

First / Last Mile & Beyond

May 21, 2015

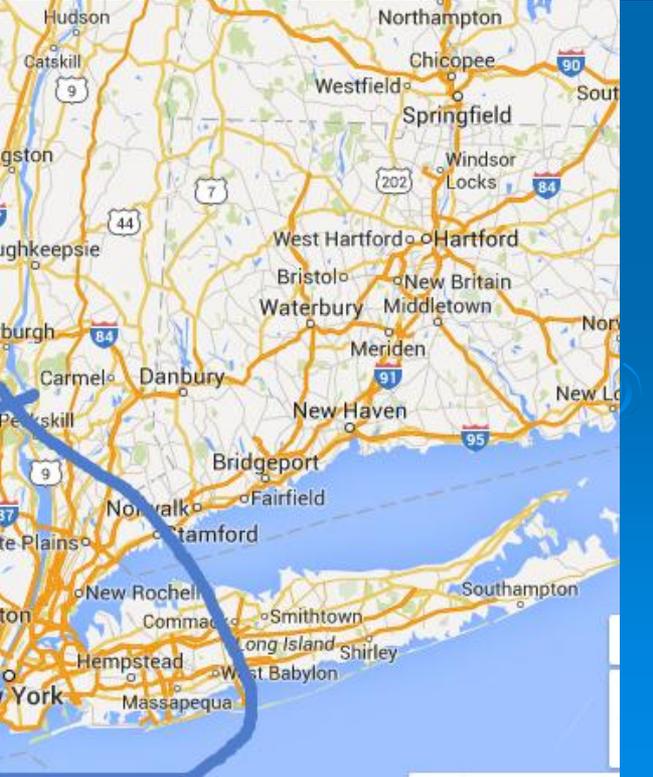
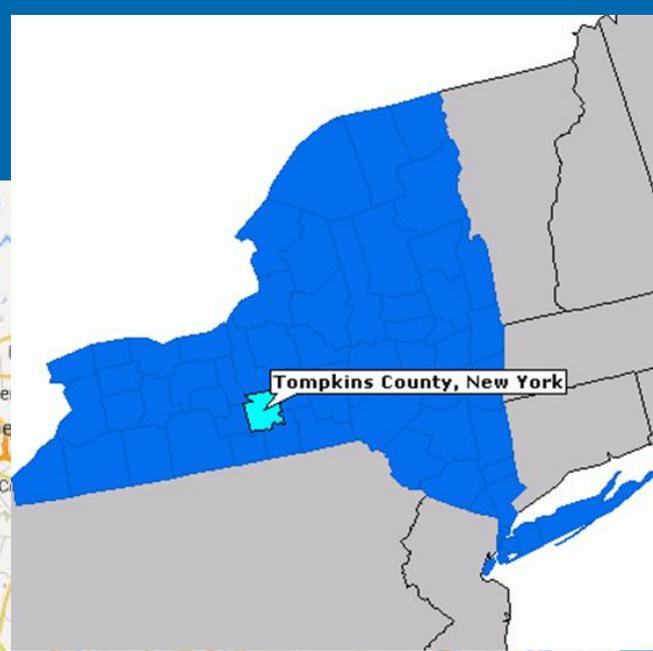
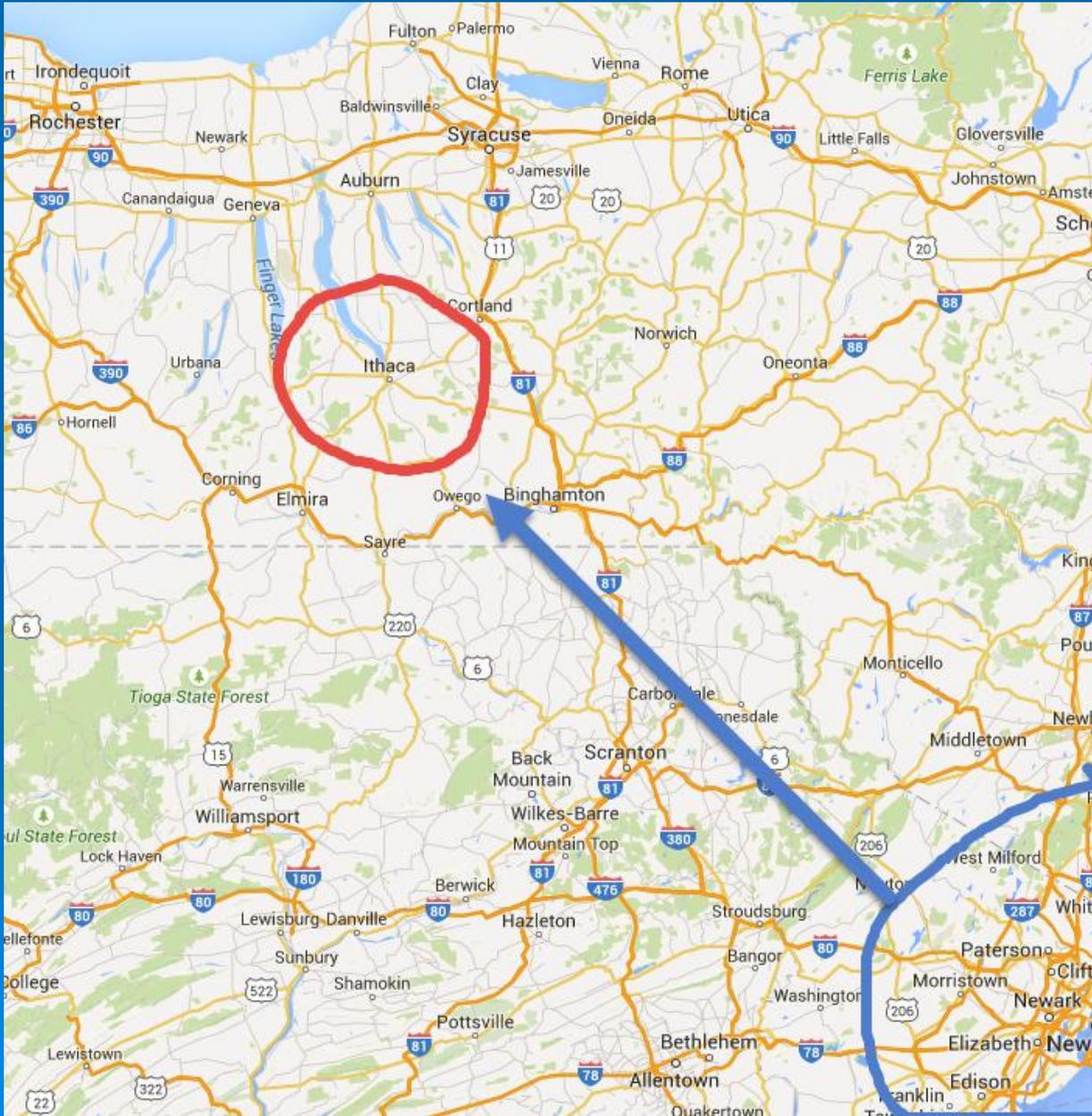
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Dwight Mengel

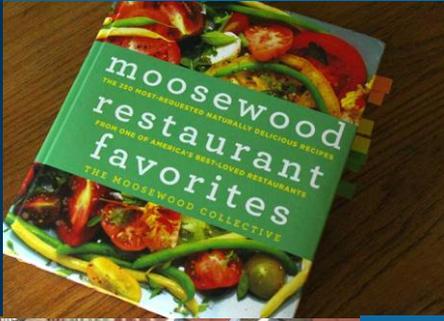
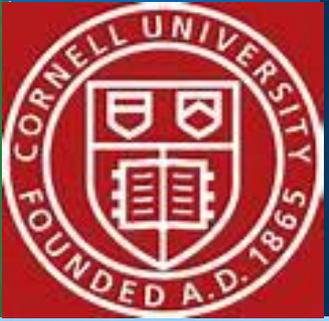
2015 NYC DOT ANNUAL
MOBILITY MANAGEMENT CONFERENCE



Where is Ithaca, NY ?



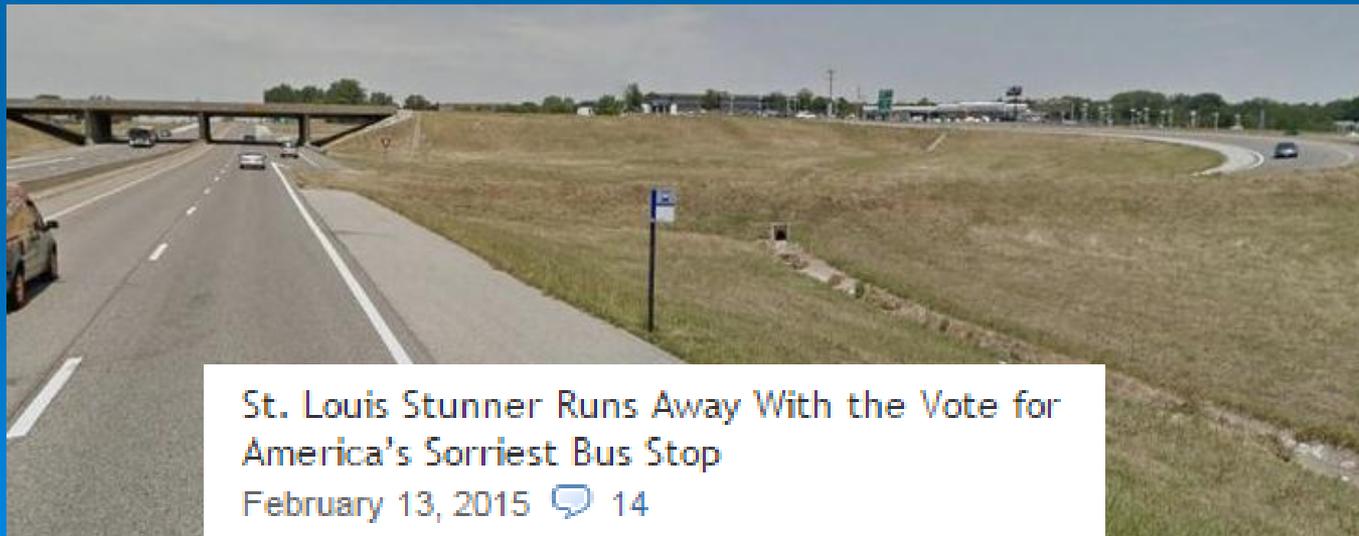
 **Ithaca is
GORGES**
VisitIthaca.com



Reserve. Unlock. Drive.



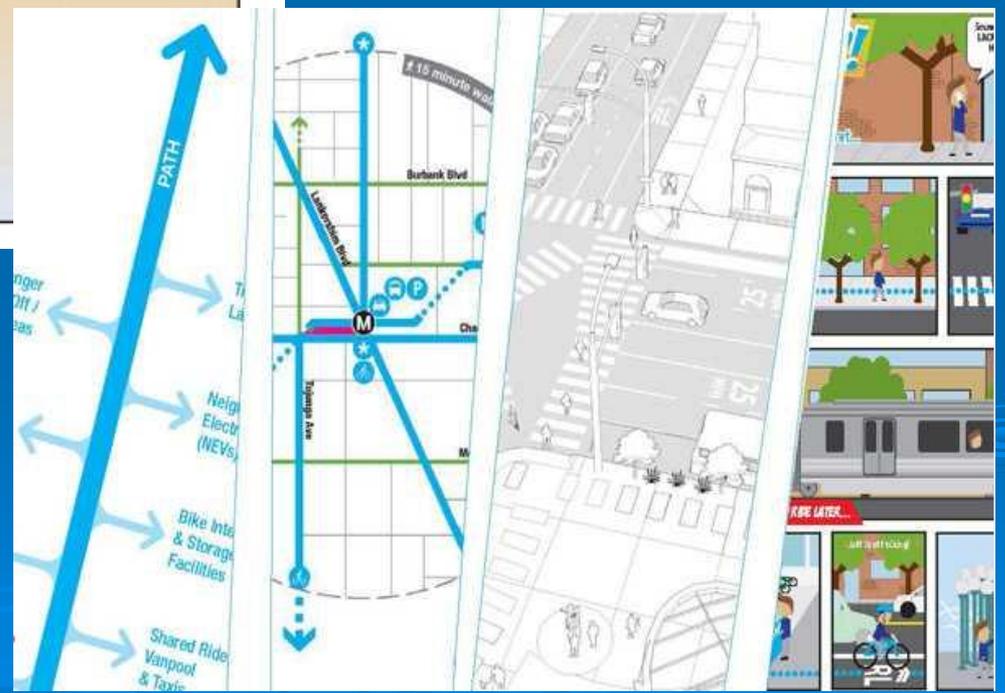
First & Last Mile





Overview of Study Process

- **Final 6 strategies** - developed a consensus list of strategies that were evaluated in greater detail:
 - Casual Carpool
 - Taxis
 - Car-sharing
 - Short-term Car Rental
 - Folding Bikes on Transit
 - Bicycle Sharing Program



Make progress on first & last mile access and infrastructure.



What's Next?

ridescout™

Urban Transportation Made Simple



U B E R



citi bike

Operated by NYC Bike Share



Unlock a bike.
Unlock New York.

6 min

7 min

11 min

Valid as of Tuesday, May 12, 2015 11:27 AM

GRAND CENTRAL TO STAMFORD

NEXT TRAIN
1:34 PM

TRACK
21



THERE'S SO MUCH AROUND
Let us point you in the right direction

I WANT TO...

EAT A
MEAL

FIND
**METRO-NORTH
TRAINS**

Integrated, Multimodal, Mobility



“... marketing is shifting from selling features and benefits to building relationships with consumers...”

brickmeetsclick.com 9/15/2014



24/7 Roadside



Travel Agency



Maps & Guides



Discounts



Insurance



Driver Training



Auto Repair



Business Model Value Propositions

- Community mobility education
- Finance individual mobility solutions
- Access discounts and public supports
- Clearinghouse for financial transactions to mobility providers
- Concierge service to resolve complaints
- Guaranteed Ride to work and home

Community Mobility System

- Bus, Taxi, Paratransit, Volunteer Drivers, Vouchers, Ridesharing, Active, Carshare, Car Rental, Guaranteed Ride, Apps, 1-Call / 1-Click & Public Supports.



Mobility Services 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	\$ 50	Day
Taxi trip - City	\$ 8	Urban Trip
Taxi trip - Rural	\$ 20	Rural Trip
Bicycle Maintenance	\$ 50	Voucher
Hybrid Electric Bike Purchase	\$ 1,500	HE Bike
Bike Purchase	\$ 700	Bike
Rideshare Driver – Miles	\$ 0.56	Mile
Rideshare Rider – Miles	\$ 0.15	Mile
GADABOUT Paratransit	\$ 3	Trip
Vanpool Membership	\$ 125	Month/Seat
Guaranteed Ride	\$ 30	Annual

Pay Your Bill

Pay Your Bill

View and Pay Bill
Online

Payment Options

▶ **Budget Billing**

Seasonal Billing

Account

Management

Electronic Funds

Transfer Enrollment

- Spread payments over year
- Re-balance every three months
- Daily statistics of use

Customers

- City
- Suburban
- Rural



City Household

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

City Mobility Budget	
Carshare	\$ 900
Annual Bus Passes (1)	\$ 495
Taxi	\$ 92
Bicycle Maintenance	\$ 100
Guaranteed Ride	\$ 30
Member Support	\$ 160
Annual Total	\$ 1,747
Monthly Payment	\$ 145

Suburban Household

1 car, 2 adults, 2 youth, Walkscore = 74

Suburban Mobility Budget	Cost
Carshare	\$ 1,600
Annual Bus Passes (1 A, 1 Y)	\$ 605
Taxi	\$ 180
Bicycle Maintenance	\$ 50
Guaranteed Ride	\$ 30
Member Support	\$ 200
Annual Total	\$ 2,665
Monthly Payment	\$ 222

Rural Household

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

Rural Mobility Budget

Vanpool	\$ 1,500
Carshare	\$ 480
Taxi	\$ 480
Guaranteed Ride	\$ 30
Member Support	\$ 146
Volunteer Driver Revenue	\$ (400)
Vanpool Program Subsidy	\$ (600)
Total	\$ 1,636
Monthly Payment	\$ 136

Model Summary

- Member-based Organization
 - Individual Mobility Plans
 - Financing
 - Process payments to service providers
 - Concierge 24/7 & Guaranteed Ride
 - Business Co-Marketing & Discounts
 - Tools
 - Inbound Marketing
 - Apps
- 

Thank You.

Dwight Mengel, Chief Transportation Planner

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