

June 21, 2016

TO: Members of the MAG Regional Council

FROM: Mayor W.J. "Jim" Lane, Scottsdale, Chair

SUBJECT: ADDENDUM TO THE JUNE 22, 2016, MAG REGIONAL COUNCIL AGENDA

An addendum to the June 22, 2016, MAG Regional Council agenda has been prepared to provide an opportunity for MAG to provide a letter of support of Valley Metro's submission for FTA's Mobility on Demand. Please contact the MAG office if you have questions about the addendum to the agenda.

ITEM PROPOSED TO BE HEARD

*5N. FTA Mobility on Demand Sandbox Demonstration Program Project Submission

On May 3, 2016, the Federal Transit Administration (FTA) issued a Notice of Funding Opportunity for \$8 million in funding Mobility on Demand (MOD) Sandbox Demonstration Program projects that demonstrate improved personal mobility using emerging technologies, applications, practices, and service models in concert with existing public transportation systems and resources. This MOD Sandbox Demonstration Program is part of a larger research effort to support transit agencies and communities as they navigate the dynamic, evolving landscape of personal mobility and integrated multimodal transportation networks. Valley Metro, in partnership with the City of Phoenix, proposes seeking up to \$1 million in funding to expand its existing mobile application, Ridekick, to include mobile ticketing, real-time travel information, and optimized trip planning services through non-Valley Metro operated services. Valley Metro is requesting a letter of support for the project. Please refer to the enclosed material.

5N. Approval to provide a letter of support Valley Metro's project submission for FTA's Mobility on Demand (MOD) Sandbox Demonstration Program.

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

June 21, 2016

SUBJECT:

FTA Mobility on Demand Sandbox Demonstration Program Project Submission

SUMMARY:

Congress has authorized the Federal Transit Administration (FTA) under 49 U.S.C. 5312 to award project funding for programs that demonstrate and evaluate innovative approaches to integrated "Mobility on Demand" (MOD) solutions within a public transportation framework. On May 3, 2016, the FTA issued a Notice of Funding Opportunity (NOFO) for \$8 million in funding MOD Sandbox Demonstration Program projects that demonstrate improved personal mobility using emerging technologies, applications, practices, and service models in concert with existing public transportation systems and resources. This MOD Sandbox Demonstration Program is part of a larger research effort to support transit agencies and communities as they navigate the dynamic, evolving landscape of personal mobility and integrated multimodal transportation networks. Providers of public transportation are eligible under this NOFO and projects must respond to the guiding principles of the MOD Sandbox: system integration, partnership driven, innovative business model, and equity of service delivery. Applications are due July 5, 2016.

Valley Metro, in partnership with the City of Phoenix, proposes seeking up to \$1 million in funding to expand its existing mobile application, Ridekick, to include mobile ticketing, real-time travel information, and optimized trip planning services through non-Valley Metro operated services (e.g., Lyft, Uber, GRID bike share, etc.). Valley Metro is requesting a letter of support for the project.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: Award of funding would further assist in providing information for travelers within our region to make transportation choices that best serve their specific needs and circumstances.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None.

POLICY: None.

ACTION NEEDED:

Approval to provide a letter of support Valley Metro's project submission for FTA's Mobility on Demand (MOD) Sandbox Demonstration Program.

PRIOR COMMITTEE ACTIONS:

None.

CONTACT PERSON:

Audra Koester Thomas, Transit Planning Project Manager, MAG (602) 254-6300.