

Emerging Mobility Waves and FTA Mobility on Demand (MOD) Sandbox Program

December 8, 2016

Good Performance?

Image - Rail platform full of commuters exiting the train. A mass of glum passengers exit the MBTA commuter rail in Boston. The underlying point is that the system may be useful, but is it enjoyable?

Public or Private?

Image - White city bus

Public or Private?

Image - White five-door hatchback

Public or Private?

Image - White five-door hatchback with logo of Uber and Lyft transportation network companies

Public or Private?

Image - White five-door hatchback with logo of MTA public transit agency

Public or Private?

Image - Blue bike share system bicycle with Citibike logo

Love to Love

Image - Grass meadow with two adult Canadian geese and five chicks. One Canadian goose looks up as the others are focused on finding food at their feet. This image is a metaphor for transportation professionals and how much attention is focused on the day-to-day delivery of services.

Love to Hate (or Hate to Love?)

Image - Grass meadow with a white swan, two adult Canadian geese, and two chicks. All birds are aware and looking up and walking in a direction as if moving away from a threat. This image is also presented as a metaphor for how as transportation professionals we can be aware of developments in technology and services so that we can plan ahead and fully benefit from their impacts.

FTA's Mobility on Demand Research

Transit in the evolving landscape of personal mobility

Image - Diagram illustrating a concentric circle of logos of types of transportation with travelers in the center. From the top of the circle and proceeding around clockwise the following transportation symbols are presented: Ridesharing, Taxis and TNCs, Light Rail, Private Vehicles, Ferries, Bicycle/Bikeshare, Motorbus, Car Rental, Carsharing. In the center of the circle is a smaller circle with symbols representing types of users including individuals, families with children, people with disabilities, and older adults. Extending from the concentric circles are the following research category labels: Integrated Payment (Smart phone with dollar sign symbol); Incentives (dollar bill symbol); Smart Parking (Parking sign symbol); and, traveler Decision Tools (Smart Phone with trip planning application)

MOD Sandbox Program Purpose

A “Safe” Playground to Explore MOD Models

- **Explores** innovative approaches to integrate MOD solutions with public transportation
- **Empowers** project teams to implement innovate business models to deliver high-quality, seamless and equitable mobility options
- **Informs** FTA on how to approach MOD and structure future MOD policies, and support grantees

MOD Sandbox Program

Available Funding and Such

- Authority: Section 5312 in FAST of Title 49, United States Code, as amended by MAP-21 and the FAST Act
- \$8 Million in FY14 and FY16 research funds
- No minimum or maximum funding request
- Minimum requirements
- Mechanism to participate without funding award through a participation agreement
- Projects solicited though Notice of Funding Opportunity (NOFO) published May 3, 2016, with proposals due July 5.

Mobility on Demand (MOD) Sandbox

Image - Map of United States that highlights the States and organizations that applied for FTA MOD Sandbox funds

- 78 eligible applications for MOD Sandbox
- 33 states including DC, submitted applications
- \$57 million in FTA funding requested with a minimum of \$112,000 and a maximum of \$3.5 million requested
- \$8 million in federal funding available from the MOD Sandbox

FY16 MOD Sandbox Program

11 Projects: \$7,931,080

Image - Map of United States that highlights the States and organizations that received FTA MOD Sandbox funds. The following agencies received funding: Pierce Transit - Washington State; Tri-County Metropolitan Transportation District - Oregon; City of Palo Alto, Los Angeles County Metropolitan Transportation Authority, San Francisco Bay Area Rapid Transit District - California; Regional Transportation Authority of Pima County, Valley Metro Rail, Inc. - Arizona; Dallas Area Rapid Transit - Texas; Pinellas Suncoast Transit Authority - Florida; Vermont Agency of Transportation - Vermont; and, Chicago Transit Authority - Illinois.

FTA MOD Sandbox Next Steps

- Rethink transit performance metrics
 - System-centric vs. Traveler-centric
- Learn from demonstrations to inform FTA rules, policies and regulations
 - Accessible and available to ALL travelers
 - FTA programs eligibility
- Start development of Sandbox 2.0
 - Safe playground for more ideas and more innovations