



Mobility as a Service

(MaaS)

Concept and Practice

The background of the slide is a long-exposure photograph of a train at night. The train's lights are blurred into horizontal streaks of blue, white, and red, creating a sense of motion. In the background, there are dark silhouettes of trees and a building with some lit windows. A street lamp with two glowing lights is visible in the upper center.

OEI

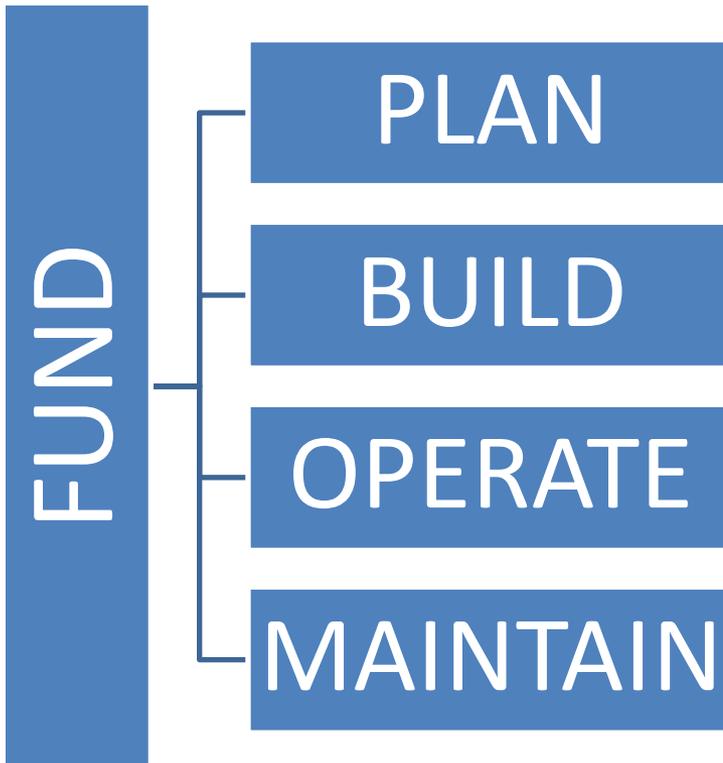
OFFICE OF EXTRAORDINARY
INNOVATION



Metro®

NCMM Webinar: Mobility as a Service (MAAS)
Emma Huang

Metro



METRO EXPRESSLANES

Facts at a Glance

LA County

- 88 cities
- 10 million Angelenos
- Most populous county in the US

Measure M

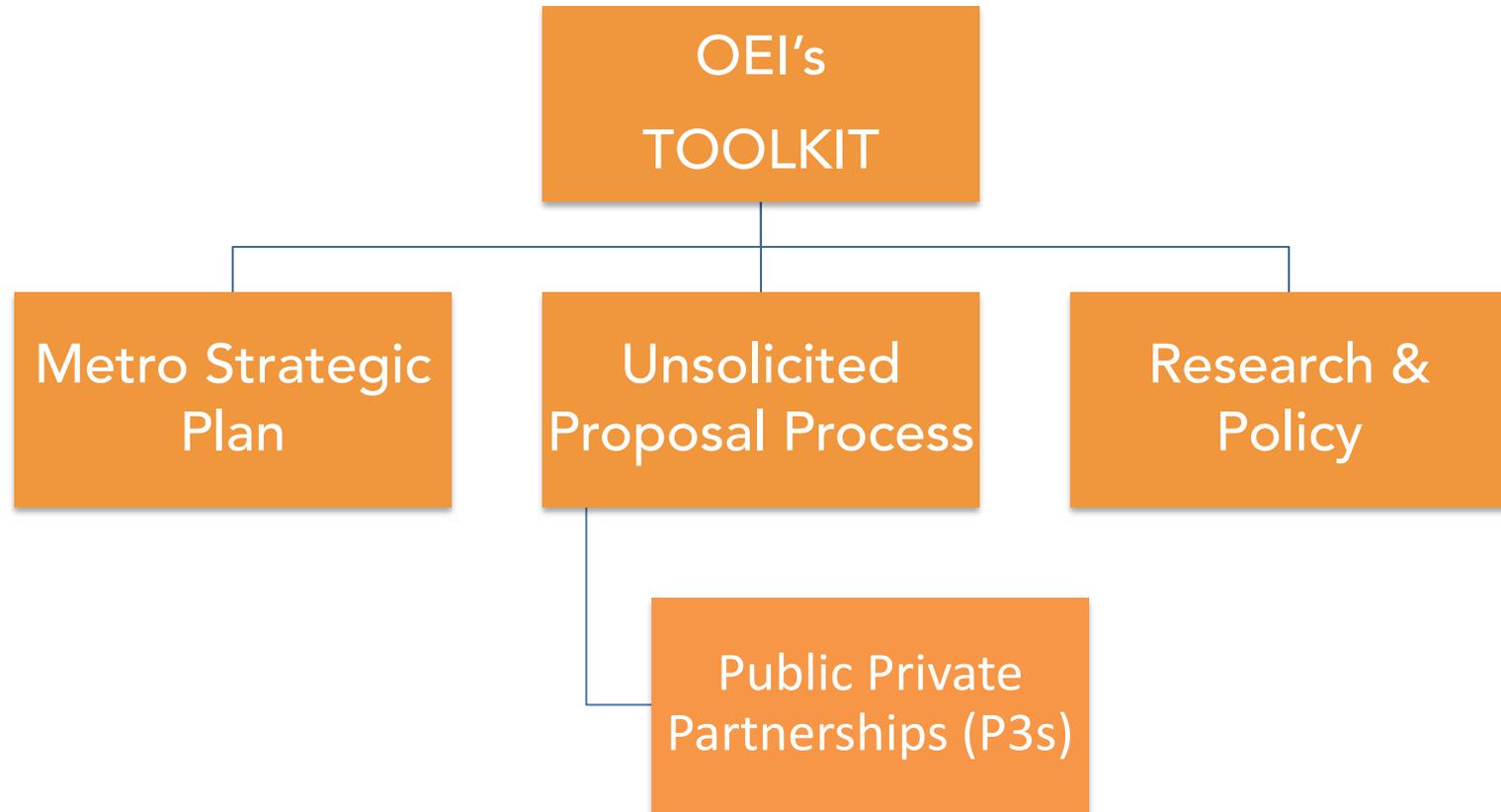
- \$120B over next 40 years
- Regional & multi-modal

Who We Are

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



Functions



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?

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THANK YOU



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