

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...



Value
Propositions

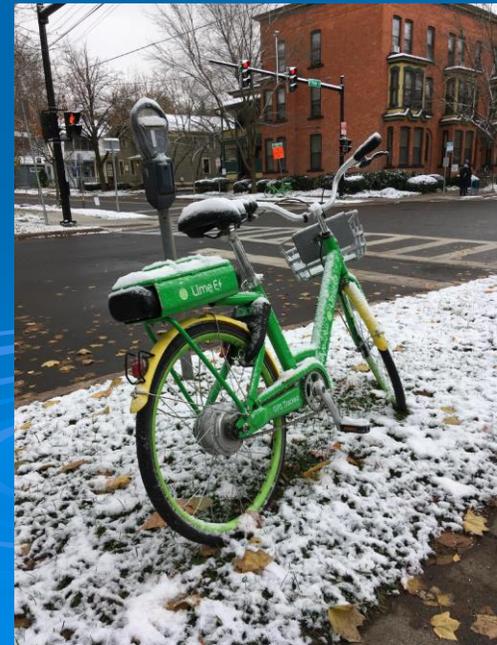
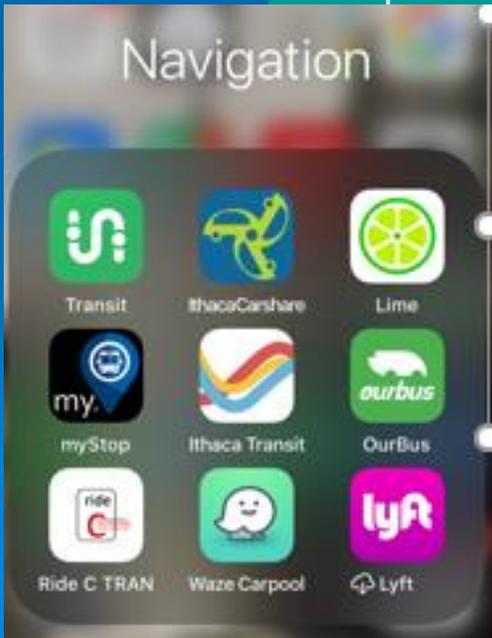
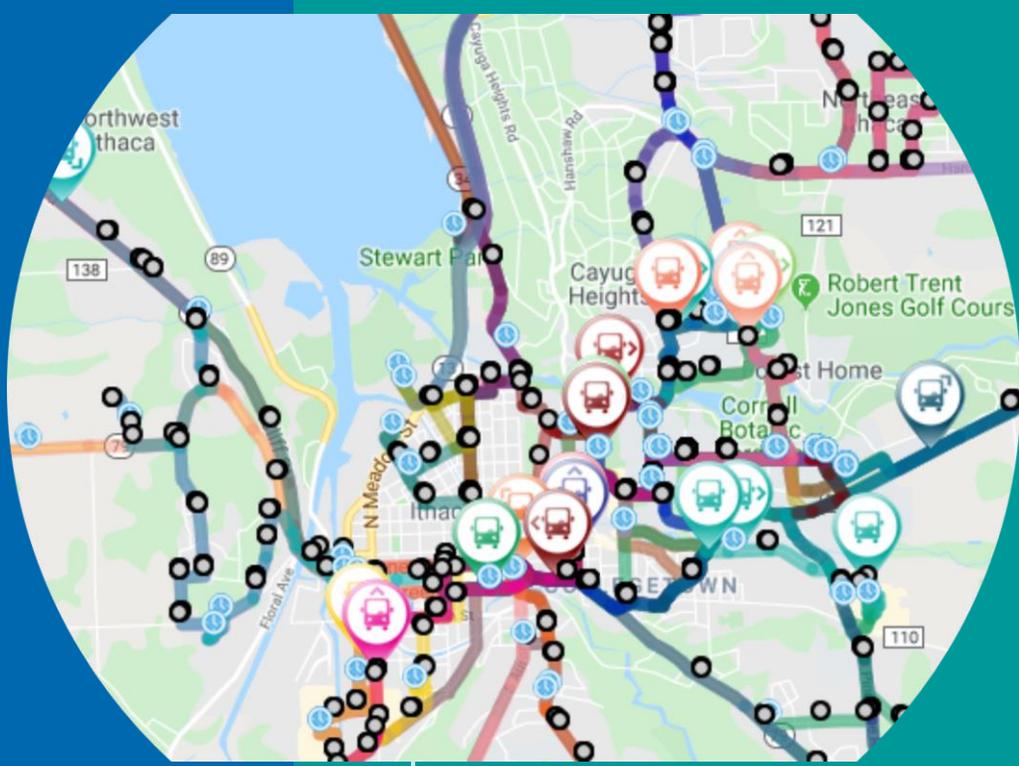
MaaS Phase 1

Building Blocks

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

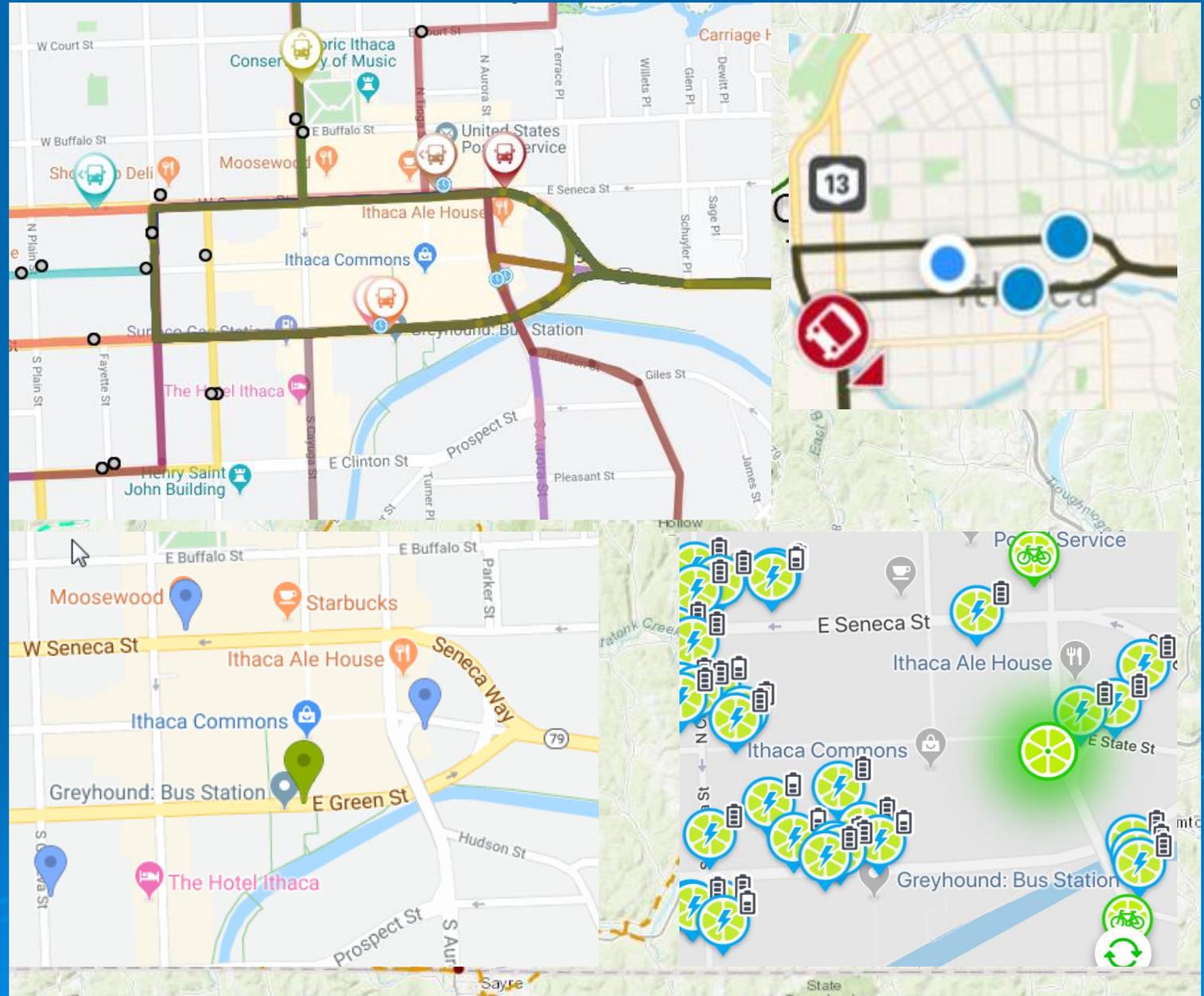
Multi-Modal Trip Planning

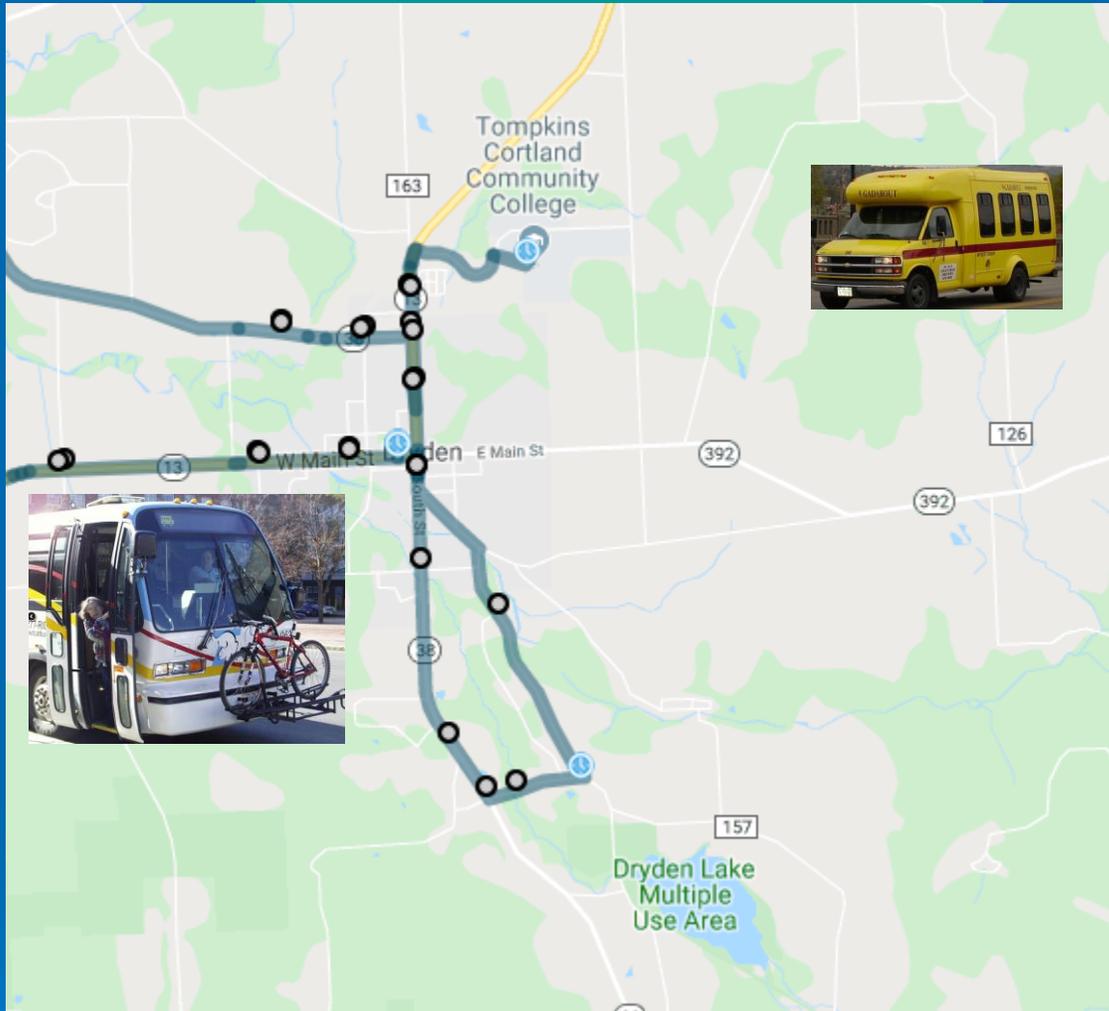
- Intercounty Bus Services
 - Bus routes from three counties connect with TCAT.
- Shared-Use Services
 - Ithaca Carshare
 - Lime
 - Paratransit (Gadabout)
 - Taxi
 - TNC's (Lyft & Uber)



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)

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

Cornell Cooperative Extension
Tompkins County



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waze CARPOOL



Why drive alone when you can share rides & save?

miles2share

CONNECTING PEOPLE FIRST
RIDES WILL FOLLOW



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](#)

Multi-Modal 24/7 Customer Service

- [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

The screenshot displays the Urban Mobility Inc. dispatch interface. At the top, it shows the company logo, the time 4:00 PM, and the word 'HANDSHAKES'. Below this is a map of the area around Ithaca, NY, with a blue location pin and a yellow bus icon labeled '42'. To the right of the map is a list of bus assignments:

Driver - Bus	Location	Time	Status
John Hector - Bus 42	at North@Freeville	4:10 PM	ON TIME
Ross Tribiani - Bus 71	at North@Freeville	4:40 PM	ON TIME
Louis Spectre - Bus 64	at North@Freeville	4:45 PM	DELAYED
Albert Geller - Bus 27	at North@Freeville	4:52 PM	ON TIME
Mark Spectre - Bus 93	at North@Freeville	5:00 PM	EARLY
Ross Tribiani - Bus 22		5:12 PM	

Below the main list, there is a 'FEEDER' section for John Hector (4:05 ETA, 5 passengers) and a 'BUS 42' section for Adam Shield (4:07 ETA, 16 available). The interface also includes a search bar and various navigation icons.

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.

MaaS Phase 2 Implementation

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

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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