



# **Cashless / Wireless / Paperless / Driverless Mobility Trends in an Era of Changing Demographics & Transformative Technology**

Presentation Baltimore Transit Choices Coalition

February 22, 2018

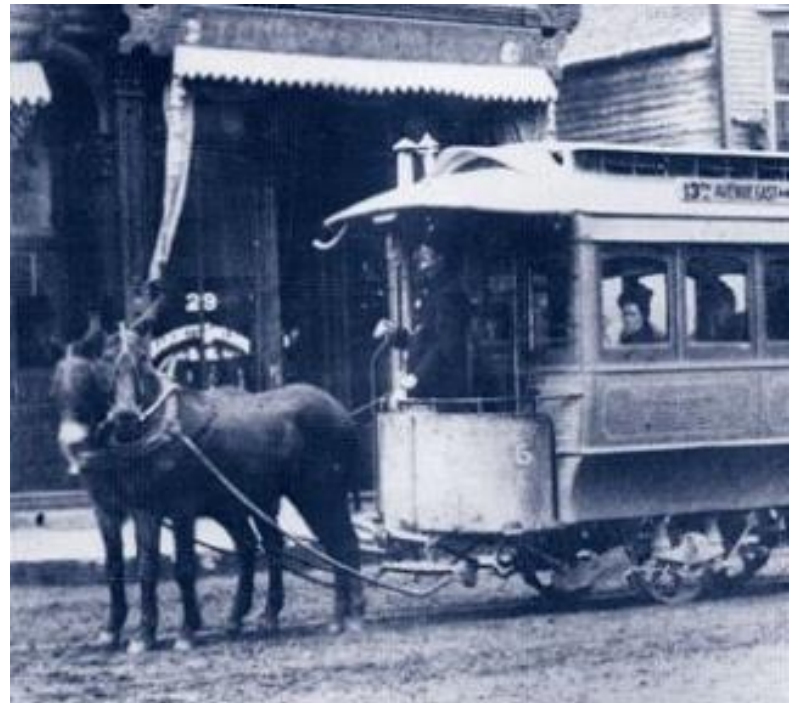
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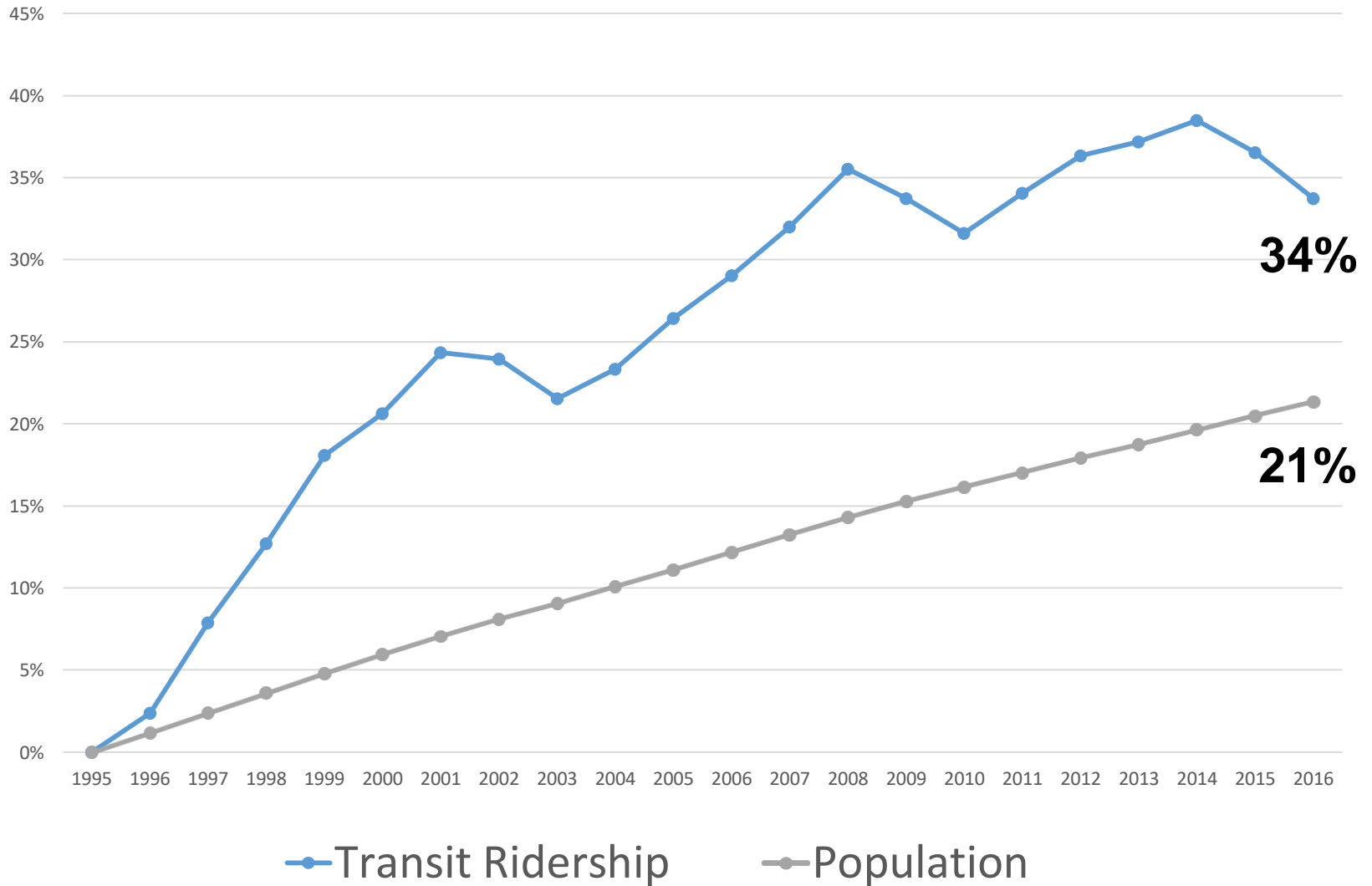
# Who Are We?

- Principal public transportation trade organization, with more than 1,500 transit, business, and other members in the United States, Canada, and worldwide.
- Began in 1882—the era of horse-drawn street railway cars.
- \$68 billion industry.
- 35 million boardings / day



# Twenty-year trend has been strong.

Since 1995 Transit Use Has Grown Faster Than U.S. Population





# MILLENNIALS & MOBILITY:

UNDERSTANDING  
THE MILLENNIAL  
MINDSET



# Efficient Growth / Backbone of Multimodal Lifestyle



# Amazon is one of many companies seeking transit-rich locations

- Accenture
- Active Network
- AmTrust Financial Services
- Angie's List
- AT&T
- Banner Health
- Baxter
- Biogen
- BrownFlynn
- Caresource
- Catholic Health
- Cisco/Meraki Networks
- Citizens Property Insurance
- Comcast
- Converse
- Deloitte
- eBay
- EnverVest
- Expedia
- Facebook
- Gogo Inc.
- Google
- HBO
- HKS Architects
- Independence Blue Cross
- Kaiser Permanente
- Kraft Foods
- Liberty Mutual
- Marriott
- McDonalds
- Microsoft
- Motorola
- Nationwide
- New Balance
- Partners Healthcare
- PNC Bank
- Panasonic
- State Farm Insurance
- United Airlines
- Verizon





# Transit – TNC Partnerships

- **First Mile / Last Mile** (Dallas, Atlanta, Miami, BART...)
- **Low Density Service** (St. Pete, FL)
- **Demand Response** (Boston, York, PA)







# Automated Transit Shuttles: Coming to a City Near You





# Many examples of transit

## innovation ...

### Automated shuttles

Las Vegas

Jacksonville

Austin

Tampa

Gainesville

Phoenix

Reno

### Reimagining Bus Service

Columbus

Orange County, CA

Jacksonville

Sacramento

Houston

Austin

Baltimore

### FTA-Funded Mobility on Demand Pilot Projects

Tucson

Phoenix

Palo Alto

Los Angeles

San Francisco

Pinellas County, FL

Chicago

Portland, OR

Dallas

Vermont

Pierce County, WA

### Microtransit

Los Angeles Metro

Oakland

Sacramento

### Clean-Fuel Buses





# Organization and Governance:

## Local “Mobility Labs”:

- Arlington County, VA
- Cincinnati, OH

## Creation of Integrated “Mobility Authorities”

## Mobility as a Service

# SHARED MOBILITY AND THE TRANSFORMATION OF PUBLIC TRANSIT



RESEARCH ANALYSIS  
MARCH 2016



# Key Findings of this Initial Study

- The more people use shared modes, the more likely they are to use transit, own fewer cars, and spend less on transportation overall.
- “Supersharers” – people who routinely use several shared modes, such as bikesharing, carsharing and ridesourcing – report greater transportation savings and own half as many cars as people who use transit alone.
- Ridesourcing services are most frequently used for social trips between 10:00 pm and 4:00 am, when transit runs less frequently or is not available.



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- Google
- HBO
- HKS Architects
- Independence Blue Cross
- Kaiser Permanente
- Kraft Foods
- Liberty Mutual
- Marriott
- McDonalds
- Microsoft
- Motorola
- Nationwide
- New Balance
- Partners Healthcare
- PNC Bank
- Panasonic
- State Farm Insurance
- United Airlines
- Verizon





APTA Policy Framework / Principles  
**Integrated Mobility / Transformative Technologies**

- 1) Ensure Accessibility & Social Inclusion
- 2) Encourage Innovation & Entrepreneurship
- 3) Promote Integration & Coordination



APTA Policy Framework / Principles  
**Integrated Mobility / Transformative Technologies**



4) Establish One-Stop-Shopping for the Complete Trip.

5) Encourage Sharing and Cooperation

6) Identify Opportunities to Capitalize on Technology to Advance Mobility and Efficiency.

APTA Policy Framework / Principles  
**Integrated Mobility / Transformative Technologies**

- 7) Provide Appropriate Public Oversight
- 8) Invest in the Required Infrastructure
- 9) Develop Understanding & Best Practices



APTA Policy Framework / Principles  
**Integrated Mobility / Transformative Technologies**

10) Identify New Business Markets

11) Assure Ongoing Availability of Transit

12) Protect the Privacy of Passengers

13) Enhance Sustainability of Overall System



A vertical sidebar on the left side of the slide contains eight circular icons. From top to bottom: a blue ship icon, a solid pink circle, a red bus icon, a blue train icon, a solid light blue circle, a red train icon, a red bus icon with a wheelchair symbol, and the APTA logo (a white circle with a blue and red arc and the text 'APTA').

# Public Transportation: Backbone of a multi-modal lifestyle

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