


# Making Transit the First Choice for All

Doug Kaufman

TransLoc

Jan. 9<sup>th</sup> – 10<sup>th</sup>

A vibrant city street scene featuring a busy road with cars, buses, and a train on an elevated track. Tall buildings line the street, and a large American flag is visible on the left. The scene is captured in bright daylight with a clear sky.

**Transportation is really important!**  
**I mean, like...really important**



“A developed country is not a place where the poor have cars. It's where the rich use public transportation.”

– Gustavo Petro  
Mayor of Bogota





# Traffic Costs...

**US Economy: \$300B/yr**

**Individuals: \$1,400/yr**

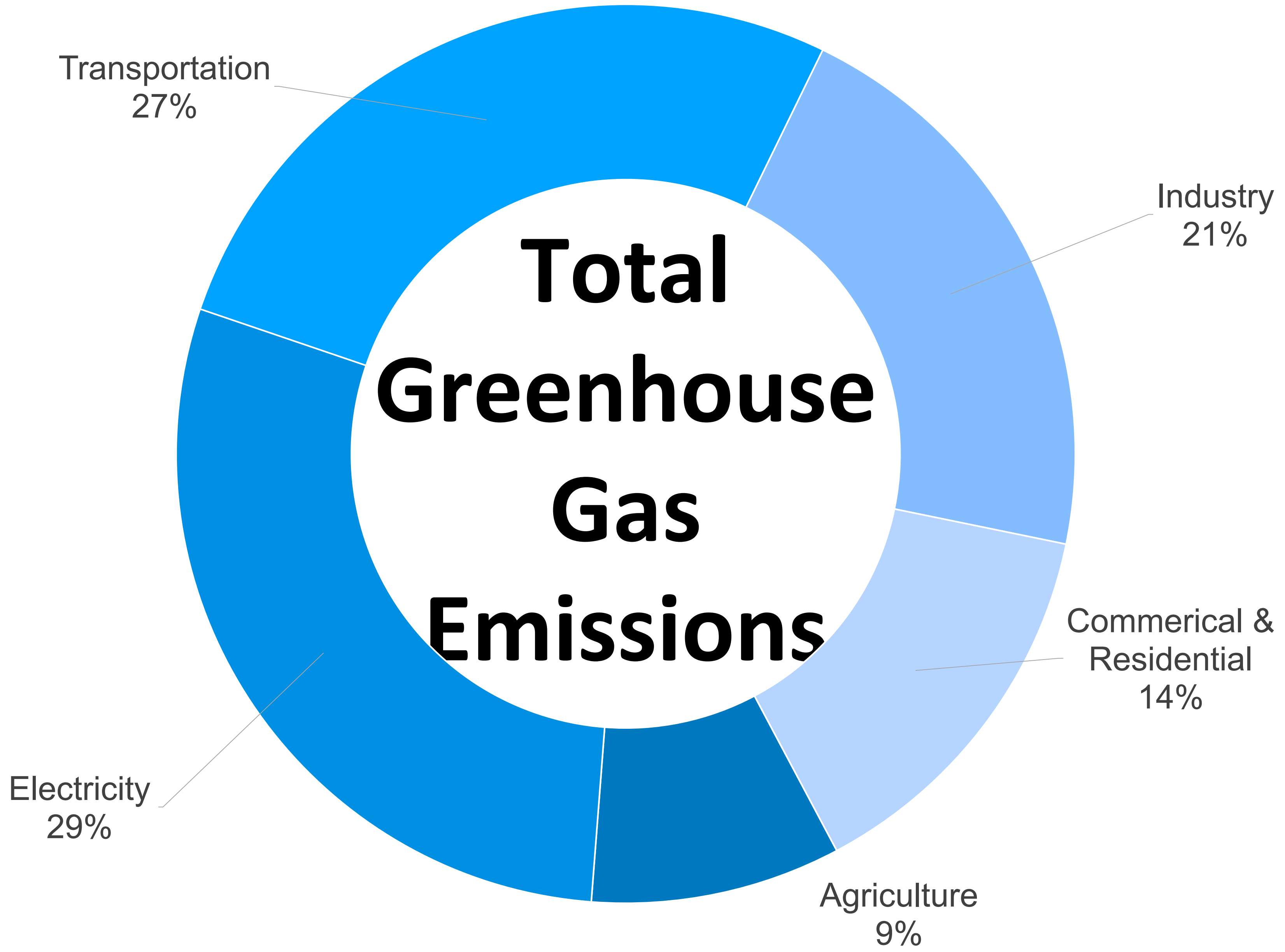


An aerial photograph of a city at sunset. The sun is low on the horizon, casting a golden glow over the scene. The city below is densely packed with buildings, and a few taller skyscrapers stand out. In the distance, a range of mountains is visible under a sky with soft, wispy clouds. The overall atmosphere is serene yet carries a sense of urgency due to the text overlay.

**Transportation is  
also  
killing our planet**

# Global Carbon Emissions from Fossil Fuels, 1900-2014







A close-up, slightly blurred photograph of a person's hands on a steering wheel, viewed from the driver's perspective. The car's dashboard and a yellow object are visible on the left. The text is overlaid in white with a drop shadow.

**Uber & Lyft are not the  
solution.**

**Is public transit?**



**BUS**

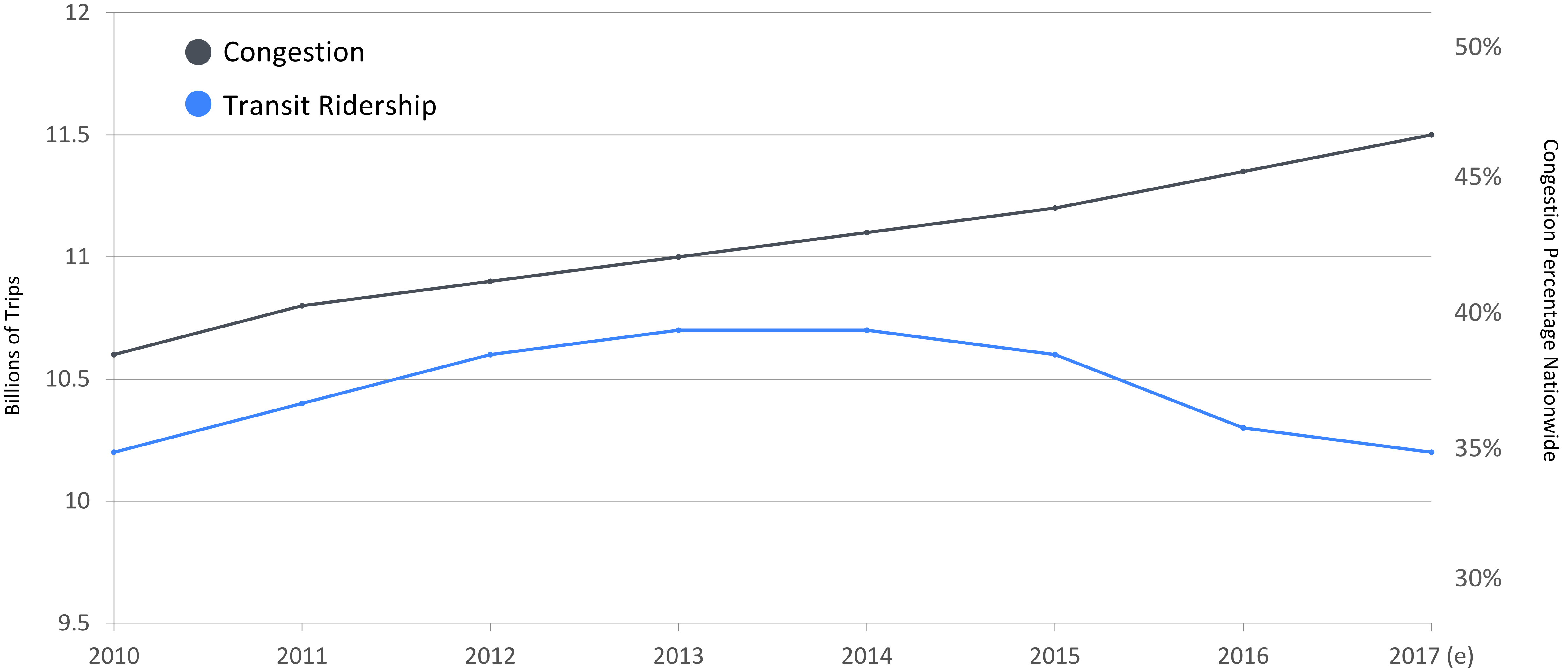


**PRIVATE CAR**



**UBER/LYFT**

# State of the Industry







**I know, I know...**  
**Public transit is not a**  
**panacea (today)**



“ Not having a car doesn't just limit the time you have in your day....  
It limits you even further, for the jobs you can get to.

– Sabrina Lloyd



A photograph of the interior of a crowded public transport vehicle, likely a bus or train. The scene is filled with people, many of whom are standing and holding onto overhead handrails. The lighting is somewhat dim, and the overall atmosphere suggests a busy, packed mode of public transit. The text "It's not just poor people" is overlaid in the center in a large, white, sans-serif font.

**It's not just poor  
people**



# Sheila James

**\$81,000/yr**

**Works in San Francisco**

**Forced to move ~80 miles  
away due to cost of living**

Her commute:

2 trains, 1 bus =

3 hours each way



Who is

TransLōc<sup>®</sup>

# TransLoc<sup>®</sup>

Founded in  
**2004**

**400+**  
transit partners

**LEADER**  
in Microtransit

**SEAMLESS**  
Mobility









What does it  
*feel like?*













All that bad stuff I  
mentioned earlier...  
we're on it!



All that bad stuff I  
mentioned earlier...  
we're on it!

**Doug Kaufman | [doug@transloc.com](mailto:doug@transloc.com)**

**[NCTransportationSummit.com](http://NCTransportationSummit.com)**

**#NCTransportationSummit**

