POSTMODERN MOBILITY: OPPORTUNITIES AND CHALLENGES ASSOCIATED WITH RAPIDLY CHANGING TECHNOLOGY BASED MOBILITY

*postmodern,* hard to define but full of potential and contradictions, *just like mobility today!*

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POSTMODERN MOBILITY

TAKEAWAYS FOR TODAY...

- Technology is here and impactful
- The transit market is changing
- Mobility is forever changed
- Now is the BEST opportunity to make transit real, relevant, universal

_We learn to manage change or miss the bus!_
TECHNOLOGISTS SAY...CHANGE IS HERE

- Smartphones, tablets are *ubiquitous*
- Better, more powerful, less expensive technology for *transit and riders*
- TNCs like Uber, Lyft, introduced choice, responsiveness, and *induced mobility*
- Real-time information facilitates more *relevant service delivery strategies*
- Higher demand, lower costs, mobility

*A huge opportunity or threat for transit!*
MARKETS...THE TRANSIT MARKET IS CHANGING

- Today 55-60% of the US resides *in suburbs*
- More persons in poverty *live in suburbs* than in cities or rural communities
- *Suburban* poverty grew by 66% from 2000-2013 compared to 30% in cities
- The elderly doubled in the past 10 years, will triple in the next 10 years, and most are aging in place in the *suburbs*

*This is a huge and complex market!*
MOBILITY...PROBLEMS IN OUR COMMUNITIES

- Communities designed for cars, *not people*
- Requires access to a *vehicle*
- Limited access to *mobility*
- Limited access to *opportunities*
- Impacts *youths, seniors, disabled, poor*
- Generates *50% of HH GHG emissions*

*Our biggest need is hardest to serve!*
MOBILITY...USING TRADITIONAL TRANSIT

- Transit works best *many to one*
- Suburban travel is *many to many*
- Access to transit is *limited*
- Traditional model is *costly* to operate
- Traditional model is *inconvenient*
- Does not go where and *when I want!*

*We need to add to our transit toolkit!*
MANAGING CHANGE...TRANSIT MANAGER

- Board Expectations
- Budgets
- Minimizing Risk
- Reliable Operations
- Required Reporting
- Customer Expectations
- Staffing

Are we missing an opportunity?
MANAGING CHANGE...MANY OPPORTUNITIES

Technology embraced yields...

- Better data and *information*
- Innovative *service delivery* strategies
- Better *service integration*
- Better *customer experience* and feedback
- Better system *cost-effectiveness*
- Increased *ridership*
- Accessible mobility and *access to opportunity*
MANAGING CHANGE...WHAT DOES IT MEAN

- Operations – *rethink mobility* - Flex, MOD, Transit Apps, Broker, Blended
- Staff – *innovate*, mobility agents
- Risk – embrace technology or perish – need to *stay relevant*
- Resources – leverage internal and external resources to *manage change*
- Costs – opportunities for net operating cost savings thru *mobility management*

*Fundamental change is here. Now is the time to redefine transit to meaningfully improve mobility!*
TAKEAWAYS...DON'T MISS THE BUS!

- Technology is here – *your new best tool*

- The transit market is changing – it is suburban and hard to serve with traditional transit models, *need to evolve*

- Mobility is forever changed – riders expect and deserve *responsiveness*

- Now is the BEST opportunity to make transit in your community real, relevant, accessible, and *attractive to all*
QUESTIONS AND COMMENTS?

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