

**FTA Mobility On Demand
On-Ramp Program
Shared Use Mobility Center
Chicago, NY**

**A Proposal To Create a
Mobility-as-a-Service Business Model
By
Tompkins County
Ithaca, NY
FTA Direct Recipient #5475**

Dwight Mengel, Chief Transportation Planner
Tompkins County Department of Social Services
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March 21, 2018 - Final

Tompkins County, NY – Mobility Assets

1. Tompkins County is a small urban/rural county with a population of 104,000. The County is a regional economic growth center with consistent increases in population and jobs, and the lowest unemployment rate in NYS. The County has a growing labor force, but its housing costs are higher than in surrounding counties. As a result, fifteen thousand commuters (20% of the labor force) travel to work in the County from beyond its borders. Eighty-two percent of commuters to Tompkins County drive alone to work.
2. Tompkins County has a rich diversity of mobility services including non-profit and for-profit operators.

Table A. Mobility Services	
Organization Type	Service Providers & Year Operational
Non-Profit Corporations	Public Transit - (TCAT , 1998) Paratransit - (Gadabout , 1978) Community Carshare - (Ithaca Carshare , 2008)
Non-Profit or Community Organizations	Volunteer Transportation Programs (qty 9)
Public/Institutional Partnerships with Private Companies	Rideshare - (Finger Lakes Rideshare , 2017) Bikeshare - (Big Red Bikes , 2017)
Public contracts with Private Bus Operators	Regional Bus Services - Chemung , Cortland and Schuyler Counties
For-Profit Companies	Taxi companies (qty 5), TNCs (Uber & Lyft 2017), Intercity Bus Lines (qty 4) & Limebike bikeshare (2018)

3. Tompkins County sponsors mobility management programs at the county and regional levels. Since 2009, the County has partnered with Cornell Cooperative Extension of Tompkins County (CCETC) to develop the [Way2Go](#) community mobility education program. Way2Go has four strategic goals:
Goal 1) People, particularly those who face barriers to transportation, have the awareness and skills to identify and utilize current transportation options and support services.
Goal 2) Leaders in transportation and related issues of health, housing, education, and employment work together to develop and promote cross-sector solutions to increase transportation access and equity.
Goal 3) Encourage community attitudes and habits support transportation that works for everyone.
Goal 4) Reduce greenhouse gas emissions from personal transportation.
Way2Go operates programs working towards these goals including: operating a One Call – One Click service to inform with the [2-1-1 Information & Referral call center](#); conducting workshops for the public, employers and human service agency staff to inform them of mobility options; consulting with employers, agencies and individuals; and developing individual mobility projects and community mobility planning.
4. In 2016, Tompkins County contracted with CCETC to organize a seven-county regional mobility management program, [MoveTogetherNY](#), to implement recommendations of a [regional transportation study](#) completed in 2013. The regional program addresses challenges of intercounty travel and limited bus service for commuting to work and access to regional medical centers. The greatest barriers are faced by rural residents, which are the majority of the regional population. In addition to publishing planning tools on-line, the regional program assisted in re-establishing bus service between Schuyler and Tompkins Counties (2017) and developing a successful application by five counties to implement a mobility voucher program for Medicaid clients to access health-related services (2018). The voucher program originated with [Mobility Management of South Central NY](#), an adjacent regional mobility management agency, who we work closely with.
5. Two Transportation Demand Management programs are operated by Cornell University and the Ithaca Downtown Alliance to reduce employee parking demand on the Cornell campus and in the City's growing downtown.

1. Mobility Needs

Three general mobility needs are discussed below – opportunity loss to mobility operators, barriers faced by people who do not drive a car, and people desiring affordable mobility choices.

1. Opportunity Loss to Mobility Operators

In recent years, public transit, paratransit and taxis have experienced ridership declines for different reasons, known and unknown. They are all looking to gain ridership and revenue. They have employed or are planning information technology projects to increase their operational capacity, to know where their vehicles are, to provide real time travel information to the public, and to efficiently communicate with their customers. The operators are looking for better ways to recruit more new customers.

Rideshare programs (car and vanpool) have mixed results. Vanpools have grown and declined over time. Vanpools self-organize, with different degrees of employer encouragement. Carpools are encouraged. A consortium of universities, colleges, a vocational education center, and Tompkins County formed Finger Lakes Rideshare and contract with Enterprise-Zimride to provide an online rideshare platform. The use by college students to arrange single purpose trips, primarily on weekends and school breaks, is spectacularly successful. The use by daily commuters is less so. The most urgent need is to more recruit drivers to offer rides. Many ride requests are unfulfilled due to lack of drivers.

Volunteer driver programs face a similar issue – they need to recruit more drivers to meet demand. All volunteer driver programs face this problem, they do not have the supply of drivers to meet user demand.

The common thread here is our mobility services operate in silos. There is a growing awareness, born of necessity, that it would be better to collaborate, innovate and grow the community mobility market together.

2. Barriers Faced by People Who Do Not Drive

Many people do not drive a car or own a car. Seniors age out of driving. People with disabilities may be unable to or desire not to drive. People with limited income may find car ownership to be unaffordable. People working for minimum wage may not be able to replace a car due to insufficient savings, bad credit or prior experience with predatory lending. Other people do not have driver's licenses. All need mobility for living.

3. People Desiring Affordable Mobility Choices

In 2016, the average American household spent \$9,049 (16% of total expenditures) for transportation in 2016, primarily to purchase, maintain and operate privately-owned automobiles.¹ Housing plus transportation costs as a percentage of household income in Tompkins County are often greater 45%, which is beyond the threshold of affordability.

The urban/rural divide, between income and affordability, is demonstrated by more rural residents expending a higher percentage of their income for housing/transportation expenses than urban residents. The lack of access to affordable mobility, housing, daycare, healthcare, and Internet are structural deficiencies which play an observable role in the continuation of poverty, preventing many otherwise capable people from obtaining quality jobs.²

Finally, all travel involves risk. Cars break down. People miss buses. Carpool and volunteer drivers get sick. The common wisdom is that nothing is as reliable as a good working car with gas. When you are traveling on your own, not in your own car, you are more vulnerable to trip failure.

In summary, these three mobility needs are driving change in how we approach developing and continuous improvement of our community mobility system. Fortunately, our local cultural norm and expectation is to collaborate between public, private, and institutional partners. This culture of collaboration and innovation encourages thinking outside-of-the-box, including about Mobility-as-a-Service (MaaS).

¹ <https://www.bls.gov/news.release/cesan.nr0.htm>

² Rural Vision Project CARDI, Cornell University, p. 77.

2. Project Idea: Mobility-as-a-Service (MaaS)

Our project idea is to create a MaaS business model and implement it first in Tompkins County, then regionally. The greater objective is to provide a MaaS model for small urban and rural communities elsewhere in the country.

Description

According to the MaaS Alliance, Mobility-as-a-Service (MaaS) puts customers at the center of transport services, offering them tailor-made mobility solutions based on their individual needs.³ MaaS focuses on being a full-service reseller of mobility services to the public. MaaS uses a customer-centric approach to enable people to replace owning a second car (and in limited circumstances a primary car) with a customized bundle of mobility services backed up with high quality customer support. Further, MaaS is envisioned as market-based, replicable, customer-focused, sustainable, and locally controlled, in short, an enterprise that can be operated as a not-for-profit, a cooperative or a for-profit business.

The majority of MaaS customers would pay market prices for their mobility services, thereby, reserving the use of public subsidies for persons with limited income who otherwise lack access to affordable mobility. MaaS empowers customers to make informed mobility choices, with an ability to finance their mobility solution, and with customer service when trips go wrong. In these ways, MaaS would approximate the on-demand transportation, mobility, independence and convenience of private car ownership, but at a lower cost. MaaS also provides for effective customer feedback to mobility service operators and incentives for continuous improvements in the quality of mobility services. With MaaS, the public sector can partner with for-profit and non-profit operators to make investments to reduce operating costs, improve productivity and create synergies of a seamless transportation system. The goal is to increase business opportunities for participating operators, but in the end, the marketplace will reward the operators and services that perform best for their customers.

MaaS provides a framework for small urban and rural communities to begin with the mobility services they have today and to move forward to put the strategy's three elements in place: 1) a family of mobility services, including all operators, mobility management services and public supports; 2) a comprehensive community education and information program of all mobility services, programs and options; and 3) a mobility coordination center to enable customers to create and purchase an integrated bundle of mobility services backed up with superior customer support when problems arise.

1. Family of Services

The first task is to inventory the network of operators, businesses, services, policies and programs – the Family of Services (FOS), which directly provide mobility, sets prices for customers, or determines eligibility for a public support. This is an unconventional broad view of FOS. An abridged FOS for Tompkins County is shown in Table A.

Table A. Family of Services			
Service:	Price/Unit	Service:	Price/Unit
Annual Transit Adult Pass	\$450/Annual	Hybrid Electric Bike Purchase	\$2,500/HE Bike
Annual Transit Youth Pass	\$110/Annual	Bikeshare	\$1.00 -.15 Ride
Carshare Frequent User Member	\$8/Hour	Rideshare Driver – Revenue	\$0.54 mile/credit
Carshare "Just in Case" Member	\$11/Hour	Rideshare Rider – Miles	\$0.15 /mile
Taxi voucher - City trip	\$8/trip	Paratransit	\$4/trip
Taxi voucher - Rural trip	\$22/Trip	Vanpool membership	\$125/seat/month
Bicycle Maintenance	\$50/Voucher	Guaranteed Ride	\$30/ Annual

³ <https://maas-alliance.eu/>

2. Comprehensive Community Mobility Education and Information Program

A one-stop source of mobility information and consumer education is an effort to plug a huge knowledge gap in communities. This program provides consumer education, outreach and advocacy for community mobility issues. It feeds into the local 211 information & referral and State's 511 systems, but its community outreach, mobility advocacy and community-oriented social marketing set it apart. Tompkins County supported Cornell Cooperative Extension to develop a local mobility education program called Way2Go in 2009. Way2Go provides a model for replicating a regional or state-wide deployment.

3. Mobility Coordination Center

The center is a combination of MaaS and a one-call/one-click center to schedule demand response, volunteer driver, and guaranteed ride trips. It's important that MaaS is paired with an operations center so trip requests can be scheduled or fulfilled. MaaS assists customers to plan and finance their mobility services. MaaS would adopt the tool of budget billing, like those used by power utility companies, to enable customers to pay an average month payment based on an estimated annual budget. The budget billing payments would be reconciled quarterly. The budget includes payments to mobility operators for trips, credits, and customer support services. Table A shows an example mobility budget for a low-income rural household.

Table A. Rural Household Mobility Budget, 1 car, 2 adults, 1 infant, Walkscore = 0

Vanpool Membership	\$1,500
Carshare (Income Discount Plan)	\$480
Taxi	\$200
Guaranteed Ride	\$30
Member Support	\$121
Volunteer Driver credit	(\$400)
Vanpool Employer Subsidy	(\$600)
Annual Total	\$1,331
Monthly Payment	\$111

This limited-income rural household of two adults and one infant live in a location not served by public transit and not walkable to any services. They have one car. One adult is enrolled in vanpool and uses carshare in the city to run errands. The work-at-home adult with infant uses their car as needed. Plus, they receive mileage credits as a part-time volunteer driver, by driving 37 one-way trips to the city per year. The budget includes a \$50/month vanpool subsidy from an employer. With the annual total cost of \$1,331, the monthly payment is \$111.

Customer Access and Technology

The conventional MaaS model relies on a single comprehensive smartphone app as the main channel for customer interactions. This nearly complete need for customers to use a MaaS app is a barrier to participation for significant customer markets of seniors, rural residents, low-income households, people with disabilities, users of conventional cell phones, and the techno-challenged. Many people prefer to call and talk with a local customer service agent. We need to develop parallel customer engagement channels of human telephone customer service and smartphone apps. Further, we need to determine what is the minimum level of technology needed to start-up MaaS and what capabilities to add on incrementally as resources permit.

To summarize, a MaaS Model includes the following elements:

- Be a Member Organization
- Operate a call center to for transactions by phone and on-line
- Individual Mobility Plans and Annual Mobility Budget
- Sales and Financing with Budget Billing
- Process payments to service providers
- 24/7 concierge and guaranteed ride services
- Synergy for business co-marketing and discounts
- Use Inbound marketing and Smartphone Apps
- Employ data safeguards and privacy practices
- Be a learning organization.

A community-based MaaS system will use its retail model to generate new demand for mobility services and help customers recover from trip failures. The key is an ironclad commitment to consistently deliver excellent customer service.

3. Community Support.

We look at MaaS from the perspective of a forty-year history of developing successful community mobility services through collaboration among municipal, institutional, non-profit and for-profit parties. The fruits of collaboration includes developing: paratransit (1978), suburban bus expansion (1978), rural bus expansion (1982), Cornell University TDM (1988), transit administration & maintenance facility (1992), consolidated public transit system (1998), Ithaca Carshare (2008), community mobility education (2009), wheelchair-accessible taxi (2012), rideshare consortium (2013), regional mobility management program (2016), downtown TDM (2018), and bikeshare (2018). We have a local political culture that values research, fact-based decision-making, inclusion, equity, and economic/racial justice in addition to collaboration.

Attached are letters of support from:

- Mobility operators: Ithaca Carshare, Inc, Tompkins Consolidated Area Transit, Inc., Gadabout Transportation Services, Inc., and Ithaca Dispatch, Inc. (largest taxi company in the County).
- One Call-One Click service: Cornell Cooperative Extension of Tompkins County and Human Services Coalition
- Mobility Management operators: Cornell Cooperative Extension of Tompkins County – Way2Go and MoveTogetherNY (Tompkins, Cortland, Toga, Chemung, Schuyler, Seneca & Cayuga Counties), Transportation Link-Line of Schuyler County and Get-There (Broome, Chenango, Delaware, Otsego and Tioga Counties) operating as Mobility Management of South Central NY.
- Community organizations participating in coordinated transportation planning: Brooktondale Community Center and Building Bridges Initiatives.
- Cornell University Transportation & Delivery Services, Ithaca-Tompkins County Transportation Council.
- Subject Matter Expert: Carol Schweiger, Schweiger Consulting LLC

Activities for outreach and organization

Pre-Award

Recruit a Preliminary Project Team and Client Committee

Discuss at April 2018's Faster & Farther Meeting (mobility operators, Cornell, MPO, County, advocates & agencies)

Use on-line collaboration website (such as Basecamp) for discussions and project archive. Use Zoom for web meetings.

Document sources for research on MaaS business plans, pilots and lessons-learned in Finland and Sweden.

Read: Business Model Generation (A. Osterwalder & Y. Pigneur) & Business Models for Teams (T. Clark, B Hazen)

Post-Award – after consultation with SUMC

Finalize Project Team

Create a Public Participation Plan, plan social media engagement, and blog

Kick-off public information meeting

Give periodic progress reports to County Legislative Planning, Development & Environmental Quality Committee and Transportation Committee

Recruit Cornell University intern.

4. Agency Support.

Tompkins County is the applicant for the On-Ramp Program. The Tompkins County Legislature authorized the application by adopting County Resolution No. 2018-53 on March 6, 2018. The heads of the Tompkins County Department of Social Services (DSS) and Office for the Aging sent letters of support.

This proposal was written by Dwight Mengel, Chief Transportation Planner, DSS Transportation Planning Unit, with editing assistance from Anna Cook, Fernando deAragon, Dawn Montagne, Lisa Holmes and Megan Pulver.



IthacaCarshare.org - info@ithacacarshare.org
P.O. Box 418 Ithaca, NY 14851-0418
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March 20, 2018
Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603
Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon (Sharon),

I am writing to express Ithaca Carshare's solid support Tompkins County's Mobility-as-a-Service (MaaS) proposal for the On-Ramp Program. I see MaaS as a critical tool for transforming existing transportation services and systems into smoothly functional mobility networks. A well implemented MaaS system would bring our nascent integrated community mobility system within easy reach of more of our community and take us further toward the goal of affordable, convenient, reliable and sustainable transportation that supports an excellent quality of life for everyone in our community.

Ithaca Carshare has been working toward the mission of enhancing community access to transportation while reducing its negative environmental and economic impacts for a decade in Tompkins County. While our core service has long been community-based carsharing, in recent years our focus on services and activities that meet this mission has continued to broaden. We've been involved in transportation education activities (hosting regional forums, leading individualized marketing efforts and highlighting the intersection of housing and transportation costs), and last year we brought the active transportation advocacy of Bike Walk Tompkins (which is currently leading a project to double bike trips locally, including facilitating the entrance of a dockless bikeshare provider) under our umbrella. In 2018 Ithaca Carshare is reflecting this broadening of our focus with a name change to the **Center for Community Transportation**.

We are committed to collaborating with our community partners to develop an effective MaaS business model, and are willing to consider a leadership role if appropriate. A successful MaaS system relies on the high standard of customer service and support that Ithaca Carshare already provides, particularly to those less adept with tech-based services. We have the local partners, existing and planned services, and community conditions necessary for building a unique MaaS model in a small urban/rural community. Technical assistance developing a viable model for our small urban/rural context will be vital, and the experience we will gain from carrying that model into implementation will provide a valuable resource in turn for similar communities across the state and even the country.

Respectfully yours,



**Tompkins Consolidated
Area Transit, Inc.**
737 Willow Avenue
Ithaca, NY 14850-3214
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TDD/TTY: 607 277-9766
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E-mail: tcat@lcatmail.com
Web: www.tcatbus.com

March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Tompkins Consolidated Area Transit (TCAT) to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. While we see fixed-route transit as the backbone for affordable and sustainable public transportation in Tompkins County, TCAT understands that individuals and families commonly assemble an array of mobility services to meet their diverse travel needs. TCAT sees the Mobility on Demand On-Ramp program as an excellent way for our community to explore MaaS and further the development of affordable, sustainable, and equitable community mobility systems.


We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

We are committed to collaborating with other community partners to develop an effective MaaS business model. TCAT has recently increased its ability to provide high quality real-time data and we are looking to leverage this data to improve mobility in our service area – the MaaS project dovetails brilliantly with this goal.

Respectfully yours,

Scot Vanderpool

Scot Vanderpool
TCAT General Manager



GADABOUT

TRANSPORTATION SERVICES, INC.
A Voluntary Transportation Service for Older and
Disabled Tompkins County Residents

March 15, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Gadabout Transportation Services, Inc. to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. A Mobility-as-a-Service (MaaS) business model could serve as a first step in creating an integrated community mobility system.

We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

At Gadabout we believe that MaaS is the future of transportation and we are committed to collaborating with other agencies to develop an effective model. MaaS would be beneficial to the older adults and people with disabilities we serve and would be a welcomed addition to our Community.

Best Regards,



Kristen Wells
Executive Director

Sharon Feigon, Executive Director

March 14, 2018

Shared Use Mobility Center, Inc.

125 South Clark Street, Floor 17

Chicago, Ill. 60603

Dear Ms. Feigon,

I write on behalf of Ithaca Dispatch, Inc., a taxi service and medical transportation provider operating in Tompkins and adjacent counties, to express my support for Tompkins County's MaaS Proposal.

I am convinced that the proposed MaaS model can serve as the foundation for developing suitable and equitable transportation options.

I have been discussing similar concepts with Mr. Mengel since 1998.

Regards

John Kadar, President

Ithaca Dispatch, Inc. and

Total Transportation of Elmira



March 15, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

The Human Services Coalition of Tompkins County and 2-1-1 Tompkins/Cortland wishes to express our strong support for Tompkins County's Mobility-as-a-Service (Maas) proposal for the FTA On-Ramp Program. Our community is striving to develop an integrated community mobility system, and On-Ramp support to develop the MaaS business model could serve as the catalyst to turn our ideas into a viable and effective reality.

The Human Services Coalition manages 2-1-1 Tompkins/Cortland, a comprehensive information and referral provider serving Tompkins and Cortland Counties. Our 2-1-1 program has a firsthand view of the transportation needs in our area, but also the resources that our community can bring to address these challenges. We serve as the one-call service to address mobility questions as part of the Way2Go initiative and we support a longtime volunteer medical transportation provider through ride scheduling, customer service, and other assistance.

Everyone needs affordable, reliable, and convenient transportation, but people with limited incomes, rural residents, people with disabilities, and older adults face particular barriers to meeting those needs. MaaS offers a way to integrate the range of available services while building our capacity, as individual organizations and as a community, to improve offerings and services for these groups.

Our 2-1-1 program fields 13,000-14,000 contacts per year, and a significant number of these are transportation related inquiries. We see a growing number of complex cases (out-of-county travel, isolated rural residents, individuals who cannot afford transportation but who are also ineligible for other programs, etc.) and we are looking forward to the prospect of better quantifying and addressing these needs through MaaS. The Human Services Coalition as a whole plays a unique role in the Tompkins County nonprofit and human services sector, convening and participating in planning groups from across the social services and health spectrum. In many of these areas, transportation has been identified as a major challenge and opportunity for our community.

We are looking forward to collaborating with existing and new partners to develop, and then implement, the MaaS business model as the foundation for a more effective community mobility system.

Sincerely,

Kathy Schlather
Executive Director

Cornell Cooperative Extension Tompkins County

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March 15, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I am writing on behalf of Cornell Cooperative Extension Tompkins County in support of Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. We enthusiastically support their proposal to develop a Mobility-as-a-Service (MaaS) business model as a first step to creating an integrated community mobility system. We recognize affordable, convenient and reliable transportation is needed for everyone. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the immediate future and for generations to come.

If funded, CCETC's Way2Go transportation program will participate in the process of developing the idea for a single mobility service, accessible on demand, to help meet the mobility needs of both rural and urban residents in Tompkins County. Like the County, we are interested in a special focus on people with limited English proficiency, disabilities, and limited incomes as well as seniors and rural populations.

Way2Go could participate in the following ways:

- Help organize community workshops to gather new information, and provide existing information, on both urban and rural mobility challenges and needs;
- Provide information on research needs relevant to the situation in Tompkins County and wider region;
- Identify and bring together partners and community members through existing community conversations to discuss how MaaS can help meet these challenges;

Funding to Tompkins County will support an important model project that could solve some longstanding transportation issues in our community.

Sincerely,



Ken Schlather

Executive Director, Cornell Cooperative Extension of Tompkins County

Helping you put knowledge to work.

Cornell Cooperative Extension is an equal opportunity, affirmative action educator and employer.



March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Transportation Link-Line to express our regional support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. A Mobility-as-a-Service (MaaS) business model could serve as a first step in creating an integrated community mobility system that could be replicated across the region.

Individuals and families with limited income, seniors, people with disabilities and rural residents struggle with meeting their transportation needs daily. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

We support their efforts to develop an effective MaaS business model. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the region and we support the important first step.

Respectfully yours,

Amber Simmons
Mobility Manager for Schuyler County

Phone: 607.535.3555 Web: transportationlink-line.org
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Email: asimmons@arcofschuyler.org



Toll-Free: 1-855-373-4040

A Mobility Management Program Serving Broome,
Chenango, Delaware, Otsego, and Tioga Counties

**101 S. Jensen Rd.
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Fax: 607-584-0583**

March 14, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Mobility Management of South Central New York (MMSCNY) to express our strong support for Tompkins County's Mobility-as-a-Service (MaaS) Proposal for the FTA On-Ramp Program.

We at MMSCNY recognize that everyone needs mobility, especially the traditionally transportation disadvantaged- people with limited income, seniors, individuals with disabilities, and those residing in rural locations. MaaS proposes to offer a higher standard of customer service than is conventionally available.

MMSCNY, and before that, its parent organization Rural Health Network of South Central New York, have been working on issues relating to equitable and accessible transportation for roughly a decade. The MaaS concept shows great promise in furthering this work and its development in Tompkins County would no doubt benefit the broader Upstate Region and in all likelihood, all of New York State. We welcome this prospect.

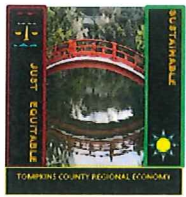
MMSCNY supports the MaaS proposal and is committed to collaborating with others to develop a successful business model. MaaS can be the foundation for developing highly efficient, affordable, sustainable, and equitable community mobility systems for the immediate future and hopefully, for generations to come.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'William Wagner'.

William Wagner
Director, Mobility Management of South Central New York

c.c. Jack Salo, Executive Director Rural Health Network of South Central New York



The Building Bridges Initiative

March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I am writing on behalf of the Building Bridges Initiative to express our strong support for Tompkins County's Mobility-as-a-Service (MaaS) Proposal for the FTA On-Ramp Program. Developing a Mobility-as-a-Service business model is a first step to creating an integrated community mobility system.

The Building Bridges Initiative, a project of the Dorothy Cotton Institute, is a network of over 80 organizations committed to the vision of a socially just and ecologically sound local economy in the Tompkins County area that works for everyone.

We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service than is conventionally available.

We believe that the MaaS concept can provide critical tools for transforming transportation systems into mobility networks that are responsive to pedestrians, bicyclists, transit, freight, and motorists while addressing vehicular congestion, equity, energy and environmental concerns.

We support the MaaS proposal and are committed to collaborating with others to develop an effective business model. MaaS can be the foundation for developing highly efficient, affordable, sustainable, and equitable community mobility systems for the immediate future and hopefully, for generations to come.

Sincerely yours,

Kirby Edmonds (Dorothy Cotton Institute, Senior Fellow and Program Coordinator)

**The Building Bridges Initiative is a project of the Dorothy Cotton Institute a
project of the Center for Transformative Action**



Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

March 16, 2018

Dear Ms. Feigon:

I am writing on behalf of the Brooktondale Community Center (Town of Caroline, Tompkins County—hereafter TC), the Transportation Domain Committee of the Age-Friendly Ithaca and TC Action Plan, and myself, as a member of several other TC community organizations and local government citizen boards, to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. A Mobility-as-a-Service (MaaS) business model could serve as a first step in creating an integrated community mobility system. I have served for eight years on the Board of Directors and Environmental Program Committee of Cooperative Extension of Tompkins County, the Town of Dryden (TC) Planning Board, and the Cornell University Planning Committee. All of these organizations recognize that an affordable, convenient, and reliable transportation system is crucial for the health and wellbeing of our community, especially for individuals and families with limited income, seniors, people with disabilities, and rural residents with limited affordable housing and transportation choices. Such a system is also essential for the health and wellbeing of the natural environment and resources in which the community lives and on which it depends. We also know that such a transportation system can develop best -- into its most robust, cost-effective, and sustainable form -- when it is comprehensive in its "use-ability" and service to the entire population of a region: that is, a thoroughly integrated and MaaS proposes to offer a higher standard (and coordination) of customer service and support than is conventionally available.

We are committed to collaborating with other in the community partners to develop an effective MaaS business model. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the immediate future and for generations to come.

Respectfully yours,

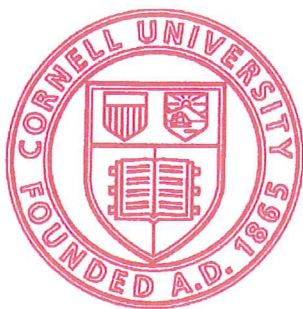
Dr. Martin F. Hatch

Dr. Martin Hatch,

Executive Committee, Board of Directors,

Brooktondale Community Center, (<https://brooktondalecc.org/>)

Tompkins County, New York



Cornell University Transportation and Delivery Services
"Keeping Cornell on the Move"

Cornell University Transportation and Delivery Services
116 Maple Avenue
Ithaca, NY 14850-4902

March 21, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon

I'm writing on behalf of Cornell University Transportation and Delivery Services to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program.

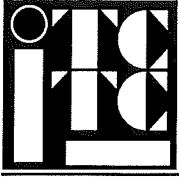
A Mobility-as-a-Service (MaaS) business model could serve as a first step in creating an integrated community mobility system.

We recognize affordable, convenient and reliable transportation is needed by everyone, and especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

We are committed to collaborating with other in the community partners to develop an effective MaaS business model. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the immediate future and for generations to come.

Respectfully yours,

Bridgette Brady
Senior Director for Cornell University Transportation and Delivery Services



Ithaca-Tompkins County Transportation Council

121 East Court Street, Ithaca, New York 14850 • Phone: (607) 274-5570 • Fax: (607) 274 5578 • e-mail: ITCTC@tom-pkins-co.org
On the web at: www.tompkinscountyny.gov/itctc

Policy Committee:
Bill Goodman, Chair
Don Hartill, Vice Chair
David Smith, Secretary

Executive Director:
Fernando de Aragón, AICP

Planning Committee:
Tim Logue, Chair
Ray Burger, Vice Chair

March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of the Ithaca-Tompkins County Transportation Council (ITCTC) to express our strong support for Tompkins County's Mobility-as-a-Service (MaaS) Proposal for the FTA On-Ramp Program. Developing a Mobility-as-a-Service business model is a first step to creating an integrated community mobility system.

We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service than is conventionally available.

The MaaS concept is supported by numerous goals and policies of the ITCTC's 2035 Long-Range Transportation Plan. The LRTP embraces the concept of Sustainable Accessibility, which calls for transforming transportation systems into mobility networks that are responsive to pedestrians, bicyclists, transit, freight, and motorists while meeting vehicular congestion, equity, energy and environmental concerns.

We support the MaaS proposal and are committed to collaborating with others to develop an effective business model. MaaS can be the foundation for developing highly efficient, affordable, sustainable, and equitable community mobility systems for the immediate future and hopefully, for generations to come.

Sincerely yours,

Fernando de Aragón, AICP, Staff Director
Ithaca-Tompkins County Transportation Council

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SCHWEIGER CONSULTING LLC

11 Vale View Road
Wakefield, MA 01880-2131

March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Schweiger Consulting to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. A Mobility-as-a-Service (MaaS) business model could serve as a first step in creating an integrated community mobility system.

We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

As a consultant to Gadabout, which provides transportation services to the elderly and disabled residents of Tompkins County, I recognize the role that MaaS can play in ensuring the mobility of Gadabout's current riders as well as Gadabout's potential role in MaaS as it looks towards the future. Also, having consulted to the Federal Transit Administration (FTA) since 2006 on the Mobility Services for All Americans (MSAA) Program and more recently to the National Aging and Disability Transportation Center (NADTC), I feel that Tompkins County residents will greatly benefit from MaaS – it will increase the accessibility of transportation services to those who need it the most. Finally, in authoring several papers and presentations about MaaS, and discussing these with both US and international colleagues, the Tompkins County vision for MaaS is one the most innovative and has the potential to revolutionize MaaS in the US.

We are committed to collaborating with other in the community partners to develop an effective MaaS business model. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the immediate future and for generations to come.

Sincerely,



Carol Schweiger, President
Schweiger Consulting LLC



Tompkins County Dept. of Social Services
320 W. Martin Luther King Jr. Street
Ithaca, NY 14850

March 21, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of Tompkins County Department of Social Services to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program.

Mobility-as-a-Service (MaaS) was discussed by the Tompkins County Legislature in March 2017, when the Legislature endorsed the Age Friendly Ithaca and Tompkins County Action Plan. The Legislature authorized the submittal of the proposal to the FTA On-Ramp program by County resolution 2018-53 on March 6, 2018.

Since 2006, the Department of Social Services has operated a Transportation Planning unit to manage federal and state public transportation grant programs, the coordinated public transit - human services transportation planning process, and mobility management programs. This arrangement is unique in the United States. It eliminates barriers between the social services and public transit and supports developing innovative community mobility services for all.

By proposing MaaS we seek, with your assistance, to develop a successful community mobility business model to provide affordable mobility to every customer, but especially to assist people facing severe mobility barriers.

Respectively Yours,

Kit Kephart
Commissioner



Tompkins County Office for the Aging

214 W. Martin Luther King Jr./State St.
Ithaca, NY 14850
(607) 274-5482
www.tompkinscountyny.gov/cofa

March 16, 2018

Sharon Feigon, Executive Director
Shared Use Mobility Center, Inc.
125 S. Clark Street, Floor 17
Chicago, IL 60603

Subject: Tompkins County, NY On-Ramp Proposal

Dear Ms. Feigon:

I'm writing on behalf of the Tompkins County Office for the Aging to express our strong support for Tompkins County's Mobility-as-a-Service Proposal for the FTA On-Ramp Program. We enthusiastically support the proposal to develop a Mobility-as-a-Service business model as a first step to creating an integrated community mobility system.

The Tompkins County Office for the Aging supports older adults to live at home and in community with independence, quality of life and dignity. Transportation is a vital component of this. We recognize affordable, convenient and reliable transportation is needed by everyone, but especially for individuals and families with limited income, seniors, people with disabilities and rural residents with limited affordable housing and transportation choices. MaaS proposes to offer a higher standard of customer service and support than is conventionally available.

We support the MaaS proposal and are committed to collaborating with others to developing an effective business model. MaaS can be the foundation for developing affordable, sustainable, and equitable community mobility systems for the immediate future and for generations to come.

Respectfully yours,



Lisa A. Holmes
Director

ADOPTED
RESOLUTION NO. 2018-53

Authorizing the Federal Transit Administration (FTA) Mobility-On-Demand (MOD) On-Ramp Technical Assistance Proposal

WHEREAS, the Federal Transit Administration (FTA) developed its Mobility-On-Demand (MOD) initiative to encourage innovative, multimodal, integrated, accessible, and equitable community mobility services for all travelers, and

WHEREAS, FTA recently announced the MOD On-Ramp Program to provide technical assistance for up to six FTA grant recipients nationally to develop innovative business models for integrated community mobility and thus be able to apply for future rounds of MOD funding, and

WHEREAS, successful proposers will receive technical assistance from FTA's contractor - Shared-Use Mobility Center, Inc., of Chicago, who will coordinate the business planning process and pay related expenses, for the year-long project, and

WHEREAS, the County of Tompkins is a Direct Recipient, designated by the Governor of New York State, for the FTA Section 5307 Urban Formula program, and

WHEREAS, the Age-Friendly Ithaca and Tompkins County Plan, adopted in December 2016, recommended Tompkins County establish a working group to develop an integrated transportation system and to explore feasibility of Mobility-as-a-Service (MaaS), and

WHEREAS, mobility operators have expressed support for the County to submit a proposal for FTA's On-Ramp program, now therefore be it

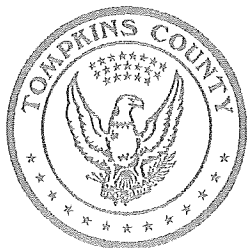
RESOLVED, on recommendation of the Transportation Committee, That the Tompkins County Legislature authorize the County Administrator, or designee, to submit a proposal for FTA's On-Ramp Program,

RESOLVED, further, That the County Administrator, or designee, is authorized to sign any and all agreements between Tompkins County and the Shared-Use Mobility Center, Inc., or Federal Transit Administration for the Project.

SEQR ACTION: TYPE II-20

STATE OF NEW YORK)
) ss:
COUNTY OF TOMPKINS)

I hereby certify that the foregoing is a true and correct transcript of a resolution adopted by the Tompkins County Legislature on March 6, 2018.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the said Legislature at Ithaca, New York, on March 7, 2018.

Catherine Corbett, Clerk
Tompkins County Legislature