Developing Mobility-as-a-Service
Serving Small Urban & Rural Communities

Tompkins County,
NY

FTA/SUMC On-Ramp Workshop, Nov 21-22, 2019

Tompkins County New York Facts

102,500 Population
Ithaca Urban Area pop.54%
Rural population 46%

Regional Growth Center, often has the lowest unemployment rate in NYS.

15,000 in-bound commuters daily (20% of workforce)

5,000 outbound commuters.

Economy: Higher Education, Manufacturing, Agriculture, Wine, Tourism, Technology, Services

ITHACA, NY
10 SQR. MILES
SURROUNDED BY REALITY...

Groton
Lansing
Ulysses
Dryden
Enfield
City
Newfield
Ithaca
Caroline
Danby

CORNELL UNIVERSITY · FOUNDED A.D. 1865

ITHACA COLLEGE

Value Propositions

MaaS Phase 1
Building Blocks

- Multi-Modal Trip Planning
- Increase Supply of Rural Mobility Services
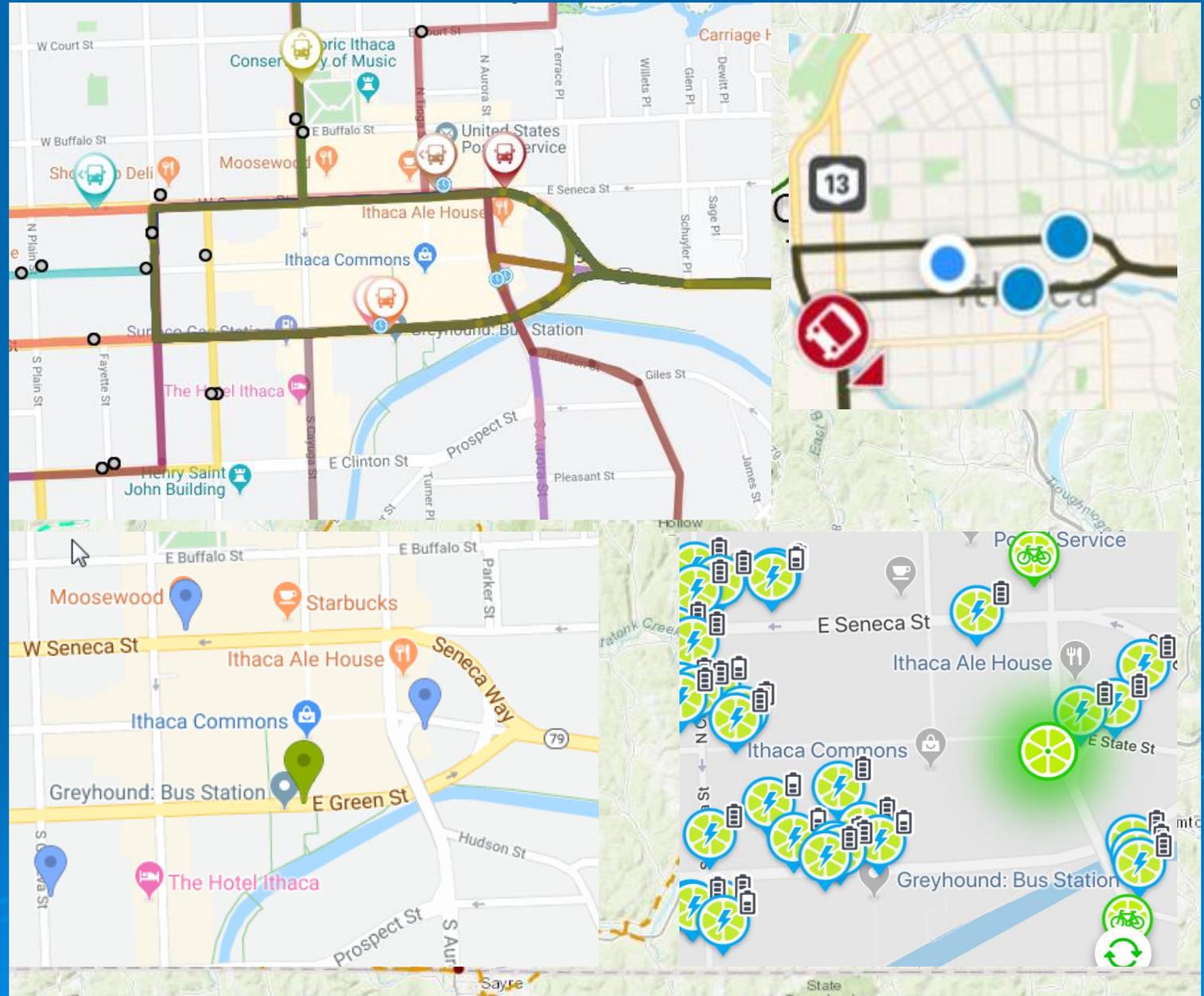- Multi-Modal 24/7 Customer Service
- Smartphone Apps
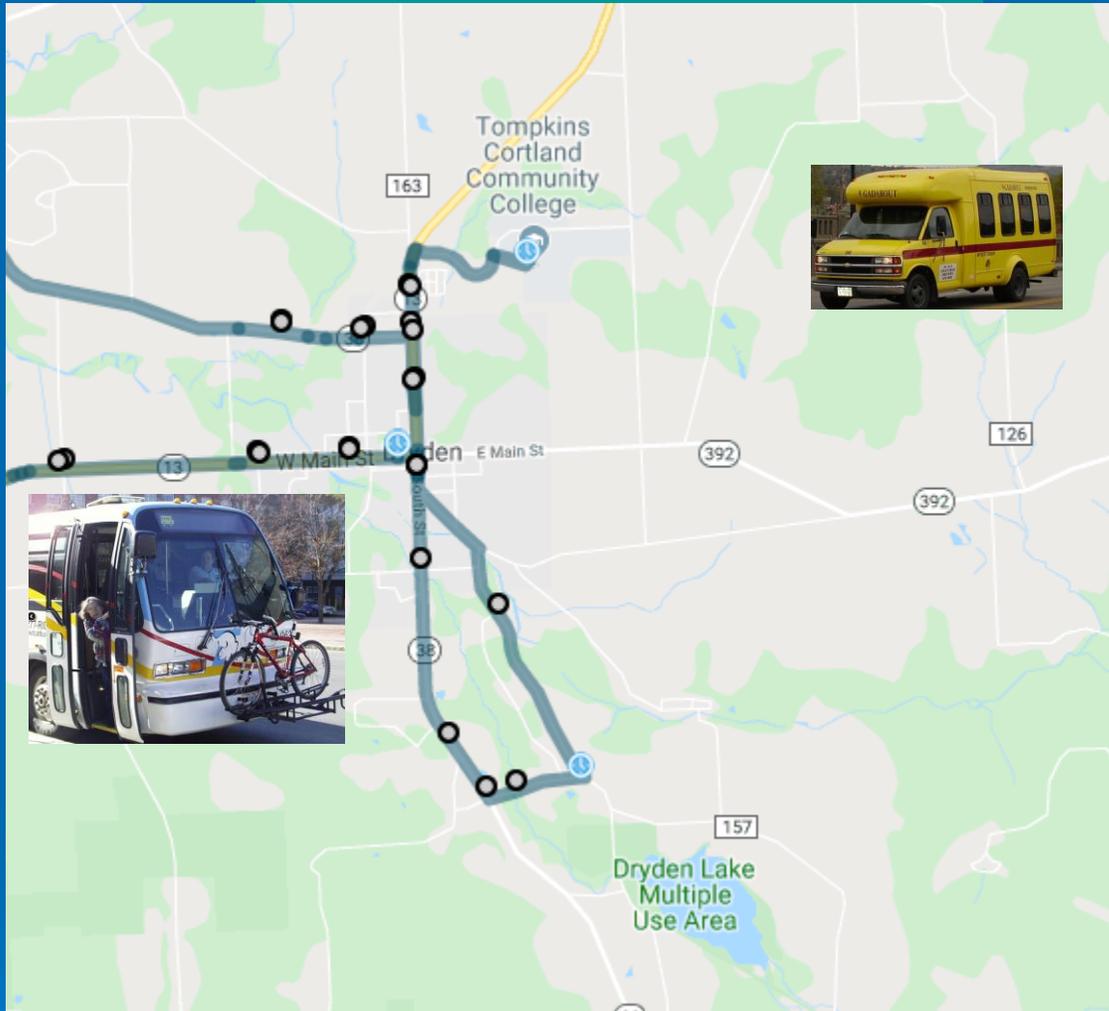
Multi-Modal Trip Planning

- Intercounty Bus Services
  - Bus routes from three counties connect with TCAT.
- Shared-Use Services
  - Ithaca Carshare
  - Lime
  - Paratransit (Gadabout)
  - Taxi
  - TNC's (Lyft & Uber)
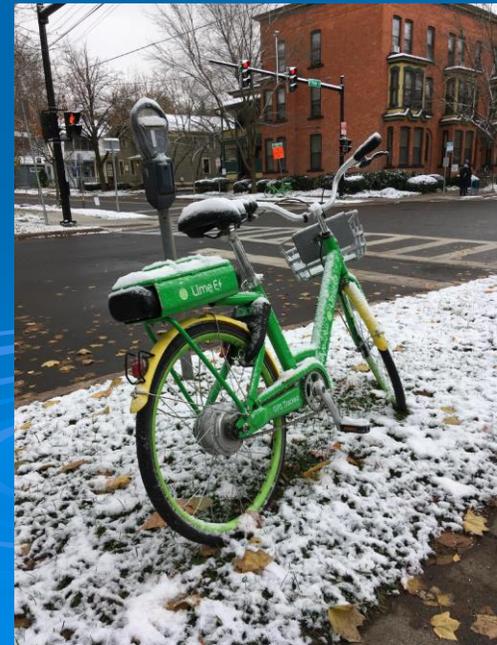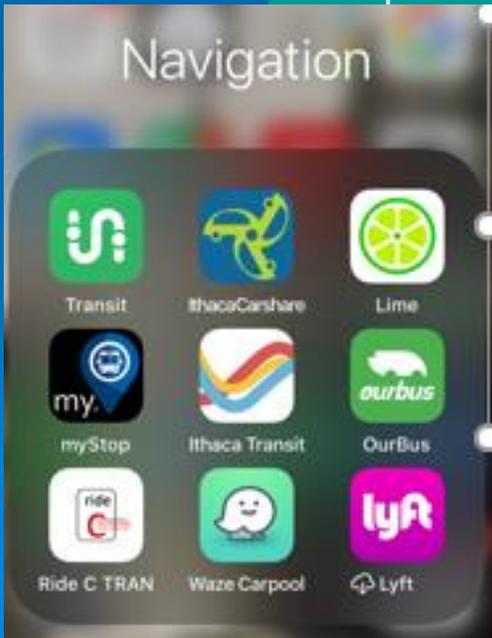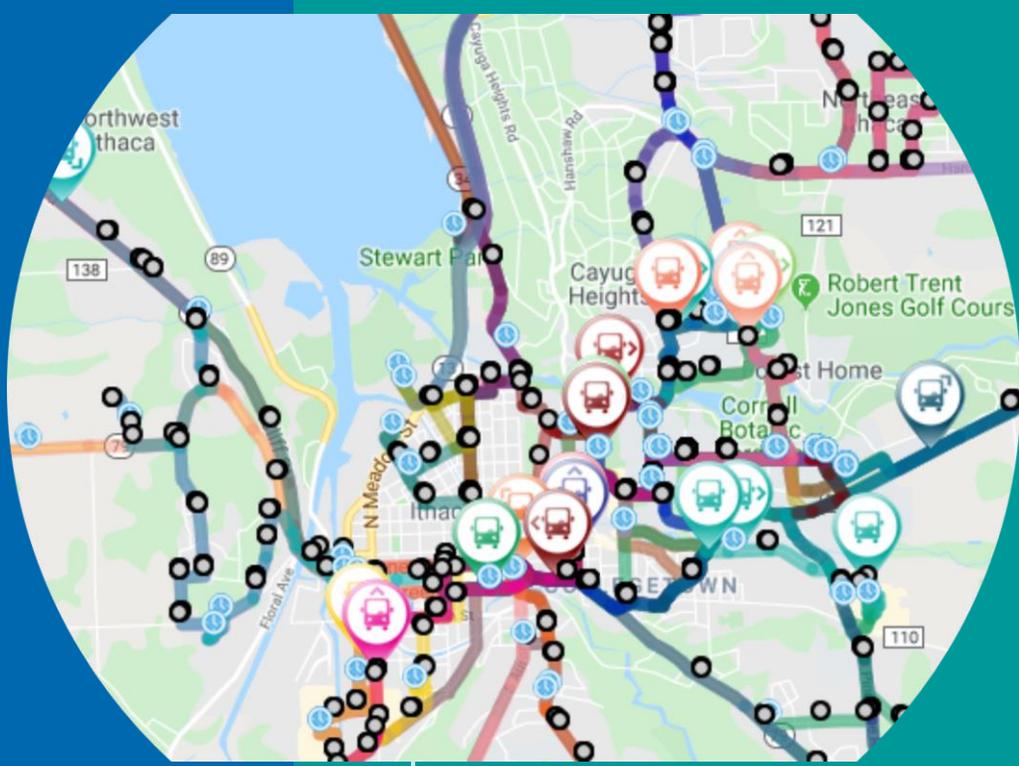
Three transit systems Connect with TCAT.

- C TRAN & Cortland Transit go to Downtown Ithaca and Cornell Univ. campus.
- Schuyler Transit connects with TCAT at the Cayuga Medical Center (hospital).
- Only TCAT & C TRAN have real time bus locations via apps.

Increase Supply of Rural Mobility Services

1. TCAT First/Last Mile Service Pilot (T-Connect)
2. Nine Volunteer Transportation Services
3. Rideshare (Car & Vanpooling)

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Multi-Modal 24/7 Customer Service

Watch Way2Go Videos:

Five Fabulous Ways
Aging, Driving and Family Conversations
Ithaca Carshare Basics
Taxi Basics
TCAT Bus Basics
TCAT Bus Basics for Wheel Chair Users
Transit App Tools
Using the Bus Bicycle Rack
Wheelchair Users You've Got Options
Why and how to share more rides

Way2Go Resources and Videos are available in Spanish and Chinese.
Recursos en español
中文资源

- Way2Go Mobility Education
- Information & 24/7 Customer Service Center
  - Ithaca Carshare & 211 Information & Referral
- Enhanced Guaranteed Ride Membership

Working on 3 interfaces:
Driver, Dispatch, and Passenger

Smartphone Apps

- TCAT First/Last Mile Service Operations
- Multi-Modal Trip Planning + Customer Services

Multi-Modal Trip Planning App

➢ Integrate travel information from mobility providers and to access customer service through app and web platforms.

➢ Use GTFS and real-time data for TCAT and C-TRAN, GTFS data for two inter-county bus services, GTFS-Flex for Gadabout demand-response service, and the GBFS data for Lime and Ithaca carshare vehicles.

➢ The app and web platforms would include all mobility providers' and customer service phone numbers programmed for one push to call.

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

Rural Household

1 car, 2 adults, 1 child, Walk-score = 0

Rural Family Annual Budget

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

MaaS Phase 2 Implementation

1. Individual/Household Mobility Accounts
2. Individual/Household Annual Mobility Budgets
3. Third-Party Payments (Social Services, Human Services, Employers, Families)
4. Revenue (Guaranteed Ride Memberships & MaaS Account Fees)
5. MaaS Smartphone App: Account Management & Payments
6. Co-Marketing with Local Businesses

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