service Integrator



“... shift from selling features & benefits to building relationships with consumers...”

24/7 Roadside



Travel Agency



Maps & Guides



Discounts



Insurance



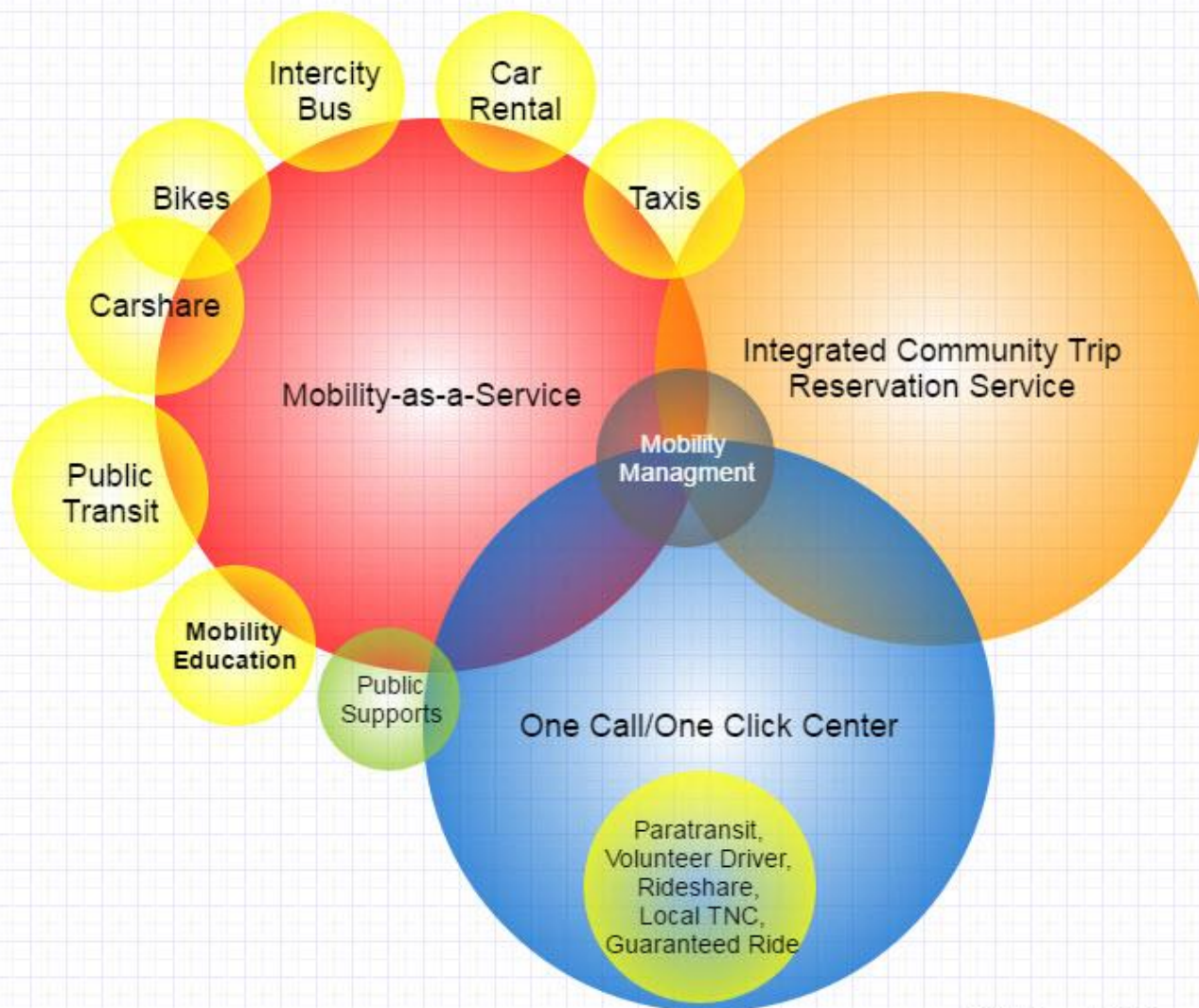
Driver Training



Auto Repair



Mobility Coordination Center



Dwight Mengel, Chief
Transportation Planner
Tompkins County, NY
3/6/2017

Value Propositions

- Community Mobility Education
- Member-based Organization
- Individual Mobility Plans
- Personal Mobility Accounts
- Budget Billing (monthly) or Standard Payment
- Access Public Supports (for income-eligible families)
- Process payments to service providers
- Concierge Service 24/7 & Back-up Ride
- Business Co-Marketing & Discounts
- Capacity to adapt to future changes

Family of Mobility Services

Your Everyday Transportation Options Within Tompkins County

Options by time & distance

0 mins.	5	10	20	40	60+
0 miles	1	3	10	30	50+



WALKING



BICYCLING

Put a bike
on the bus and
go farther!



PUBLIC TRANSIT



Your local transit system
bus tracker & schedules
tcatbus.com
607-277-7433



New mobile apps
myStop & Transit App

Going to or coming from places outside Tompkins County?
**Turn the page for Long Distance
Transportation Options**

Use your favorite mapping app to find the best route
or visit bikewalktompkins.org to learn about
walking and biking resources in Tompkins County.



SHARE A RIDE



Find and share a ride on the
Finger Lakes Rideshare network
powered by Zimride.
zimride.com/flxrideshare

Share a ride with
family, friends,
or colleagues!



Contact us for tips & advice
way2go.org/rideshare
607-272-2292



BIKESHARING
BIGREDBIKES

Borrow a bike at Cornell 24/7
bike.zagster.com/cornell
Zagster



RENT A CAR



Cars available 24/7 for members
ithacacarshare.org
607-277-3210

One time, multi-day, or one-way trip? Consider a car rental company
Avis – avis.com **Enterprise** – enterprise.com
Budget – budget.com **Hertz** – hertz.com



HAIL A RIDE



and ridehailing apps

Let someone else take you there
ASAP Cab Company – 607-272-7222
Collegietown Cab – 607-588-8888

Green Hornet Taxi – 607-280-3779
Ithaca Dispatch – 607-277-7777
T-Cab – 607-279-0137

Lyft – lyft.com
Uber – uber.com

Information



Need help finding help?
211tompkins.org
1-877-211-8667



Learn how we can help
you or your organization
way2go.org
607-272-2292

Specialized Transportation



For seniors (60+) and
people with disabilities
gadaboutbus.org
607-273-1878



For ICSO students and families
to attend school events and activities
schoolsuccesstc.weebly.com
REDSchoolRides@gmail.com



Volunteer transportation service
to in-county medical appointments
fishoftc.org
2-1-1 or 1-877-211-8667

There are other non-emergency medical
transportation options available
way2go.org/medical
2-1-1 or 1-877-211-8667

Additional Support

AVRE – avreus.org or 607-724-2428
Travel training for people who are visually impaired

Catholic Charities – 607-272-5062 x27
Bus passes and gas cards for people who qualify

Challenge – 607-272-8990 x124
Travel training for people with disabilities and other barriers

County Office for the Aging – 607-274-5482
Referrals to people who can help seniors with transportation

	Mobility Menu	Unit Cost	Unit
	Annual Adult Bus Pass	\$ 450	Annual
	Annual Youth Bus Pass	\$ 110	Annual
	Ithaca Carshare "Its my car" Plan	\$ 8	Hour
	Ithaca Carshare "Just in Case" Plan	\$ 11	Hour
	Car Rental	\$ 55	Day
	Taxi trip - City	\$ 8	Urban Trip
	Taxi trip - Rural	\$ 20	Rural Trip
	Bicycle Maintenance	\$ 50	Voucher
	Electric Bike Purchase	\$ 2,000	HE Bike
	Bike Purchase	\$ 700	Bike
	Rideshare Driver – Miles	\$ 0.54	Mile
	Rideshare Rider – Miles	\$ 0.15	Mile
	GADABOUT Paratransit	\$ 4	Trip
	Vanpool Membership	\$ 125	Month/Seat
	Back-up Ride	\$ 30	Annual



Small City Household

1 car, 2 adults, 1 youth, Walkscore = 96

Small City Mobility Budget	
Carshare	\$ 900
Annual Bus Passes (2)	\$ 560
Taxi	\$ 192
Bicycle Maintenance	\$ 100
Back-up Ride	\$ 30
Member Support	\$ 178
Annual Total	\$ 1,960
Monthly Payment	\$ 163



Rural Household

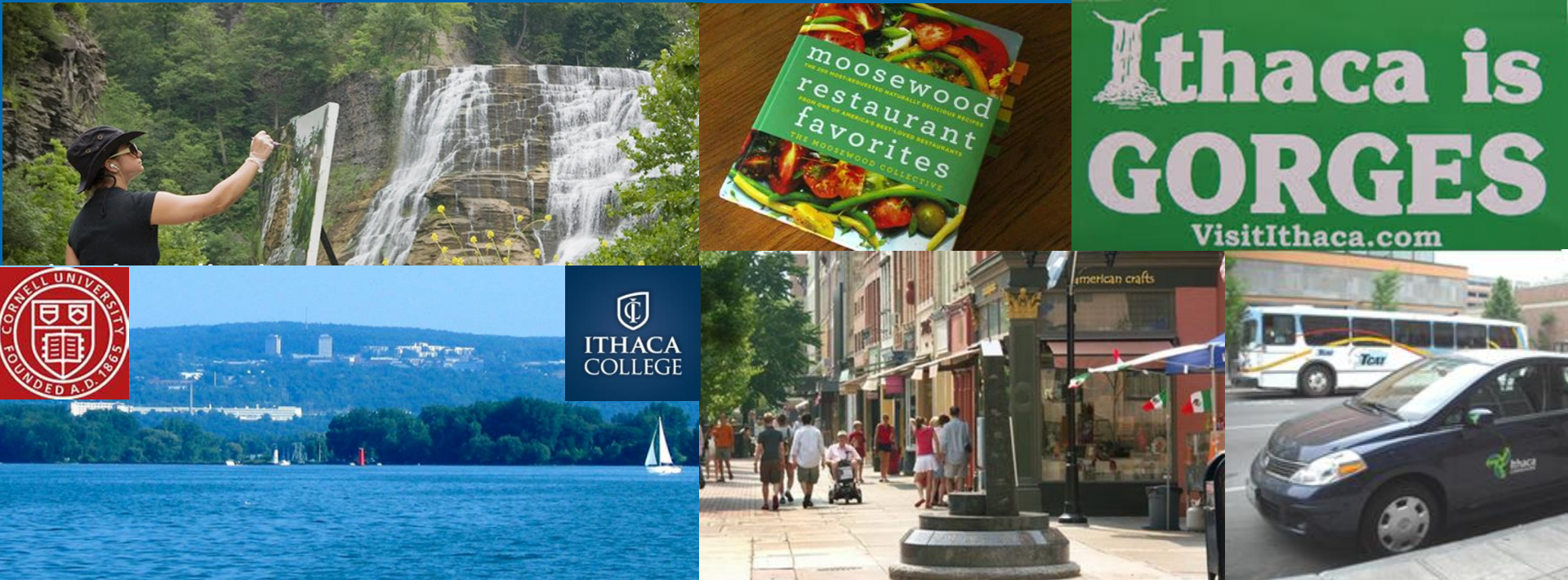
1 car, 2 adults, 1 child, Walkscore = 0

Rural Mobility Budget

Vanpool	\$ 1,500
Carshare (Discount Plan)	\$ 480
Taxi	\$ 200
Back-up Ride	\$ 30
Member Support	\$ 121
Volunteer Driver Revenue	\$ (400)
Vanpool Program Subsidy	\$ (600)
Total	\$ 1,331
Monthly Payment	\$ 111

Abridged List of Critical Issues

- MaaS Organization
- Mobility Payment Methods
- Public Sector transactions, orders & payments
- Mobility Sales & Budget Billing
- Process payments to service providers
- Member recruitment and customer service
- Trip Management, Referral & Fulfillment
- Customer Experience Mapping
- Concierge Service & Back-up Ride 24/7
- Business Co-Marketing & Discounts
- Technology Strategy – Smartphone Apps + vehicle location/arrivals + customer notifications
- Continuous improvement of mobility services
- Start-up with successive, growing pilot projects




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Ithaca, NY

607-274-5605

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References

Subject	URL
Mobility-as-a-Service (MaaS Alliance)	https://maas-alliance.eu/
MaaS Global (Finland, UK) Whim App	https://maas.global/
Way2Go Community Mobility Education	http://ccetompkins.org/community/way2go
Housing + Transportation Cost Index	https://htaindex.cnt.org/map/
 Tompkins Co. H+T Index	http://ccetompkins.org/community/way2go/true-cost-tompkins
ESRI Tapestry Segmentation	http://www.esri.com/landing-pages/tapestry
Regional Mobility Management	https://www.movetogetherny.org
Ithaca Carshare (community non-profit)	http://www.ithacacarshare.org/
TCAT Public Transit System	https://www.tcatbus.com/
Tompkins County Coordinated Transportation Planning	http://www.tccoordinatedplan.org/
National Center for Mobility Management	http://nationalcenterformobilitymanagement.org/
Drone Video of Ithaca NY	https://www.youtube.com/watch?v=JXk4E_D4rag