



Pace passengers disembark an On Demand vehicle.

P-1 Mobility Agency Transition

Initiative: Formally recognize Pace's current role as a regional mobility provider and move beyond the perception of a suburban bus company.



Supports Goals:

Accessibility, Equity, Productivity, Responsiveness, Safety, Adaptability, Collaboration, Diversity, Environmental Stewardship, Fiscal Solvency, and Integrity

ACTION ITEM 1 Recognize and Embrace Pace's Multi-modal Role

As the region and transportation landscape have changed, Pace has growing competition. The agency will build on its history of operating different service models by innovating both fixed route and demand response services, in conjunction with other regional mobility providers. Pace will investigate the impacts of formally recognizing its role as a regional mobility provider that oversees various transportation modes, which the agency has commonly referred to as the "Pace family of services." As part of this initiative, Pace will investigate formalizing its engagement process with other private and micro-mobility providers in the region.

Agencies across the United States (including King County Metro in Seattle, Miami-Dade Transit, Cap Metro in Austin, and many others) are also embracing an expanded role in coordinating mobility services. With the growing number of options in the mobility ecosystem, there is also a growing need for a common user interface and booking system that encompasses all transportation choices.

Given the much larger size and scale of Northeastern Illinois compared to most other metro areas, the region's structure for providing public transit service makes it even more dynamic than some of the above-mentioned places. As such, Pace will closely coordinate with the RTA, CTA, Metra and other partners to ensure this reimaged role is not only compatible with the functions of each organization, but one that benefits transit users in Northeastern Illinois generally.

Figure 3 illustrates this overall proposed role and relationship with other service providers and modes of travel.



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Pace Family of Services

External Partnerships with Service Providers (Dark Blue)



Figure 3: Conceptual relationship of Pace-administered services and partnerships with other mobility providers and modes of travel, based largely on TriMet model diagram of the Mobility on Demand trip planner application (trimet.org/mod).

ACTION ITEM 2 Promote Regional Regulation of For-Hire Vehicles

Pace will advocate for the advancement of a regional approach to regulating the operations of for-hire vehicles (FHV), such as taxis, transportation network companies (TNCs) like Uber, Lyft and Via, and private shuttle companies. There is currently a lack of regional coordination for how local municipalities regulate these services. As a result, piecemeal services and FHVs that collect data on vehicle speeds, trip origins and destinations are not shared with a regional agencies.

Charging a regional entity with this responsibility would free municipalities of the regulatory burdens and would allow other regional agencies like Pace to better understand what modes are available to potential customers and how they may be used together to bring customers onto more effective and efficient modes such as mass transit.

This new regional service may involve aggregation of the various sources of transportation data. In the future as more public and private transportation providers (and operators) will be collecting and sharing operational data, development of this capacity will become increasingly important. Currently no process exists to collect and aggregate these data sets across the region's transit service area.

While this new responsibility may or may not be appropriate for Pace to take on, it nonetheless is something that a regional agency should consider. Pace is open to ideas from its partner agencies on what the best approach to this issue may be. Paramount to success is advancing strategies that are favorable to both public transit and the FHV industry.

This initiative is supported by MPC's Universal Mobility Report, in which "All transportation providers, whether they are affiliated with Pace or not, should report ridership data in a concise and standardized way to the RTA for analysis." ⁵ While MPC's report focuses on mobility for people with disabilities, the concept also applies more broadly for all mobility in the region.

CMAA's ON TO 2050 plan calls for more regional data collection practices and regulation of data sharing standards in its Emerging Transportation Technology Strategy Paper, including the establishment of "a regulatory environment that facilitates innovation and supports regional priorities" and "identifying and requiring information needed to understand and set policies on private mobility services, such as TNCs." ⁴

Finally, ON TO 2050 recommends that "private sector partners share data that aids planning for transit, the road network and emerging mobility services" as well as the recommendation that local government and transportation agencies "contractually require data sharing as a condition for private companies access to public infrastructure or to subsidies."

⁵ *Toward Universal Mobility: Charting a Path to Improve Transportation Accessibility*, Metropolitan Planning Council (MPC). December, 2019. www.metroplanning.org. Page 55.

⁶ *Emerging Transportation Technology Strategy Paper*. Chicago Metropolitan Agency for Planning (CMAA). November 2017. www.cmap.illinois.gov. Page 27.

ACTION ITEM 3 Develop an Emerging Mobility Pilot Data Policy

While a regional regulatory framework for collecting travel data from FHV and associated mobility services would require additional investigation and regional coordination, Pace can investigate ways of improving the collection, management, and usage of existing mobility data in the meantime, in an effort to better integrate transit and emerging mobility services.

Pace recognizes the power of integrating all public and private transit options into one common user interface, referred to as Mobility as a Service (MaaS). By bundling many mobility options together and allowing users to subscribe to various packages, customers' multi-modal transportation experience is simplified. This initiative will assist Pace in supporting MaaS and managing regional mobility needs.

For example, Pace's On Demand, Dial-a-Ride, and Vanpool programs may be appropriate service typologies for piloting MaaS concepts and technologies. The results of testing these efforts could then inform the development of a broader policy and framework.

Pace will also establish clear policy and minimum requirements related to the collection and usage of existing sources of mobility data. This will allow Pace to take an informed and proactive approach to transit and shared mobility, and it will ensure the agency is able to shape those services to support meeting *Driving Innovation* organization and service goals.



Collecting the diverse and dense body of mobility data being produced. (US DOT ITS).