



A Pace passenger boarding a Vanpool vehicle in Arlington Heights, Illinois.

T-3 Integrated Transit Platform

Initiative: Establish an internal software platform to match transit services with customer travel preferences in real-time, including vehicle location, connection protection, first and last mile.

implement
now

IMPLEMENT
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further
investigate

Supports Goals:

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

An integrated transit platform will help Pace to efficiently provide first and last mile connectivity and connection protection of passenger trips among coverage-based services. This will connect customers dynamically to Pace's transit network, and function similarly to ride-hailing mobile applications used by transportation network companies (TNCs) such as Uber, Lyft and Via.

Using such a platform, a customer may request service at their location via mobile application or a voice call. The driver's details are sent to the customer along with an estimated time of arrival. The system will utilize predefined parameters and could be calibrated to prioritize access to employment for individuals in economically disadvantaged areas. The payment interface could be handled by the Ventra application.

In addition, trip planning and fare payment for other modes and services will be able to be introduced and integrated automatically through simple application programming interface (API's), reducing the time and complexity of writing custom software for each new service introduced.

The primary objective is to provide travelers with an end-to-end seamless mobility service from their origin to their destination in a fast, affordable, and efficient fashion and convert single trips into multiple occupancy trips. Importantly, an integrated transit platform would allow improved connectivity to CTA, Metra and Pace fixed-route services and support the overall regional transit system. With this functionality, the number of transportation options provided through Ventra and the mobile app will be limitless, providing true Mobility-as-a-Service (MaaS) functionality.

Additionally, a dynamic pricing strategies planning model may be developed to aid Pace in planning and design of competitive fares to better match market demand for the cost of providing first-mile/last-mile services.

