

Welcome

Cal-ITP Market Sounding Kick-off Event



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Q&A

Questions from Webinar Participants



If you have any questions during the presentation or the Q&A session, please send them to:

caitpmarketsounding@dot.ca.gov

Travel in California today

Traveling in California

California is one of the leading economies in the world and home to many of the private sector's new mobility and financial innovators, as well as the largest and most complex public transportation system in the United States.

About **5.3%** of Californians commute to work by **public transit**



6% of all trips in the **Bay Area**
(28% of public transit trips in California)



5% of all trips in the **L.A. region**
(52% of public transit trips in California)

65% of California public transportation trips are by **bus**



30% of California public transportation trips are by **rail**

Mobility in Flux

Today, residents, visitors, businesses and institutions of California face a disaggregated public transportation network that is often

Difficult to Use

Customers experience significant difficulties planning trips, making connections, and coordinating fare payments

Costly to operate

Agencies face a high cost to collect transit fares

Suffering from declining ridership

Between 2012 and 2016 California lost 62.2 million annual transit rides

Today's Opportunities

A sense of urgency around mobility, pollution, and health

Public investments in transit capacity and transit network redesigns

Economic mobility and inclusion initiatives across California's regions

Diverse agencies and civic institutions addressing the same problems

Local and regional transit/multimodal integration initiatives

New technology platforms and new data sources

To solve a problem of this magnitude, **collaboration and collective problem solving is required** at all levels of government, with public and private operators, academia and think tanks, and with vendors of relevant technologies and business models.

What is Cal-ITP about?

What is Cal-ITP?



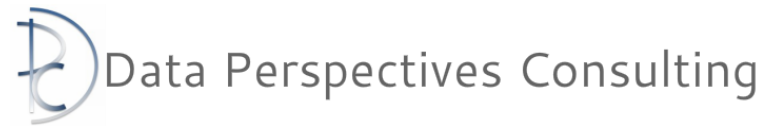
Cal-ITP is the result of cooperation between the California State Transportation Agency (CalSTA), Caltrans, the Capitol Corridor Joint Powers Authority (CCJPA), as well as local, regional and state partners.



Cal-ITP was started to research, plan and establish a statewide framework for multimodal transportation integration.



Industry experts supporting Cal-ITP



DB Engineering & Consulting

UrbanLabs



The five objectives of Cal-ITP



Improve the transit experience
in California



Increase public agency buying power
for technology and services

Reduce inequality



Realize benefits for transit services



Meet California
climate change law

Cal-ITP Program



Cal-ITP1 Research and fact-finding on Integrated Transportation Systems.

Cal-ITP2 California Integrated Travel Project Symposium in Davis, CA.

Cal-ITP3 Statewide Payment Systems and Mobility Service Data solutions, with a focus on Public Transit and Passenger Rail.

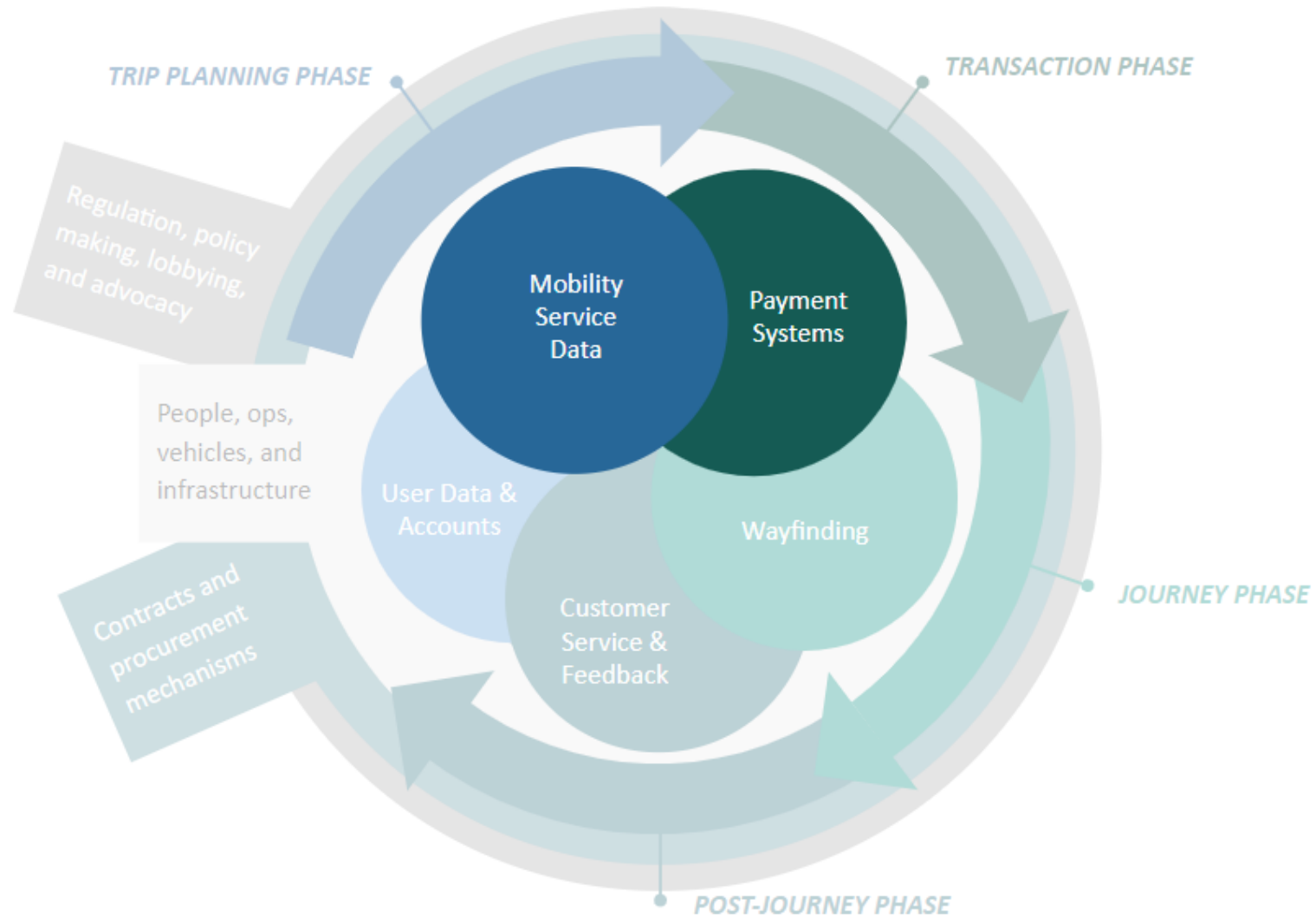
Cal-ITP Future Mobility Service Data for other mobility services, Wayfinding tools and guidelines, User Data & Accounts, Customer Service & Feedback systems.

Why a Market Sounding?

Goals of this Market Sounding

1. Thinking outside the box
2. Engaging with the innovation capacity of the market
3. Increasing the likelihood of achieving objectives

Focus of this Market Sounding



What Cal-ITP aims to learn

- ? What are the latest industry innovations and best practices
- ? What is the best approach to deliver a solution that ensures seamless travel experience
- ? In what ways can social inclusion be increased
- ? Which solutions would leverage, or create global standards, and ensure openness
- ? How to reduce costs for transit operators and authorities
- ? How to leverage global business models
- ? What are the most fitting business and governance models
- ? How can the Cal-ITP partners support the initiative

Paying for travel in California

Illustrative Use Cases

Infrequent riders

Value - efficiency

Mix of public transit, ride-hailing, car-sharing, possibly bike/scooter

Current Payment Options:

Cash, bank card, app



Discounted Fares

Value - cost

Primarily public transit or personal car

Current Payment Options:

Clipper/Compass/TAP Card

Commuters

Value - consistency

Primarily public transit; occasionally uses private operators for first/last mile connections

Current Payment Options:

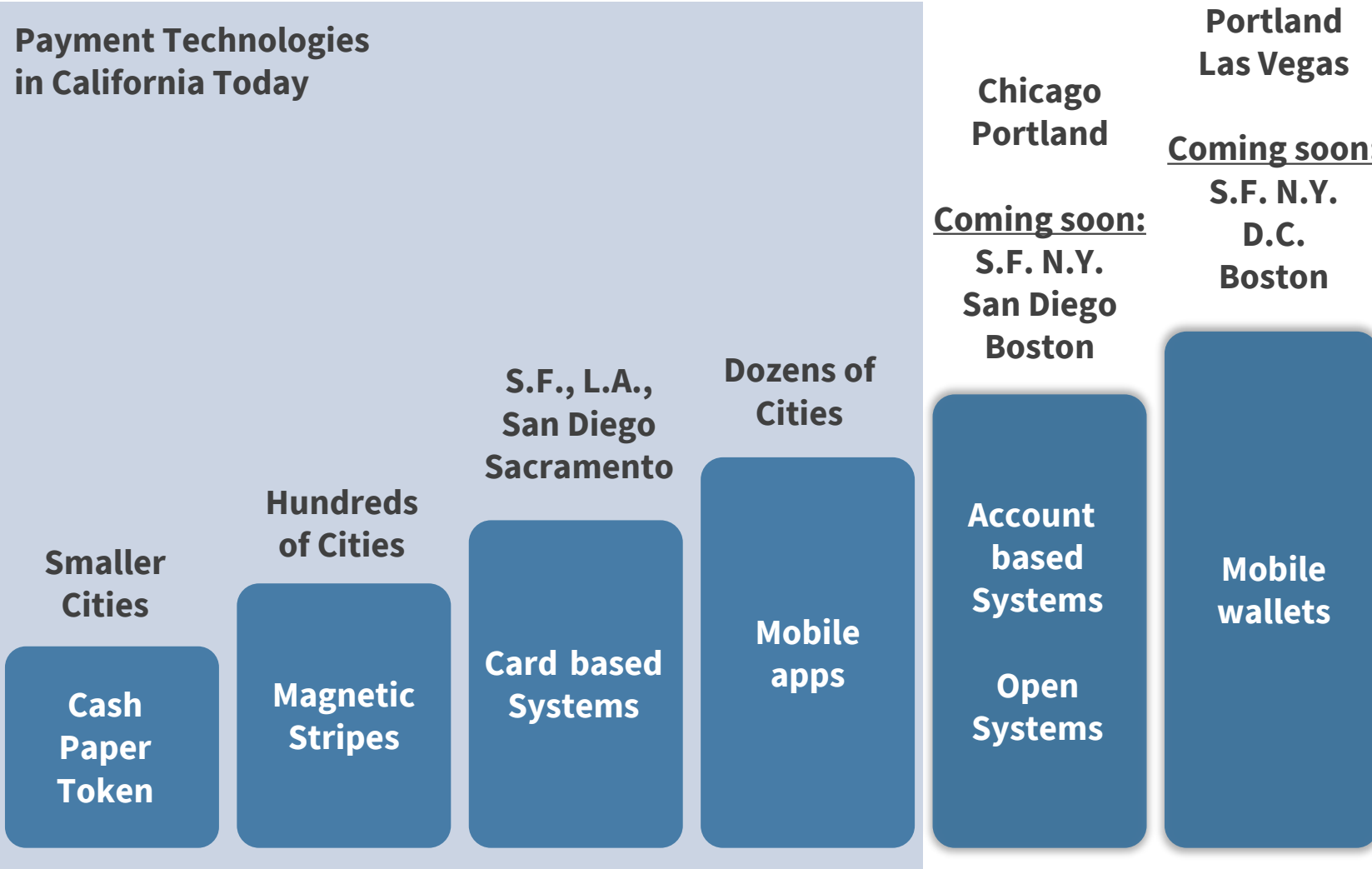
Clipper/Compass/TAP Card, bank card

Income Discounts

Value - access/equity

Current Payment Options:
Clipper/Compass/TAP Card, cash

Transit Payment Systems in the USA



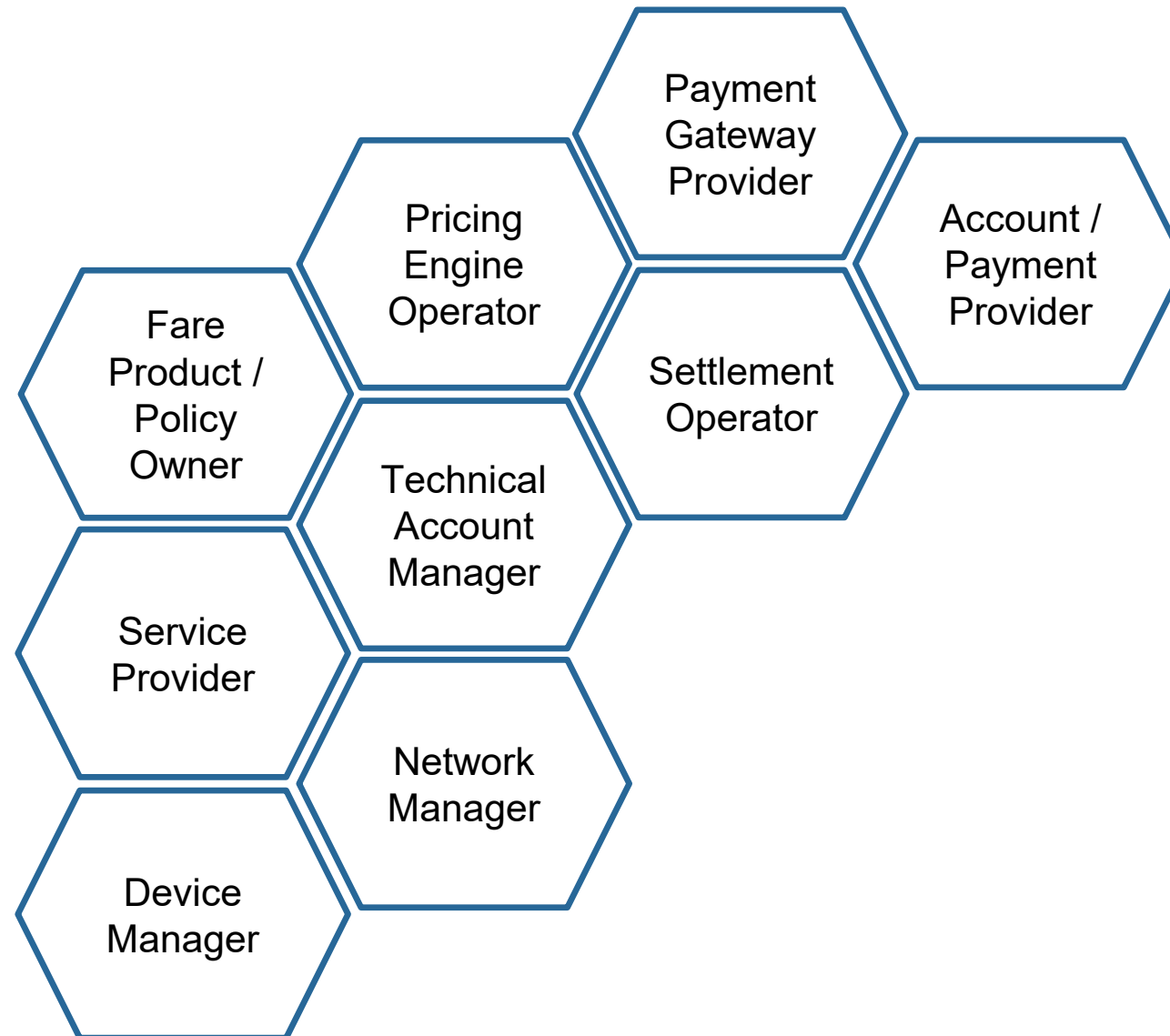
Prerequisites of a new system

- Provide payment solution that serves **all customer groups**
 - Adults, seniors, youth, children
 - Full price and discount-eligible customers
 - Commuters and infrequent users
 - Long-haul and short-trip travelers
- Enable integrated payment **and pricing** across mobility services
 - Public Transit
 - Bike Share / Scooter Share / Car Share
 - Transportation network companies (TNCs)
- Introduce new payment options to both new and established services with **minimal barriers to entry**

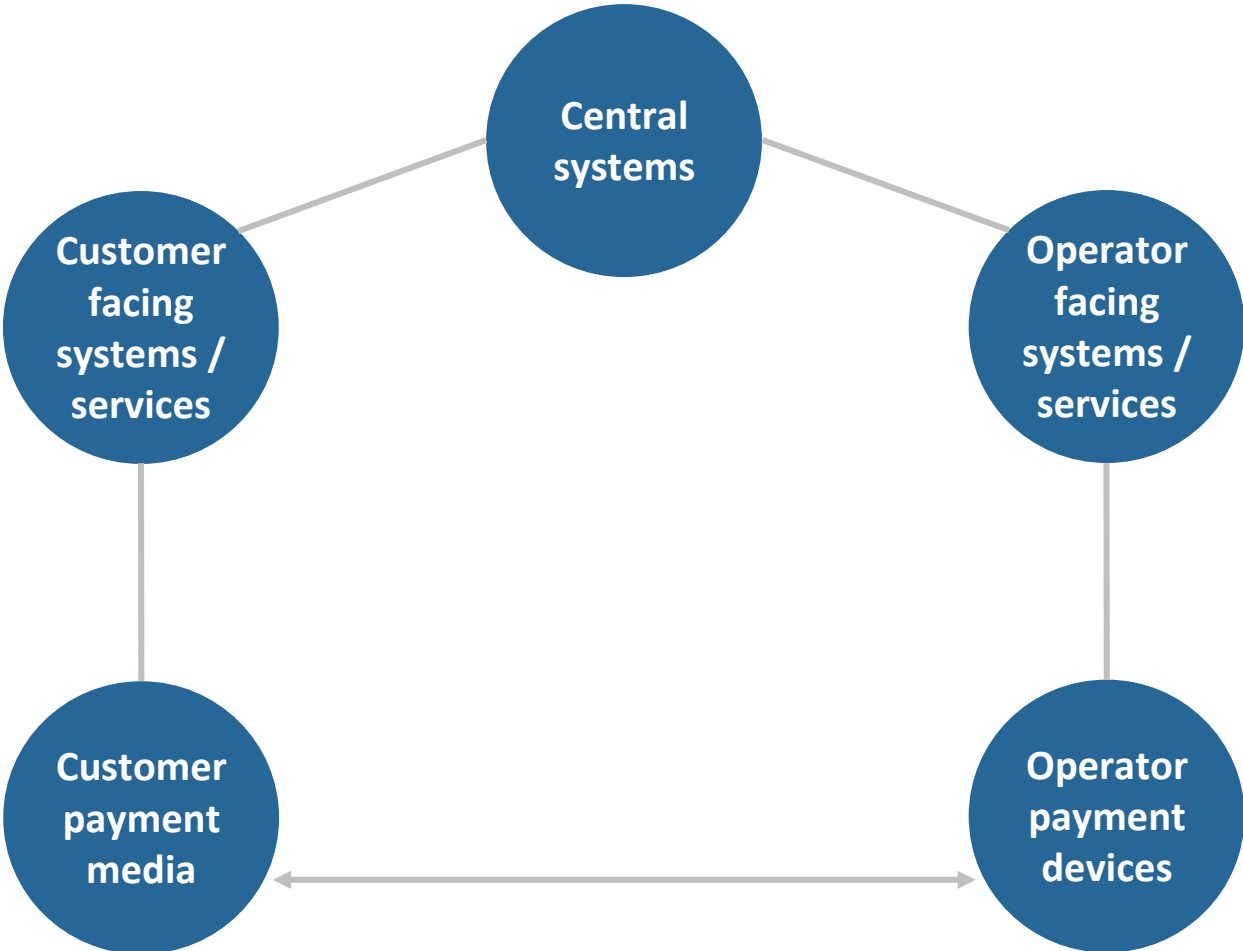
Prerequisites of a new system

- Provide unbanked and underbanked customers **equal access to all mobility services**
- Prioritize customer experience, and encourage use of services by **reducing friction** in the payment process
- Provide **integrated trip planning and payment** across services where practical
- Leverage economies of scale to provide a **cost-effective solution** statewide for customers

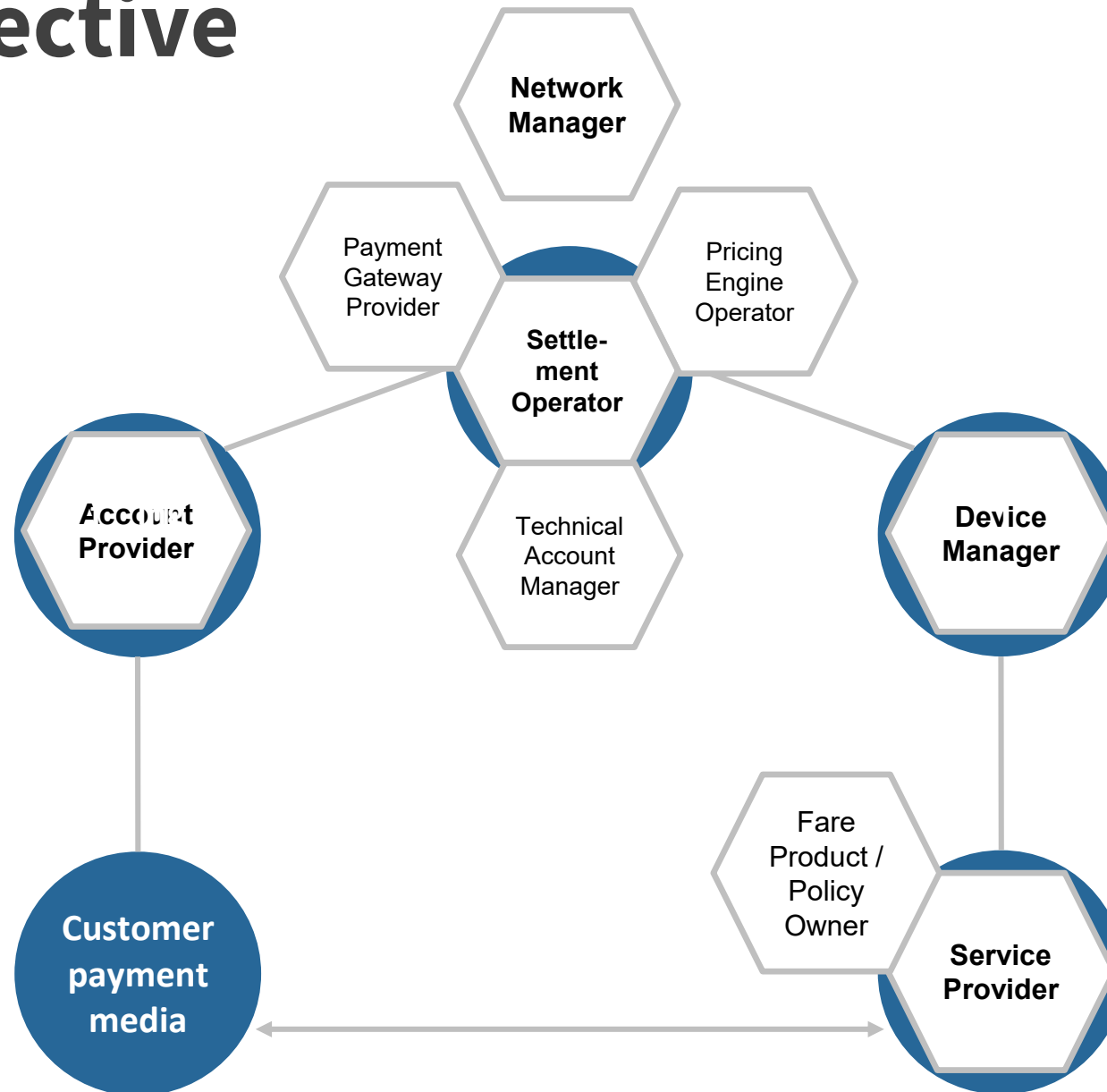
Roles in a Payment System



Anatomy of a payment system: role perspective

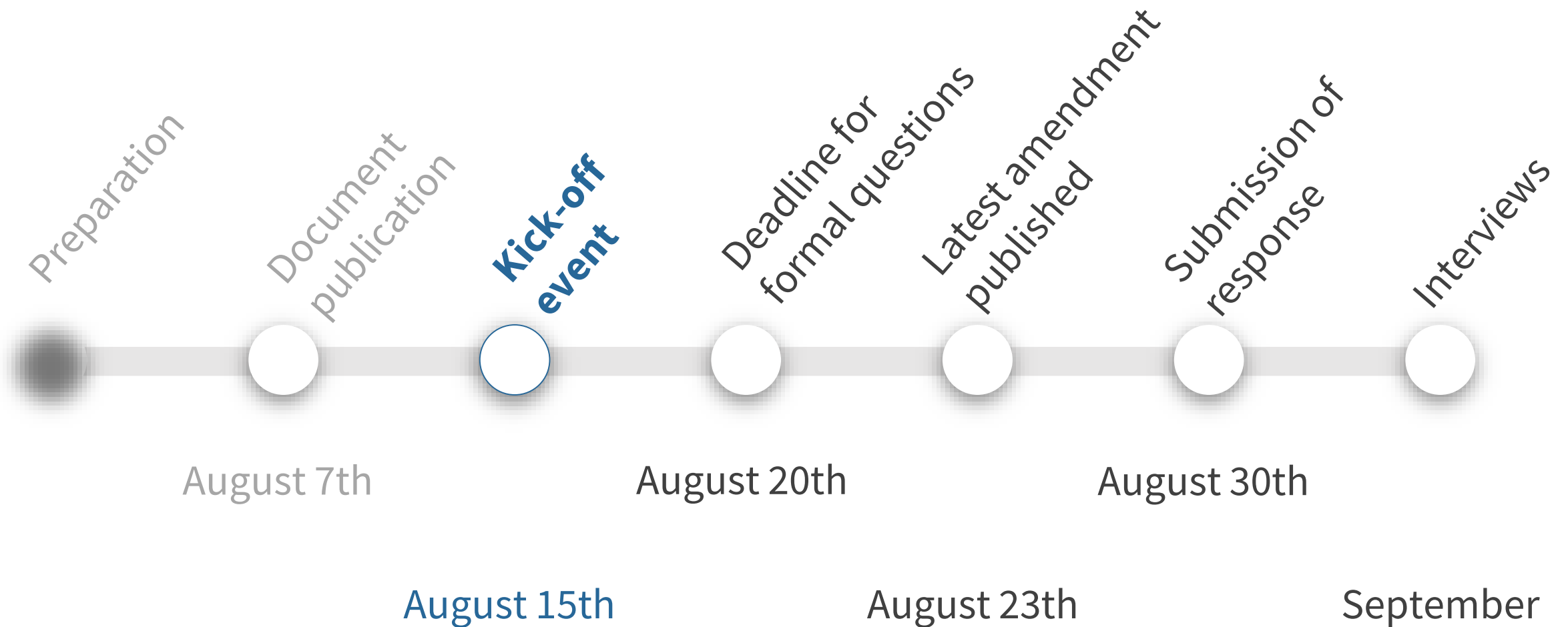


Anatomy of a payment system: role perspective



What are Next Steps?

Market Sounding Process



Contact information



For more information please visit: <https://dot.ca.gov/cal-itp-market-sounding>

E-mail us: CAITPMarketSounding@dot.ca.gov

| Activity | Date |
|----------------------------|--------------------------------------|
| Deadline for questions | August 20, 2019 before 3:00 p.m. PST |
| Latest Amendment Published | August 23, 2019 |
| Submission of Information | August 30, 2019 before 3:00 p.m. PST |

Q&A