Mobility as a Service (MaaS)

Concept and Practice
Facts at a Glance

LA County
• 88 cities
• 10 million Angelenos
• Most populous county in the US

Measure M
• $120B over next 40 years
• Regional & multi-modal
Who We Are

OEI is an incubator and implementer of innovative, out-of-the-box, and untried ideas for LA Metro
Defining MaaS

• New taxonomy = different definitions & interpretations
• Centralized mobility management system that can be implemented by either the public or private sectors, and there are different ways to manage it
Current Projects

Metro Strategic Plan

Mobility on Demand

Modernizing fare payment system

MicroTransit Pilot
How do they relate to MaaS?

• Laying the groundwork and taking steps towards better understanding the *how*
• Metro Strategic Plan gives us permission to test
• Gathering data through implementation of MOD & MTP
  • Routing
  • Coordination
  • Payment
• Develop a fleshed out vision that will inform a legislative agenda for MaaS
## Knowns & Unknowns

### Known
- Technology advancements & investments have created new ways to do business

### Unknowns
- Are the business models created on the private side economically feasible?
- Can we leverage this technology to provide a better service?
- Impacts and timing of automation
Questions?

Emma Huang
Transportation Planner
Office of Extraordinary Innovation
LA Metro
huange@metro.net
213-922-5445
THANK YOU