

Mayor Jane Castor

**Transforming Tampa's
Tomorrow** 

Bringing Tampa's City Hall to You

WELCOME

Mobility as a Service Pilot Project

Brandon Campbell, P.E., PTOE

Smart Mobility Manager



Smart Mobility in Tampa

Mobility

Stormwater
Engineering

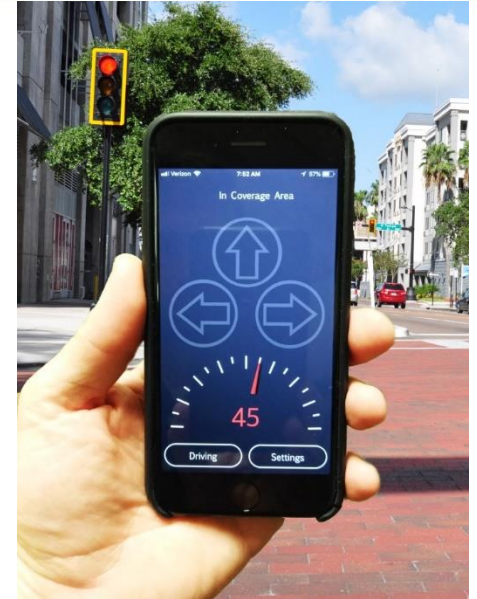
Transportation
Engineering

Operations

Parking

Smart Mobility

- Smart Cities Program Management
- Traffic Signal Maintenance and Operation
- Capital Project Management—Traffic Infrastructure
- Street Lighting
- Intelligent Transportation Systems (ITS)
- Special Event Planning and Operation
- Micromobility Program
- Right of Way Permitting

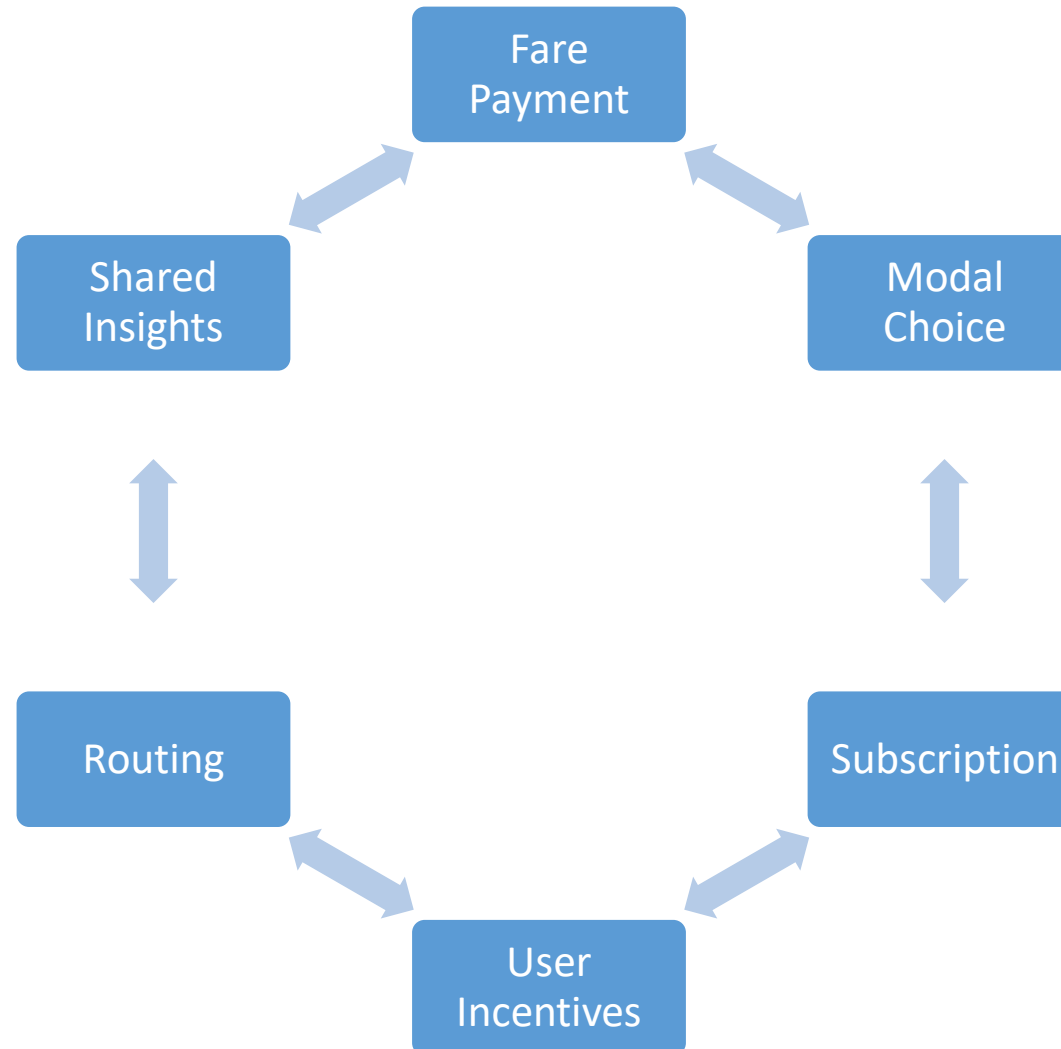


Tampa Bay Smart Cities Alliance

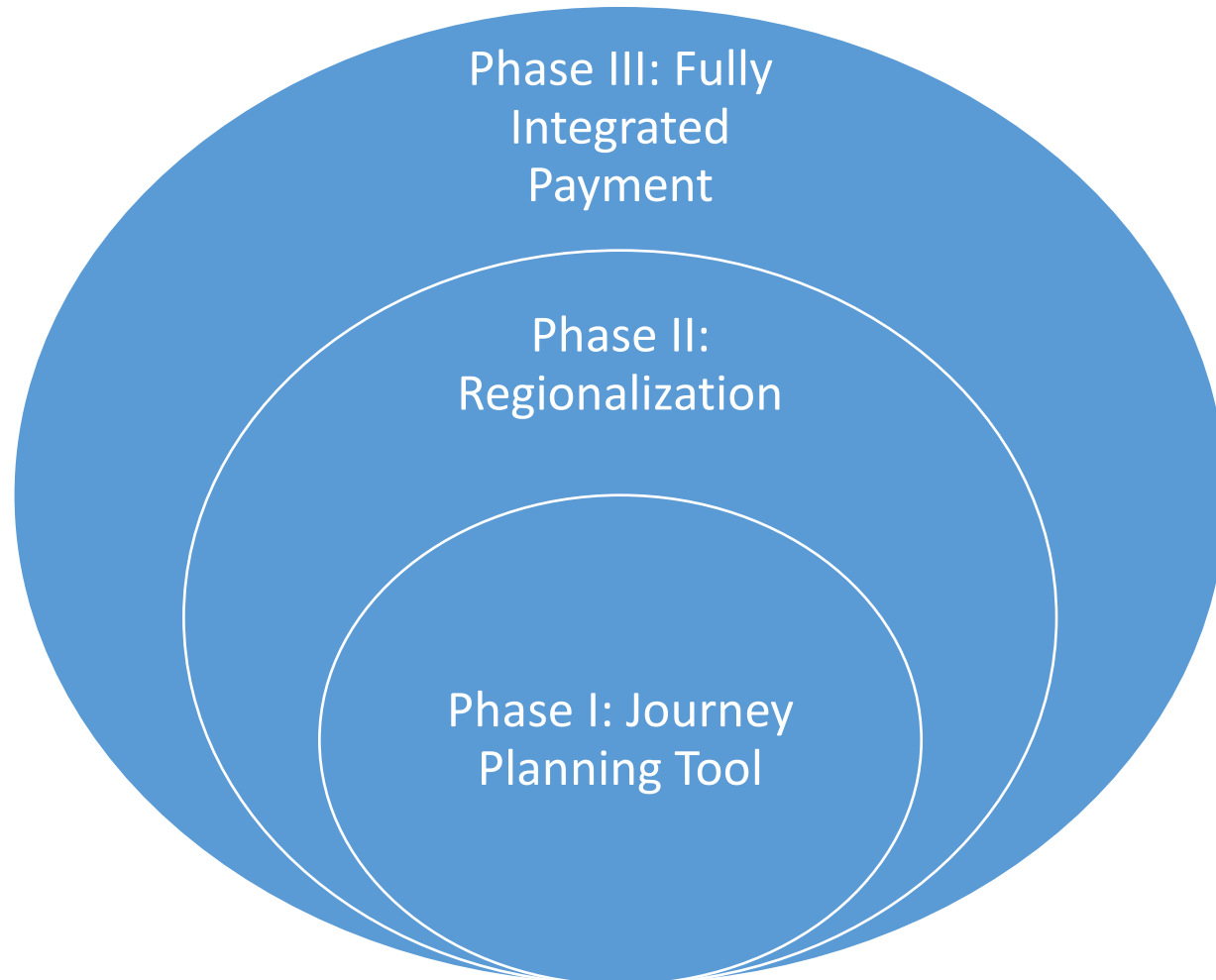


- ✓ Reimagining Infrastructure
- ✓ Regional Data Platform
- ✓ Mobility-as-a-Service
- ✓ Work Zone Safety

Mobility as a Service—Modular Functionality



Mobility as a Service—Phased Approach



Phase I Goal:
Maximize Engagement

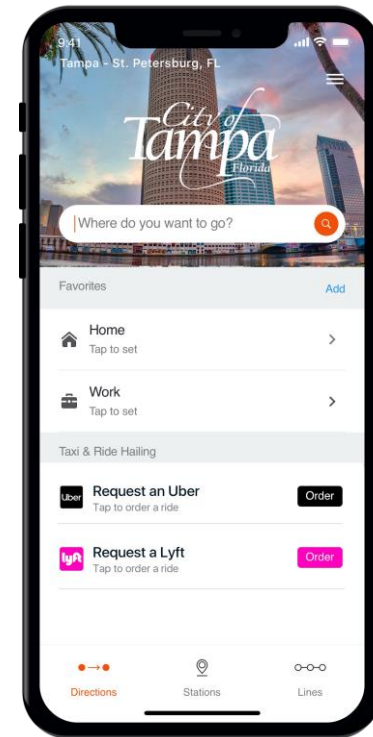
Mobility as a Service—Milestones

- May 2, 2018: First TBSCA Workshop
- July 29, 2019: RFI Released
 - 12 Responses
- May 07, 2020: Project Participation Authorized by City Council
 - 50/50 Cost Share



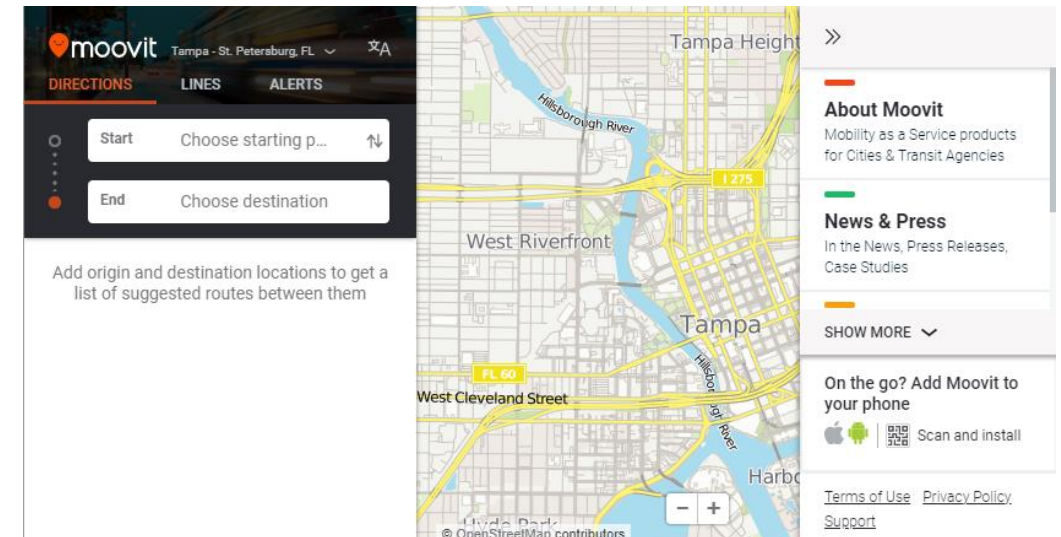
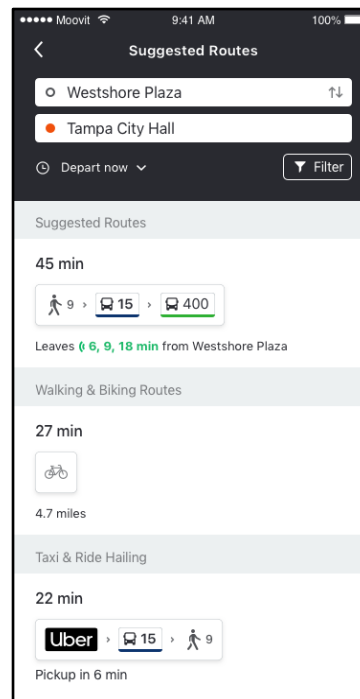
Mobility as a Service—Milestones

- January 4, 2021: RFA Released
 - 7 Responses (5 Scored)
- March 24, 2021: NOI Posted
- Now: Scope/Fee/Schedule Negotiation



RFA Elements and Moovit's Strengths

- Routing, Wayfinding, Payment, and Multimodal Integration
- White-label, Branded Application/COTS Product
- Existing User Base
- Modular Approach
- Ease of Expansion



Next Steps

- Scope/Fee Negotiation & Contract Execution
 - 30 Days
- Operation
 - 15 Months
- Horizon-level Outlook



The Business Case for
Mobility-as-a-Service
in Tampa Bay