TransLōc®

THE MOVEMENT OF PEOPLE IN THE FUTURE

Alex Gibson, Director of Mobility Strategy

AGENDA

1. Who is TransLoc?
2. Mobility Technology is Changing
3. What can and should we do?

WHO IS TRANSLOC?

An Innovative Leader in Connected Mobility

WHO IS TRANSLOC?

FORD **SMART MOBILITY**

FAST COMPANY 2017 MOST INNOVATIVE COMPANIES

Champions of Change WINNING the FUTURE ACROSS AMERICA THE WHITE HOUSE

METRO 2018 INNOVATIVE SOLUTIONS AWARD

Founded in 2004 by NC State University students.

Acquired by Ford in February 2018.

Software company focused on serving providers of mass transit.

Enable cutting edge management of transportation systems.

Creative business model allowing cities to effectively and safely pilot services prior to investing fully.

CITIES ARE OUR PARTNERS, NOT OUR ENEMIES.

TransLoc's success is built upon creating a culture of partnership in order to bring the very best ideas and solutions to our customers and their riding public. We foster a collaborative spirit to identify how public and private transit can offer riders the best possible experience. This culture drives us to explore new possibilities that build a better world for all.

WHY PARTNER WITH CITIES?

TransLoc is unique because we believe public transit needs to be central to the future of mobility, so we keep cities and agencies at the heart:

1
Transit Expertise

2
Financial Stability

3
Operator Oversight

4
Title VI & Accessibility

5
Rider Affordability

6
Sustainability

7
Access to passenger & ridership data

FORD SMART MOBILITY

MOBILITY TECHNOLOGY IS CHANGING
The future may already be here.

"MILLENNIALS ARE MULTIMODAL"

The American Public Transit Association (APTA) found that younger generations tend toward non-single occupancy vehicle (SOV) options.

- Public transportation options are considered among the most likely to connect the user with their communities.
- Reasons for transportation choices are pragmatic:
    - 46% are saving money
    - 46% note convenience
    - 44% want exercise
    - 35% say they live in a community where it just makes more sense to use transit

SCOOTERS, EBIKES, & PEDELECS, OH MY!

Alternative “micromobility” modes have invaded American cities over the past 36 months. These offer a relevant, valuable transportation option for people, especially for first-mile / last-mile trips.

BIRD

SPIN

LimeBike

bike share

capital bikeshare

"Rage Against the Scooter Machines"

@birdgraveyard

"Watch Out! Cities with electric scooters have seen hundreds of injuries, from broken arms to brain trauma."

Chicago Tribune

"Welcome, watch or ban: how should cities deal with electric scooters?"

The Guardian

"A Lawyer Explains why Electric Scooter Laws Don't Work"

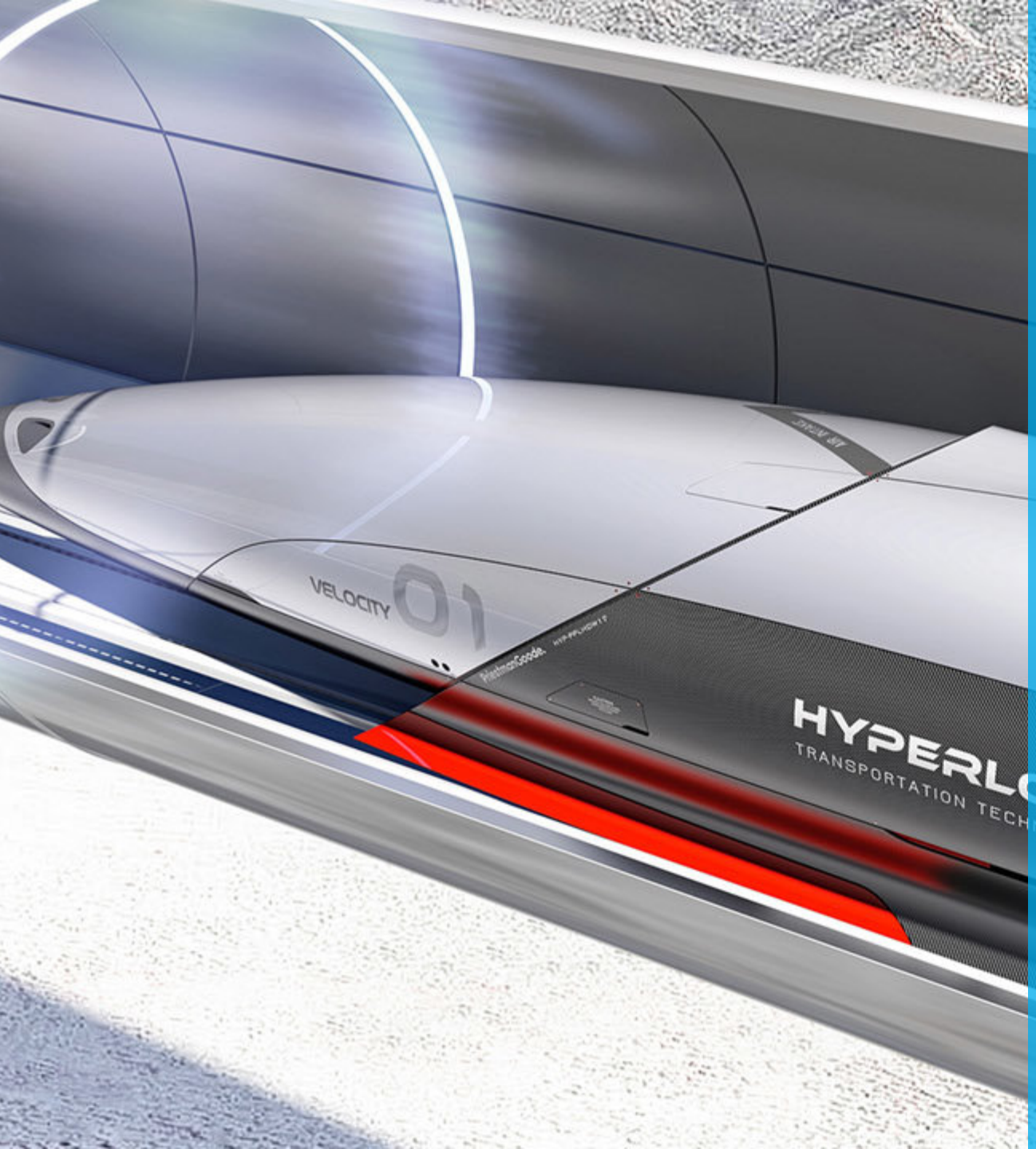
CityLab

RIDE HAILING, BUSINESS MODELS, AND CONSUMER BEHAVIOR

Private transportation networking companies (TNCs) like Uber and Lyft have fundamentally changed how people want to move around cities.

Instead of taxpayers subsidizing the transportation system for everyone, capital markets are subsidizing it for the well-off.

Uber & Lyft are structurally unprofitable: they may not be around much longer.



HYPERLOOPS & AUTONOMOUS VEHICLES: BEWARE THE MONORAIL SALESMAN

Innovation in vehicle, fuel, and infrastructure technology is happening, BUT…

- The technology is not there yet [despite what some would lead you to believe]
- Widespread adoption will take years [if it ever happens]
- There is no silver bullet [unfortunately]

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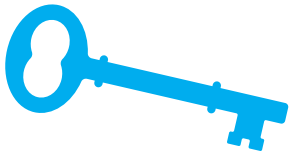
WHAT SHOULD AND CAN WE DO?
Invest in appropriate solutions today.

CITIES ARE THE HEART OF THE AMERICAN MOBILITY ECOSYSTEM

It takes work to keep them there and make them successful.



Administer

Public officials can and should be managing and controlling the systems in their region.

Operate

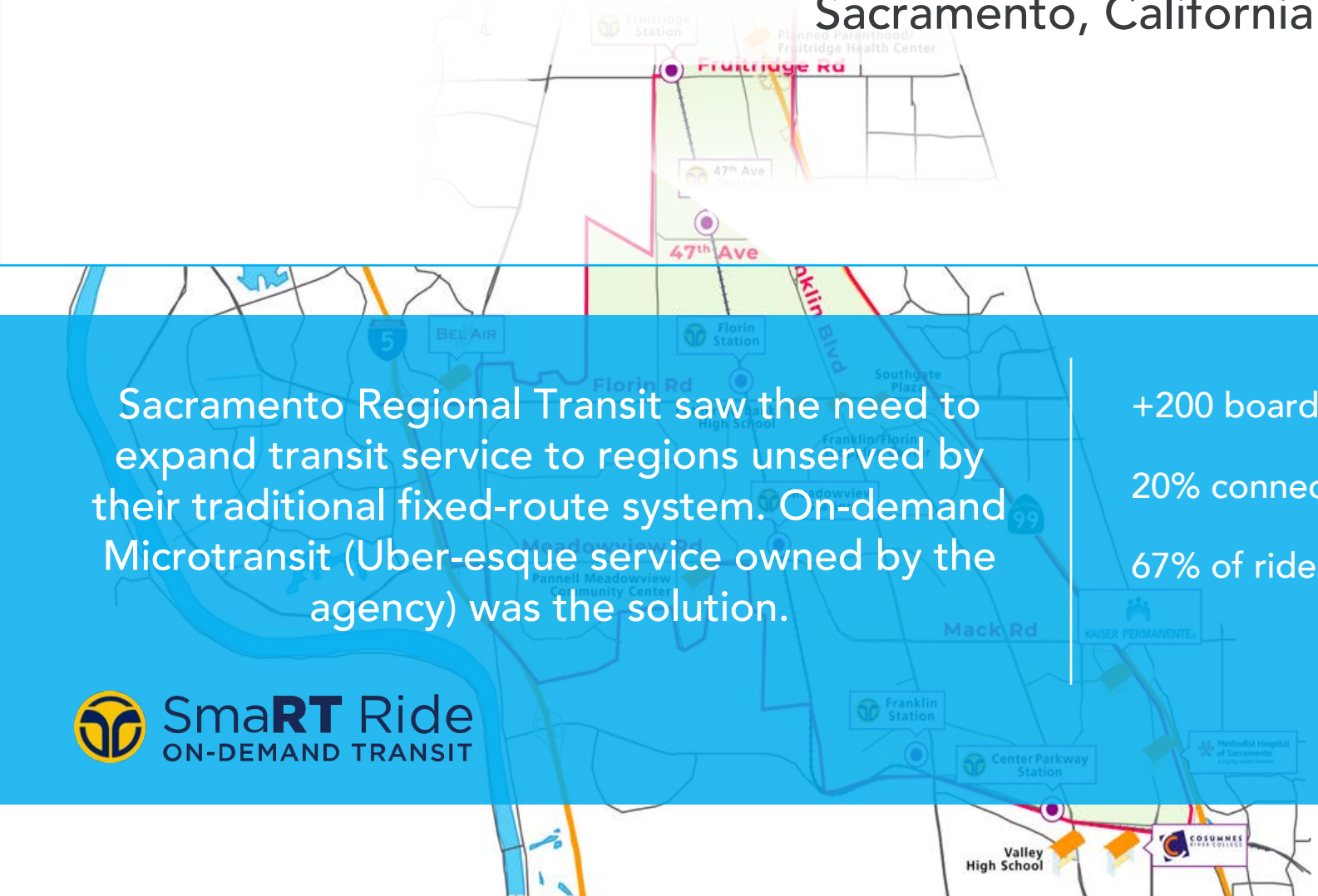
Nobody is qualified to run transportation services like public transit agencies.

Serve

Mobility is a human right and public transit should serve the public good.

UNDERSERVED REGION & INCREASING ACCESS TO TRANSIT

Sacramento, California



Sacramento Regional Transit saw the need to expand transit service to regions unserved by their traditional fixed-route system. On-demand Microtransit (Uber-esque service owned by the agency) was the solution.

SmaRT Ride
ON-DEMAND TRANSIT

+200 boardings per day

20% connecting to existing light rail system

67% of rides requested in-app vs calling dispatcher

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CLOSED DATA & UNUSABLE INFRASTRUCTURE

Seattle, Washington

Seattle, beset by massive urban growth and an ever-increasing technology company employer base, sought to improve access to city and public data while future-proofing their transportation infrastructure.

Seattle's Mayor Ed Murray signed an executive order in 2016 mandating that city departments make their data more accessible.

Machine-readable street signs to improve mapping and potential for autonomous vehicles.

Seattle worked with partners like Zillow to show how this type of data could be used by private entities to add value to the city and it's residents.

TRANSPORTATION DEMAND MANAGEMENT

Santa Monica, California

In the 1990s, certain California municipalities introduced laws mandating Transportation Demand Management (TDM) protocols by local employers. Santa Monica city officials manage this program effectively by working with employers.

"Less regulatory, more mutually beneficial"

Employers with 10+ employees are required to submit information to the city government in order to assist with the management of transportation commuting demand.

Santa Monica uses this information to make structural changes to the transit system.

WHAT CAN WE DO?

- ✓ Work with the people to understand what they need
- ✓ Set appropriate expectations with stakeholders
- ✓ Identify opportunities to pilot, test, experiment, and learn!
- ✓ Utilize existing infrastructure more effectively

INVESTING IN PUBLIC TRANSPORTATION IS A HEDGE AGAINST THE FUTURE OF MOBILITY NEVER ARRIVING

THANK YOU

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