



# Multi-modal Trip Planning

Create Multi-modal Trip Planning for citizens and Incentives employees

## WHAT IS IT?

A multi-modal transport system seamlessly integrates different types of travel solutions, including metro, buses, light rail, taxis, and new mobility technology. By integrating transit, cities can design more efficient, sustainable, and convenient routes for their citizens that incorporate emerging technologies, such as rideshare, carshare, bikeshare, and scooter share.

Multi-modal trip planning solutions can increase the use of different types of transit. Transit trip planners, typically smartphone applications, allow users to input their starting point, destination point, departure time, target arrival time, preferred walking distances, and number of transit transfers. Additionally, trip planners are optimized by GPS data that can provide real-time information so users can make convenient choices about their transit options. There are a few multi-modal trip planning tools already available via smartphone and desktop apps, including Coord, Transit+, and Google Maps.

Employers have utilized commuter benefit programs to extend beyond expense reimbursement and have integrated benefits structures to discourage transportation in single-occupancy vehicles. Types of incentives can include discounted parking for carpool vehicles, free bicycle parking, free shuttle service from major transit stops, and subsidized or fully-reimbursed public transit fares.

## WHY IS IT IMPORTANT?

- Multi-modal trip planning tools can make public transportation or other forms of non-single occupancy vehicle travel more convenient and efficient
- These tools can also increase the visibility and awareness of other mobility options
- Employee incentive programs can encourage employees to try new forms of transportation and decrease their use of single-occupancy vehicles

## BENEFITS



**Reduced fossil fuel consumption by reducing vehicle miles traveled in single-occupancy vehicles**



**Improve traffic congestion and parking availability**



**Increase use of alternative mobility, specifically public transit**

## HOW CAN COMMUNITIES IMPLEMENT THIS POLICY?

Local governments can encourage multi-modal transportation by supporting trip planning tools integrating information from their municipal transit agencies and working with local businesses to encourage a shift away from single-occupancy vehicles.

- **Find a multi-modal trip planning tool to integrate the community's transit data.** Cities can utilize two strategies to bring multi-modal trip planning tools to their residents. The first is to partner with existing transit planning apps to connect their municipal public transit agencies. Through this coordination, the apps can utilize real-time transit data to provide accurate arrival times for buses, trains, and other forms of public transit. Cities can also partner with a technology consultant to create a multi-modal trip planning tool specific to their region. The Bay Area Rapid Transit system recently launched a tool that utilizes data from over 30 transportation options.

- **Evaluate commuter benefits programs for large employers.** Some cities have passed mandates for companies to provide commuter benefits, which can include mass transit, rideshares, and qualified paid parking. Cities can also collaborate with business groups to create commuter benefits programs that include multi-modal transportation benefits and educational programs.