U.S. Department of Transportation
Federal Transit Administration

Mobility on Demand (MOD) Sandbox: Valley Metro Mobility Platform
Final Report

Background

The Federal Transit Administration (FTA) is leading the Mobility on Demand (MOD) Sandbox Program to explore how public transportation agencies can incorporate new technologies that complement and support the traditional functions of public transportation. Valley Metro, the regional public transportation agency of Maricopa County, Arizona, was selected as one of 11 recipients of MOD Sandbox Demonstration projects to implement an effort aimed at improving trip planning and payments by updating its existing smartphone app.

Objectives

Project objectives were to enhance the existing Ridekick™ app to reduce trip planning, wait, and travel times; encourage the adoption of mobile-based technology for public transit; improve first/last-mile connectivity; improve accessibility and trip planning methods for travelers with disabilities; enhance the traveler experience; and provide an open data platform that allows transit agencies to exchange travel information.

Findings and Conclusions

The new Pass2Go® app reduced trip planning and wait times, improved real-time information for public transit and planning methods, and enhanced accessibility for travelers with disabilities.

Overall, analysis showed that the Pass2Go® app was an enhancement over the existing Ridekick™ app. Results showed that trip planning and wait times were reduced, real-time information for public transit and planning methods were improved, and accessibility was enhanced for travelers with disabilities. Key findings include the following:

- The average planning and wait times of Pass2Go® users declined.
- Users reported greater connectivity with public transportation using information augmented in Pass2Go®.
- User behavior showed greater use of connecting first/last-mile modes through measured activity.
- Pass2Go® users with disabilities found that trip planning methods were improved.
- Pass2Go® users considered their travel experience to be enhanced with real-time travel information and routing.

Benefits

The Pass2Go® app demonstrated the capabilities of a trip planning and payment app to shift traveler behavior, streamline the payment process, and improve the traveler experience. Lessons learned from the pilot in the areas of project planning, technological development and expertise, data collection, and user engagement will allow for future projects to build on this experience and advance common objectives with similar initiatives within other transit systems.

Project Information

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