



VIRTUAL CONFERENCE ON

# MOBILITY ON DEMAND IN TRANSIT IN THE US

August 25, 2022 | 11:30 AM - 4:00 PM ET

Hosted by:

Global **Mass Transit**

# BACKGROUND

The traveler-focused concept of Mobility on Demand (MOD) has been used by the US Department of Transportation to represent its vision for future mobility. The MOD Sandbox Program is a foundational element of FTA's strategic research focus on mobility innovation. Moreover, city transit offices are looking to innovate through agile transit strategies that provide curb-to-curb services through on-demand shuttles and passenger vans to help fill mobility gaps in communities, which are increasingly moving towards being car-optional.

Currently, MOD is being driven by the notion of transportation as a commodity; the fact that governments at all levels are facing shrinking budgets; new trends in mobility like shared-use mobility, on-demand transit and the development of new technologies; demands on current transportation infrastructure to “do more with less” and to modernize; and changing mobility demands of travelers towards more flexible and multi-modal options. MOD offers a method of easing congestion, positively affecting climate change, lessening the need for single-occupancy vehicles, replacing fixed-route services during off-peak hours, assisting disabled persons in getting to their destinations and sustaining viability in areas with limited transit opportunities (transit deserts), as well as rural areas.

Global Mass Transit is organizing a one-day virtual conference on **Mobility on Demand in Transit in the US** on **August 25, 2022** to understand the transformative impacts of MOD on traditional transit businesses; discuss strategies to integrate emerging mobility services and payment systems in existing transit operations; and prepare for growing MOD demand, real-time data utilization and intelligent transportation systems (ITS) requirements.

The event will bring together stakeholders from the government, transit agencies, private sector and research organizations to discuss key issues, opportunities, challenges and best practices for the deployment of MOD.

## KEY ISSUES TO BE EXPLORED

- Key trends impacting MOD adoption in transit
- FTA's Mobility on Demand (MOD) Sandbox Program
- Government policy and standards relevant to MOD adoption
- Legislative and regulatory barriers and opportunities to advance MOD
- Enhancing transit industry preparedness for MOD
- Strategies to reduce costs and increase ridership
- Integrating MOD with existing transit service
- Developing common platforms for data interoperability and payment
- New business models and funding sources

Tentative Agenda: August 25, 2022

11:30 AM to 4:00 PM ET

## Session 1: MOD in Transit: Current Landscape and Outlook

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- Key MOD enablers in transit ecosystem
  - Recent emerging trends and outlook
  - Covid impact on transit and MOD, priorities in recovery
  - Built environment influence on MOD applications
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## Session 2: Policy, Planning, Funding and Implementation

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- Findings from the MOD Sandbox Program
  - Policy and standards relevant to MOD in transit
  - MOD enabling technologies
  - Data governance and cybersecurity
  - Equity and accessibility considerations
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## Session 3: Case Studies and Pilot Projects

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- Demand-response operations, shared-use mobility, first and last mile solutions
  - Integration with existing transit operations
  - New business and operational models
  - Transit fare integration - interplay of MaaS and MOD
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## Session 4: Automated Mobility on Demand (AMoD)

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- Autonomous Vehicles for On-Demand Service
- Win-win combination: MOD-MaaS-AVs
- Vehicle design for safety and accessibility

# SPEAKERS

The **speakers at the previous edition of the conference** included (*in alphabetic order*):

- **Aravind Asam**, Product Unit Senior Director, MaaS, Cubic Transportation Systems
- **Ron Brooks**, Vice President, Transit Market Development, American Logistics
- **James Cox**, CEO, The Routing Company
- **Stephen Dickey**, Director of Technology and Program Management, Civil Rights Officer, Salem Area Mass Transit District
- **Amy Ford**, Vice President of Policy Programs and Mobility on Demand, ITS America
- **Uli Gal-Oz**, VP of Business Development, Moovit
- **Casey Gifford**, Innovative Mobility Senior Planner, Market Innovation, King County Metro
- **Tony Lynch**, Supervisor, Demand Response Planning Innovative Mobility, CapMetro
- **Maureen Marshall**, Midwest Regional Director, CALSTART
- **Elliott McFadden**, Greater Minnesota Shared Mobility Program Coordinator, MnDOT
- **Ward Mintzler**, Account Manager, StrataGen Systems - DDS Wireless International Inc.
- **Gary Miskell**, Chief Information Officer, Santa Clara Valley Transportation Authority
- **Tina Mörch-Pierre**, Assistant Vice President, Office of Innovation, Dallas Area Rapid Transit
- **Jean Ruestman**, Administrator, Office of Passenger Transportation, Michigan DOT
- **Carl Sedoryk**, General Manager/CEO, Monterey-Salinas Transit
- **Mick Spiers**, General Manager-Cubic Transportation Platforms, Cubic Transportation Systems
- **Andy Taylor**, Senior Director of Global Strategy, Cubic Transportation Systems
- **Jason Yanni**, Senior Director Program Management & Innovation, Central Ohio Transit Authority

# PARTICIPANTS

The conference will bring together stakeholders from the government, transit agencies, private sector and research organizations to discuss key issues, opportunities, challenges and best practices in the deployment of MODs to deliver flexible mobility solutions and regain transit ridership.

The organizations that participated in the previous edition included **511 Contra Costa; Albuquerque Transit; American Logistics; Anne Arundel County; Antelope Valley Transit; ARC - Alternative Renewable Construction; Area Agency on Aging- SICO; Bi-State Development / Metro Transit St. Louis; Big Blue Bus; Bi-State Development; Broward County Transportation Department; Brownsville Metro; California DOT; Calgary Transit; CALSTART; Capital Metro; Cerema; City of Columbus; City of Pittsburgh; City of Tempe; Community Transit; COTA; Cubic; DART; DDS Wireless International; Delaware Transit; Easterseals; Edmonton Transit; FLDOT—Transit Office; Harris County MTA; HNTB; Houston METRO; Illinois DOT; ITS America; Jaunt; King County Metro; Kitsap Transit; Lake Erie Transit; LADOT; Lee County Transit; Link Transportation; Los Angeles Metro; LYNX-Central Florida RTA; MARTA; Miami-Dade DTPW; Miami Dade TPO; MDOT; MnDOT; MoDOT; Monterey-Salinas Transit; Mountain Line; Municipality of Anchorage; MV Transportation; MTM, Inc.; San Diego MTS; Napa Valley Transportation; NCDOT Integrated Mobility; NCSU-ITRE; North Central Pennsylvania Regional Planning & Development; North Central Texas COG; ODOT Public Transportation; Olivier; OmniRide/PRTC; Oregon DOT; Palm Beach Transportation Planning Agency; Parsons Corporation; Pinellas Suncoast Transit; Potomac and Rappahannock Transportation Commission; RTC Washoe; Riverside Transit Agency; TransIT Solutions; Salem Area Mass Transit; San Joaquin RTD; San Mateo County Transit (SamTrans); Santa Clara VTA; Santa Cruz Metropolitan Transit; Sarasota County; Shared-Use Mobility Center; Southern California Association of Governments (SCAG); Southern California Regional Rail Authority (SCRRA); Southern Nevada RTC; Spare; TATC; Texas A&M; The Routing Company; Torrance Transit; TriMet; Trinity Metro; TTC; Union County Health Department; University Transportation Research Center, Region 2; UTA; VIA Metropolitan Transit; Yaffe Mobility Consulting; etc.**

# PREVIOUS CONFERENCES

Global Mass Transit organized the first virtual conference on Mobility on Demand in Transit on December 17, 2020.

Over 300 participants registered for the one-day virtual conference. The organizations that participated in this edition included **511 Contra Costa; Albuquerque Transit; American Logistics; Anne Arundel County; Antelope Valley Transit; ARC - Alternative Renewable Construction; Area Agency on Aging- SICO; Bi-State Development / Metro Transit St. Louis; Big Blue Bus; Bi-State Development; Broward County Transportation Department; Brownsville Metro; California DOT; Calgary Transit; CALSTART; Capital Metro; Cerema; City of Columbus; City of Pittsburgh; City of Tempe; Community Transit; COTA; Cubic; DART; DDS Wireless International; Delaware Transit; Easterseals; Edmonton Transit; FLDOT—Transit Office; Harris County MTA; HNTB; Houston METRO; Illinois DOT; ITS America; Jaunt; King County Metro; Kitsap Transit; Lake Erie Transit; LADOT; Lee County Transit; Link Transportation; Los Angeles Metro; LYNX-Central Florida RTA; MARTA; Miami-Dade DTPW; Miami Dade TPO; MDOT; MnDOT; MoDOT; Monterey-Salinas Transit; Mountain Line; Municipality of Anchorage; MV Transportation; MTM, Inc.; San Diego MTS; Napa Valley Transportation; NCDOT Integrated Mobility; NCSU-ITRE; North Central Pennsylvania Regional Planning & Development; North Central Texas COG; ODOT Public Transportation; Olivier; OmniRide/PRTC; Oregon DOT; Palm Beach Transportation Planning Agency; Parsons Corporation; Pinellas Suncoast Transit; Potomac and Rappahannock Transportation Commission; RTC Washoe; Riverside Transit Agency; TransIT Solutions; Salem Area Mass Transit; San Joaquin RTD; San Mateo County Transit (SamTrans); Santa Clara VTA; Santa Cruz Metropolitan Transit; Sarasota County; Shared-Use Mobility Center; Southern California Association of Governments (SCAG); Southern California Regional Rail Authority (SCRRA); Southern Nevada RTC; Spare; TATC; Texas A&M; The Routing Company; Torrance Transit; TriMet; Trinity Metro; TTC; Union County Health Department; University Transportation Research Center, Region 2; UTA; VIA Metropolitan Transit; Yaffe Mobility Consulting; etc.**

# 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](http://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 Global Transit Ticketing & Fare Collection Report and Database 2021-2030; Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; Global Upcoming Light Rail Projects Report & Database 2022-2036; Global 1,000 Upcoming Rail Projects Report & Database 2022-2036; Europe Bus Market Outlook Report 2022-2031; Asia Pacific Bus Market Outlook Report 2021-2030; NFC Mobile Ticketing for Transit Report 2021-2030; Global Upcoming Metro Rail Projects Report and Database 2022-2036; State DOT Profiles and Plans for Transit and High Growth Urban Rail Markets Report.

**Global Mass Transit** also organises **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.

We have been serving over 300 clients since 2009. Our clients include leading organisations across the world such as **ABB, Accenture, Access IS, Agence Métropolitaine de Transport (AMT), Apple Pay, Arriva Nederland, Auckland Transport, Aurecon, Autoritat del Transport Metropolità (ATM), Bangkok Payment Solutions Company Limited, Bombardier Transportation, Bosch GmbH, Conduent Business Solutions (France) SAS, Confederation of Passenger Transport, Confidex, Cubic Transportation Systems, DB Engineering & Consulting GmbH, DB Stadtverkehr GmbH, Datamatics Global Services, Deloitte & Touche Enterprise Risk Services, Discover Financial Services, DXC Technology, FEIG Electronic, FIME, Gemalto, a Thales Company, GFI Genfare, Giesecke & Devrient GmbH, Google Pay, GVB Amsterdam, IDOM Engineering and Consulting, Infineon Technologies, INIT GmbH, IVU Traffic Technologies AG, JCB International, Kapsch PublicTransportCom, Keolis, Korea Smart Card Company, KPMG, LG CNS, Masabi, Mastercard, Metro Liger Oeste S.A., Metropolitana Milanese SpA, Ministry of Transport of Czech Republic, MRT Jakarta, National Transport Authority of Ireland, New Zealand Transport Agency, NFC Forum, North Norway European Office, NXP Semiconductors, Pricewaterhouse Coopers, Provincie Gelderland, Provincie Noord-Brabant, PSI Transcom, RATP, Public Transport Neuchâtel, SamsungPay, Serco, Siemens, Singapore Land Transport Authority, SNCF, SNC-Lavalin, Sojitz Corporation, Stadtwerke Münster, Sumitomo Mitsui Card Company, Swissrail, Tallinna Linnatranspordi, Thales, Toshiba, Touch 'n Go, Transport for London (TfL), Transports Metropolitans de Barcelona, Transport Passengers Emilia-Romagna (TPER), VDV-Kernapplikations GmbH & Co. KG, Visa, Vix Technology, Wiener Linien, Wizway Mobile Ticketing, Worldline, etc.**

## SPONSORSHIP (limited and available on a first-come-first-served basis)

**Pricing: USD1875 (early bird discount until July 29, 2022), full fee of USD2250**

- A 15-minute speaking slot (presentation should be relevant and not just a sales pitch)
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slide/waiting room
- Special mailer to our database announcing your participation with details about your company/products
- Sponsor company mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company
- Mention in the webinar opening and closing remarks
- 6-9 attendee logins for the employees of the company (regular fee for eight logins is USD540)
- Contact list of attendees

Please reach out to us so that we can understand your needs better and customise your sponsorship proposal.

For further information, contact: **Surbhi Rakheja**

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# DELEGATE FEE

|              | Price before July 28, 2022 | Price before August 11, 2022 | Standard price |
|--------------|----------------------------|------------------------------|----------------|
| 1 Login      | USD126                     | USD153                       | USD180         |
| 2-3 Logins   | USD210                     | USD255                       | USD300         |
| 4-5 Logins   | USD294                     | USD357                       | USD420         |
| 6-9 Logins   | USD378                     | USD459                       | USD540         |
| 10-20 Logins | USD462                     | USD561                       | USD660         |

*\*Registration is complimentary for public transport authorities (PTAs) and government authorities.*

## 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/3yXlwNM>

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

#### 2. Wire Transfer:

Beneficiary: India Infrastructure Publishing Private Limited\*  
Bank Name: The Hongkong and Shanghai Banking Corporation Ltd  
Bank Address: R-47, Greater Kailash – 1, New Delhi - 110048  
Bank Account No: 094179587002  
Swift Code: HSBCINBB

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### TERMS AND CONDITIONS

#### Payment Policy

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

#### Cancellations

- Cancellation requests received in writing 30 days (July 25) before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of USD30. 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.
- **Information Collected:** 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.

### CONTACT US

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To register, email us at: [registration@globalmasstransit.net](mailto:registration@globalmasstransit.net) or  
visit us at [www.globalmasstransit.net](http://www.globalmasstransit.net)