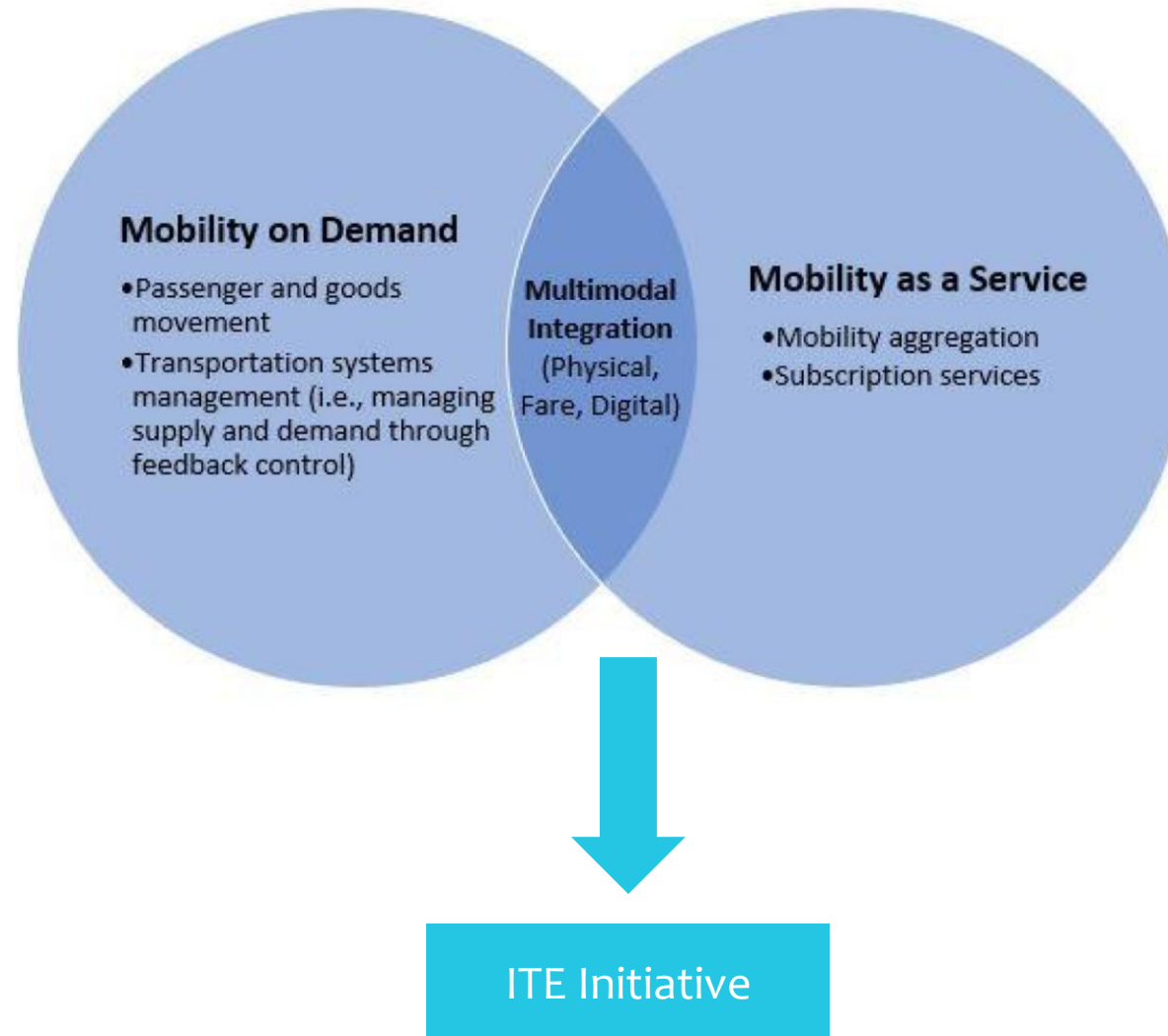


The ITE Mobility-as-a-Service Initiative

- One of the five major initiatives by the ITE International Board of Direction as designated in November 2019
 - Vision Zero
 - Smart Communities
 - Connected Automated Vehicles
 - Transportation and Health
 - **Mobility-as-a-Service/Mobility on Demand (MaaS/MoD)**
- Identified as a top developing trend by ITE Technical Councils in their annual Developing Trends Report
- Appointed Johanna Zmud of the Texas A&M Transportation Institute as chair of a newly created steering committee
 - Selected public, private, and industry professionals for the steering committee
- Tasked the ITE Coordinating Council with conducting a nationwide listening tour at ITE meetings for the steering committee
- Present an action plan at the 2019 ITE Annual Meeting

MaaS vs. MoD



Graphic Credit:
Susan Shaheen, UC Berkeley,
<https://www.move-forward.com/mobility-on-demand-mod-and-mobility-as-a-service-maas-how-are-they-similar-and-different/>

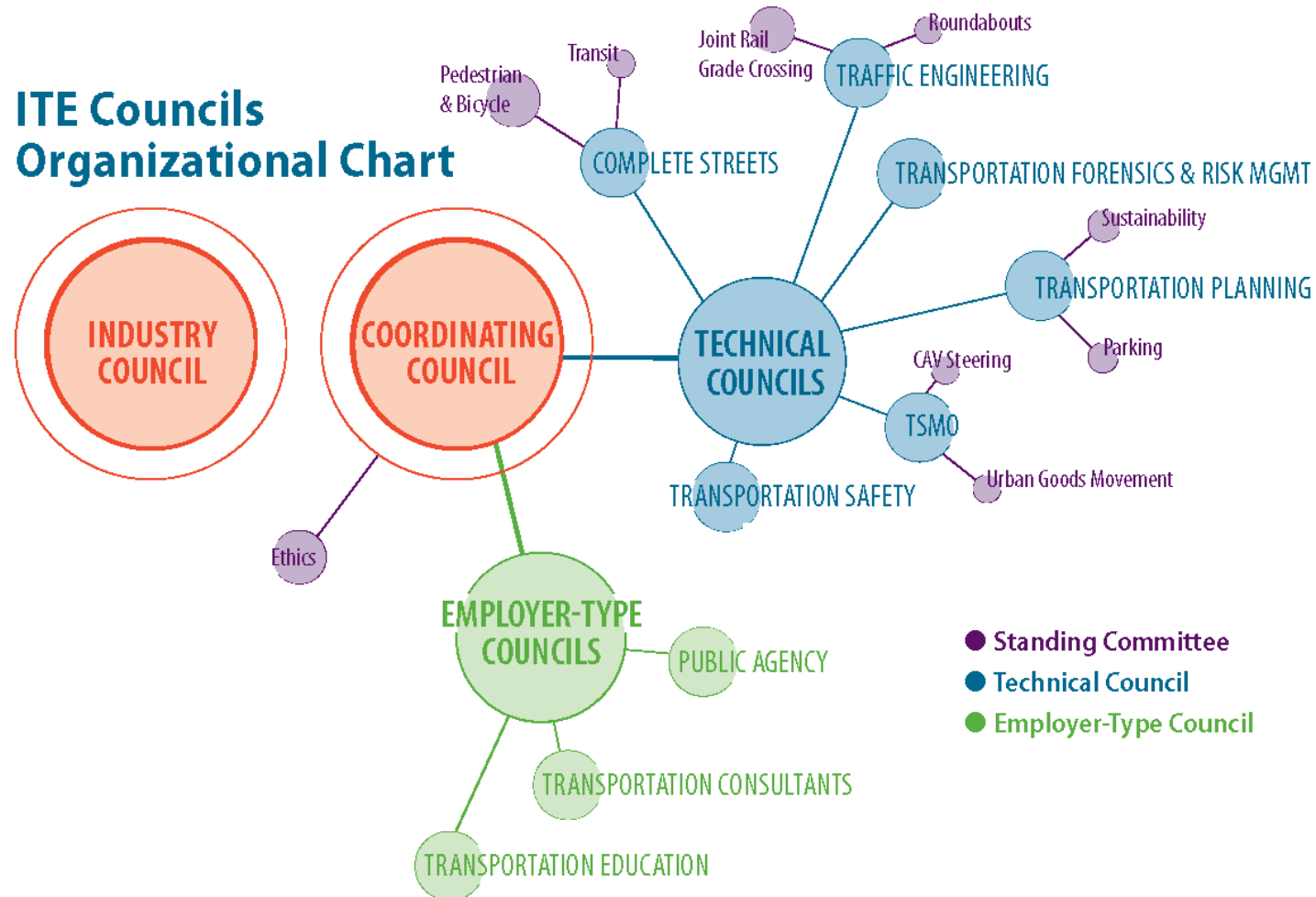
National Preliminary Results

- Reflects composition of 8 separate meetings
- Reflects top 20 technical terms from each meeting
 - Policy guidance
 - Transit impacts
 - Parking considerations
 - Cross jurisdictional cooperation and interoperability
 - Impacts of private sector participation
 - Shift of system demands
 - Ensuring equity



MaaS/MoD Mapped to ITE Councils

ITE Councils Organizational Chart



MaaS cuts across several technical councils:

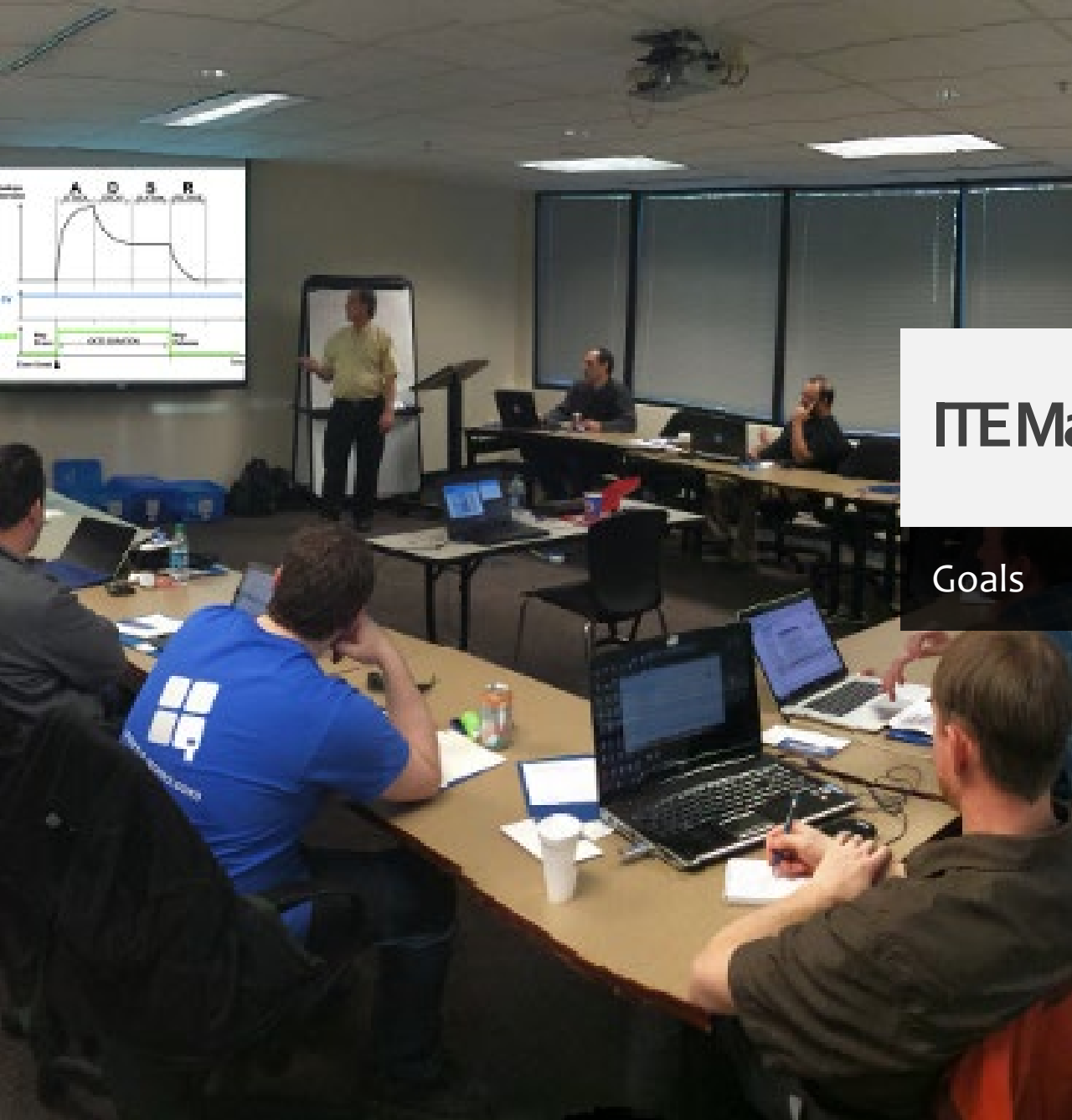
- Complete Streets
 - Transportation Planning
 - Transportation Safety
 - Traffic Engineering
 - TSMO
-
- Currently being integrated into 2020 Council Action Plans



ITE MaaS/MoD Action Plan

Mission

- Deliver the right information and tools about the range of MaaS/MOD possibilities and their impacts on local environments so that ITE members can continue to be active participants in engineering, planning and policy discussions about MaaS/MOD and other new mobility topics.



ITE MaaS/MoD Action Plan

Goals

- **Inform:** Provide information about current MaaS/MOD activities and challenges, as well as future opportunities.
- **Educate:** Facilitate learning and/or acquisition of skills for practitioners to assess, guide, or deliver MaaS and MOD-related products and services.
- **Engage:** Initiate physical gatherings or provide the digital space to enable the widest spectrum of stakeholders to discuss and debate the critical aspects of MaaS/MOD.