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Acceleration ITS Deployment: Industry and Policy Compatibility
SIS 69
What is ITS?

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What happens when the User is forgotten
Millennials are driving growth of Urban Mobility

- Bike Sharing
- Walking
- Motorized scooters, etc.
- Ride Sharing
- Mass Transit
- Taxis
- Uber/Lyft
- Car Sharing
- Parking
“Wild West” in Mobility

# of Mobility Services

0  4  8  12  16  20


Scoot
vRide
RelayRides
Carma
Lyft
Uber
Getaround
Cycle
Ridescout

LADOT
Metro
BigBlueBus
CAR2GO
carpooling.com
GETAROUND
BikeShare
Anne is late for her next appointment. She knows her car is downstairs in the garage.

Here is what she doesn’t know:

• A bus is about to arrive at a nearby stop,
• There is a Zip Car parked around the corner,
• Price of Lyft versus a taxi,
• Cost of parking at her destination,

What is the fastest way for her to get there?
By 2020 commuters will use single app
Introducing Mobility Marketplace

- City branded service
- Free data exchange
- Commerce platform
Value for Each Side

- Regional mobility analytics
- System optimization
- Public feedback / Co-creation
- Revenue share in future

• Know all my options
• Personalized analytics
• Commuters, tourists, etc.

• Access to customers
• Launching platform
• Level playing field
The building blocks

Static Information

Real time

Predictive

Bookings & Payments
Challenges - Static Information

Public Transport – GTFS
  • not always available
  • many agencies do not support GTFS
  • does not support emerging on demand services

Bike Sharing – GBFS
  • not all providers support

Ride Hailing (Uber, Lyft, Taxi,…)
  • not playing together
  • different APIs and levels of maturity

Car Sharing
  • different APIs and levels of maturity
  • no APIs at all
Challenges – Real-time Information

Public Transport
• not all vehicles are equipped

Bike Sharing
• not always available

Ride Hailing (Uber, Lyft, Taxi,…)
• taxis are technologically behind

Car Sharing
• not always available
Additional Barriers

• Integrated bookings

• Data ownership

• Privacy

• Public Engagement

• Sustainable Business Model
How you can help?

Authorities - take more active role, rather than just follow

Industry - develop sustainable Business Models

TSPs - Making data available and easily accessible

All - create effective standards
Thank you and see you next year....