Transit Move #6: Make Transit Easier to Use

Better Information

Mobility as a Service

Transit Move #6
Make Transit Easier to Use

To make transit easier to use, improvements will be made to provide more real-time information and better integrate different transportation options. These will include:

• **Better displays of information**

• **Mobility as a Service**

Better Information Will Make It Easier to Understand What's Available

For someone to use a transportation option, they must first know that it is there and be able to understand how to use it. As a result, it is important for transit systems to provide clear and concise information on their available services. Transit typically serves a very broad cross-section of an area's residents, workers, and visitors. Because people access, use, and process information in different ways, transit systems must deliver information in a variety of ways.

Trinity Metro generally does a very good job at providing information. However, there are some areas in which improvements can be made. Most riders now expect to be able to obtain transit information via the internet, and in particular, via smartphone apps. They also now expect wide availability of real-time passenger information at stations and stops. Improvements that will be made include:

- **Online trip planning**

- **Real-time information on the GoPass app**

- **Real-time information at mobility hubs and at BRT, Rapid Bus, and Regional Rapid Bus stations and stops, as well as major bus stops**

- **Service alerts**

Mobility as a Service Will Improve Choices and Make Available Options Easier to Understand and Use

Mobility as a Service (MaaS) integrates various forms of transportation services into a single digital mobile platform to provide flexibility and convenience for travelers. People increasingly make trips using multiple modes – for example, a bus to a downtown station, then bikeshare to their destination, and maybe Lyft back in the evening if the weather is bad. At present, this usually means that travelers must learn about these options from many different sources and pay separately. MaaS provides the ability to plan, book, and pay for different options using a single smartphone app.

MaaS integrates different public and private transportation services into one app, where users can book transportation, pay for it, and understand the multitude of options to travel from point A to point B. Through MaaS, Trinity Metro and DART could expand the capabilities of the GoPass app to enable partnerships with private transportation companies to allow subscription transportation service. This subscription would allow passengers to have access to Trinity Metro transit as well as rideshare, for example, all for a fixed cost per month.

It is important to note that MaaS is very much an emerging technology that is still in its infancy. At present, many apps that focus on a single service are starting to provide information on other services. Other efforts are starting from the ground up.

Trinity Metro will develop MaaS as technology allows, with a focus on the following areas:

- **Integration of transit and first-mile/last-mile connections**

- **Transit schedule and real-time information**

- **Trip planning and booking**

- **Fare payment**