



Mobility as a Service (MaaS)

MaaS programs combine various modes of transportation into a single, digital platform, allowing users to move throughout cities and regions with ease. The service enables users to plan, book, and pay for multiple different types of mobility options in one platform. MaaS programs also provide real-time arrival and service information to help users plan their trips. To improve overall mobility equity, MaaS programs can also consider providing subsidies to key user groups. This type of program would benefit San Diego by making the mobility system not only more efficient and user-friendly with the incorporation of innovative technology, but also more equitable and accessible.



Mobility as a Service

PROGRAM HIGHLIGHTS



Estimated Initiation Timeframe

5+ years



Implementation Cost

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Potential Funding Sources

- » General Fund
- » Federal, state, regional grants



Leading Department

Sustainability and Mobility



Collaborating Entities

Other City departments, partner agencies, public-private partnerships



Relevance to Mobility Master Plan Goals

Goals 1, 3, 4, 5, 8, 10



Relevance to Climate Action Plan Policies

Policy 3.1 SA-1



Incorporating Community Engagement

The community identified needing more connections to regional resources such as the coastline and job centers as a major mobility need. An MaaS program would make these regional connections more seamless.

PROGRAM IN ACTION

Portland, OR has made significant efforts to use new technologies that provide seamless mobility options to its residents and visitors. The City implemented TriMet Tickets, a single platform that allows users to plan, book, and pay for multiple modes of transportation including buses, light rail, streetcar, and bikeshare. More information can be found at <https://trimet.org/imi/about.htm>



Portland's TriMet Rail