



City of Pittsburgh

Department of Mobility & Infrastructure

February 2023



MOVE PGH

Move PGH – Mobility as a Service

Mobility as a Service (Maas) - convening all mobility services together, both physically and technologically, to improve mobility and accessibility.

Physically -> mobility hubs

Technologically -> Transit app



Move PGH – Results so far

- 300,000 vehicle miles eliminated thanks to e-scooters and bikeshare
- Estimated 130 tons of CO2 reductions
- Increasing usage of the Transit app, surpassing pre-pandemic levels
- Nearly half of all Pittsburgh Regional Transit riders use the Transit app
- \$3.25M of revenue from tickets sold in Transit app since launch, accounting for 75% of all digital ticket sales
- Riders using micromobility are:
 - more likely to be low income
 - less likely to own a car
 - more likely to use transit and the Transit app



Move PGH – Foundations of the Pilot

•Winter 2019 – City of Pittsburgh Department of Mobility and Infrastructure (DOMI) sought a group of emerging mobility companies to introduce a complete and cohesive MaaS program

•Spring 2019 – City releases RFP asking for transportation companies to align as a coordinated mobility

•Summer 2019 – DOMI selected the **Pittsburgh Mobility Collective (PMC)** to introduce this service for a two-year pilot

•July 2021 – Move PGH launches



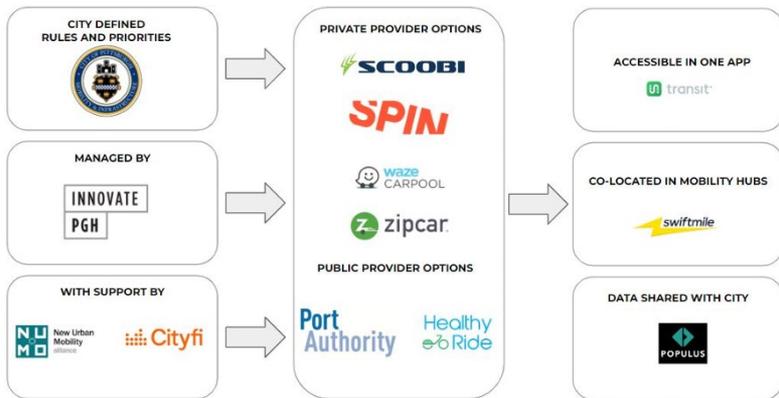
Social: @wemove412
Web: move412.com



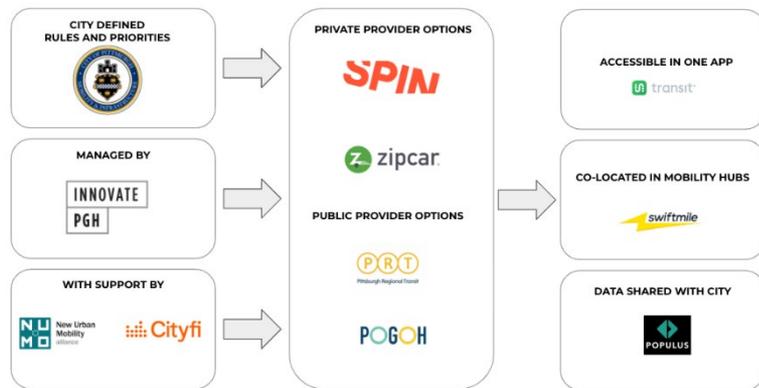
Move PGH – Pittsburgh Mobility Collective

The PMC is a partnership of transportation service providers, led by DOMI, designed to ensure that shared mobility services are deployed equitably, efficiently, and cohesively.

Initial Members



Current Members



Move PGH – Mobility Hubs

- Users receive \$1 discount from Spin to park and plug-in
- Stations display advertising, transit arrival information, and community PSAs
- Advertising helps to finance the stations, 30% of revenue is shared with POGO
- Powered by city street-lights, dramatically reducing project costs
- A component of Mobility Hubs



Move PGH – Transit App Integrations

- Provides multi-modal trip planning and ticketing
- Displays real time transit arrivals, available scooters and bikeshare, and carshare locations
- Ability to share information and surveys
- Native integrations:
 - Digital transit fares (thanks to Masabi)
 - Bikeshare subscriptions or rentals
- Long-term plans to introduce more integrated payment, enabling transit fare-capping and transfer discounts

MORE WAYS TO GET EVERYWHERE YOU NEED TO GO

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

POGO Bike Share

Zipcar Carshare

Spin E-scooters

Pittsburgh Regional Transit

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.

Move PGH – Equity Considerations

- Spin E-Scooters
 - Equitable deployment policies informed by need analysis using PRT’s equity index
 - Spin access program offers low-income residents a 75% discount on rides
 - 25% automatic discount for starting a ride in “Access Zones”
- POGO Bikes
 - Mobility justice pass for low-income residents offers unlimited rides for only \$10 / year



Move PGH – Guaranteed Basic Mobility Pilot

- Research conducted by Carnegie Mellon University
- One-year pilot will give 100 participants free access to the full suite of Move PGH transportation options
- Participants must be receiving government assistance
- Goal is to study how lowering financial barriers to transportation improves socioeconomic outcomes, specifically employment
- Will inform long-term funding for mobility subsidies



Move PGH – Challenges

- Mobility Hubs – electrical connections
- Market Factors – Scoobi exit
- Scooter Legislation – legislation
- Transit App integrations – scooters and carshare excluded
- Mobility Wallet – difficulties in expanding shared payment





Thank you!

move-pgh.com