

# Accounts for Multimodal Trips

Market Sounding

February 16, 2021



**Issued by**



# Opening Remarks



**Lori Pepper**  
Deputy Secretary,  
Innovative Mobility  
Solutions,  
CalSTA



**Jeanie Ward-Waller**  
Deputy Director,  
Planning & Modal  
Programs,  
Caltrans



**Nicole Dolney**  
Chief, Transportation  
Systems Planning  
Branch,  
CARB

# Agenda

1

Cal-ITP background

2

Mobility in California today

3

Account-based mobility integration

4

Market Sounding goals

5

Solution components

6

Response instructions

**CAL**

**ITP**

# Cal-ITP Background

Cal-ITP is a statewide effort to facilitate easy and accessible travel planning and payment for all

- 2018 [Conference](#) and agency benchmarking
- 2019 [Market Sounding](#) to hear from private sector
- 2020 [Feasibility Study](#) tested hypotheses
- 2020 [Market Soundings](#) on GTFS and Payment Issuance
- 2021 [demonstration projects with MST](#) and other transit providers



# Cal-ITP Objective #1

## Standardized contactless fare collection

- Reduce friction in fare payment
- Promote contactless fare collection
- Promote open loop payments
- Establish a collection of statewide leveraged procurement agreements



# Cal-ITP Objective #2

## Standardized customer-facing, real-time information

- Assist transit providers produce reliable information about available transportation options and their prices in real time
- Developed Caltrans' Minimum GTFS Guidelines to assist transit providers work toward universal GTFS Static and Realtime coverage by the end of 2021



# Cal-ITP Objective #3

## Automated transit discounts

- Provide seamless process for transit riders to verify eligibility for discounts
- Developing solutions for eligibility verification across transit providers





# Mobility in California today

Public and private transportation services give people more options to take linked, multimodal trips than ever before.

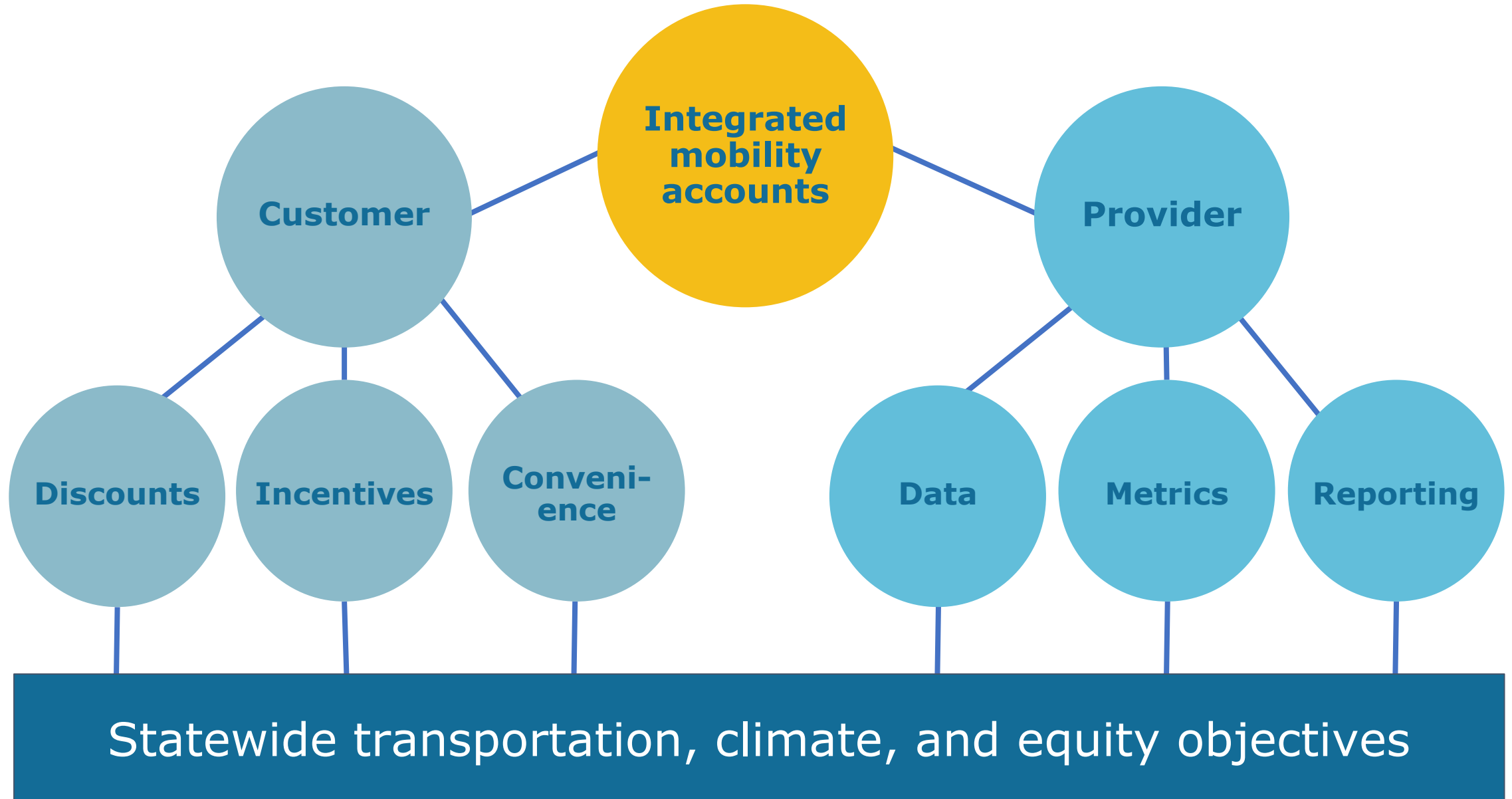


# Diversity of players

- Public transit providers
- Private-sector mobility service providers
- Service information and trip planning companies
- Payment service providers
- Tolling and road charge companies
- Community stakeholders
- Policymakers
- Lobbyists, Influencers and Advocates
- Researchers
- Consultants
- Customers

# Account-based mobility integration

3



# Market Sounding goals

**#1: Understand the capabilities needed to support integrated systems that facilitate, complement, and measure links among public transit and other mobility services**

# Market Sounding goals

**#2: Understand relevant products and services in the marketplace - either current or under development - as well as barriers**

# Market Sounding goals

**#3: Understand network and community considerations to inform development of statewide policies and programs**

# Market Sounding goals

**#4: Understand lessons learned from similar projects, applications and experiences**

# Framework for solutions

Potential realization options for facilitating and measuring linked trips could be developed as:

- 1** A set of data specifications and a reporting system used solely for a determination of linked trips on the back end
- 2** A set of data specifications and a reporting system used for a broader set of transportation planning purposes
- 3** A statewide “mobility account” through which users access multimodal options, including transit



# Key considerations

## Approaches should align with Cal-ITP objectives:

- Leveraging (global) standards
- Improving transportation equity
- Promoting a statewide integrated system
- Demonstrating scalability
- Serving all customer groups and transit providers, large and small

# Key solution components

## Key components to consider for potential solutions:

- Integrated payments
- Trip planning information
- Discounts and incentives (why are these different?)
- Equitable access
- Data privacy
- Data security

# Response instructions

Review the Market Sounding [here](#).

Email response to questions in Appendix A to [calitp@dot.ca.gov](mailto:calitp@dot.ca.gov) by **Friday, March 5, 2021 at 5pm PST.**

| Activity   | Date                     |
|--|--------------------------|
| Market Sounding issued   | February 8, 2021         |
| Written responses due  | March 5, 2021 (5pm PST)  |
| Interviews   | March 5 - March 26, 2021 |
| Publish Results to <a href="https://dot.ca.gov/cal-itp">dot.ca.gov/cal-itp</a> | April 2021               |

# Thank you!

Clarifying questions?

CAL

ITP

