

TriMet Board of Directors Strategy Session

April 10, 2019



Mobility Solutions

Rhyan Schaub, Director, Fare Revenue & Administrative Services
Bibiana McHugh, Manager, Mobility & Location-Based Services

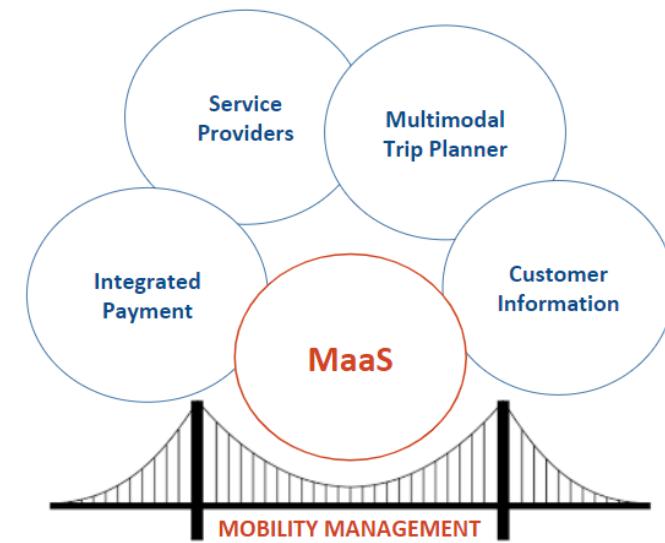
Mobility Solutions

“Putting Customers First”

Door to door convenient
transportation

Plan-Book-Pay Application

Moves beyond traditional transit
operations to a more holistic,
comprehensive approach to a
larger transportation ecosystem.



...Taking Complex Service Alternatives and Simplifying for the Customer

Mobility Solutions Objectives



- Reduce customer planning and travel options “frictions” and anxiety
- Reduce congestion
- Improve customer experience
- Improve overall transportation network
- Cater to all travelers (age, disadvantaged, low-income)
- Work in driver-controlled & autonomous environment
- Deliver and simplify customer experiences across all key regional modes (KISS)

OpenTripPlanner



Official OTP Deployment Unofficial OTP Deployment OTP Prototype, Technical Previews, Demos

New York State Department of Transportation
Albany, NY

Arlington County Commuter Services
Arlington, VA

TriMet
Portland, OR

Helsinki Regional Transport Authority
Helsinki, Finland

Municipal Transport Company of Valencia S.A.U
Valencia, Spain

SMTC, Grenoble Alpes métropole, r'Etat Français
Grenoble, France

Service des Transports en Commun de l'Agglomération Rennaise (STAR)
Rennes, France

Urban Transport Authority of Poznań (ZTM Poznań)
Poznań, Poland

ZTM Lublin
Lublin, Poland

Adelaide Metro
Adelaide, Australia

ViaggiaTrento and ViaggiaRovereto
Trento Province, Italy

Smart Campus Project
TrentoRise, UNITN, and FBK, Italy

Ruter
Oslo, Norway

USF Maps
Tampa, FL

R'gional Transportation District
Denver, CO

Chemists, Salem-Keizer Transit
Salem, OR

SMRT
Singapore

SoundTransit
Seattle, WA

Vermont Agency of Transportation (V-Trans)
Montpelier, VT

Singapore Nextride
Singapore

BJCTA
Birmingham, Alabama

Netherlands (Nationwide)
The Netherlands

A Coruña, Spain
A Coruña, Spain

Albens, Greece
Albens, Greece

Budapest, Hungary

Canberra, Australia

London, UK

Marseille Métropole

Portugal

South Africa

Tampa, Florida

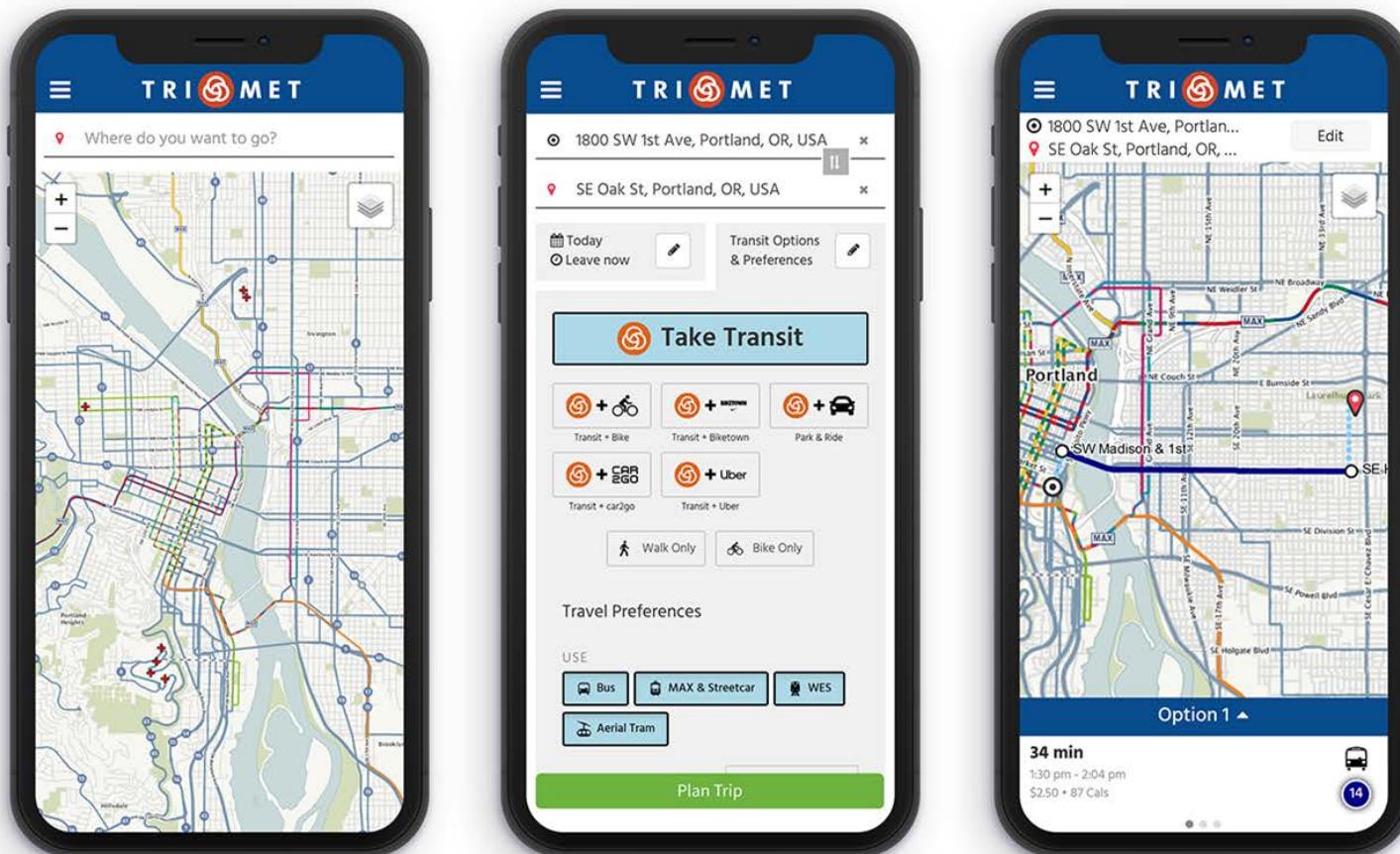
Central Ohio Transit Authority (COTA)
Columbus, OH

Estonia

Sweden

Beta Planner Launch

March 12, 2019

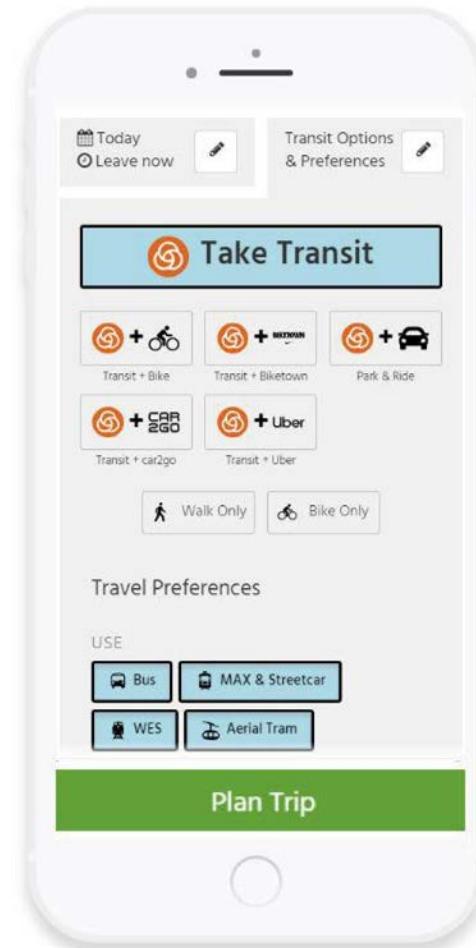




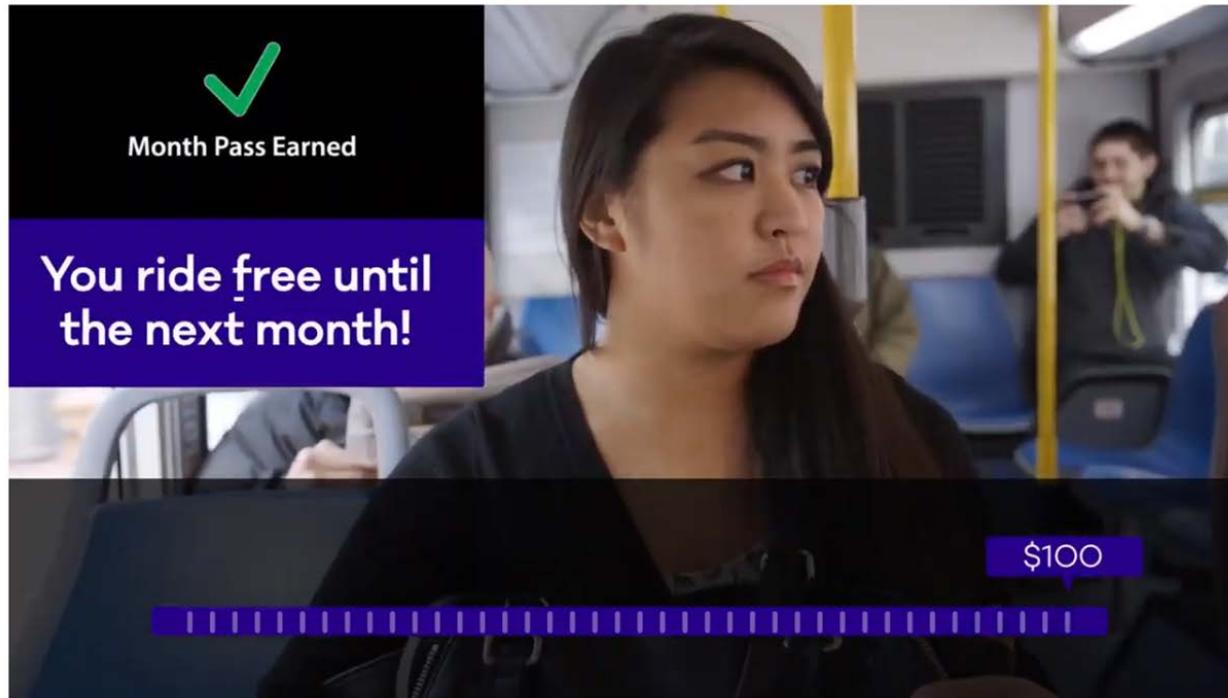
Multimodal Trip Planning

Key component to
PLAN-BOOK-PAY

Addresses first & last mile

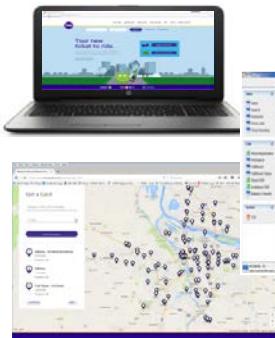
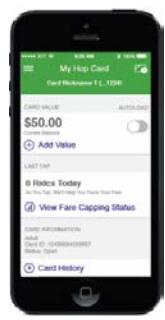


Fare Policy



Account-Based

Sales



Support



Payment



Inspection



Retail Network



Map | Satellite

Get a Card

Enter Address or Zip Code _____

5 miles

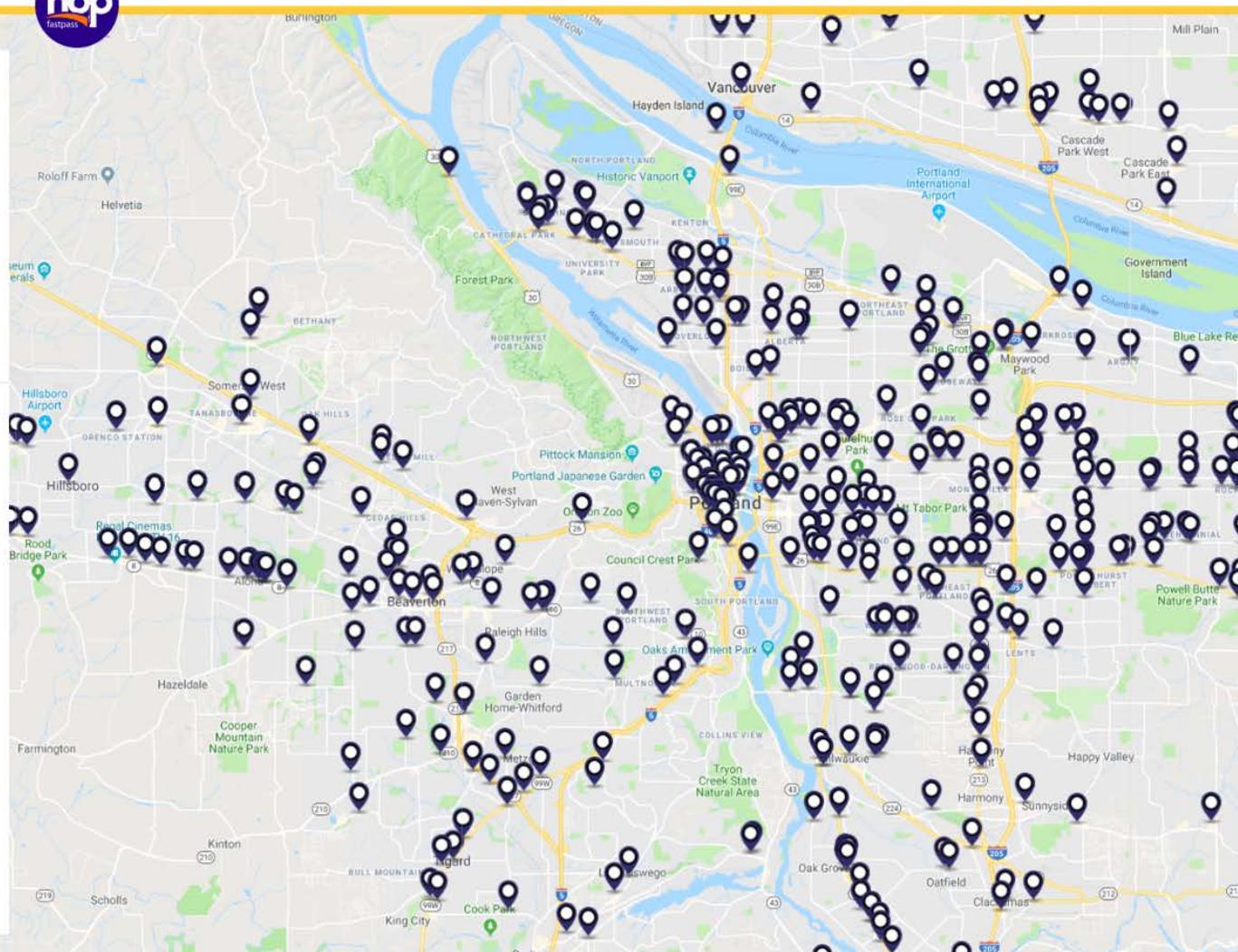
Find Retailers Nearby

1 TriMet Ticket Office
0.02 miles
Pioneer Courthouse Square
Portland, OR
Mon-Fri 8:30am-5:30pm

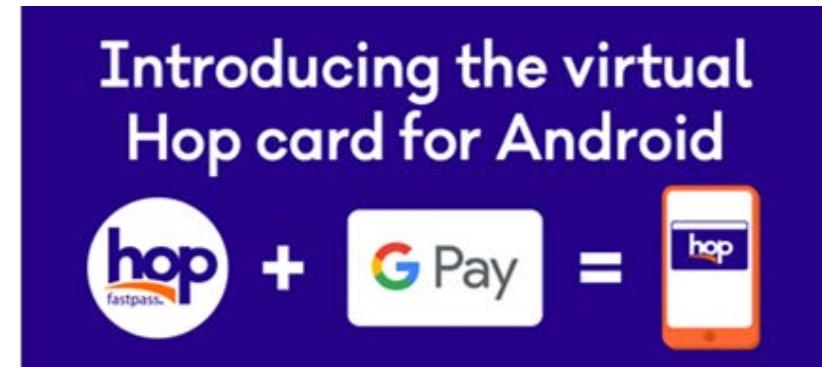
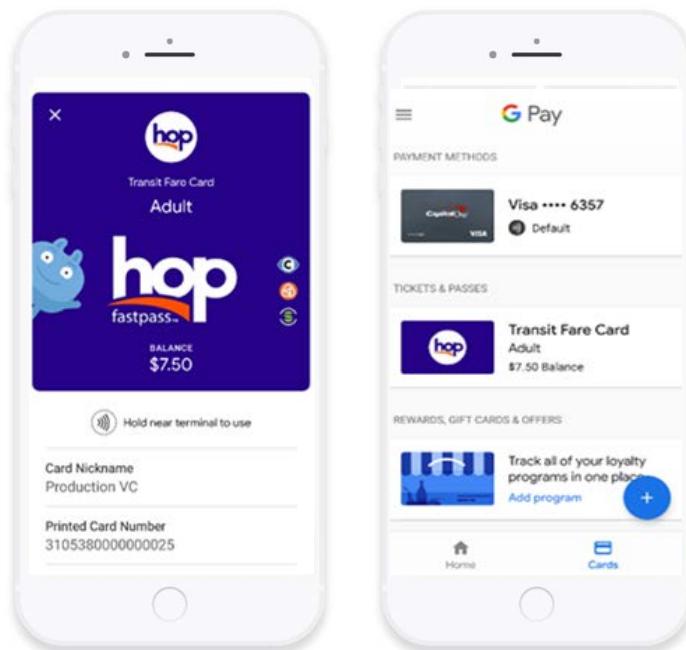
2 Picomart
0.12 miles
Portland, OR
503-222-2254
Mon-Fri 7:00am-7:00pm; Sat 9:00am-6:00pm

3 7-Eleven (reload, cash only)
0.20 miles
Portland, OR
503-332-2202
Daily 24 hours

[Previous](#) [Next](#)



Virtual Card



Disruption

private mobility service providers

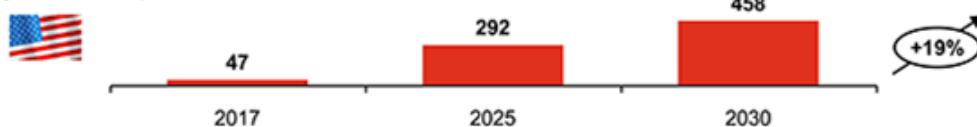


State of the Industry

“Battle for the Customer”

The value of shared mobility (“MaaS”) will reach ~US\$1,500 billion in the U.S./E.U./China in 2030, growing at combined 24% p.a. from 2017 to 2030

Estimated MaaS market size development, U.S.
(in US\$ billions)



Estimated MaaS market size development, E.U.
(in US\$ billions)



Estimated MaaS market size development, China
(in US\$ billions)



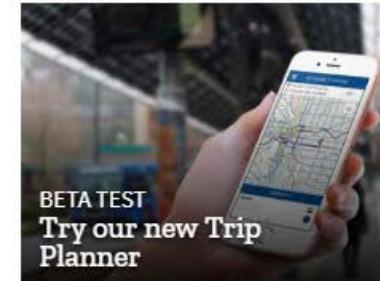
Source: Expert interviews; PwC Autofacts; Strategy& analysis
The 2017 PwC's Strategy& Digital Auto Report

Comments

- Global vehicle-based passenger travel as key underlying driver
- Total (shared/traditional) price per distance traveled derivation based on historical household spending
- Price for shared mobility significantly decreasing due to
 - reduced vehicle-related costs (efficiency, maintenance)
 - autonomous driving
 - intensification of sharing/pooling

What is TriMet Doing to Support a Changed Vision and Changing Services?

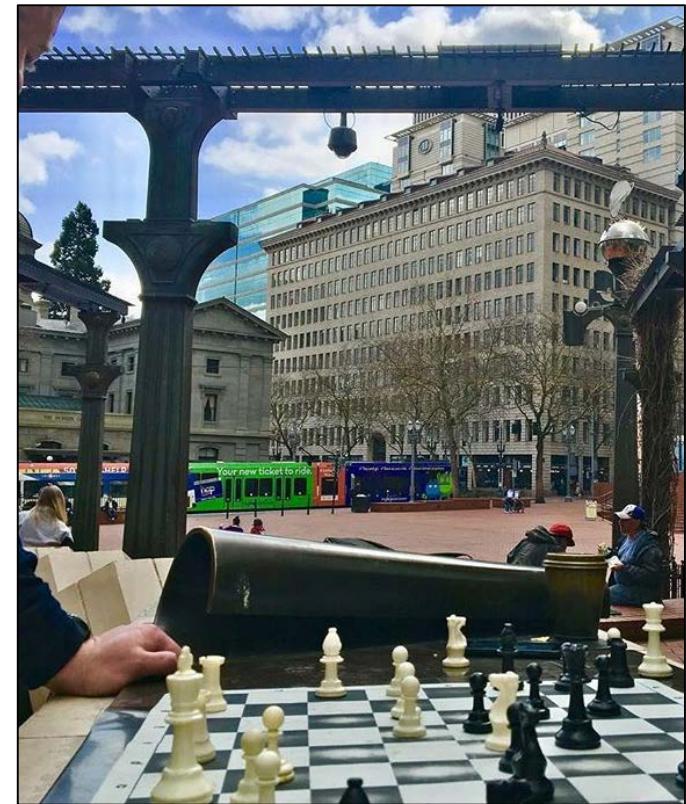
- Hop
- Multimodal Trip Planner
- Loyalty Program Business Case
- Siemens Pilot (ROOT)
- Smart Cities Strategy/Action Plan
- RFP for Consultant for Mobility Solutions Strategy



What Else Can TriMet Do?

Recommendations to Consider:

- Focus on faster, cheaper, equitable, safer and more reliable service
- Monitor market
- Position as regional mobility manager
- Strategy, direction, influence
- Be agile, adaptive, flexible
- Proactive with policy and data management



Discussion

