The Mobility on Demand (MOD) Vision

The United States Department of Transportation (USDOT) uses the term Mobility on Demand (MOD) to represent its vision for future mobility. MOD envisions a safe, reliable and carefree mobility ecosystem that supports complete trips for all, both personalized mobility and goods delivery. USDOT achieves this vision by leveraging innovative technologies and facilitating public private partnerships to allow for a user-centric approach that improves mobility options for all travelers, and delivery of goods and services.

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MOD Guiding Principles

- *User-centric* – promotes choice in personal mobility and utilizes universal design principles to satisfy the needs of all users.

- *Mode-neutral*– supports connectivity and interoperability where all modes of transportation work together to achieve the complete trip vision and efficient delivery of goods and services

- *Technology-enabled* – leverages emerging and innovative use of technologies to enable and incentivize smart decision making by all users and operators in the mobility ecosystem.

- *Partnership driven* – encourages partnerships, both public and private, to accelerate innovation and deployment of proven mobility solutions to benefit all.

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MOD Program Initiatives

MOD Initiatives	Outputs
MOD Foundational Research	MOD Operational Concept Report (2017)
MOD Performance Metrics	Mobility Performance Metrics (MPM) for Integrated Mobility and Beyond (2020)
FTA MOD Sandbox Evaluations	Evaluation Plans and Reports for 11 grant recipients
MOD Marketplace	MOD Marketplace Concept of Operations Blueprint
MOD Business Models	MOD Business Models Synthesis Report; MOD Scenario Planning Templates
MOD Implementation	MOD Planning and Implementation Current Practices, Innovations, and Emerging Mobility Futures
MOD Standards	Mobility and Accessibility Travel Standards Roadmap
Curbside Management	ITE Curbside Management guide and tool
Demand Management	Contribution to

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Mobility on Demand (MOD) Webinars

ITS PCB T3 Webinars

T3 Webinar Title	Date
MOD Webinar #6: Mobility Marketplace: Integration, Integration, Integration	06/17/2020
MOD Webinar #5: Micromobility: An Increasing Mobility Option	03/25/2020
MOD Webinar #4: Business Models Analysis	02/12/2020
MOD Webinar #3: Current Practices in MOD Planning and Implementation	01/22/2020
MOD Webinar #2: Mobility on Demand: Past, Present, and Future	12/11/2019
MOD Webinar #1: TSMO and the MOD Vision: Concepts and Examples	11/20/2019

https://www.pcb.its.dot.gov/t3_webinars.aspx

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Mobility on Demand (MOD) Webinars

Other Recent MOD Webinars:

1. **NOCOE**: [TSMO and MOD Integration Peer Exchange](#) - April 5, 2021

2. **ITS America**: Public Perceptions and Usage of On Demand Mobility: Is MOD Really A Thing? – April 13, 2021

3. **ITS America**: Findings and Lessons Learned from the MOD Sandbox Trip Planning and Fare Payment Deployments – *February 4, 2021*

4. **ITS America**: Defining MOD & What It Means for Transportation - *July 23, 2020*

5. **ITS America**: MOD Alliance and ITS America Webinar: "Automation in the Time of Coronavirus" - May 26, 2020

6. **ITS America**: MOD in the Time of Corona: Webinar from ITS America and the MOD Alliance - *April 21, 2020*

7. **ITS America**: Standards & Specifications for MOD - *February 15, 2018*

8. **ITS America**: Incentive Based Approaches to MOD - January 30, 2018

9. **ITS America**: USDOT Mobility-On-Demand Integrated Platforms and Services Webinar - January 4, 2018