WELCOME

We will begin in a few moments

SCAG/AECOM/Arellano Associates

October 26, 2021

SCAG™
INNOVATING FOR A BETTER TOMORROW

MaaS Advisory Group
AGENDA

10 AM
1. Welcome (Priscilla Freduah-Agyemang, SCAG, Project Manager)

10:05 AM
2. Project Purpose and Today's Meeting (Priscilla Freduah-Agyemang, SCAG, Project Manager)

10:10 AM
3. Project Update (David DeRosa, AECOM, Associate Vice President; Victor Xie, AECOM, Transportation Planner)
   A) Summary of August Advisory Group Meeting
      i) MaaS Definition Update
   B) One-on-One Interview Highlights To-Date
   C) Existing Conditions Update
   D) Challenges and Opportunities
   E) Goals and Objectives Setting

10:50 AM
4. Discussion Groups in Breakout Rooms (you will be assigned a breakout room and a moderator)
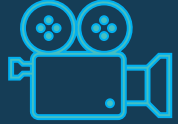   A) Challenges and Opportunities
   B) Goals and Objectives

11:45 AM
5. Report Outs (Moderators)

11:55 AM
6. Wrap-Up and Next Steps (David DeRosa, Priscilla Freduah-Agyemang)

12 PM
7. Adjourn

Meeting Logistics

Today's session is been recorded for internal purposes only

Please use the chat box to ask any questions as the presentations proceed

Use the virtual "raise hand" during the stopping points for Q&A and comments, and during the breakout rooms

Phone users: use *9 to unmute to participate in the meeting

- Suggested edits to the MaaS Definition

- Assessed Framework
  - "Public Education & Acceptance" updated to "Equity and Engagement"

- Feedback on Existing Conditions

- Group feedback:
  - Open Loop EMV will help with ridership
  - Basic transit infrastructure is a must

MaaS Definition Update

Updated Definition

MaaS integrates transportation services into a single mobility ~~on-demand service~~ platform that provides competitive alternatives over private vehicles, to promote universal basic mobility, encourage mode shift, and foster sustainable travel choices.

~~MaaS provides alternative to using the private car that may be convenient, more sustainable, help reduce congestion and constraints in transport capacity, and be cheaper.~~

What We Heard From You

Interviews Since August

- **Infrastructure**

    - *Information infrastructure needed such as construction and maintenance of the cloud*

- **Data & Technology**

    - *Transit discounts need to be applied to other modes*
    - *Data and information should be managed as assets*
    - *Smaller/developing counties do not generate strong attraction for private service providers such as on-demand vendors*
    - *Public agencies need to compete with tech giants in hiring software engineers*

- **Management & Operations**

    - *A resilient system needs to be designed for multiple operators. Single operator system is fragile*
    - *A MaaS system would need to have both public and private operators*
    - *Vendor lock-in can be an issue for closed-loop systems. Certain vendors...have too much power*

What We Heard From You

Interviews Since August (continued)

- Governance

  - *Revenue collection and distribution among all operators need to comply with regulations or agreements that have been agreed upon*

- Institution

  - *SCAG has the ability to convene agencies*

- Finance

  - *Congestion pricing revenue should be explored further, and some of those revenues could be allocated to uses other than mobility*
  - *Need dedicated funding source*
  - *Need to develop better value-capture mechanisms instead of relying on Venture Capital money for technologies.*
  - *Smaller agencies need additional resources and funding for implementation*

- Equity & Engagement

  - *Direct community engagement is the most effective*
  - *Need to define the bottom line for a digital solution*
  - *Need more use cases for vulnerable populations*
  - *Need more programs on the demand side*

Existing Conditions Updates

- **Infrastructure:** Infrastructure for integrated payment system and multimodal travels has been developing in the SCAG region.

- **Data and Technology:** Data standards for transit service and micromobility services have been developed and promoted through Cal-ITP and local authorities such as City of LA.

- **Management & Operations:** Transit operators have started to coordinated at regional level. More efforts have been put into modernizing payment system and making the system equitable for underbanked/unbanked community members.

- **Governance & Finance:** Regulations and funding sources exist for MaaS implementation.
  - Existing regulations
  - Existing funding sources that are applicable for MaaS

- **Equity & Engagement:** Some measures to enable an equitable MaaS implementation are in place through traditional transportation solutions, some new approaches are being tested, and the equity concerns are well-expressed in the SCAG region. Outreach efforts to engage disadvantaged communities have started.

Challenges and Opportunities

Question 1 – Equity & Engagement

What would you consider to be the top equity challenge for a MaaS system?

   a. Barriers to access in the banking system
   b. Access to, and knowledge of, mobile technology
   c. Quality of public transit
   d. Cost of transportation
   e. Lack of transportation infrastructure in disadvantaged communities
   f. All of the above
   g. Other (type in the chat)

Question 2 – Data & Technology

What would you consider the top challenge to data sharing and cooperation between public and private service providers?

   a. Lack of Federal and State policies regarding privacy and data sharing
   b. Lack of a roadmap of technology products to guide the procurement for the public sector
   c. Public and Private sector's differences on their view and approach to collection and storing data
   d. All of the above
   e. Other (type in the chat)

Challenges

- **Infrastructure**
  - The level of physical infrastructure development varies widely across the SCAG region which makes it difficult to provide meaningful mobility alternatives

- **Data & Technology**
  - Data sharing between private mobility providers and public agencies is yet to be mandated and regulated to encourage information sharing, optimizing decision making, and protecting user privacy at the same time.
  - Lack a roadmap of technology products to guide procurement for the public sector

- **Institution**
  - No champion to lead the effort leveraging the buying power of the public agencies as a group to break vendor market dominance

- **Finance**
  - Funding transparency needs to be improved

- **Management and Operations:**
  - Difficulties to transition to an open-loop payment system

- **Governance:**
  - Issues with regional fare policy integration including transfer polices and others

- **Equity and Public Engagement**
  - Social, financial, and physical barriers for disadvantaged communities to access MaaS or other advanced technologies in the transit system

Poll #2 – Opportunities

Question 1

MaaS pilot projects in the SCAG region are worth considering.
  a. True
  b. False

Question 2

MaaS has the potential to synchronize the level of service across the SCAG region.
  a. True
  b. False

Question 3

MaaS technology is an important tool for achieving equity in the SCAG region
  a. True
  b. False

Opportunities

- **Infrastructure**
  - Region-wide study and implementation of mobility hubs can lead to more mobility hubs and standardize mobility hub implementations.

- **Data & Technology**
  - Cal-ITP presents opportunities to promote GTFS and GTFS-RT to more transit agencies
  - On-going legal battles between public agencies and private service providers present the opportunity to develop regulations related to data sharing agreement with private mobility providers, revenue distribution and priorities
  - Cal-ITP also identified the issue of not having an inventory of technology products which presents the opportunity of creating one to help unite transit agencies' buying power and sync the infrastructure .
  - Existing P3 tools and resources present the opportunity to develop support toolbox for public and private transportation providers for better partnership and interoperability.

- **Management and Operations:**
  - Cal-ITP's demonstrations present opportunities to promote open-loop payment solutions through small agencies.

- **Institution**
  - Creation of this advisory group presents the opportunity to establish a dedicated MaaS entity for the SCAG region

- **Finance**
  - The funding mechanism of City of Pittsburgh and some European cities present the opportunity to pursue public, private, and institutional funding.

- **Governance:**
  - Some practices of having county-wide mobile payment platform (Umo in Ventura County) encourage regional fare policy integration.

- **Equity and Public Engagement**
  - Currently marketing strategy limitations and direct community feedback present the opportunity to create new marketing strategies.
  - Cal-ITP's demo with MST presents the opportunity to remove payment barrier for unbanked/underbanked population.

Goals and Objectives

Sample Goals for Discussion in Breakout Groups

- Establish a set of key performance indicators (KPIs) to compare against baseline data
    - Mode shift (Percentage of SOV that shifted to other modes)
    - Reduce GHG emissions (Annual total GHG reduction)
- Pursue policies and strategies (e.g., transportation and land use) that facilitate the widespread implementation and adoption of more sustainable transportation modes
- Generate more revenue and/or funding sources to enhance transit
- Remove payment barriers for unbanked/underbanked population
- Facilitate greater regional collaboration and cooperation
- Identify pilot projects/locations that are inclusive to disadvantaged communities with community-based outreach programs

Discussion Groups

You will now be automatically assigned to a breakout group.

Topics to discuss in your groups:

1. Select a person from your group to report-out
2. Identified Challenges and Opportunities
3. Feedback on Goals and Objectives

DISCUSSION GROUPS

Group 1

David DeRosa

Roderick Diaz (SCRRA)
Mark Baza (ICTC)
Mark Vallianatos (LA Metro)
Lorelle Moe-Luna (RCTC)
Steve Finnegan (LA Chamber/AAA)
Gillian Gillett (Cal-ITP)
Marven Norman (CCAEJ)
Juan Matute (UCLA)

Group 2

Victor Xie

Robin O'Hara (LA Metro)
Beatris Megerdichian (RCTC)
Kurt Brotcke (OCTA)
Seleta Reynolds (LADOT)
Jessica Meaney (IIP)
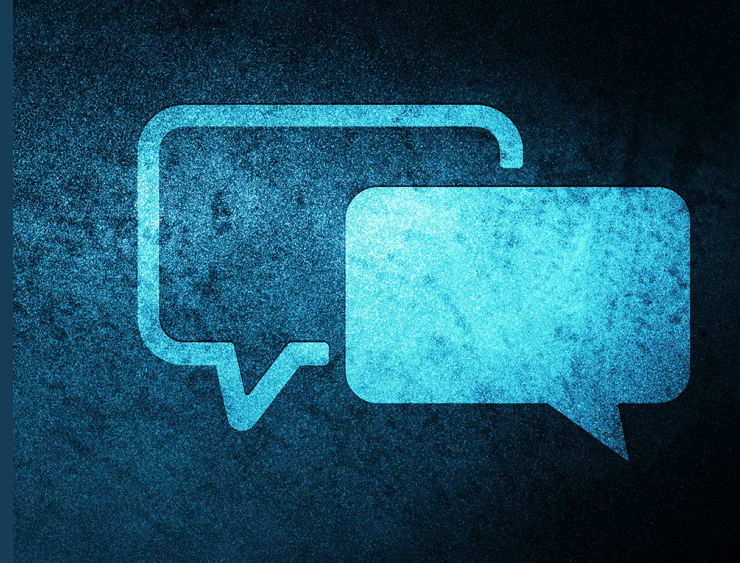Meg Arnold (LACI)
Martin Erickson (VCTC)

Group 3

Susan DeSantis

Stephanie Wiggins (LA Metro)
Anne Mayer (RCTC)
Nancy Strickert (SBCTA)
Benjie de la Pena (SUMC)
Sam Morrissey (UML)
Arnold Hacket (SCRRA)

Discussion groups to present feedback on:
(*3 minutes per breakout group*)

1. Challenges and Opportunities
2. Goals and Objectives

Wrap up and Next Steps

Upcoming Meetings

- Meeting 3 – December 2021

  - Key Strategies

- Meeting 4 – January 2022

  - Implementation Guide

Thank You