

# Bay Area Partnership Board

July 19, 2019

Agenda Item 5

## Seamless Mobility: Partnership Food for Thought?

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**Subject:**

The Seamless Mobility effort seeks to better integrate existing and new mobility options to create an interconnected, multimodal transportation system to reduce vehicle miles traveled, increase transit ridership and achieve Plan Bay Area goals. As we kickstart discussions on a revitalized Partnership Board, Seamless Mobility suggests an opportunity for Partnership Board collaboration and problem solving, as the policies & roles and responsibilities need to be developed together –ideally on a regional stage- if the effort is to be successful.

**Background:**

In the Bay Area, a number of mobility programs are aimed at reducing vehicle miles traveled and increasing transit use. However, vehicle travel is still rising, and the projections in Plan Bay Area 2040 do not show significant vehicle miles of travel reduction by 2040. The Bay Area’s infrastructure, now and in the future, does not have the capacity to support a further increase in the number of vehicles, even with connected and autonomous technology. Increased coordination on mobility policy and programs could help to achieve a seamless transportation system that relies on a transit backbone and leverages technology while supporting local and regional goals to:

- Provide Bay Area residents and visitors a consistent experience (e.g. buying tickets) when crossing jurisdictional boundaries
- Address rapid changes in new mobility options, providers, services and data tools
- Create policy to mitigate risks to public transit, equity, climate and congestion management
- Respond to stakeholders (local agencies, CBOs, advocates) calling for leadership in shared mobility

Increased coordination was also discussed during the Mobility as a Service (MaaS) Update provided to the Partnership Board on September 21, 2018. In particular, the discussion raised the need for transportation to be redefined as mobility and seamless journeys, breaking from the practice of focusing on individual modes (e.g., transit, walking, biking), and of separating them by public or private providers. Further, innovative work led by BART and the Contra Costa Transportation Authority (CCTA) was showcased to demonstrate that collaboration and partnership will be important as we enter the new mobility space.

To address the opportunities and challenges, and continue the conversation initiated by the MaaS Update, MTC staff retained Timothy Papandreou of Emerging Transport Advisors to kickstart some internal thinking about what it would take to develop a seamless mobility framework, as many

regions have done. Staff developed a preliminary definition of seamless mobility as:

*Improving the traveler experience through an interconnected, multimodal transportation system to reduce vehicle miles traveled, increase transit ridership and achieve Plan Bay Area goals.*

Following the definition, staff developed a draft set of values to start building a framework for this effort:

1. Think Regionally, Act Locally
2. Provide Great Travel Choices
3. Put the Customer First
4. Be Equitable and Inclusive
5. Be Sustainable

In line with the framework, staff found that a regional MaaS strategy is one component of a seamless mobility system. The other components needed to create a comprehensive and coordinated system include:

- Seamless Technology Platforms (includes MaaS)
- Expand the Reach of Public Transit
- Unified Travel Demand Management Strategy
- Regional New Mobility Guidance and Data Standards

These components were also identified based on preliminary feedback from local agencies. More outreach to local agency staff (cities, CTAs, transit operators), community-based organizations, advocates, researchers and the private sector to get input on the definition, values, goals and focus areas for a Regional Seamless Mobility framework would be a critical next step.

With this framework being in the preliminary stages, questions of the Partnership Board are:

- Would the Partnership Board like to take a leadership role in this process going forward?
- What would success look like?
- From which individuals or organizations should we solicit input for a regional seamless mobility strategy?
- Are there near-term investments that should be considered?

**Issues:** None

**Recommendation:** Discussion item.

**Attachments:** Attachment A: Why Regionally Collaborate in Support of Mobility?



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# Why Regionally Collaborate in Support of Mobility?

