

REGIONAL DIGITAL INFRASTRUCTURE



Mobility as a Service (MaaS)

Mobility as a Service (MaaS) programs integrate various transportation options into a single digital platform, making it easier for users to navigate cities and regions. These platforms allow users to plan, book, and pay for different types of transportation all in one place, while also providing real-time service and arrival information to help with trip planning. To improve mobility equity, MaaS programs can offer subsidies to key user groups. When combined with initiatives to bridge the digital divide, this type of program could greatly benefit San Diego by making the mobility system not only more efficient and user-friendly with innovative technology, but also more equitable and accessible.



Mobility as a Service

PROGRAM HIGHLIGHTS



Estimated Initiation Timeframe
5+ years



Implementation Cost
\$\$\$\$



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
Actions 3.3 SA-1, 3.3 SA-2



Incorporating Community Engagement
The community identified needing more connections to regional resources such as the coastline and job centers as a major mobility need. A 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