



GREATER WASHINGTON PARTNERSHIP

FROM BALTIMORE TO RICHMOND.
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FOR IMMEDIATE RELEASE

July 9, 2018

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GREATER WASHINGTON PARTNERSHIP CHARTS PATH TO ESTABLISH SEAMLESS MOBILITY PLATFORM

Integrating Public and Private Mobility Services in Single Platform Can Transform and Unify Capital Region Transportation Network

WASHINGTON, D.C.—Today, the Greater Washington Partnership (the Partnership) released a new issue brief, [Unlocking the Promise of Integrated Mobility in the Capital Region](#), the second of three regional mobility briefs that identifies clear steps for the region to establish a seamless, one-stop-shop mobility platform for planning and paying for any trip across the Capital Region.

The brief outlines four principles and five actions to coordinate an array of public and private mobility options available today to unlock an integrated mobility system for the region's consumers from Baltimore to Richmond. The failure to provide an integrated experience across all mobility options in the Capital Region makes it difficult for consumers to optimize trip planning and traveling throughout the region, which results in more pressure on the region's transportation system and higher congestion.

“Imagine the potential benefits if a consumer has the information needed to easily access, compare, and pay for the best option to get from Point A to Point B, regardless of mobility provider,” said Jason Miller, CEO of the Greater Washington Partnership. “The Capital Region can become a leader in the United States in integrating mobility using technology, and the end result will improve residents' daily commutes from Baltimore to Richmond and make our region a more popular destination for families and businesses.”

As MTA, GRTC and WMATA plan to roll out new mobile ticketing options in the next 12 months, these agencies have the ability to radically improve the user experience, impacting the transportation landscape in the region for years to come. Using technology to simplify the trip planning and payment process across public and private options can improve commutes at a fraction of the price of major transit expansion—and it can reduce public transportation's long-



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term operating costs. And doing so helps to integrate and allow consumers to benefit from the increasing number of available transportation options.

“Integrating services across the region has the ability to revolutionize the consumer experience and harness the full potential of the Capital Region’s transportation network,” said **Kate Mattice, Executive Director of the Northern Virginia Transportation Commission**. “The Commission recently adopted the Northern Virginia Regional Fare Collection Strategic Plan, but it requires regional implementation that extends beyond our jurisdictions’ borders to maximize its potential. The Partnership’s new brief provides concrete principles and actions that can guide the entire region to create a unified mobility platform.”

An integrated transportation system must enable a common payment platform to give consumers flexibility, leverage technology to integrate the region’s transportation services, and build a mobility network that embraces pilots and open data. This bold action will make the Capital Region a global leader, on par with London, Tokyo and Helsinki, in providing innovative mobility services for all residents.

These principles were developed through extensive analysis, direct engagement with stakeholders and decision-makers, and with input from our nationally recognized Mobility Steering Committee.

The Greater Washington Partnership’s Integrated Mobility Principles

1. Put the user experience at the center of ticketing and trip planning investments
2. Build capacity for interoperability and new functionality in planning and ticketing systems for public and private mobility services
3. Ensure that new ticketing systems equitably empower all consumers
4. Leverage new ticketing systems to learn, experiment, and transform the travel experience

Near-Term Actions

1. Establish strategic goals and plans for a single platform for all trip planning and ticketing in the Capital Region
2. Incorporate fare capping into public transportation payment systems
3. Pursue regional and national funding opportunities that move toward seamless ticketing across all mobility options in the Capital Region
4. Avoid transportation agency procurements that preclude opportunities to innovate and integrate with other public or private mobility providers across the region
5. Convene leaders of regional public transportation agencies regularly so they can share what they have learned

In May the Partnership released, *Tackling the Capital Region’s Roadway Congestion: Performance-Driven Tolling*, the first regional mobility brief on transportation challenges in the Capital Region. The final brief will rethink the region’s bus systems and will be released later this summer.





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About the Greater Washington Partnership

The Greater Washington Partnership is a first-of-its-kind civic alliance of CEOs in the region, drawing from the leading employers and entrepreneurs committed to making the Capital Region—from Baltimore to Richmond—one of the world's best places to live, work and build a business. Working in collaboration with leaders across our communities, the Partnership connects and leverages the region's extraordinary assets to advance inclusive, actionable solutions that strengthen Greater Washington as a leading global region and center for commerce and innovation.

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