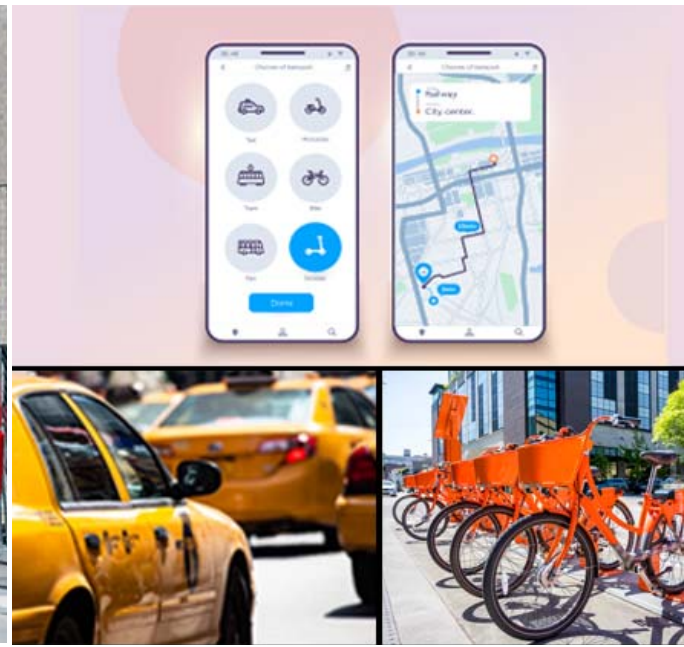




Second Annual Conference on

Mobility-as-a-Service (MaaS) in the US

June 22-23, 2022 | JW Marriott San Francisco Union Square

Hosted by:

Global **Mass Transit** Report

Information & analysis on the global mass transit industry

Sponsors so far:



THE ROUTING COMPANY

BACKGROUND

The concept of Mobility-as-a-Service (MaaS) continues to be developed and deployed in the US to integrate all these different parts of the mobility chain that are today siloed off into separate funnels. This particularly includes integration of public transit with new mobility services including ride-sharing, car-sharing, ride-hailing, micro-mobility, bike-sharing and on-demand mobility services. As transit agencies try to win back riders, MaaS and similar new technology-based partnerships will prove essential to the way mobility is consumed in the future.

Contactless payment systems (such as mobiles, EMVs, wallets and smartcards) are expected to play an important role in the integration of public and private mobility solutions. Many transit agencies, cities, and regions have already implemented or launched pilots for contactless ticketing systems that integrate public transport and private mobility services as well as value added services such as retail. Meanwhile, several ride-hailing service providers have started extending additional offerings such as shared car services, e-scooters, and bike-sharing in their apps and are re-branding themselves as mobility platforms.

While MaaS presents opportunities to create a user-centric experience through transport behavior analysis, there are concerns about data sharing and privacy. There are also questions regarding who should drive the integration of mobility options and value-added services – a private integrator or the transit agency. The segment has been impacted by the Covid-19 pandemic, with ridership declining on public transport as well as for ride-hailing and ride-sharing services. That said, MaaS is also expected to drive recovery as it offers a ‘touchless’ payment experience and provides a customer-centric mobility solution that is multi-modal, accessible, equitable, and sustainable.

Overall, the growth of MaaS in the US will require careful planning, the development of policy and regulatory frameworks, the use of innovative fare payment models, coordination amongst private and public transit players, and a shift in thinking, from viewing it as an app-based solution to a policy-based solution.

To discuss these developments and issues, exchange ideas, and showcase new technologies and innovations, **Global Mass Transit** is organizing the second conference on “**Mobility-as-a-Service (MaaS) in the US**” on **June 22-23, 2022** at **JW Marriott San Francisco Union Square**.

MISSION

The mission of the conference is to discuss the applicability of MaaS, understand its benefits, explore key trends and developments, highlight opportunities, discuss business and service models, review case studies, highlight technological innovations, find solutions to key challenges, and discuss the way forward in the US.

The conference will bring together experts from leading transit agencies, transit operators, taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, local and state DOTs, solution providers, system integrators, fleet management software providers, technology platform suppliers, car-leasing and renting service providers, fare collection system suppliers, ticketing infrastructure providers, investors, consultants, ICT infrastructure providers, insurance companies, regulatory organisations, R&D institutes, and academic institutions. They will present their perspective, share lessons learned from previous projects and offer possible solutions.

The conference will have 13 sessions with a wide range of international experts providing valuable insights and actionable advice. The agenda will cover the plans of cities to deploy MaaS in the US. It will also highlight the latest technological developments and solutions to improve the customer experience.

The conference will also help understand the role governments, transit agencies, operators, private players, and investors can play in deploying a successful MaaS scheme in a city or region. Besides, it will provide insights into the offerings of leading MaaS suppliers, ICT infrastructure providers and technology platform suppliers.

There will be a dedicated session on the experiences of leading regional transit authorities (RTAs) in the deployment of MaaS. This will provide an opportunity to learn how to deploy MaaS through stakeholder coordination.

Key issues to be explored

- Concept of MaaS, deployment of MaaS and benefits to users and transit agencies
- Rebuilding transit ridership and trust through MaaS
- Levels of MaaS (1 to 4)
- Preconditions to a successful deployment of MaaS solutions
- Role of transit agencies/authorities in the adoption of MaaS
- Key emerging trends, case studies and future outlook
- Transitioning from trials and pilots to full operations across the city
- Role of transportation providers, software providers and infrastructure managers
- Business models and market uptake strategies
- Integrating public transit with taxis, car-sharing schemes and new mobility solutions
- Pricing of MaaS solutions
- Data generation, data sharing, data analysis and privacy
- Impact on transit ticketing and fare collection systems
- Role of account-based ticketing (ABT) and open payments in the growth of MaaS
- Open ecosystem approach to MaaS
- Mobility super apps
- Impact of MaaS on ridership, capacity, revenues and farebox collection
- Mutually beneficial partnerships between transit agencies and the private sector
- Cost-effectiveness, flexibility, and sustainability of integrated mobility services
- Prioritizing equity, inclusion and accessibility in transit

TENTATIVE AGENDA

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(More details coming soon)

June 22-23, 2022 | JW Marriott San Francisco Union Square

Day 1: June 22, 2022 (8:00 AM - 5:00 PM Pacific Time)

Session 1: Key Trends and Outlook

- Current and future market size of MaaS
- Role of MaaS in integrating urban transit systems and services
- Rebuilding transit ridership and trust through MaaS
- Recent developments, emerging trends and future outlook
- Prioritizing equity, inclusion and accessibility in transit through MaaS

Session 2: Federal Programs and Funding

- Key initiatives and funding programs
- Experience so far and major challenges
- Future plans and opportunities

Session 3: Transit Agency and Operator Perspective - A Panel Discussion

- Experience so far and key lessons learned
- Policy, regulatory, and institutional framework needed for MaaS
- Future plans and expectations from solution providers
- Role of transit authorities in the adoption of MaaS
- Integrating public transit with taxis, car-sharing schemes and new mobility solutions

Lunch and Networking

Session 4: Adaptation and Behavioral Change

- Emphasis on providing an individualised user experience
- Cost of technological and operational advances in travel and infrastructure optimisation
- Need for advanced traffic management systems in keeping with technological innovations, service diversification, and the resulting shift in user behavior and demand
- Regulation of mobility services through MaaS

Session 5: Business Models and Market Uptake

- Pricing structures and revenue sharing
- Profitability and resilience of the existing business models
- Frameworks for market uptake

Session 6: Contactless Fare Payments and MaaS

- Approach towards the establishment of a single payment channel
- Role of contactless payments and account-based ticketing (ABT) in the growth of MaaS
- Mobile ticketing as a solution for MaaS
- Integration of mass transit ticketing apps into third-party mobility apps

Session 7: Case Studies

- Current deployments, the experience so far and lessons learned
- Business models, managing stakeholder expectations
- Operational costs
- Key results and future plans

Session 8: Infrastructure for MaaS

- Basic infrastructure requirements
- Penetration of smartphones; connectivity; information on travel options, schedules and updates; cashless payment systems, etc.
- Role of transportation providers, software providers, infrastructure managers, and telecom companies
- Technology architecture

End of Day 1

TENTATIVE AGENDA

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(More details coming soon)

June 22-23, 2022 | JW Marriott San Francisco Union Square

Day 2: June 23, 2022 (8:00 AM - 2:00 PM Pacific Time)

Session 9: First and Last Mile Connectivity: Role of Shared Mobility in the Adoption of MaaS

- Market penetration of ride-hailing, ride-sharing, and micro-mobility services
- Growth of ride-hailing applications into mobility super applications (MSAs) and their long-term impact
- Establishment of a MaaS platform by shared mobility service providers

Session 10: Data Infrastructure, Sharing and Security

- Accessing, exchanging, using and re-using public and personal/non-personal data
- Use of multiple data types for transport analysis
- Data interoperability and quality
- Developing data processing infrastructure, data-sharing tools, architectures, and governance mechanisms
- Benefits and challenges of Mobility Data Specification (MDS)
- Transportation data integration projects

Session 11: Improving Transit Operations Efficiency

- Impact of MaaS on ridership, capacity, and passengers
- Impact on authorities' revenue and farebox collection
- Strengthening last-mile connectivity

Session 12: Planned Deployments of MaaS

- Investments by private players in the segment
- Upcoming business opportunities
- Plans of transit authorities
- Key risks and challenges

Session 13: Achieving Integration of Public and Private Players - A panel discussion

- Building lasting partnerships
- Different types of MaaS models
- Path to achieving MaaS Levels 3 and 4 (integration with societal goals)
- Issues faced by players during structure planning
- Who should hold the decision-making power

Lunch and Close of the Conference



Target Audience

The event is expected to draw participation from executives, managers and decision-makers from:

- ❖ Public transport authorities/agencies and operators
- ❖ Policymakers, regulatory bodies and government departments
- ❖ Taxi fleet operators
- ❖ Ride-hailing and ride-sharing service providers
- ❖ Micro-mobility providers
- ❖ System integrators
- ❖ Technology and service providers
- ❖ Fare collection system suppliers
- ❖ Ticketing infrastructure providers
- ❖ Fleet management software providers
- ❖ Software developers
- ❖ Data architecture and IT system firms
- ❖ Data providers (public and private)
- ❖ Dynamic multiservice journey planners
- ❖ ICT infrastructure suppliers
- ❖ Telecom/IoT platform providers
- ❖ Car-leasing and renting service providers
- ❖ Industry consultants
- ❖ Research and development organisations
- ❖ Financiers
- ❖ Insurance companies
- ❖ Technical institutes

Key Benefits for Participants

- ❖ Understand the emerging concept of MaaS, its components, applicability and role in the future
- ❖ Find out about the latest developments and plans for MaaS in various cities in the US
- ❖ Gain insights on transitioning from traditional to advanced and integrated mobility solutions
- ❖ Listen to leading transit agencies, operators, government officials, solution providers and consultants on MaaS deployment, their experiences, future plans and the way forward
- ❖ Explore the best technology solutions and the most suited business models
- ❖ Discuss concerns, share viewpoints and develop new strategies
- ❖ Engage in stimulating discussions and deepen your knowledge with targeted questions
- ❖ Network with speakers, panelists and peers, and develop contacts with potential customers, partners and collaborators

ABOUT THE ORGANIZERS

Global Mass Transit is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (**Global Mass Transit Report**), a weekly newsletter (**Global Mass Transit Weekly**) and operate the www.globalmasstransit.net (website).

We publish **multi-client research studies** and **undertake custom research assignments**. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; Global Transit Ticketing & Fare Collection Report 2020; NFC Mobile Ticketing for Transit 2020; 1,000 Global Rail Projects Database; Investment and CAPEX Plans of Transit Authorities/Agencies Report 2019-2030; Global Light Rail Projects Database and Report 2020-2035; Global Metro Rail Projects Database and Report 2020-2035; and Europe Urban Bus Market Outlook Report 2017-2030.

Global Mass Transit also organizes conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in **North America, Europe, Asia Pacific, the Middle East and Africa**. Some of our past conferences include Mobility-as-a-Service in Europe, Transit Fare Systems for Revenue and Data Management in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit State of Good Repair in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Wireless Communications in Mass Transit in the US, Clean Buses in Europe, Clean Buses in APAC, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

Some of the key organizations that participated in our Year 2020 conferences and webinars include: AC Transit; Accenture; AECOM; ALSTOM; Amsted Rail; Albuquerque RIDE; BAI Communications; Baltimore Metropolitan Council; Ben Franklin Transit; Bentley Systems; Bermuda DOT; Boonslick Regional Planning Commission; Broward County; Brownsville Metro; Bytemark; Calgary Transit; California High-Speed Rail Authority; Caltrain; Caltrans; Capital Metro; Central Ohio Transit Authority (COTA); Charlotte Area Transit System (CATS); Cisco; City of Coconut Creek; City of Fort Collins – Transfort; City of Glendale; City of Miami Beach; Clemson Area Transit; Cobb County Transit Division; Collier Area Transit; Conduent; Connecticut DOT; C-TRAN Vancouver WA; Cubic; CUTRIC; Dallas Area Rapid Transit (DART); Delaware DOT; Deloitte; Duluth Transit Authority; Edmonton Transit; El Paso Mass Transit Department (Sun Metro); ELERTS; Eno; Ernst & Young; Exo; First Group; Fort Bend County Transit; Frauscher Sensor Technology; Gannett Fleming; Gemalto; GoTriangle; Gwinnett County; Harris County Transit; Hillsborough Area Regional Transit Authority (HART); Hitachi; HNTB; Icomera; Idaho DOT; Illinois DOT; IndyGo; Infor; INIT; ITS America; Jacksonville Transportation Authority; Jacobs; JAMM Transit; Kansas City Area Transportation Authority; Keolis; King County; Kitsap Transit; Klas Telecom; L3Harris; Lea+Elliot; LECIP; Lee County Transit; Long Beach Transit; Loram Maintenance of Way; Los Angeles County Metropolitan Transportation Authority (LA Metro); LTK; Luminator Technology; Maryland Transit Administration; Masabi; MBTA; Memphis Area Transit Authority; Metropolitan Atlanta Rapid Transit Authority (MARTA); Miami-Dade Transit; Minnesota Valley Transit Authority; Mitsubishi; Modesto Area Express; Moovit; Muskegon Area Transit; MV Transportation; New York City Transit (NYCT); Nova Bus; OmniRide; Oregon DOT; PA DOT; Pinellas Suncoast Transit Authority (PSTA); Port Authority of Allegheny County; Port Authority of New York and New Jersey; PRESTO; RATP Dev; Roaring Fork Transportation Authority; Rockford Mass Transit District; RTC Southern Nevada; RTD Denver ; Sacramento Regional Transit District; SamTrans; San Francisco Municipal Transportation Agency (SFMTA); San Mateo County Transit District; Santa Clara Valley Transportation Authority; Santa Cruz Metropolitan Transit District; Scheidt & Bachmann; Secure Technology Alliance; Siemens; Sound Transit; Southern California Regional Rail Authority (SCRRA); Spokane Transit; Ann Arbor Area Transportation Authority; Token Transit; Toronto Transit Commission (TTC); Torrance Transit System; Transportation Research Board; Trapeze; TriMet; Trinity Railway Express (TRE); Utah Transit Authority (UTA); Valley Metro; Vix Technology; Wabtec; Waco Transit System (WTS); Washington Metropolitan Area Transportation Authority; Wi-Tronix; Wood; York Region Transit; etc.

SPONSORSHIP BOOKING FORM

Option 1 – USD 5,500

- A 15-minute speaking slot followed by Q&A with the attendees
- Table space at the venue
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company
- Mention in opening and closing remarks
- 2 delegate registrations (excluding the speaker)

Option 2 - USD 10,000

- A 15-minute speaking slot followed by Q&A with the attendees
- Moderating a panel discussion
- Table space at the venue
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company
- Mention in opening and closing remarks
- 5 delegate registrations (excluding the speaker)

Coffee sponsor – USD 4,000

- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 1 delegate registration

Lanyard sponsor – USD 6,000

- Named lanyard sponsor
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 2 delegate registrations
- Lanyards to be provided by the company

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DELEGATE FEE

Delegates	Price before April 28, 2022	Price before May 26, 2022	Standard Fee
One Delegate	USD 1,050	USD 1,275	USD 1,500
Two Delegates	USD 1,680	USD 2,040	USD 2,400
Three Delegates	USD 2,310	USD 2,805	USD 3,300
Four Delegates	USD 2,940	USD 3,570	USD 4,200
Special Category *	USD 400	USD 450	USD 500

**There is a special low fee for government agencies, regulatory authorities, academia and research institutions
The registration includes lunch, breakfast, tea/coffee, and Wi-Fi internet access, on both days of the conference.*

REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION _____ COMPANY _____

MAILING ADDRESS _____

PHONE _____ MOBILE _____

FAX _____ EMAIL _____

PAYMENT OPTIONS

**1. Credit Card: To make payments by credit card,
please visit: <https://bit.ly/37DSSpC>**

All credit card payments will be subject to standard credit card charges

2. Wire Transfer:

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To register, email us at: registration@globalmasstransit.net or
visit us at www.globalmasstransit.net

TERMS AND CONDITIONS

Payment Policy

- Full payment must be received prior to the conference in USD.

Cancellations policy and information collected

- Cancellation requests received in writing 30 days (May 24, 2022) before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of USD 35. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference.
- Substitutions/name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.
- We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address. By registering for this conference, you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered.

Disclaimer

- Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.
- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.