# STEPS to MOD & MPI

## TriMet IMI Demonstration Program Project
### Mobility on Demand and Mobility Payment Integration

**S**afe
**T**otal
**E**quitable
**P**ersonalized
**S**eamless payment and complete trips for all

**TRI◉MET**

# TRIMET

## Leading Innovation in Mobility & Technology since 1969

**1969**  First TriMet buses begin service

**1986**  MAX light rail service launches

**2004**  TransitTracker™ - one of the first real-time arrival information systems in the nation launched

**2005**  TriMet and Google develop GTFS (General Transit Feed Specification) making TriMet the first transit system on Google Transit

**2009**  Developed OpenTripPlanner, the first multimodal, open source trip planner with transit, biking, and walking options

**2013**  Introduction of Mobile Ticketing App

**2017**  TriMet introduces Hop Fastpass™, the next generation of electronic fare systems

**2018**  TriMet pioneers virtual card for Hop Fastpass™

**2019**  Successful completion of FTA MOD Sandbox Grant delivering a complete open trip planning platform

TriMet updates its Vision, Mission, and Values (VMV) expanding its role as a Mobility Manager in the region.

# TRIMET

## Vision, Mission, Values

TriMet updated its Vision, Mission, and Values (VMV) incorporating it in the agency's FY2020-2024 Business Plan. The vision calls for TriMet to be the leader in providing transit and connecting people to their many mobility options.

### VISION

TriMet will be the leader in delivering safe, convenient, sustainable, and integrated mobility options necessary for our region to be recognized as one of the world's most livable places

### MISSION

Connect people with valued mobility options that are safe, convenient, reliable, accessible, and welcoming for all

### VALUES

Safety · Inclusivity · Equity · Community · Teamwork

Walking
Park & Ride
Biking
Portland Streetcar
Portland Aerial Tram
Bikeshare (BIKETOWN)
Ridesource (Uber, Lyft)
Carshare (car2go)

# The Future of MOD

**All travelers should be empowered** to discover, plan, book and pay for the ever-increasing mobility options and achieve a seamless, frictionless, and low-stress trip experience.

Mobility on Demand (MOD) necessitates innovative technological solutions; strong public-private partnerships; incentives to shift travel behavior; data and performance metrics; and the expansion of operations to support the management of a more holistic mobility ecosystem.

Building on TriMet's existing MOD platform, this proposal addresses key challenges to moving forward in these areas towards a complete trip for all.

# TRIMET

## IMI Project
## STEPS TO MOD & MPI

Advancing the future of mobility by leveraging innovative, transferable, and technology agnostic solutions for extended payment; an improved travel experience for all customers; and data frameworks for assessing impacts, improvements, and efficiencies in transportation.

## MOBILITY DATA

Enabling increased understanding of traveler and community impact.

Providing innovative approaches to data sharing & collection methods.

## CUSTOMER EXPERIENCE

Enhancing traveler linkages, enabling travelers access to existing resources, and fostering personal mobility.

## INNOVATIVE PAYMENT

Making the multimodal trip payment experience more seamless for travelers and improving access for the unbanked and underbanked.

## Building on the Existing
## TriMet MOD Platform

Hop Fastpass™ Open Architecture; Open Source and Open Data Multimodal Trip Planning Platform; Agency, Smart City, Regional & Statewide Mobility Initiatives.

# Task 1 – Innovative Payment

**FOCUS**     Innovating means of making the multimodal trip payment experience more seamless for travelers.

**AREAS**
1. Business Case for Integrated Payment
2. Expanding Open Payments
   a. Explore and demonstrate adding concession fare to open payment systems
   b. Explore and demonstrate extending open payment to offer monthly capping
3. Expanding/Extending Hop™ Functionality
   a. Explore and demonstrate expanding Hop™ virtual card support to personalized Honored Citizen/Low Income fare instruments
   b. Explore and demonstrate expanding Hop™ virtual card support to Institutional Hop™ cards
4. Improving access for the unbanked and underbanked
   a. Explore open-loop payment solutions that can serve as an additional means for the un-/underbanked to better access mobility services.
   b. Explore and demonstrate expanding the ability to load cash funds to virtual card accounts through the retail network

# Task 2 – Customer Experience

**FOCUS**    Initiatives that can be embedded into or used to further expand TriMet's Mobility on Demand platform to reduce travel stress and encourage customer behavior change towards more sustainable, multimodal trip options.

**AREAS**

1. Explore enhanced customer communication around fare capping as a traveler incentives and rewards program
2. Reducing Travel Stress by Incorporating Real-Time Incident and Congestion Information
3. Partnering to Scale the City of Portland's Transportation Wallet Program
4. System Integration

# Task 3 – Mobility Data

**FOCUS**    Development of a framework that allows agencies to meaningfully assess how mobility quality/effectiveness improves with the implementation of new innovations, going beyond basic ridership and productivity measurements to take into account other related impacts.

**AREAS**
1. Define Framework for Assessing Improvements in Transit Quality
2. Mobility Analysis Benchmarks
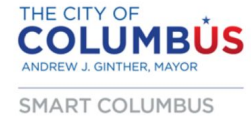3. Demonstrate Framework for Assessing Improvements in Transit Quality

## KEY PROJECT PARTNERS

IBI GROUP

FEHR & PEERS

init

VISA

Clevor Consulting Group

readyCREDIT

moovel

Uber

PBOT
PORTLAND BUREAU OF TRANSPORTATION

NELSON NYGAARD
Mobility | Accessibility | Sustainability

PLUSQA

## PROJECT PARTNERS

Portland State UNIVERSITY

CONTRA COSTA transportation authority

Metro

Oregon Department of Transportation

THE CITY OF COLUMBUS
ANDREW J. GINTHER, MAYOR
SMART COLUMBUS

Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

VERMONT
AGENCY OF TRANSPORTATION

RTD

CAMBRIDGE SYSTEMATICS

## PROJECT BUDGET

|  | IMI Grant Federal Amount | Local Cost Share Amount | Total Project Cost |
|---|---|---|---|
| Total Cost | $ 1,812,282 | $ 890,615 | $ 2,702,897 |
| TriMet Cost Share |  | 23% |  |
| Partner Cost Share |  | 10% |  |

TRI●MET
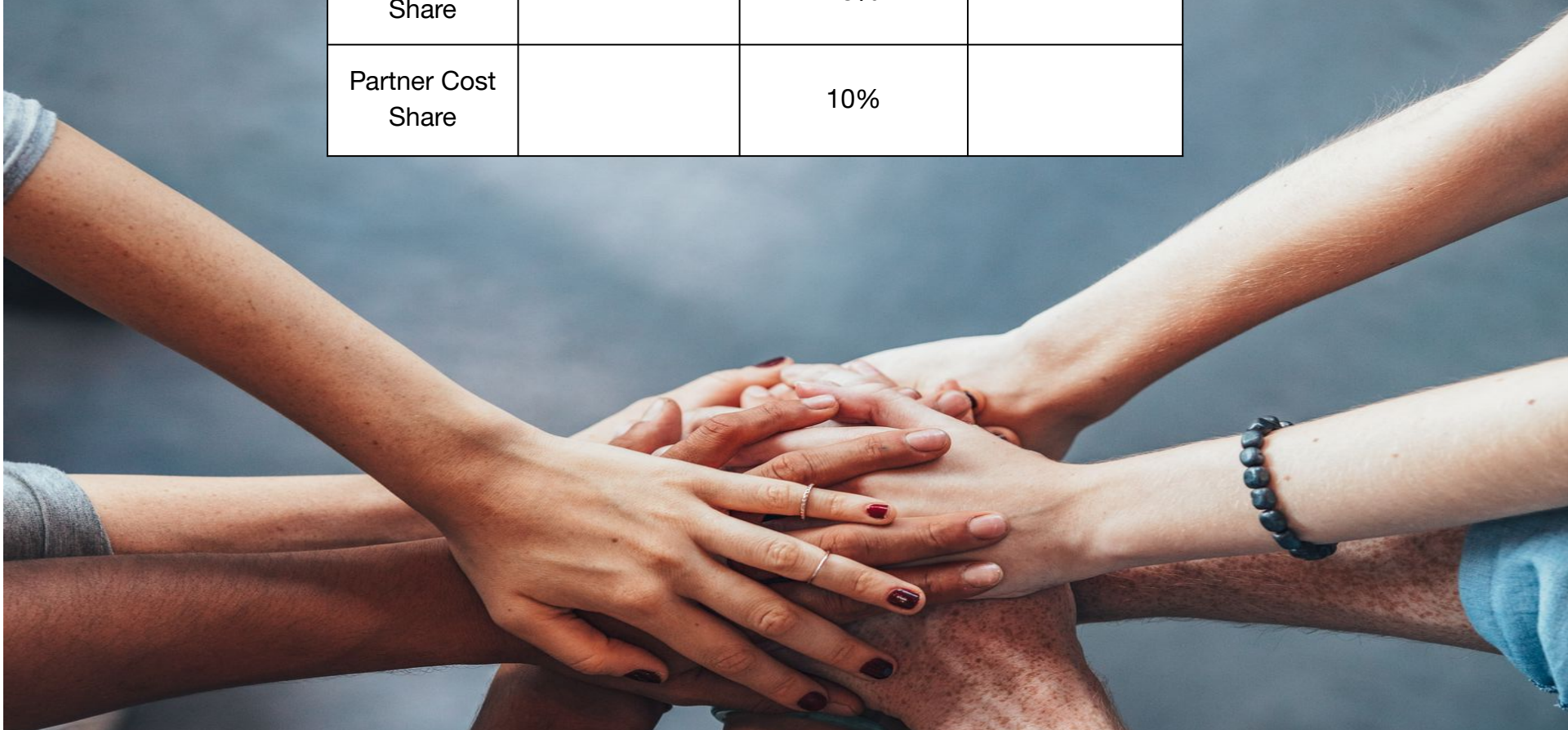
**STEPS to MOD & MPI**
opening the door for
Safe, Total, Equitable, Personalized, Seamless
payment and complete trips for all