



UTC Project Information – Cooperative Mobility for Competitive Megaregions (CM²)

Project Title	Mobility-as-a-Service (MaaS): Opportunities and Challenges for Small and Rural Communities
University	The University of Texas at Austin
Principal Investigator	Ming Zhang
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Funding Source(s) and Amounts Provided (by each agency or organization)	U.S. Department of Transportation: \$65,000 Other: Other:
Total Project Cost	\$65,000
Agency ID or Contract Number	US DOT Grant Number: 69A3551747135
Start and End Dates	May 1, 2022 – September 30, 2023
Brief Description of Research Project	Mobility-as-a-Service (MaaS) is an emerging concept for innovating mobility supply. MaaS builds on a digital platform that integrates service information from multiple modes and enables a user to plan, book, and pay for the best combination of travel options, whether public or private, for each trip. MaaS points to a potential-paradigm shift in personal mobility from personal motor vehicle ownership to shared access to all transportation services co-produced by both private and public service providers. Many technical, ethical, and regulatory or legal challenges remain, however, for the adoption and implementation of MaaS, especially in small and rural communities. There have been few MaaS applications in the United States. This project includes two parts. Part one reviews the evolution of MaaS concept and select international MaaS projects for in-depth case study. Part two applies the lessons learned from case study to the Rio Grande Valley (RGV), Texas and explores opportunities and challenges for implementing MaaS in RGV communities.
Describe Implementation of Research Outcomes (or why not implemented)	Project just started, so no outcomes have been realized.
Impacts/Benefits of Implementation (actual, not anticipated)	Project just started, so no impacts have been realized.

Web Links (to reports, project website, etc.)	
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[Place Any Photos on Remaining Pages]