Enabling Seamless Mobility through Integrated Transit and Shared Services

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Explosion of New Mobility Services

- Carsharing
  - Getaround
  - CAR2GO
- Ride-hailing/Ridesharing
  - lyft
  - Uber
  - Flywheel
- Bikesharing
  - Capital Bikeshare
  - Bay Area Bike Share
  - Hubway
- Microtransit
  - Via
  - Chariot
  - Bridj
New Mobility Solutions Can Complement Transit Services

Recent APTA report findings:

• The more people use shared modes, the more they use public transit and own fewer cars
• Shared modes complement public transit
• Shared modes will continue to grow in significance; we need partnerships
• The public sector and private mobility operators are eager to collaborate
moovel transit

The industry leader in public transit mobile ticketing and payment solutions
The moovel transit platform includes

- Rider App
- Ride Web
- Inspector App
- TOMS (back office analytics)
RideTap

A multimodal transportation network for apps
The RideTap SDK

- Single-point integration
- Frictionless user experience

- Pilot launched May 5 between TriMet and moovel
- Ride provider partners include Lyft and car2go
- Additional bikeshare and taxi-hailing services confirmed and coming soon
RideTap: the user experience
RideTap: the user experience

Ride Card Results

Swipe for More

Tap for Detail
Use Cases for Seamless Mobility

- Connecting transit apps to first/last mile solutions
- Connecting transit users to off-hour solutions for their mobility needs – a mobility “safety net”

Overall result: improved accessibility, reliability, and usability of urban mobility solutions to live a car-free life
The moovel app: Plan-Book-Pay Solution

- World’s first commercial multimodal search, book, and pay solution
- Based in Stuttgart, Germany
- With a single account, users can access different transportation options across Germany
Single Point of Integration for Public Transportation and Private Mobility
Thank You!

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