

# MovePGH: Pittsburgh's Mobility as a Service Program



Pittsburgh Department of  
Mobility and Infrastructure

April 2022

# MISSION + GOALS

## MISSION

Provide the physical mobility necessary to support the social and economic mobility of the people of Pittsburgh through the management, design, improvement, and operation of the public right of way.

## GOALS

- No one dies or is seriously injured traveling on city streets.
- Every resident can access fresh fruits and vegetables within 20 minutes (without requiring a private vehicle).
- All trips less than 1 mile are easy and enjoyable by walk, roll or bike.
- No household must spend more than 45% of income on housing + transportation.
- Our streets reflect the values and pride of our city.



# What is Move PGH?



Move PGH is a two-year pilot program that connects Pittsburgh residents, workers, and visitors to jobs, goods, and services in ways that maximize access while minimizing cost, congestion, and carbon emissions.

Move PGH was created by the Pittsburgh Mobility Collective— a public / private partnership dedicated to improving Pittsburgh's mobility options.

# How did this get started?



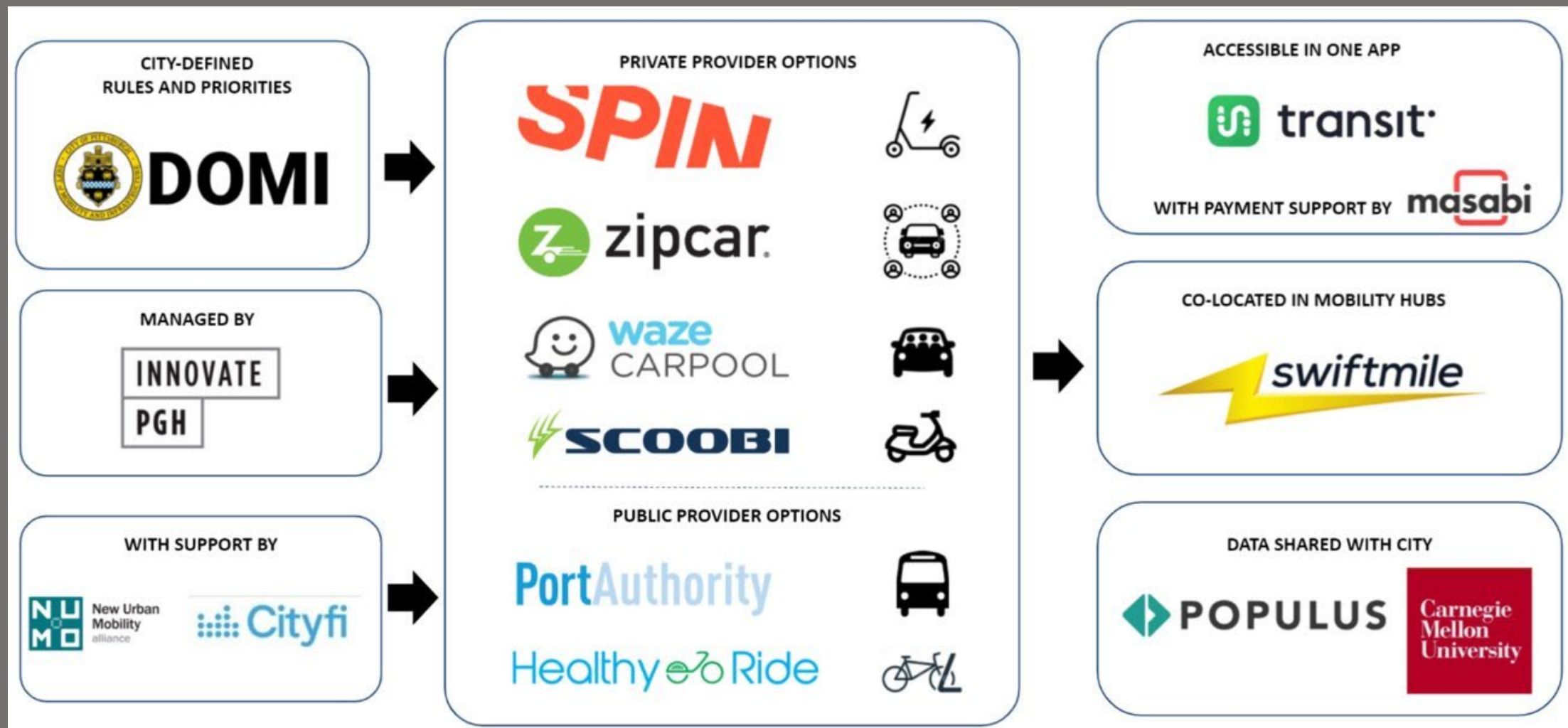
- In 2019, DOMI sought a group of emerging mobility companies to introduce a complete and cohesive mobility service (Mobility as a Service)
- This group would combine with the city's existing Transit and Bikeshare providers to fill all transportation needs
- In May of 2019, City of Pittsburgh released an RFP asking transportation companies to align as a coordinated mobility service offering digital and physical infrastructure
- In July, DOMI selected the Pittsburgh Mobility Collective (PMC) to introduce this service for a pilot term of 2 years
- In September, DOMI hosted an "Ambition Workshop" to affirm goals and approach
- In early 2020, the PMC finalized a Memorandum of Understanding

# Goals of Move PGH



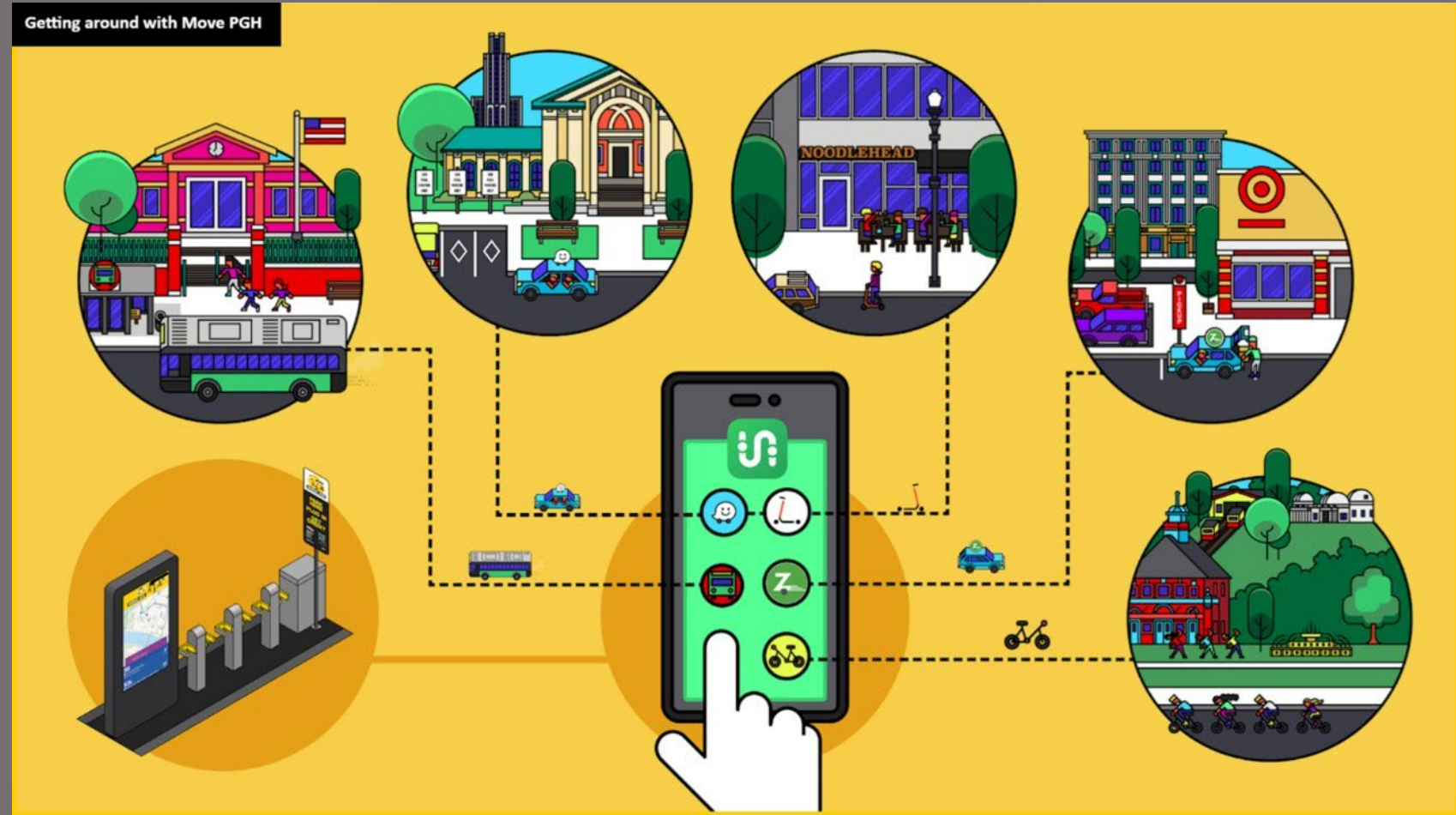
- Affordability
- Accessibility
- Equity
- Sustainability
- Innovation

# Who is the Pittsburgh Mobility Collaborative?



# What is the Transit App?

- Transit App, selected as the MaaS provider for Pittsburgh
- Aims to coordinate options as a unified service, both digitally and physically
- Transit App shows transit options, as well as Healthy Ride, Spin, and Zipcar



# What does the Transit App Do?

- Displays information of Move PGH services: realtime transit arrivals and available scooters and bikeshare
- Introducing native integrations:
  - Mobile ticketing for transit currently available
  - Will launch for Spin and Healthy Ride in coming months
- Plans to introduce discounts for transfers between modes in 2022

**MORE WAYS TO GET EVERYWHERE YOU NEED TO GO**

Learn more at <https://www.move-pgh.com>

**Healthy Ride Bike Share**

**Scoobi E-mopeds & Spin E-scooters**

**Zip Car-Sharing & Waze Carpool**

**Port Authority**

We're working to make it easier for you to choose the **fastest**, **most economical**, and **best** option for every trip in Pittsburgh.

**MOVE PGH**

**transit** Plan and pay for your trips with the Transit App! Download today at [transitapp.com](https://transitapp.com).

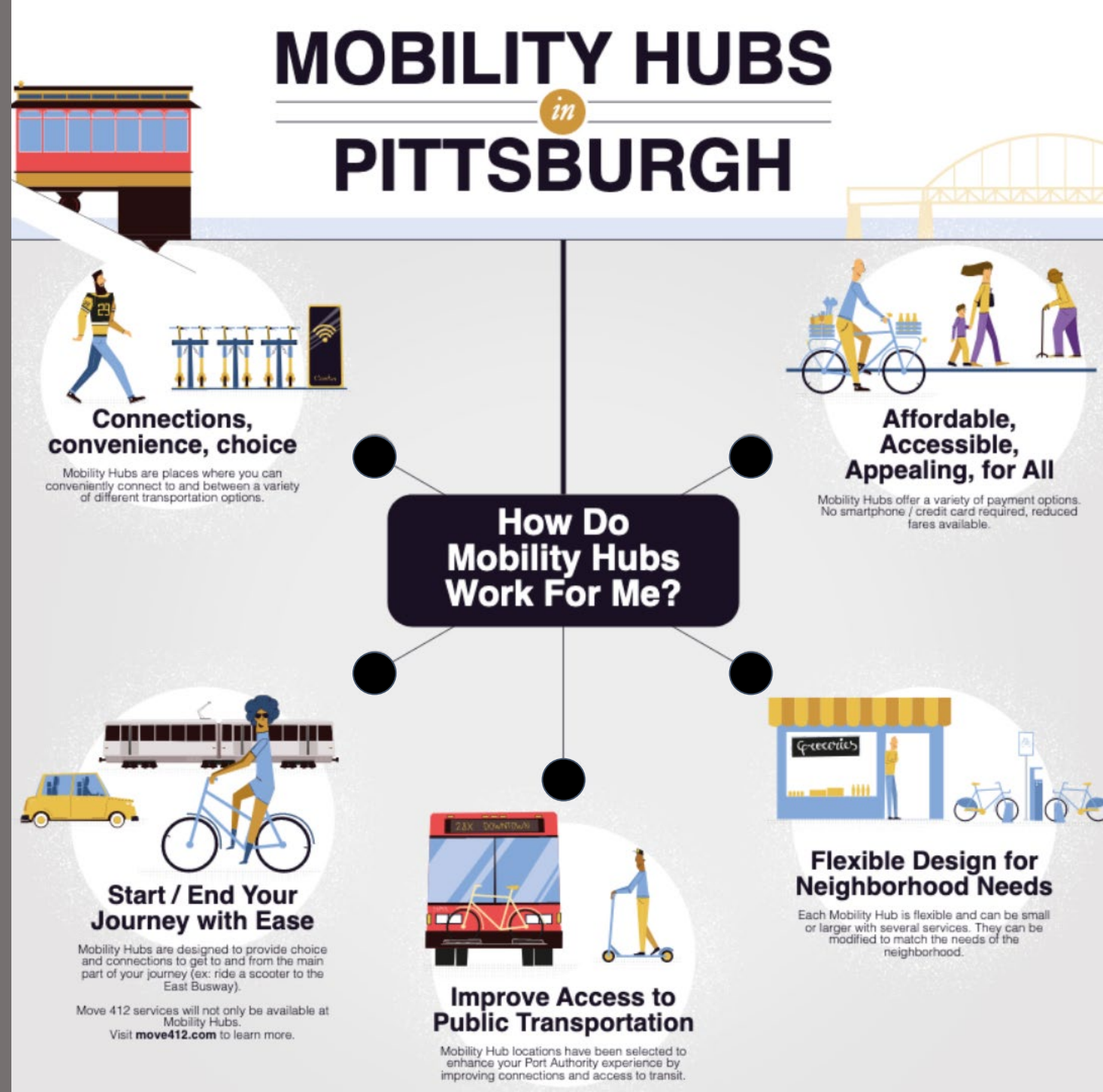
# Swiftmile Stations

- Purchased by Spin from Swiftmile to support operations in Pittsburgh, with 15 installed for launch
- Installing 50 over two years, currently are 21 in place
- Users receive \$1 discount from Spin to park and plug-in
- Stations also display advertising, transit arrival information, and community PSAs
- Advertising helps to finance the stations, and a portion of revenue is shared with PoGoH
- Tactically installed by connecting to city street lights, dramatically reducing project costs
- Stations are branded, with information on Move PGH



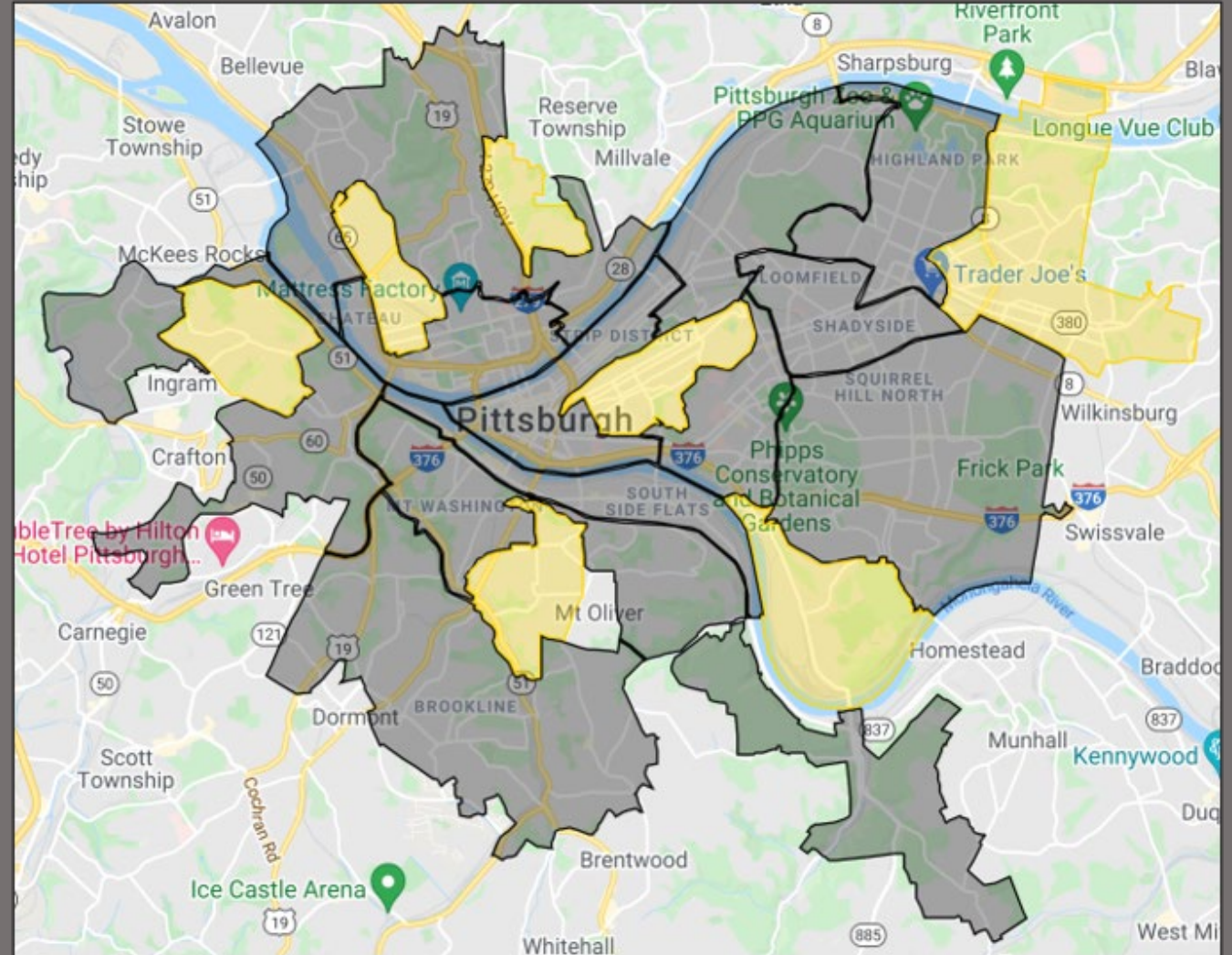
# What are Mobility Hubs?

- A centralized location to access multiple shared transportation modes, or other amenities
- May include:
  - Transit stop/station
  - Scooter station
  - Bike share station
  - Car share space
  - Moped parking space
  - Passenger loading zone
  - Greenery
  - Furniture
  - Public Art



# Equity

- Equitable deployment of mobility hubs
  - 20% in “Priority Areas”
  - 20% in “Transit Gap Areas”
- Efforts to make Scooters more affordable
  - Spin Access
  - Everyday Heroes
  - Access Zones
- Guaranteed Basic Mobility Pilot
  - Full access to mobility options of the PMC
  - 50 participants for 1 year
  - Carnegie Mellon University researchers



# Accomplishments so far...



- 20 Mobility hubs installed
- 115 scooter parking corrals
- 7 access zones for scooter discounts
- 425,000+ scooter trips
- Expansion of Zipcar services
- Launch of mobile payment option for Port Authority in Transit app
- Integration of E-Bikes into our bike share network



# What's next...

- Guaranteed Basic Mobility pilot
- Plans to install 30 more mobility hubs
- More integration in Transit app
- Shared Mobility Master Plan



THANK YOU