



INNOVATE 680

Bay Area Mobility on Demand

Mobility on Demand (MOD)

What is MOD?

The MOD App will integrate the API of the mobility asset public and private transportation services, with the trip planner and payment function. It will provide personalized mobility options based on traveler needs, to enable end-to-end journeys paid for by the traveler with a single payment.



Bay Area MOD Grant Project

In April 2019, the Contra Costa Transit Authority (CCTA) was awarded an \$8 million Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) grant to implement the Bay Area MOD project.

The grant is administered by the USDOT Federal Highway Administration (FHWA).



Bay Area MOD Project



Goals

Bay Area MOD is aimed at reducing traffic congestion in the I-680 Corridor and surrounding communities. The MOD app will be a one-stop shop to assist travelers with mobility choices by seamlessly connecting multiple forms of shared and active transportation.

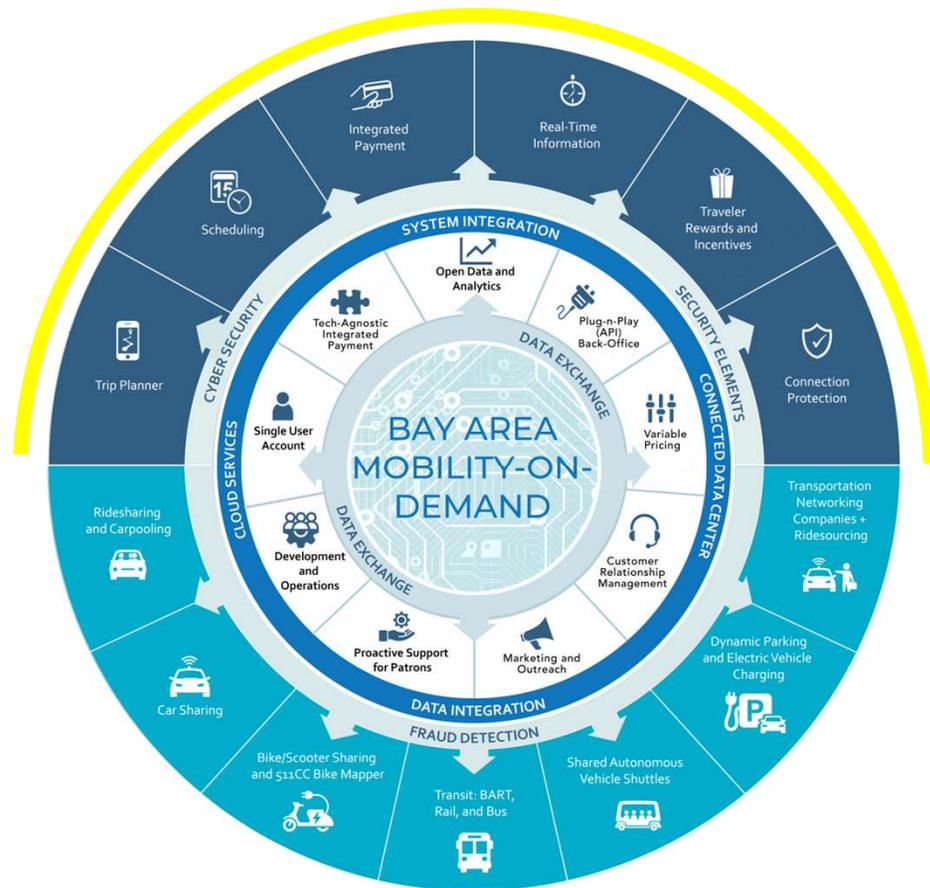
The app will provide real-time multi-modal trip planning options, include a uniform payment system and will offer incentives designed to reward desired travel behaviors.

The objectives are to encourage mode shift and reduce greenhouse gas emission, support cost-effective, sustainable transportation investments, and increased accessibility, connectivity and travel time reliability



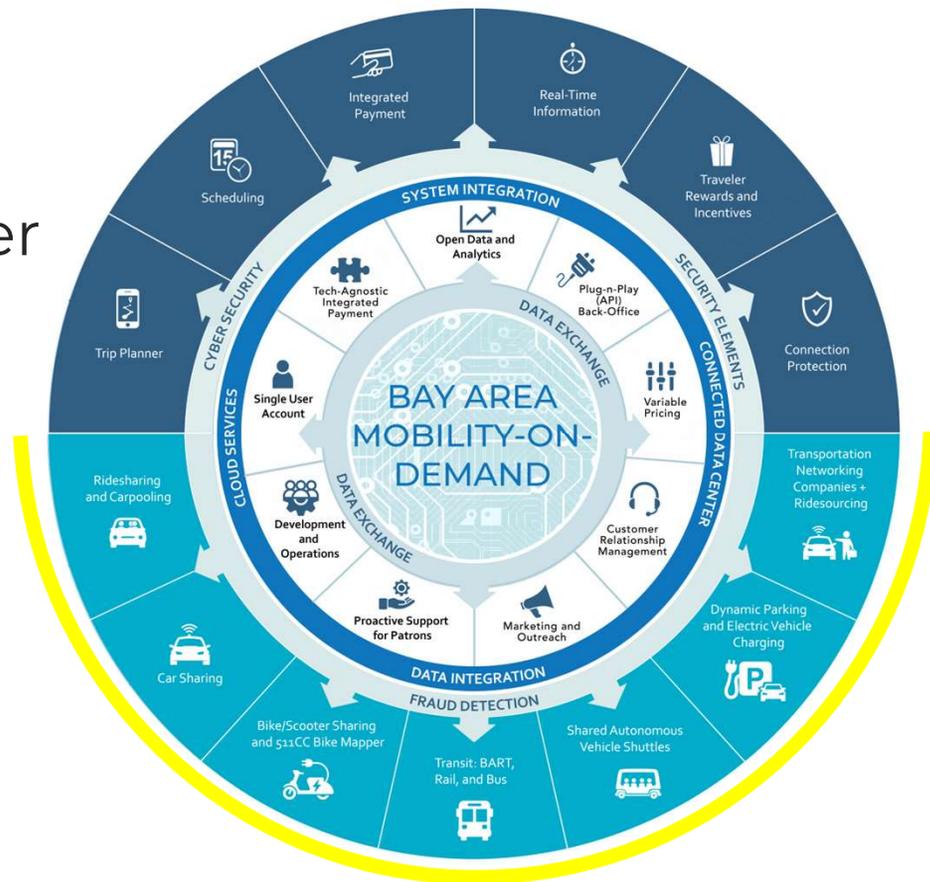
Services

- Trip Planner
- Trip Scheduling
- Integrated Payment
- Real-time Information
- Rewards & Incentives
- Connection Protection



Mobility Assets

- Rideshare & Carpooling
- Car Sharing
- Bike Share & Bike Mapper
- Transit
- SAV Shuttles
- Parking
- TNCs & Ridesourcing



Project Phases

Phase One: Pilot within the I-680 Corridor
Communities

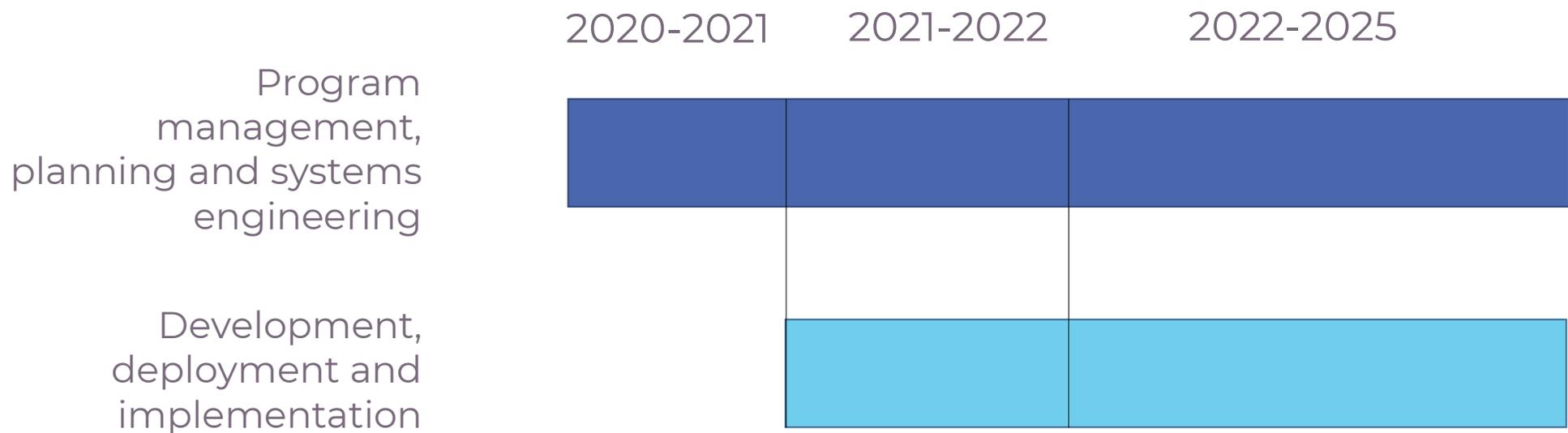
Phase Two: Expand to County-wide

Phase Three: Greater Bay Area Implementation

CCTA will be implementing Phase One of Bay Area
MOD.



Phase-One Schedule



Covid impacts to vendors have resulted in a project delay with 18 months schedule extension request pending.



Key Partners

- Public Partners
 - Bay Area Rapid Transit (BART)
 - Central Contra Costa Transportation Authority
 - Transportation Authority of Marin (dropped out in 2021 due to COVID 19 impact)
- Private Partners
 - American Automobile Association, Northern California, Nevada, and Utah (dropped out in 2024)
 - Advanced Mobility Group
 - Telegra, Inc
- Academic Partners
 - University of California Berkeley Transportation Sustainability Research Center

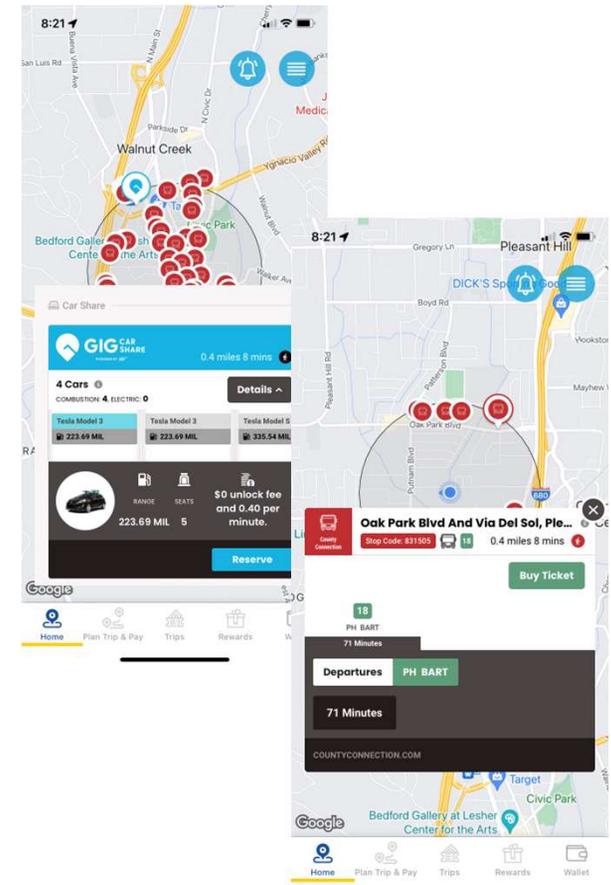
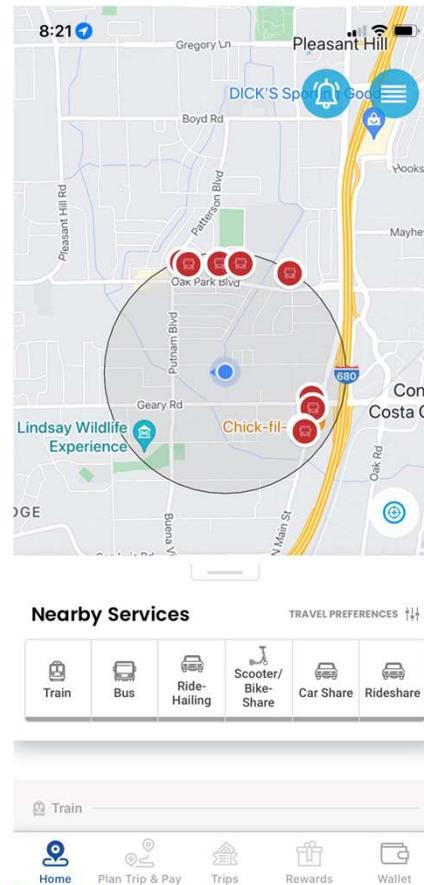


Bay Area MOD App Features



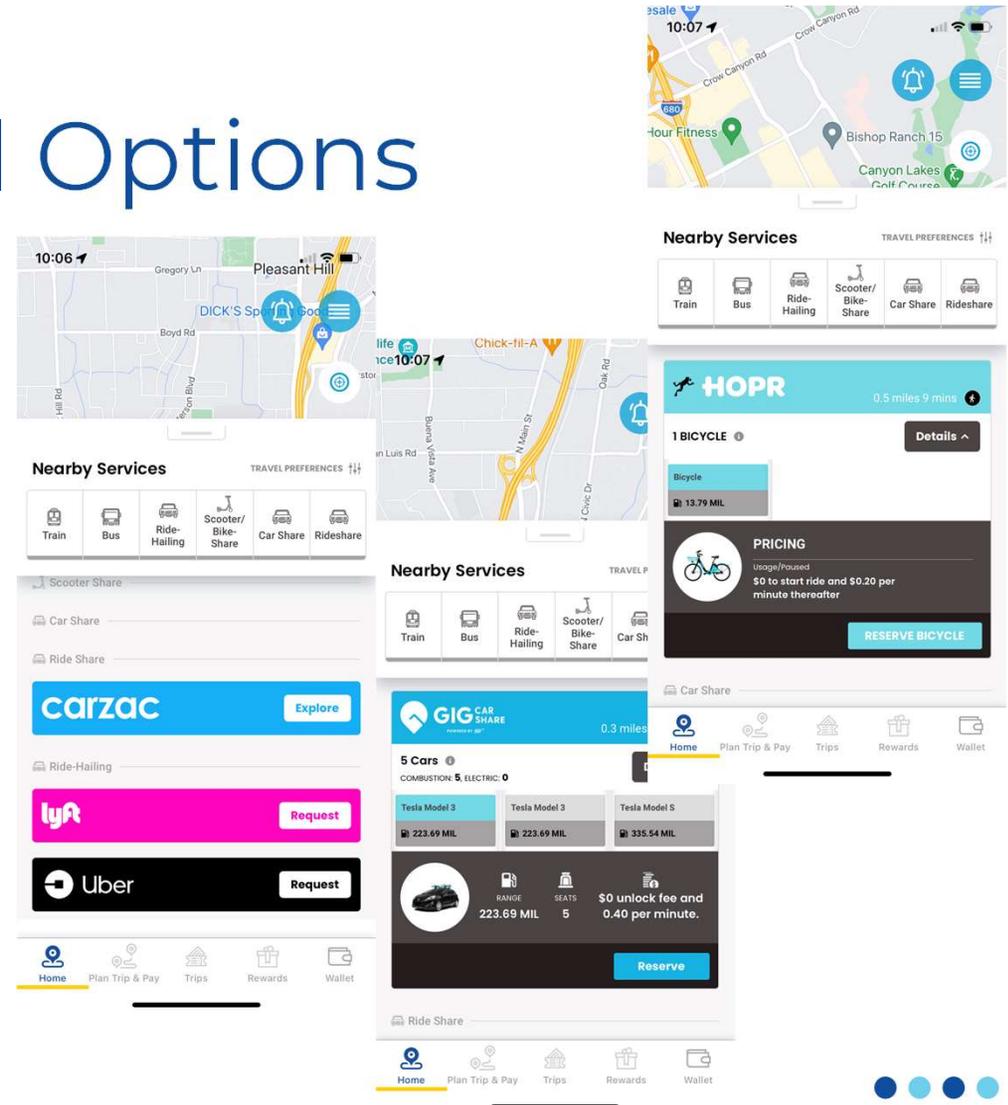
Nearby Services

- Find travel options near you
- Purchase bus or BART tickets and reserve car or bike share vehicles



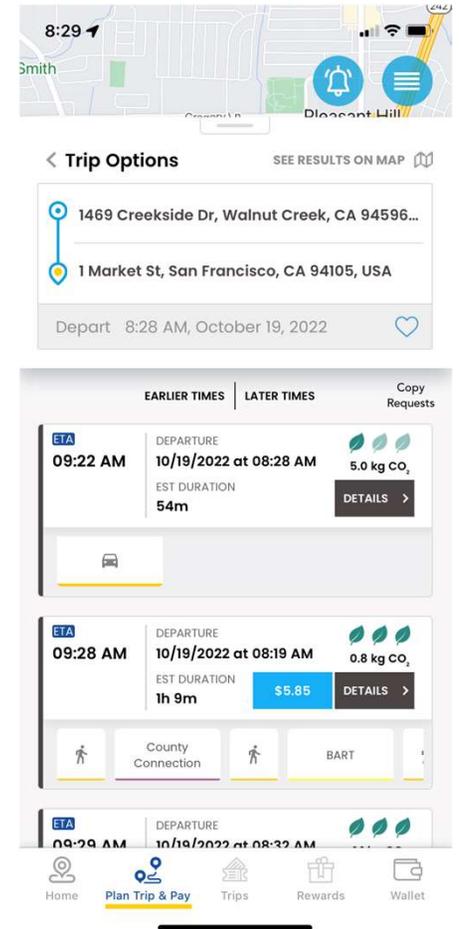
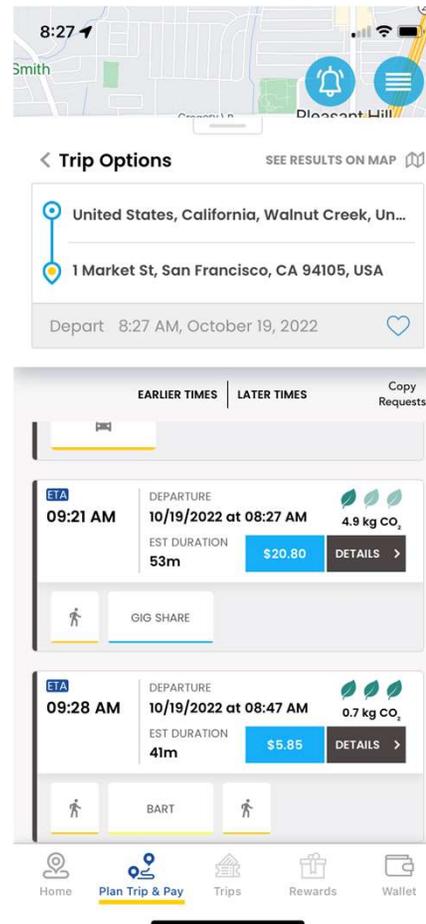
One Stop for Travel Options

- Bus and BART Transit
- BART Parking
- Bike and Scooter share
- Carshare
- Carpool
- SAV
- TNCs



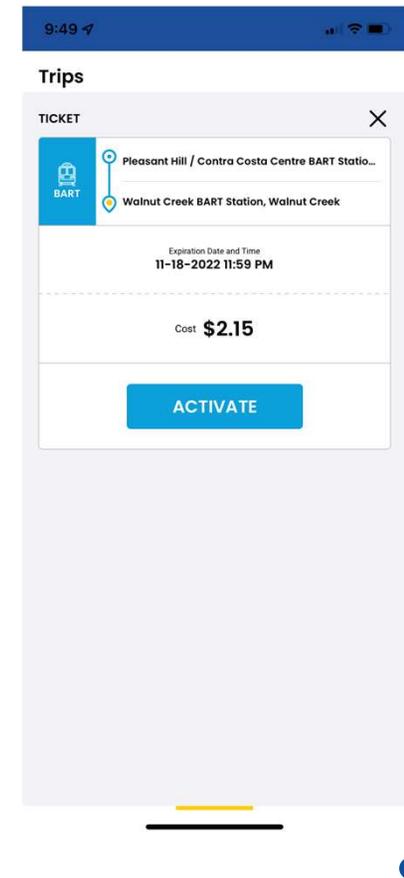
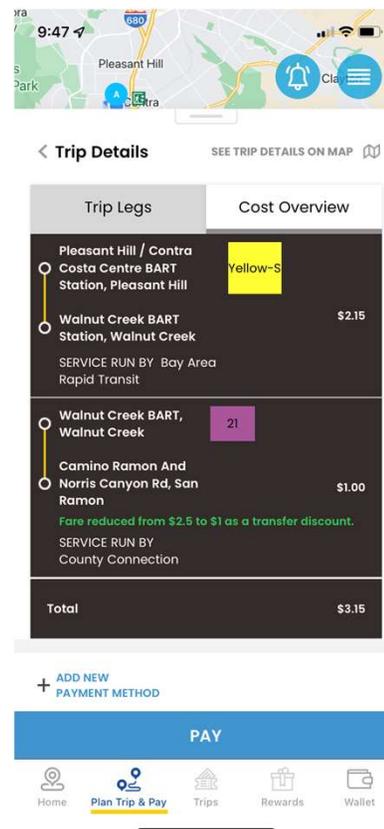
Trip Planning

- Trip plan options compare trip time, cost, and environmental impact



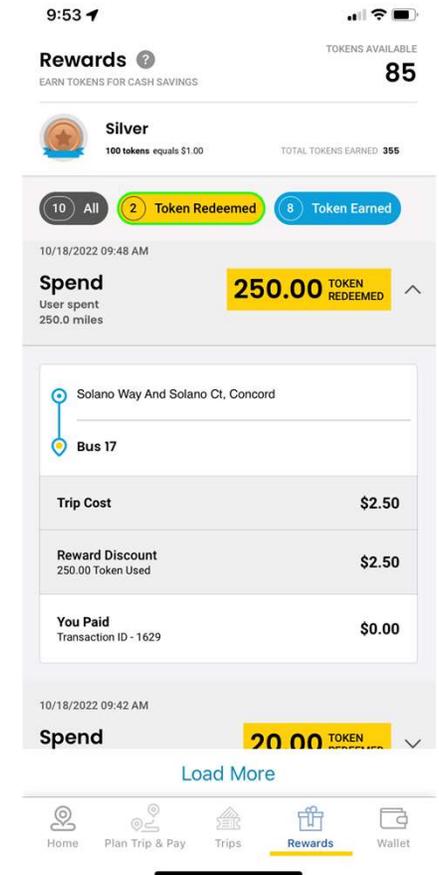
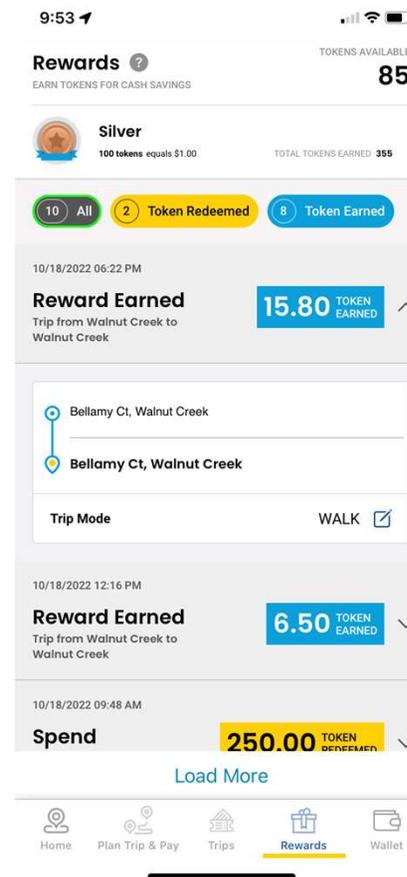
In-App Payment & Ticketing

- Purchase individual fare, or pay for your complete trip
- Activate your ticket to ride



Earn Rewards for Trips

- Tokens awarded for your travel
- Earn more for green trips
- Use reward tokens to pay for trips in the app



Project Challenges and Status

- COVID 19 Impact
 - Mobility Assets providers subscribed to the project left the Bay Area (bikeshare, rideshare, carshare)
 - Transit Operator partner lost revenue and resources
 - Shared Autonomous Shuttle (SAV) vendor went out of business
 - Incentives/Awards platform provider lost interest due to loss of revenue
- Impact on Schedule and Budget
 - Agile process was dropped; waterfall process was implemented.
 - New procurements for bikeshare, rideshare, and SAVS vendors
 - Schedule was adjusted to integrate available platform
 - Initial delay of 8 months was added to the performance period.
 - BART, app developer requested \$1.4 million for the delays
 - Procurement of the new vendors cost \$1 million.

Project Challenges and Status

- App Development

- Complete app development in September 2022.
- Beta testing in completed in December 2022. Carshare found to be not ready.

- Pause of the Project

- Due to the issues with the carshare, BART and Authority agreed to pause the project until the issue with carshare is resolved
- AAA, carshare provider never intended to fix the issues with the cars and delayed the project by 18 months.
- AAA opted out of the project in April 2024.
- Procurement of a new carshare vendor completed in July 2024
- Work on the carshare platform began in September

Project Challenges and Status

- ATCMTD Grant

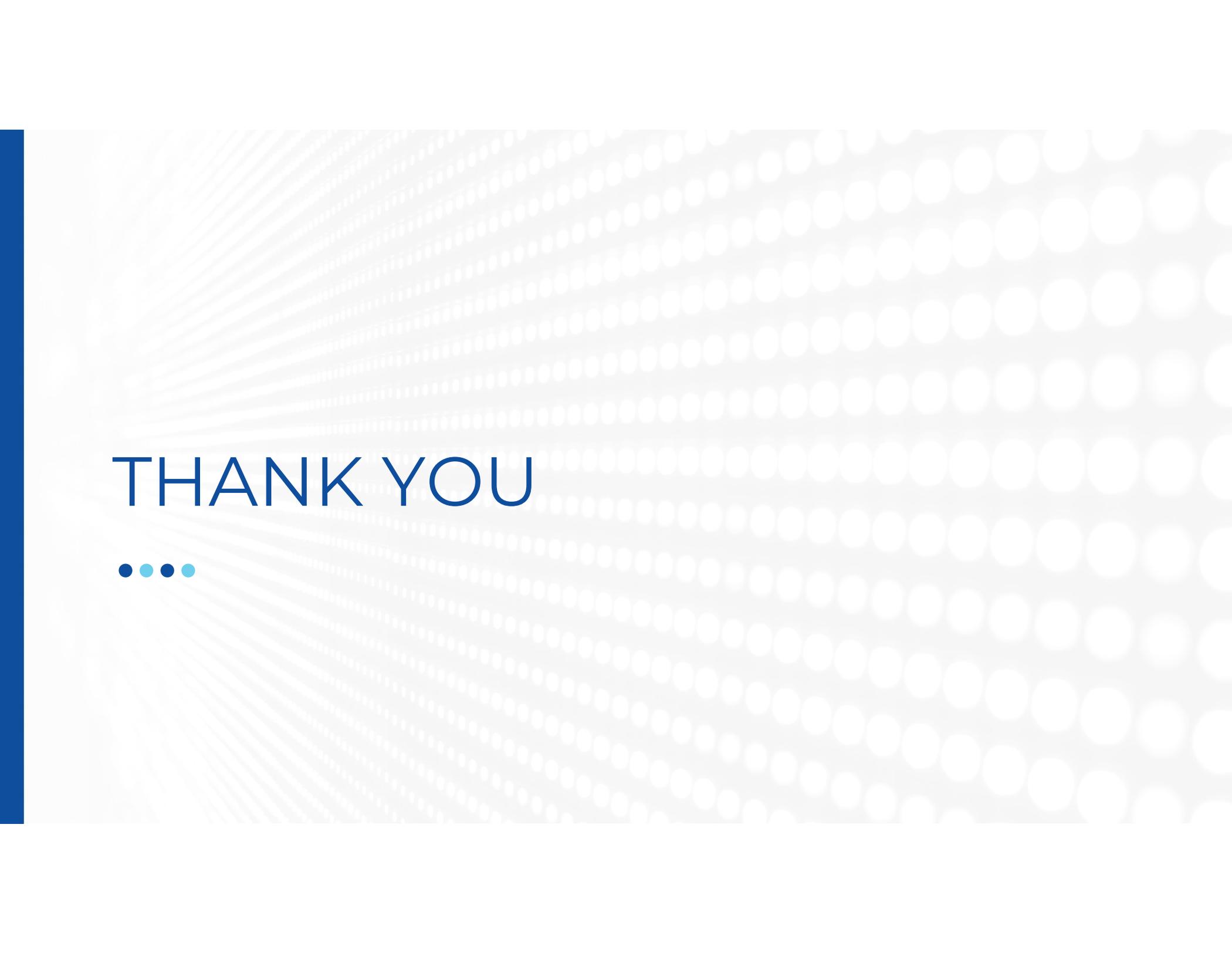
- Staff kept FHWA and US DOT apprised of all issues and worked together to extend the performance period.
- As of now, the performance period is set to end on September 30, 2025.
- Once the pause is lifted, staff will assess the schedule and may request one last extension.

Project Challenges and Status

- BART Amendment
 - Authority and BART staff settled the two change orders for \$550K
 - To comply with ATCMTD grant requirements, BART needed to provide the codes and design documents. BART executive agreed to comply with these requirements.

Next Steps

- Lift off the Pause
 - Repairs of the cars will be completed in January (mechanical, body, and telematics)
 - Cars will be ready for beta testing in February
 - BART is expected to restart the project in January
 - Beta testing for all elements will be performed again
 - Parking of the cars at BART stations – Agreement is needed
 - Integration of SAV into the app will begin next spring



THANK YOU

