

Overview

The Mobility As A Service (MAAS) project is one of six forward-thinking projects that make up the Contra Costa Transportation Authority's (CCTA) INNOVATE 680 program. This program seeks to implement a carefully curated suite of projects that, when operating together, will address corridorwide congestion, travel delays, and long-standing operational challenges along Interstate 680 (I-680).

The MAAS project is a unique combination of public and private transportation services that will provide personalized mobility options based on traveler needs. At the core of the MAAS project is a Mobility On Demand (MOD) application or app currently under development, that will provide real-time, multimodal trip planning options based on origin and destination data. This app will serve up a variety of travel options based on a user's desire for the fastest, greenest, or most cost-effective trip. The app will also include a uniform payment system and incentives based on time of day and mode in an effort to reward select travel behaviors.



Priorities

SEAMLESS TRAVEL

Offering an app with real-time travel information will take the guess-work out of planning a trip from start to finish.

EFFICIENT TRIPS

On-demand data about congestion, mode availability, and pricing will allow users to choose the trip that is the most time-efficient or cost-efficient.

REWARDS FOR GREEN TRAVEL

Providing incentives for using greener modes of travel may decrease vehicle miles traveled (VMT) and improve air quality for all.

User Experience

Below is an illustrated flow diagram showing a complete user experience scenario, starting with a traveler who checks the MOD app at the start of the journey to make the best commute choices.



Commuter opens MOD phone app, chooses to travel by bike, then bus, then BART.



At Shared Mobility Hub, bike is stored safely and commuter boards bus.



Timed lights on city streets provide smooth ride to on-ramp, where bus takes HOV lane to quickly enter freeway.



Congestion on I-680 prompts bus to use Part-Time Transit Lane located on shoulder, bypassing traffic.



Bus makes timely arrival at BART station, allowing commuter to board train for final stretch of ride.



Commuter arrives with short walk to office and receives app notification of charge for their ride.





Goals



Encourage use of greener modes of travel through instant incentives for qualifying trips



Reduce VMT and improve air quality



Increase accessibility to all modes, including shared and active transportation



Optimize trip planning ability for more reliable travel



Partners

PUBLIC

- Bay Area Rapid Transit (BART)
- Central Contra Costa Transit Authority
- Transportation Authority of Marin (TAM)

PRIVATE

- American Automobile Association (AAA), Northern CA, Nevada and Utah
- Advanced Mobility Group (AMG)
- Telegra, Inc.

ACADEMIC

- University of California, Berkeley
- Transportation Sustainability Research Center

Cost

The total cost of this project through deployment and implementation is **\$17.8 million**, \$8 million of which has been awarded to CCTA through an Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) Grant. The remaining \$9.8 million will be sourced through grant matching funds.



Key Milestones



For more information about this project:

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Stay Informed!

ccta.net/INNOVATE680/maas

