RideKC Advisory Committee
Innovation in Transit

June 11, 2018

New Technology & Innovative Service Models

Technology is Speeding up Faster and Faster
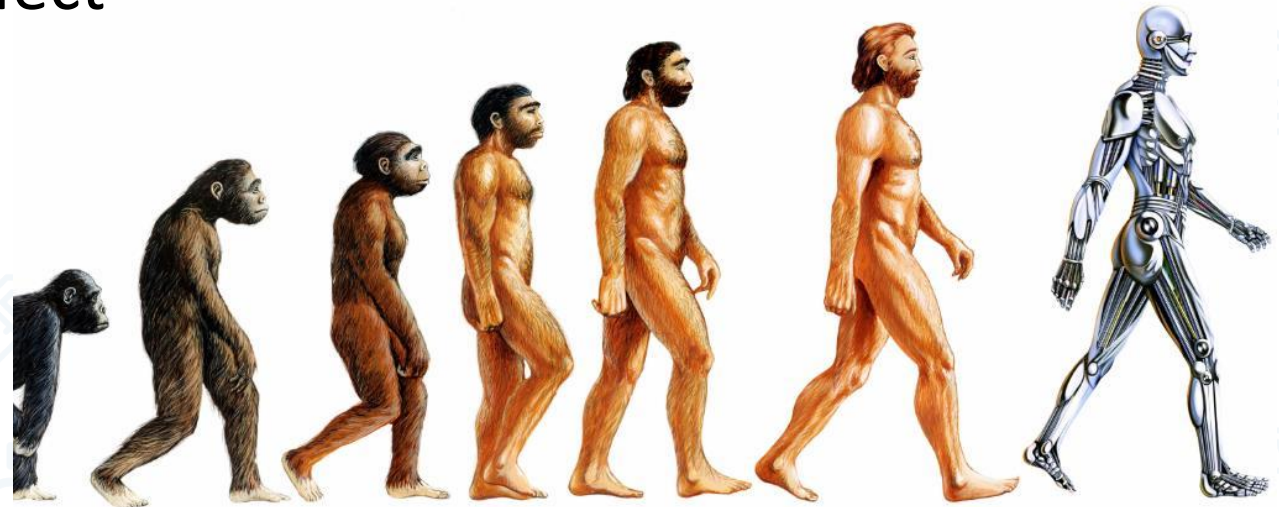- Resulting in new and innovative services every day

The Big Prize on the Horizon
- Autonomous vehicles
- Artificial intelligence

Forecasting and Predictions are Imperfect
- Heaven vs Hell
- Costs
- What technology will win out

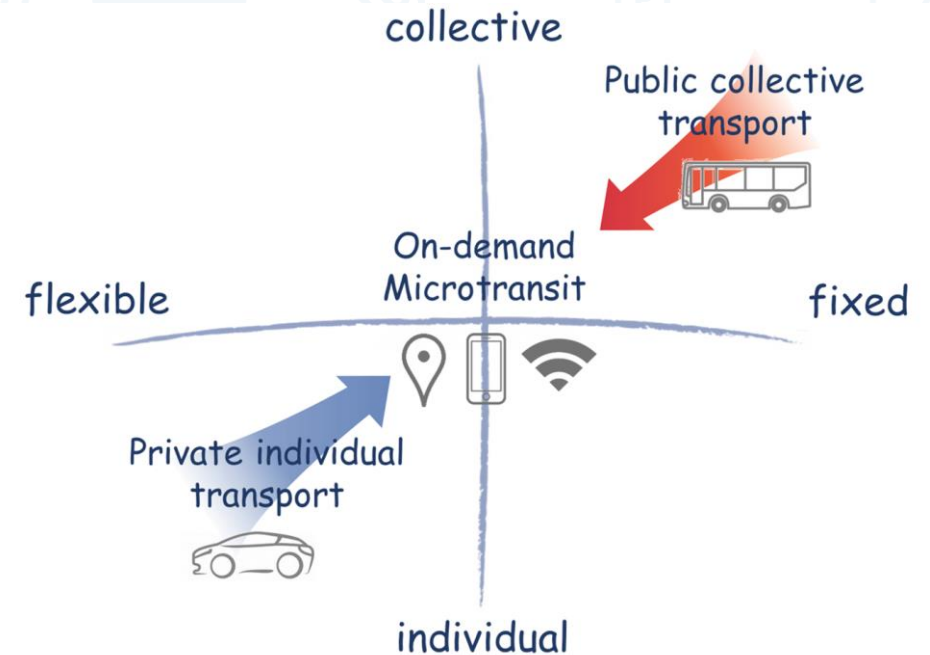The future is P.A.C.E.

May include:

- Transportation network companies (TNCs)
- Taxi companies
- Microtransit
- Electric Buses and Fleet

Pros:

- Relatively low cost, quick to market, flexibility

Cons:

- Non-dedicated fleet challenges, less control of service & marketing, labor union challenges

collective

Public collective transport

On-demand Microtransit

flexible   fixed

Private individual transport

individual

Mobility as a Service (MaaS)

Subscription-based approach to mobility

- Links various modes and services to needs of each customer

May or may not be app-based

Ties mobility to other services in a community

Pros:

- Low cost to transit agency, a contracted customer to buy fares to various modes, increased customer control of their mobility

Cons:

- Must get creative with revenue, altered marketing strategy, directing customers to one service over another may be challenging

Data Management Tools

Variety of forecasting, modeling and analytic tools

Using technology to better organize, access and analyze data

- Better prediction of travel patterns and mode choice
- Streamlined approach to using data appropriately
- Increasing the fidelity of data

Pros:

- Better use of budget, better understanding of where to put what services, direct control of data

Cons:

- Expensive, learning curve, need to explain what it is

Autonomous Vehicles

Simply, vehicles that control some degree of vehicle functionality
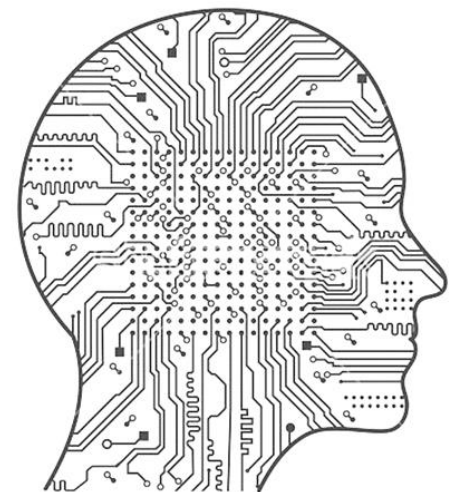
Highest level: cars drive themselves!

No one is really sure of what will happen

Pros:

- Safer than humans, long-lasting lifespan, tech is advancing quickly, lots of investment

Cons:

- Needs good A.I. to think like a human, low capacity, high capacity are still years off, expensive, not all-weather

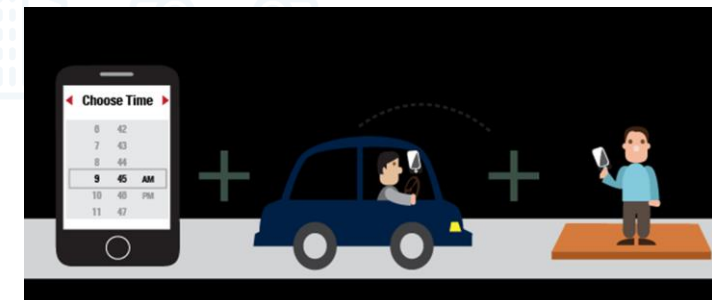# Pathway to New Mobility

Bridj as a Success
- Changing the Mindset

From Bus company to Mobility Company

FTA "MOD Sandbox" Opportunity

Data Analysis of Customer-base
- What issue are we trying to address?

Why Innovate?

Align the Right Services with the Right Places and Times
- Match service type to land uses and time of day

Reduce Costs
- Reduce operating costs
- Reduce customer fares
- Offer more direct, efficient service

Offer More Mobility Options to Customers
- Allow customers to manage their own mobility
- Select the right service for each trip taken

Moving Forward

Developed an Innovations Committee and Process
- Analyze and evaluate potential innovative concepts and projects
- Oversight of all innovation within the agency
- Check projects against a triple-bottom line
  - Improved customer satisfaction, efficiencies and cost savings

Building Private-public Partnerships
- Our funding capacity is limited
- Looking to venture capital, sponsorships, etc.

Developed Innovation Funding
- IDIQ Opportunity for Innovative Projects
- Encouraging involvement from academia
- Eventually a physical space for public and private to work together
- Hack-a-thons and ideation to develop and test innovative concepts

Current Projects

- Sidewalk Labs – Replica Tool
  - A modeling and forecasting tool based off of Google data
- Olsson Associates/Level 5 – User Experience Tool
  - Building Persona & Journey Maps
- Mobile Ticketing
  - Currently under Pilot, Working on a MaaS RFP
- Integrated Pass Developments
  - Working on Efforts with BikeWalkKC and Truman Medical Center
- Prospect MAX Efforts
  - Interactive Kiosks, Transit Signal Priorities, Mobility Hubs, Accessible Wayfinding

In Conclusion

"The time for asking customers to adjust their lives to the transit system is over. Transit systems must adjust themselves to the lives of customers."

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