



Regional Transportation Authority

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RTA receives FTA \$669,000 grant to address gaps in shared mobility options

U.S. Secretary of Transportation Anthony Foxx today announced in Pittsburg that the Regional Transportation Authority is among the recipients of a Federal Transit Administration Mobility on Demand Sandbox Program grant.

"From automated vehicles to connected infrastructure to data analytics, technology is transforming how we move around our country, and some of the most exciting innovation is happening at the local level," said Foxx. "These grants will enable cities and rural communities to harness new technologies to tackle hard problems like reducing congestion, connecting people to mass transit, and enhancing safety."

The RTA will receive \$669,158 for its Adaptive Mobility with Reliability and Efficiency (AMORE) project in collaboration with Metropia and RubyRide. The project will include integrating fixed-route, subscription-based ridesharing and social carpooling services into an existing data platform, such as a smart phone application, to provide affordable, convenient and flexible service.

The project augments transit by addressing first mile/last mile issues and congestion mitigation by incorporating share ride-on-demand services, integrated open payment systems and advanced traveler information systems.

"This will help create a long-term sustainable enhancement to the public transit system driven largely through affordable private services from Metropia and RubyRide," said RTA Executive Director Farhad Moghimi.

The project will target Rita Ranch as a pilot area for long-term application in the region.

The FTA developed the \$8 million Mobility on Demand initiative to envision a multimodal, integrated, automated, accessible and connected transportation system with a focus on personalized mobility.

Mobility on demand provides real-time data and predictive analysis to provide travelers with transportation choices that best serve their needs and circumstances. The FTA considered projects that would innovate, explore partnerships, develop new business models, integrate transit and mobility on demand solutions, as well as explore new, enabling technical capabilities, such as integrated payment systems, decision support and incentives for traveler choices.

Part of the grant opportunity is for the FTA to measure project impacts and assess how existing FTA policies and regulations support or impede these new models of transportation.

The Regional Transportation Authority is the fiscal manager of the \$2.1 billion regional transportation plan approved by Pima County voters on May 16, 2006. The RTA Board is comprised of elected representatives from the cities of Tucson and South Tucson, Pima County, the towns of Marana, Oro Valley and Sahuarita, the Pascua Yaqui Tribe and the Tohono O'odham Nation. The Pima County representative of the Arizona State Transportation Board also serves on the board. The RTA is managed through Pima Association of Governments, the region's metropolitan planning organization. For more information about the RTA plan, visit www.RTAmobility.com, see RTA Pima County on Facebook, or call (520) 792-1093.