



Mobility On Demand On-Ramp Workshop

Tuesday March 5, 2019 | 8:00am - 5:00pm

State Room | Fairmont Hotel | Chicago, IL

The Mobility On Demand On-Ramp Program is a partnership between the Shared-Use Mobility Center and the Federal Transit Administration providing technical assistance to six transit agencies in developing innovative mobility on demand pilot projects.

8:00 - 8:25am Welcome and Introduction to Mobility On Demand On-Ramp Program

Autonomous Vehicles, Mobility-as-a-Service, Mobility Hubs, Microtransit, On Demand Paratransit services: an increasing number of mobility options offer opportunities for transit agencies to provide more efficient, accessible, and equitable transportation services. Hear about how the Federal Transit Administration and the Shared-Use Mobility Center are advancing mobility on demand projects. Learn about the Mobility On Demand On-Ramp Program and how it supports innovative projects to improve transportation.

Speakers:

- Alvaro Villagran, On-Ramp Program Manager, Shared-Use Mobility Center
- Sharon Feigon, Executive Director, Shared-Use Mobility Center
- Hendrik Opstelten, Program Manager, Federal Transit Administration

8:30 - 10:00am Developing Business Plans for Mobility Projects

The rise of new mobility options is prompting transit agencies to explore mobility alternatives through pilot projects. A business plan for a mobility on demand pilot project can help agencies address specific mobility needs by analyzing key factors for implementation and by creating a strategy to engage local communities, partners, and stakeholders. This session explores the importance of developing a business plan for the success of your mobility on demand project and provide strategies to approach business plans for pilot projects.

Speakers:

- Terra Curtis, Senior Associate, Nelson\Nygaard
- Bibiana McHugh, Manager, Mobility & Location-Based Services, Tri-County Metropolitan Transportation District of Oregon
- Rani Narula-Woods, Senior Director Special Projects, LA Metro
- Beth Bond, Head of City Development, Bosch

Moderator: Alvaro Villagran, Program Manager, Shared-Use Mobility Center

10:00 - 10:30am Meet the MOD On-Ramp Projects: IndyGo, MDOT MTA, Tompkins County

Meet three of the On-Ramp participant agencies, hear more about their innovative ideas, and learn about the challenges and opportunities in developing their mobility on demand projects.

Speakers:

John Marron, Director of Strategic Planning, IndyGo
Jade Clayton, Senior Planner, Maryland Transit Administration
Dwight Mengel, Chief Transportation Planner, Tompkins County

10:30 - 10:45am Coffee Break

10:45am - 12:15pm: Introduction to Mobility Performance Metrics

As our mobility landscape continues to change, should cities and transit agencies rethink how they measure how they're doing? Speakers will present on: an innovative approach to traveler-centric performance and system-centric



performance metrics; challenges around obtaining the right information; policy implications of establishing mobility performance metrics; and a real-world example of mobility metrics in use for a mobility on demand pilot project. This session includes an interactive discussion in breakout tables expanding specific mobility metrics topics.

Speakers:

- Hendrik Opstelten, Program Manager, Federal Transit Administration
- Alice Grossman, Policy Analyst, Eno Center for Transportation
- Cody Lowe, Planning Analyst, Marin Transit
- Todd Plesko, Vice President, Planning and Development , Dallas Area Rapid Transit
- Jean Paul Velez, Innovative Mobility Program Manager, King County

12:15 - 1:45pm Lunch Break

1:45 - 3:15pm Establishing Partnerships for Mobility on Demand Pilot Projects

Advancements in technology are making new vehicles, new infrastructure, new forms of communications, and new types of services available to the transit agencies. Innovative mobility on demand projects are requiring different and at times more sophisticated partnerships between the public and private sectors. In this session, speakers will share the lessons they have learned in establishing partnerships to for a diverse array of mobility projects.

Speakers:

- Rob Antoniak, Chief Operating Officer, Valley Metro
- Hannah Quinsey, Planner III, Valley Metro
- Peter Fahrenwald, Manager Regional and Corridor Planning, Regional Transit Authority
- Danielle Kochman, Senior Regional Planner, San Diego Association of Governments

Moderator: Prashanth Gururaja, Program Director, Shared-Use Mobility Center

3:15 - 3:30pm Meet the MOD On-Ramp projects: Capital Metro, MATA, BART

Meet three of the On-Ramp participant agencies, hear more about their innovative ideas, and learn about the challenges and opportunities in developing their mobility on demand projects.

Speakers:

Todd Hemington, Vice President Strategic Planning & Development, Capital Metro
 John Lancaster, Director of Planning & Scheduling, Memphis Area Transit Authority
 Bob Franklin, Department Manager for Customer Access and Accessibility, Bay Area Rapid Transit

3:30 - 5:00pm Strategies for Community Engagement in Mobility Project Design

Public engagement is key to the successful planning and implementation of new mobility services. Transportation agencies and community organizations face growing challenges from rapid urban growth, changes in land use patterns, new communications technologies, housing displacement, racial inequalities, and a growing demand for transportation services. In this session, speakers will discuss innovative strategies to engage communities in planning mobility projects in different contexts.

Speakers:

- Joy Massey, GreenTRIP Project Manager, TransForm
- Shavon Edwards, Mobility Strategist, City of Detroit
- Nathan Soldat, Community Engagement Manager, Atlanta Belt Line
- Margo Dawes, New Mobility Data and Equity Strategic Advisor, Seattle Department of Transportation

Moderator: Suzanne Carlson, Transportation and Mobility Project Manager, Innovate Memphis