Developing Mobility-as-a-Service
Serving Small Urban & Rural Communities
Tompkins County, NY

FTA/SUMC On-Ramp Workshop, Nov 21-22, 2019
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
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)
Increase Supply of Rural Mobility Services

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

Become a Volunteer Driver
You Hold The Keys to helping our community

You can help people by driving them to meetings, appointments & more.

Way2Go & CCE-Tompkins can tell you more & help you get started!

Call 607-272-2292 or go to ccetompkins.org/way2go/get-involved
Multi-Modal 24/7 Customer Service

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

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
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.
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
Dwight Mengel, Chief Transportation Planner, Tompkins County Dept of Social Services, Ithaca, NY
(607) 274-5605 / dwight.mengel@dfa.state.ny.us

Wenzheng Li, PhD Candidate, Department of City & Regional Planning, Cornell University, Ithaca, NY
(607) 262-6270 / wl563@cornell.edu