Ride-Hailing & Mobility Innovations
Southwest Ohio Regional Transit Authority
• Cincinnati Mobility Lab
  • Partnership with Uber, MPO, City of Cincinnati, TANK and SORTA
• Mobility as a Service/Common Fare Payment Platform
• Impacts and hurdles to TNCs, microtransit, and “shared-use mobility”
First, a little context of the past five years…
Cincinnati Mobility Lab

• Several Projects within the scope of the Mobility Lab:
  • Transit study
  • Curb-side study
  • Cooperative projects
Cincinnati Mobility Lab

• Transit Study – Results in early Q1 2019
  • Fehr & Peers, third-party consultant performing the analysis
  • Used transit ridership, costs, and survey data to compare to similar Uber information
  • Hopes to answer questions related to the competitive vs. complementary nature of TNCs and possible interoperability of services and/or technologies
Mobility as a Service, Common Fare Payment

- MaaS and Common Fare Payment
  - RFP is currently in the marketplace
- Our hope is to get an app that does end to end multi-mode trip planning and one payment across multiple providers
- Starting with our other regional transit partners, moving to TNCs, bike share, and scooters
Impacts and Hurdles to Ride-Hailing and Mobility

- Transit agencies need to be a part of the change and local/state governments need to make sure we are.
- TNCs disrupted the taxi industry because of their tech.
  - How can public transit best use that tech and type of service to improve all people’s mobility?
- What does a service like microtransit or shared mobility on demand mean from an accessibility and Title VI perspective long term?
space required to transport 60 people

car  uber  autonomous car
Thank You