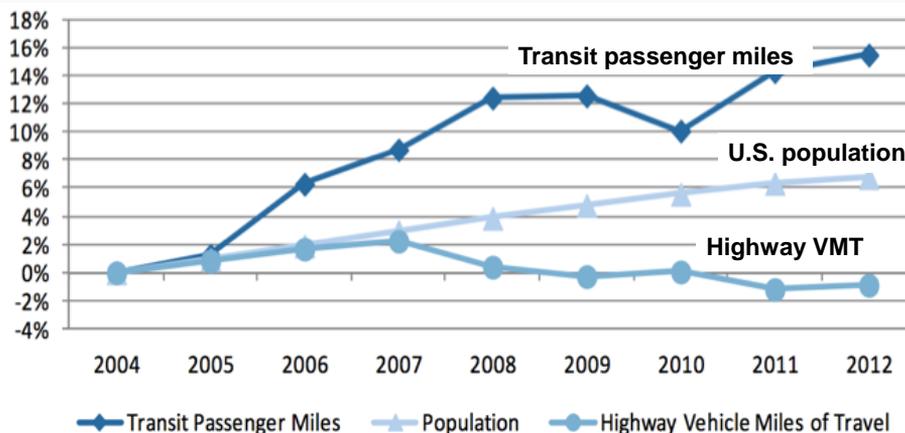


# Future of Transit

John W. Martin  
Southeastern Institute of Research



## Transit Use Is Growing Faster than the U.S. Population and VMT



Source: <http://www.apta.com/resources/statistics/Documents/FactBook/2013-APTA-Fact-Book.pdf>

## Today's Agenda

---

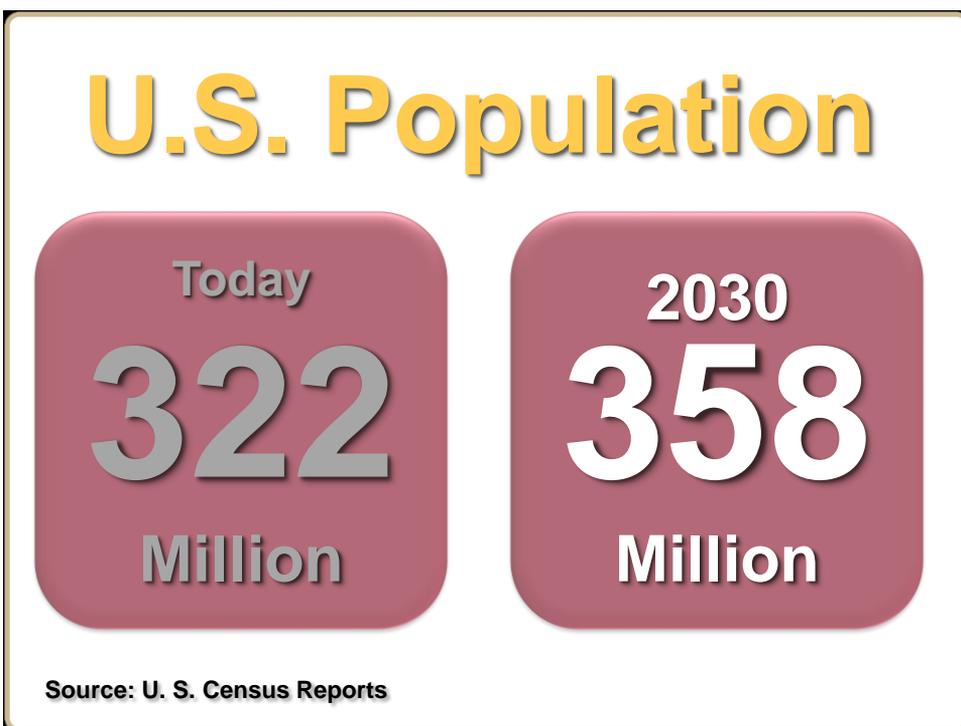
- 1 Tailwinds & Headwinds**
- 2 A New Lens On The Future**
- 3 A Plan: What To Do Next**

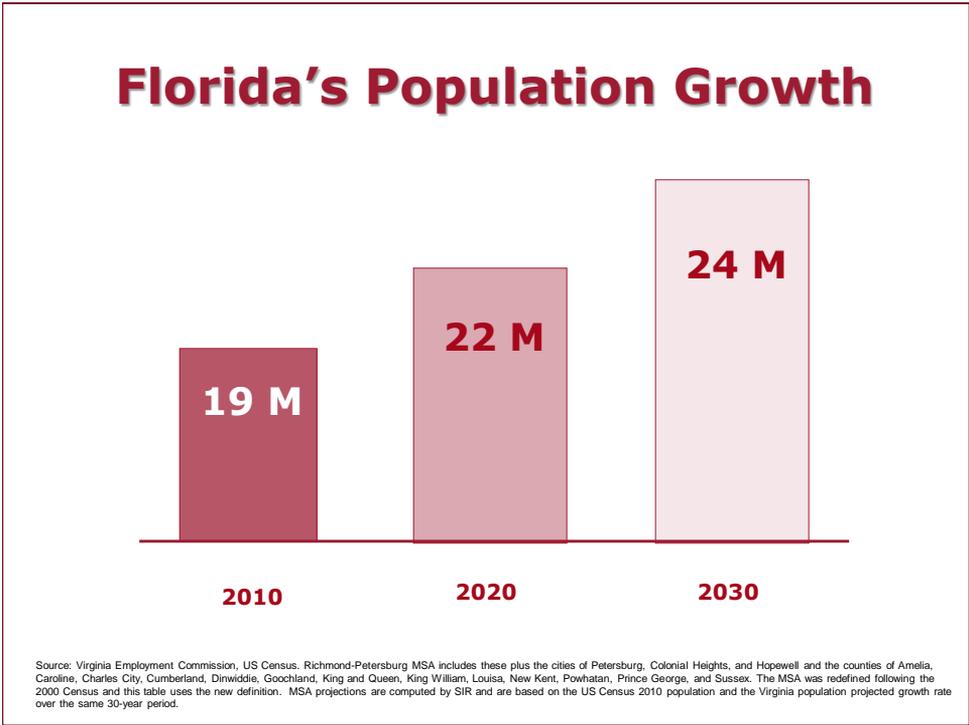
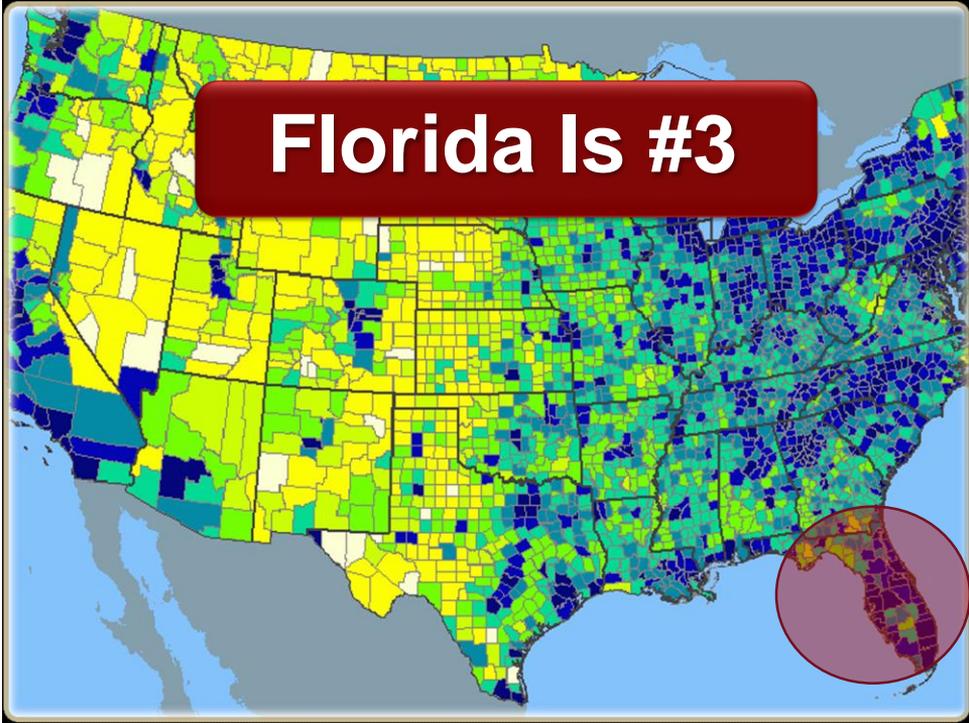


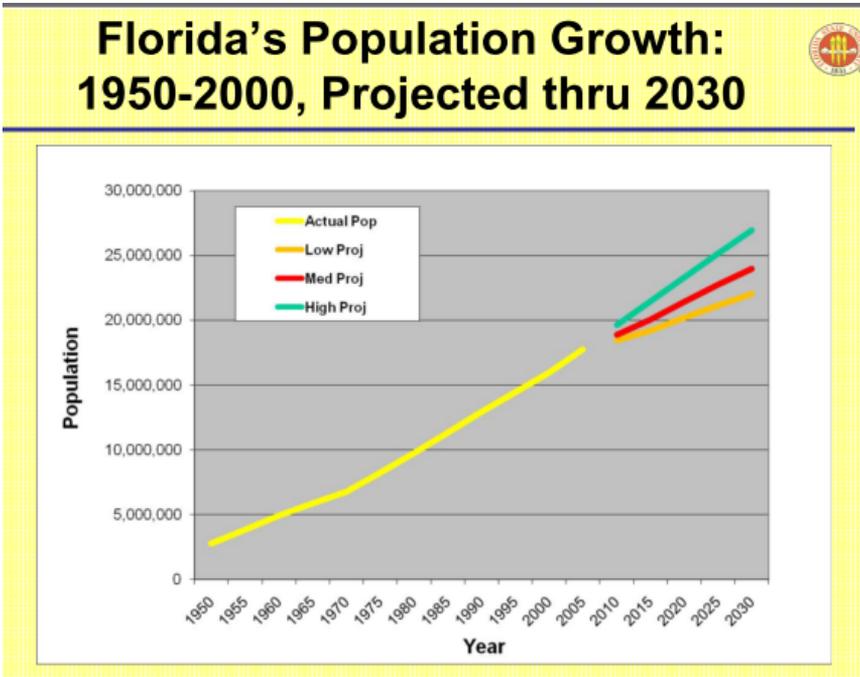
**10**  
**Shifts**

# *Shift #1*

# Population Growth







## More People, More Potential Riders

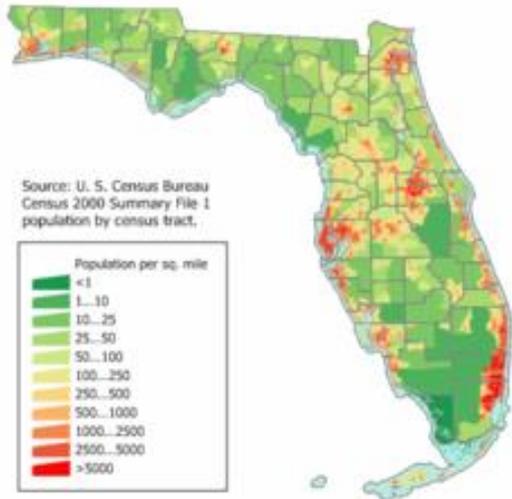
***Shift #2***  
**Urban**  
**Growth**

**Mega Trend**

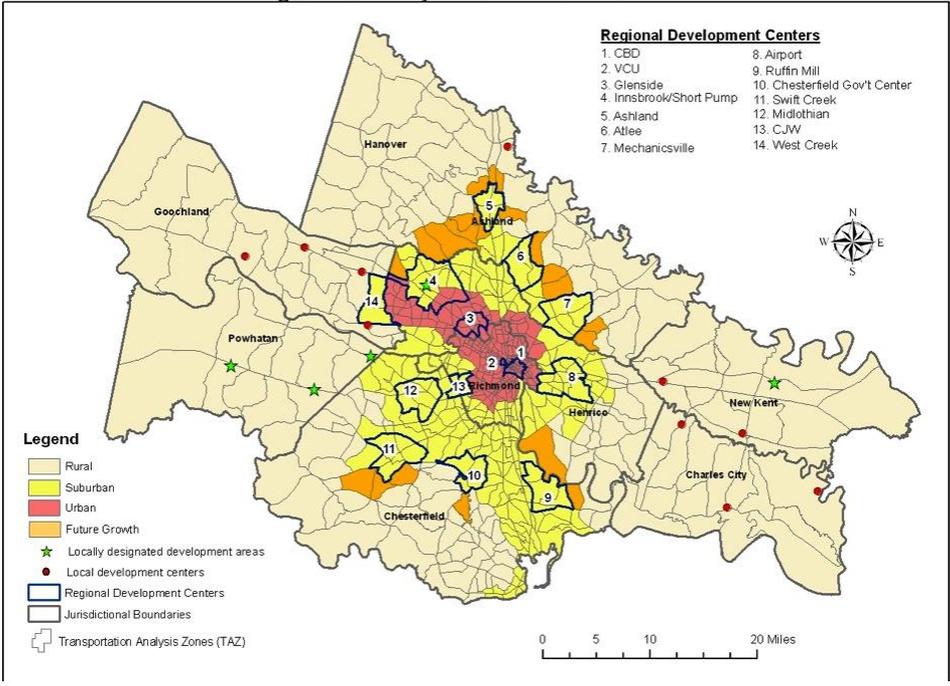


**Shift to  
Urban  
Living**

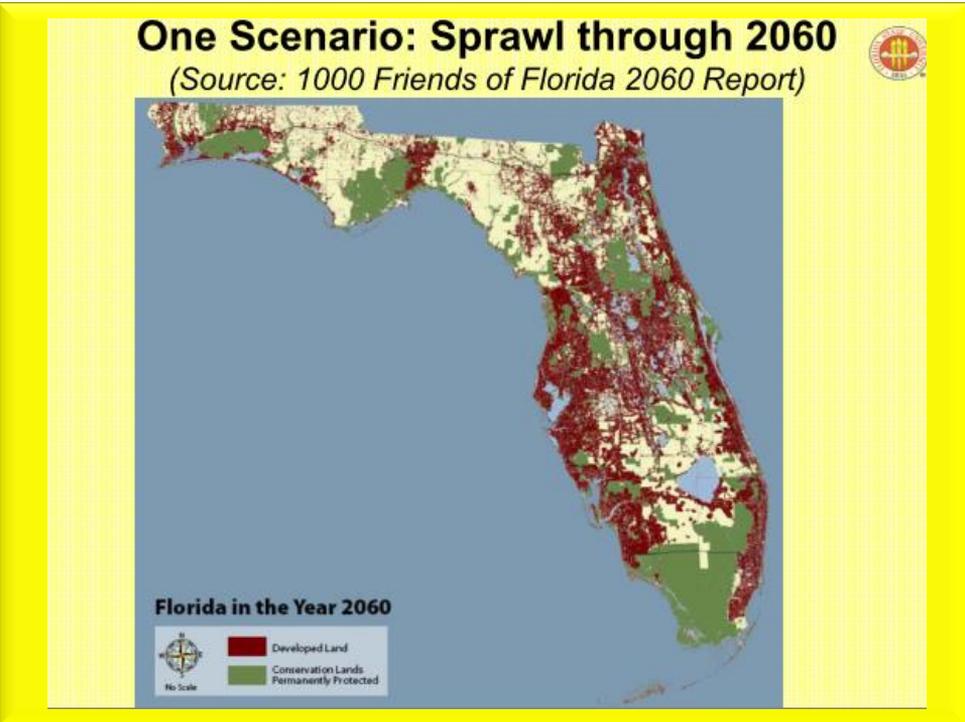
# Today, 9 in 10 Floridians Live In Urban Areas



## Regional Density and 2035 Growth Pattern



**88%**  
**Young Professionals  
Want to Live In  
Activity Centers**





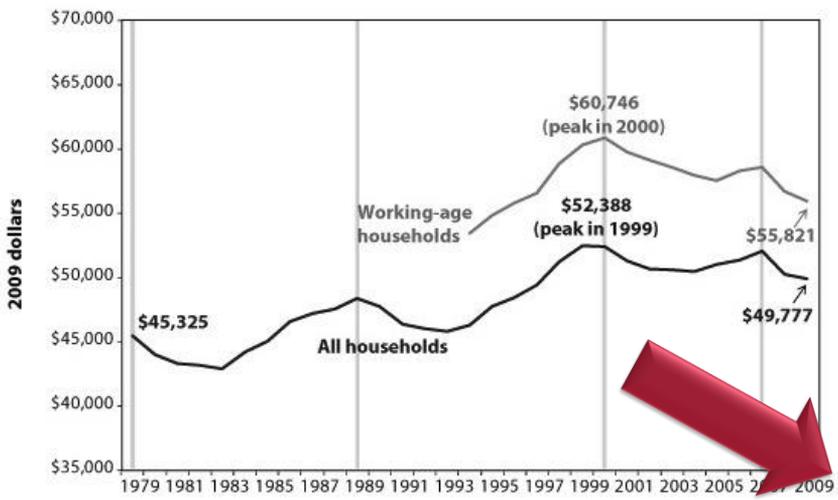
**Higher Pop  
Density Sets  
Up Greater  
Transit  
Success**

***Shift #3***

**Decreasing  
Household  
Resources**

# Overall HH Economic Reality

**Real median household income, 1979-2009**



**Note:** Vertical lines indicate the start of recessions. Median income for workers under age 65 starts in 1994.

Source: Economic Policy Institute

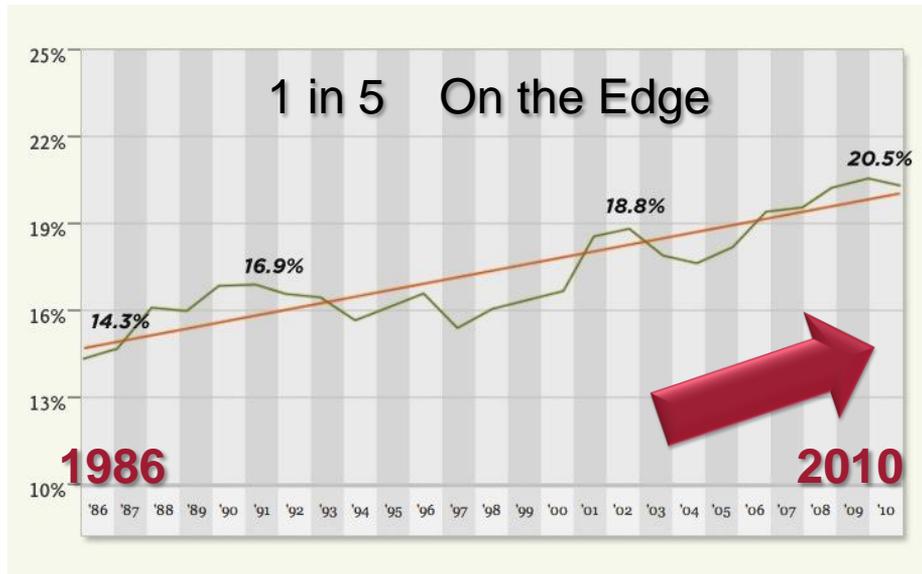
## The Economic Security Index (ESI)

ESI is a measure of the share of Americans who experience large income losses.

The proportion of Americans who see their **available household income decline by 25 percent or more** from one year to the next and who lack adequate financial safety net to replace this lost income.

[http://economicsecurityindex.org/upload/media/Great\\_Recession\\_Report\\_Dec.pdf](http://economicsecurityindex.org/upload/media/Great_Recession_Report_Dec.pdf)

## The Economic Security Index (ESI)



## **Housing**

# **34%**

Percent of Average  
HH Annual Expenditures

Division of Consumer Expenditure Survey, Office of Prices and Living  
Conditions, Bureau of Labor Statistics

## **Transportation**

# **16%**

Percent of Average  
HH Annual Expenditures

Division of Consumer Expenditure Survey, Office of Prices and Living  
Conditions, Bureau of Labor Statistics

# Housing & Transportation

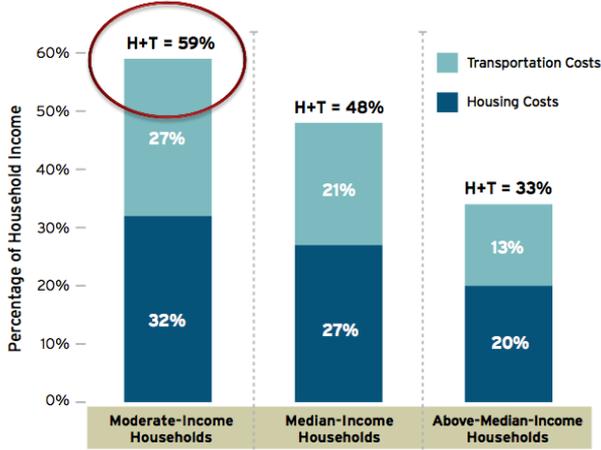
# 50%

## Percent of Average HH Annual Expenditures

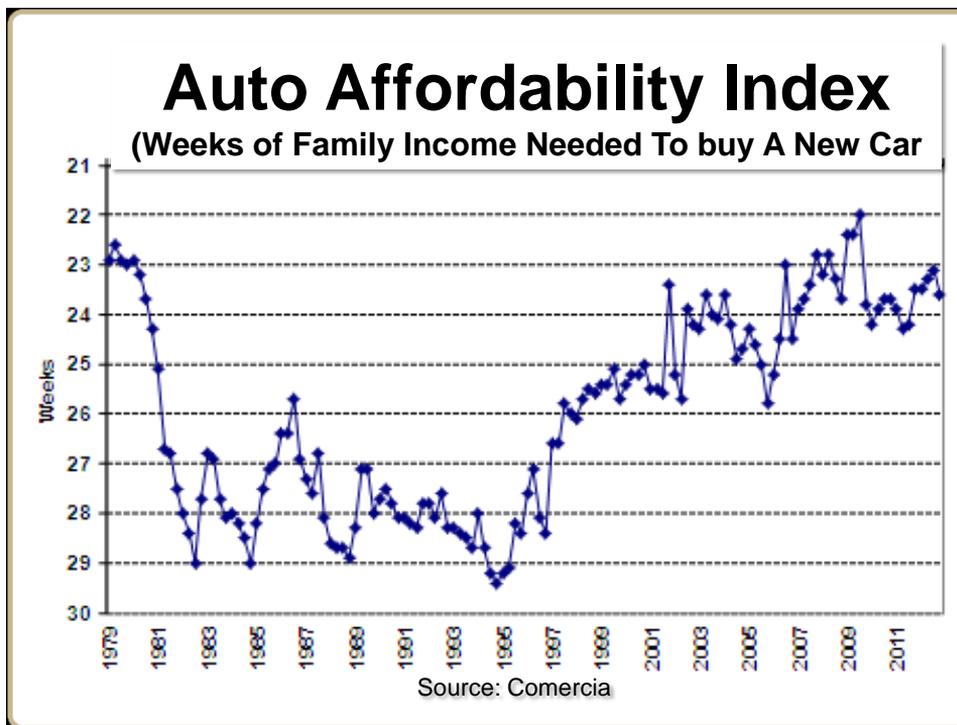
Division of Consumer Expenditure Survey, Office of Prices and Living  
Conditions, Bureau of Labor Statistics

Combined Cost Burdens for Moderate-Income Households  
vs. Other Income Brackets (25 Largest Metro Areas)

59%



	Moderate-Income Households	Median-Income Households	Above-Median-Income Households
Average Income	\$44,566	\$63,540	\$107,834
Annual Housing Costs (H)	\$14,170	\$17,226	\$21,373
Annual Transportation Costs (T)	\$11,912	\$13,070	\$14,487
Combined H + T Expenses	\$26,083*	\$30,296	\$35,860



## Car Pricing Pressures

**Air Quality Issues**

**Emissions Vehicle Mandates**

**Alternate Fuel Vehicles**

**Fed Regulations on MPG**

## **Florida Transit Fact**

# **\$0.97**

## **Average Fare**



**Demand for  
Affordable  
Mobility Will  
Increase**

# *Shift #4* **Transit's Makeover**



**Transit  
Category's  
Improvements  
Drive Demand**

# **Shift #5**

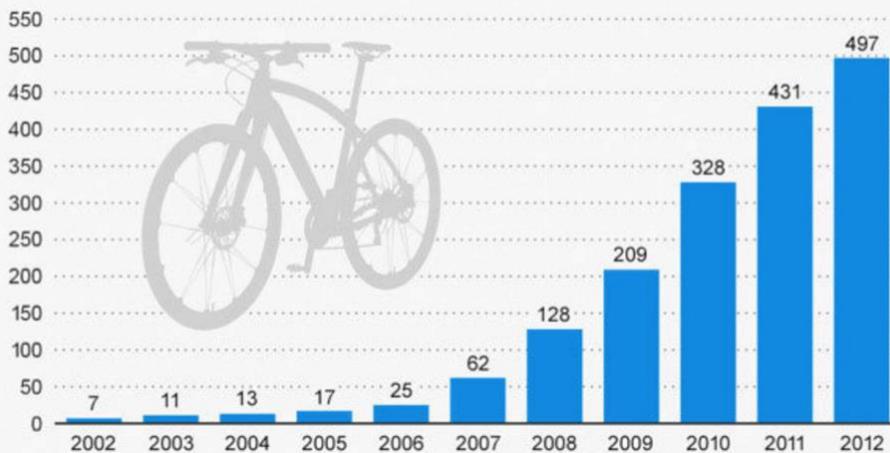
## **Increasing**

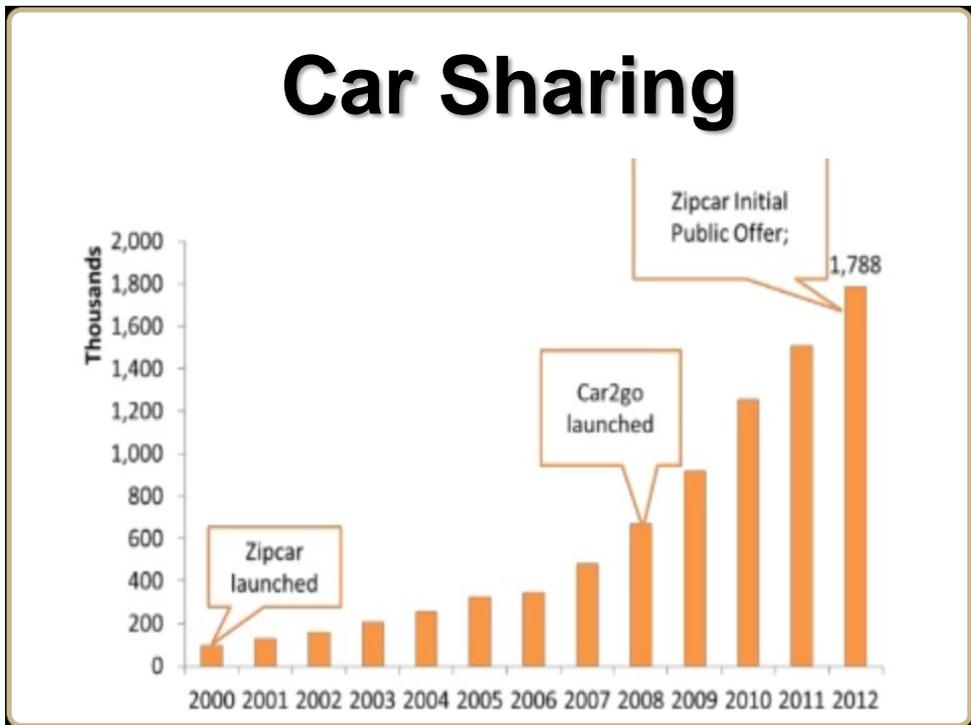
# **Use of Share**

# **Mobility Options**

## **Bike Sharing**

Number of bike sharing services worldwide





## Car sharing & Bike sharing May Steal Transit's Future Opportunity



**Car sharing &  
Bike sharing  
Enable The  
Transit  
Option**

***Shift #6***  
**Increasing**  
**Use of Biking &  
Walking**

## Dramatic Growth In Biking

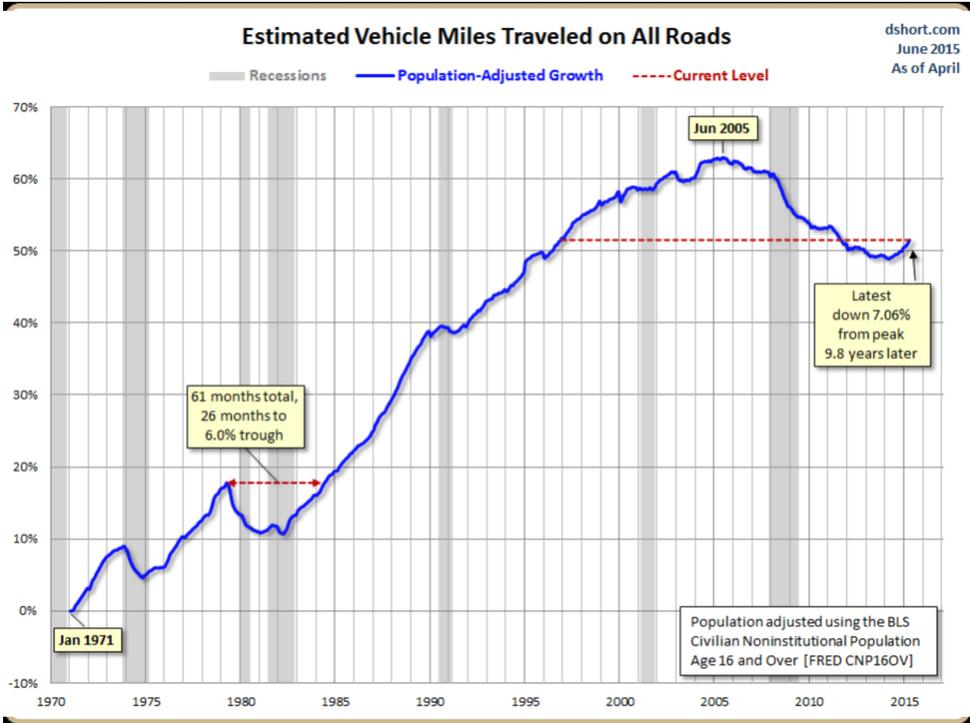


**Biking  
Enables The  
Transit  
Option**

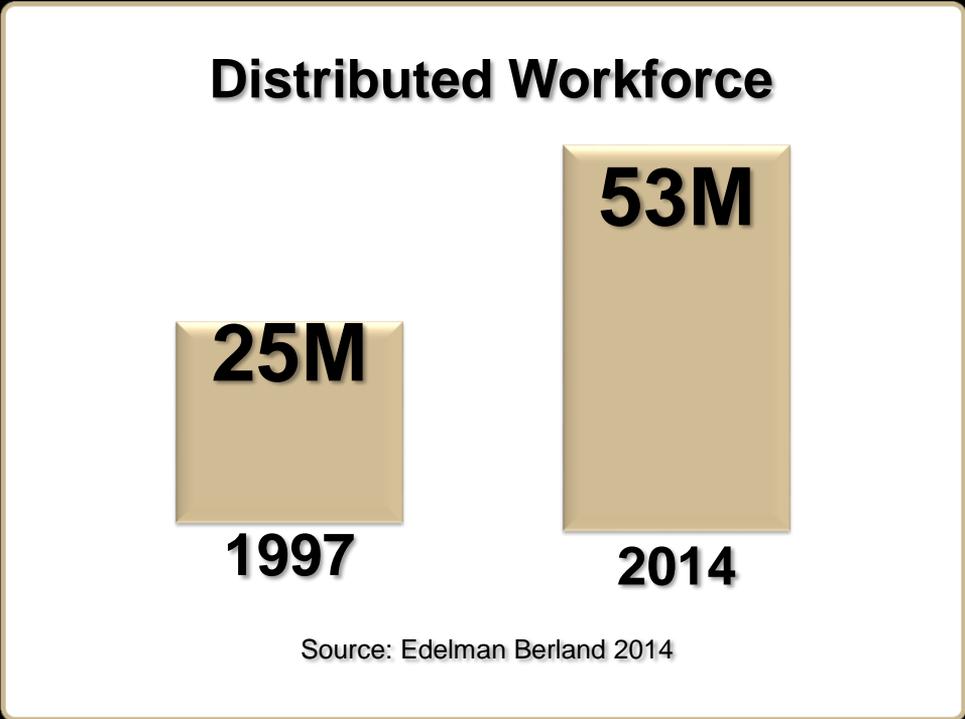


**Long-Distance  
Biking May  
Steel Transit's  
Future  
Opportunity**

***Shift #7***  
**Reducing**  
**Personal Travel**



**Increasingly Distributed Workforce**



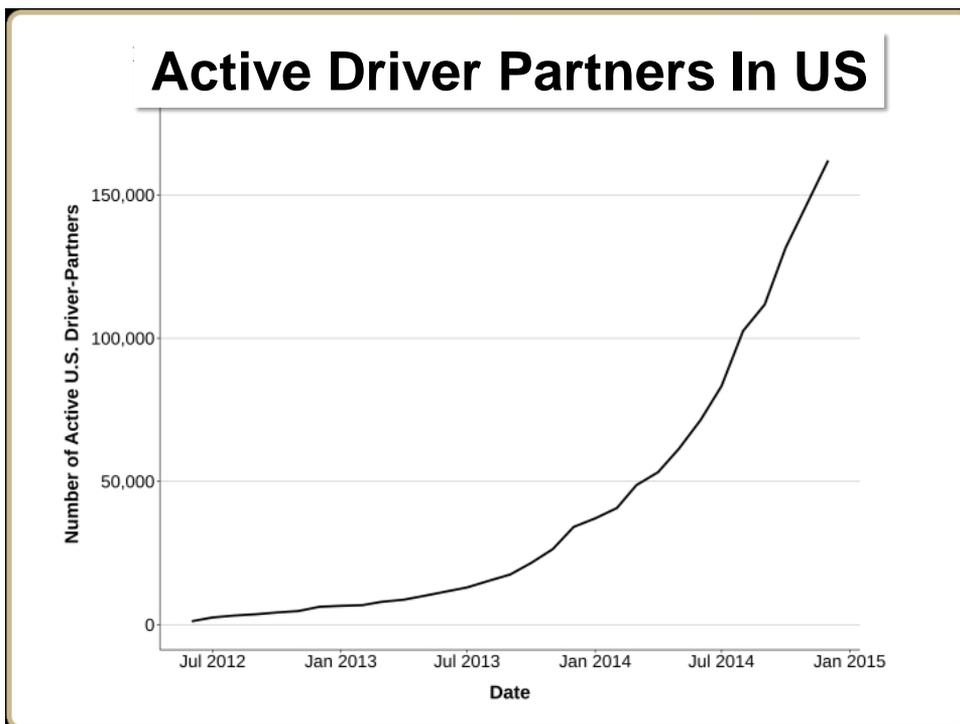
**Online Shopping**



# Reduced Need To Travel Impacts All Modes

# **Shift #8**

## **Increasing Use Of Transportation Network Companies (TNCs)**



**\$50B**  
**Valuation**



**Easy, Low Cost  
Mobility Option  
That Will Impact  
The Future of  
All Modes**

# ***Shift #9***

## **The Arrival of Connected Vehicles**

### **Age of Connected Vehicles**

<b>Benefits of Connected Vehicles</b>		
<b>Mobility Management</b>	<b>Vehicle Management</b>	<b>Entertainment</b>
<b>Safety</b>	<b>Driver Assistance</b>	<b>Well-being</b>

Source: Booz Allen & Co.



**Age of Connected  
Cars Makes Cars  
More Appealing –  
Faster, More  
Reliable, Safer,  
Efficient, etc.**

***Shift #10***  
**The Inevitability of  
Autonomous  
Vehicles**

*“Uber will eventually replace all of its drivers with self-driving cars.”*

*Travis Kalanick, CEO, Uber*



**What Year  
Will  
Driverless  
Cars Be  
Mainstream?**

# Timing?

**2020** for fully automated models

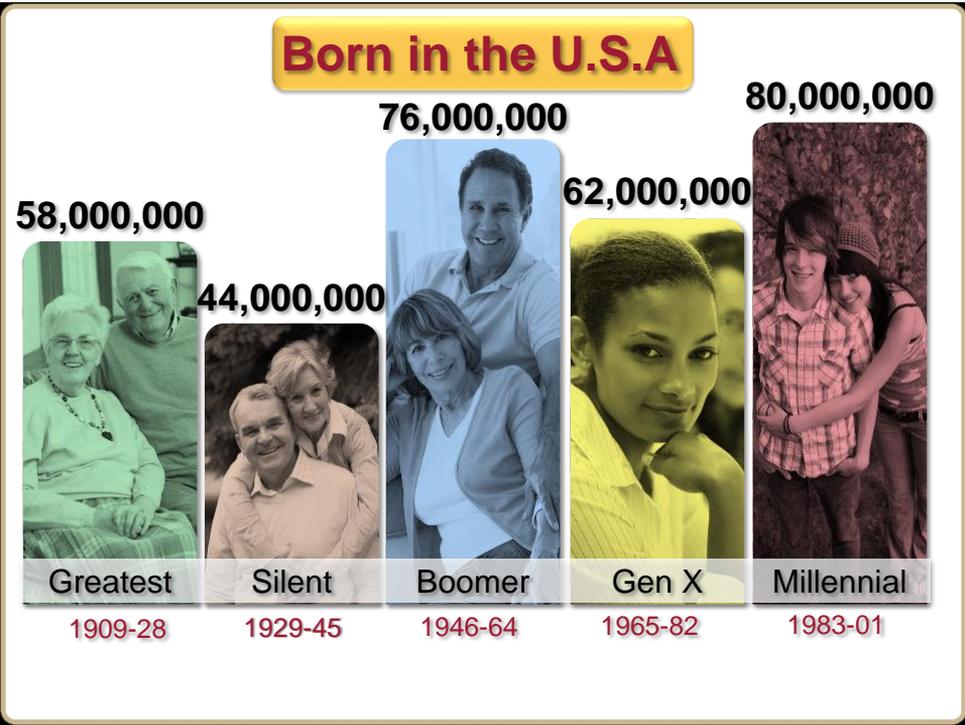
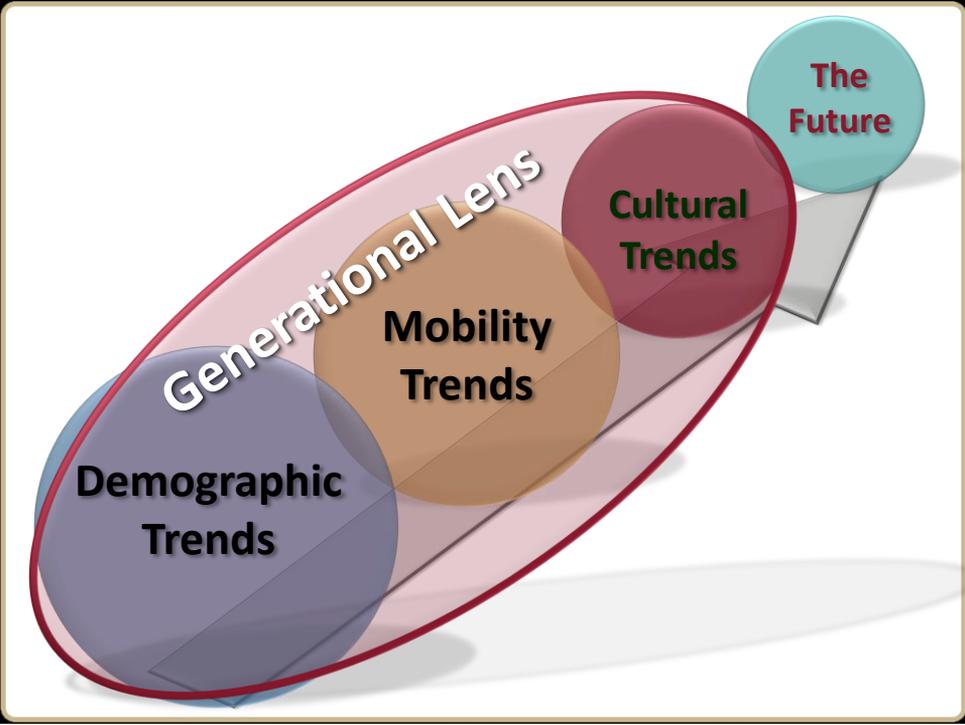
**2030** for sufficient numbers  
to make a difference (2B)

**2040** to have a transformative  
societal impact

## Today's Agenda

- 1 Tailwinds & Headwinds
- 2 **A New Lens On The Future**
- 3 A Plan: What To Do Next

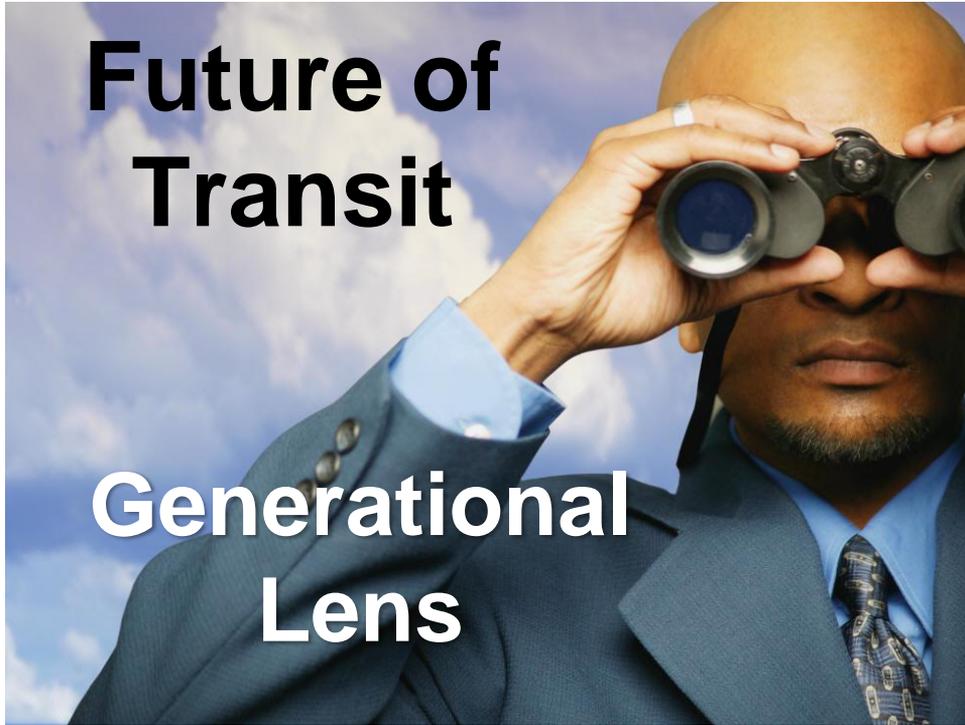


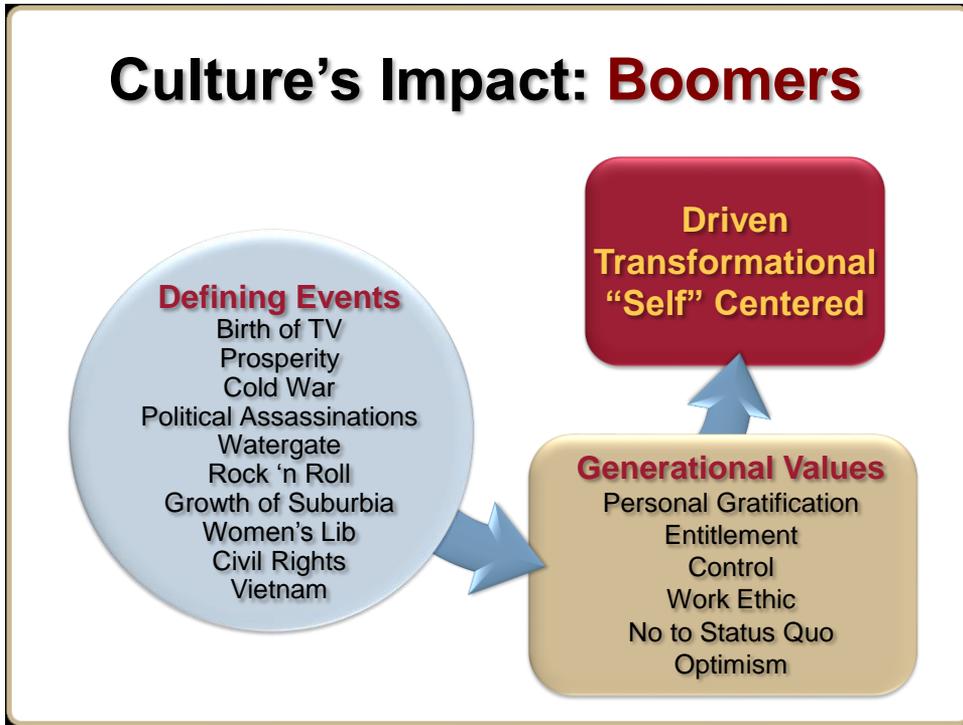


## What's A Generation?

- ❖ Age cohort: 15-to-20 year span
- ❖ Big events create the “bookends”
  - ❖ Born on the leading and tail edge - “cuspers”

## What Generation Are You?

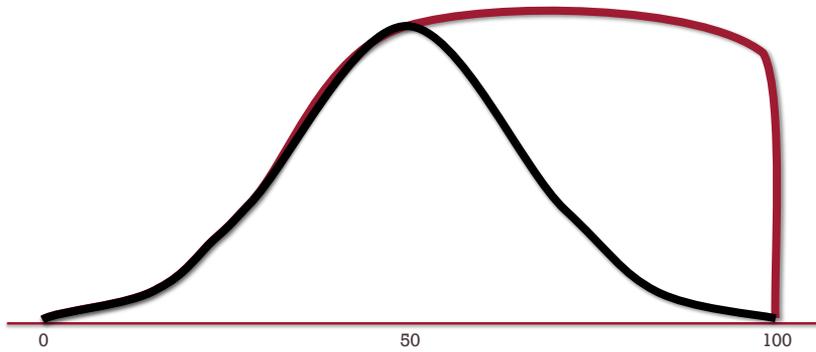




## Boomers' Orientation: **Self-centered**

# Next Up: Transforming Growing Older

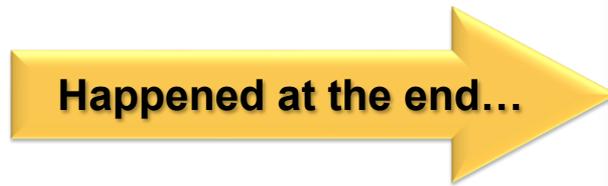
## The Boomer "Curve of Life"



Silent Generation

## The Longevity Bonus

+20 years



20 30 40 50 60 70 80 90 100

**Boomer Generation**

**The Longevity Bonus**  
**+20 years**

**Enjoying it now...**



20 30 40 50 60 70 80 90 100

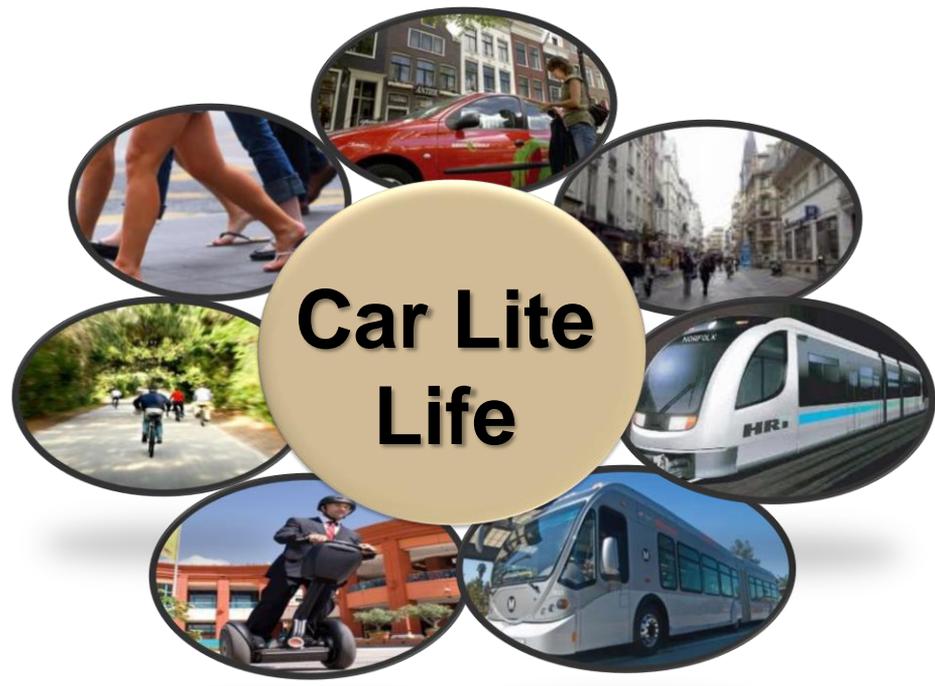
The slide features a horizontal timeline from 20 to 100. A yellow arrow labeled 'Enjoying it now...' points from the 40 mark to the 60 mark. A photograph of a smiling woman is positioned above the 60 mark. The text 'The Longevity Bonus +20 years' is placed above the 60-80 range.

**Boomers Want To Age In Place**



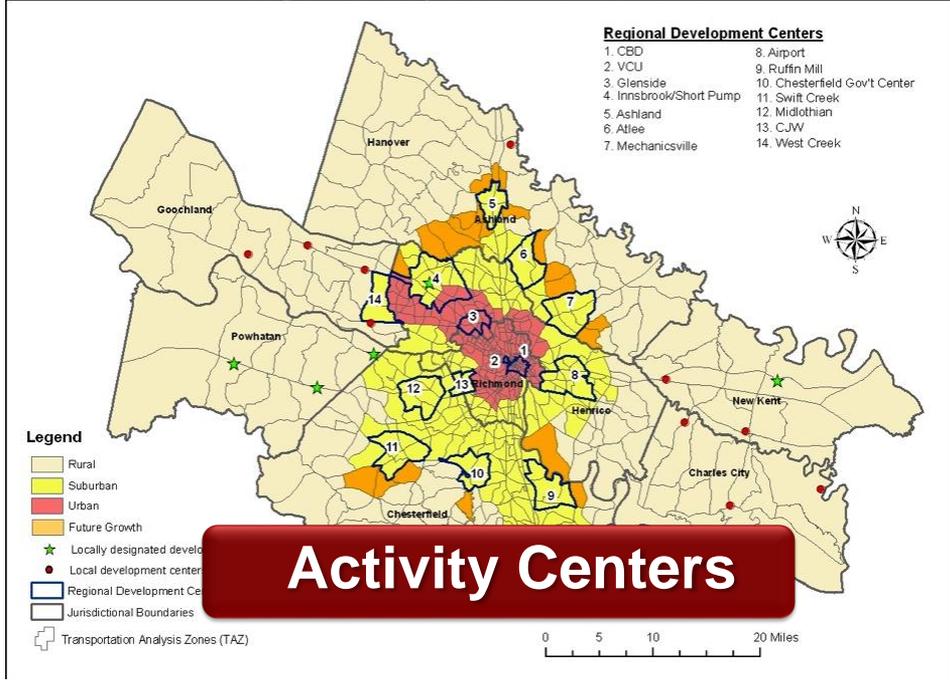
A photograph of a two-story house with a dark roof, white trim, and a large front porch with a white railing. The house is surrounded by greenery and a lawn.

# Boomers Want To Age In Community – Just Downsize





Regional Density and 2035 Growth Pattern

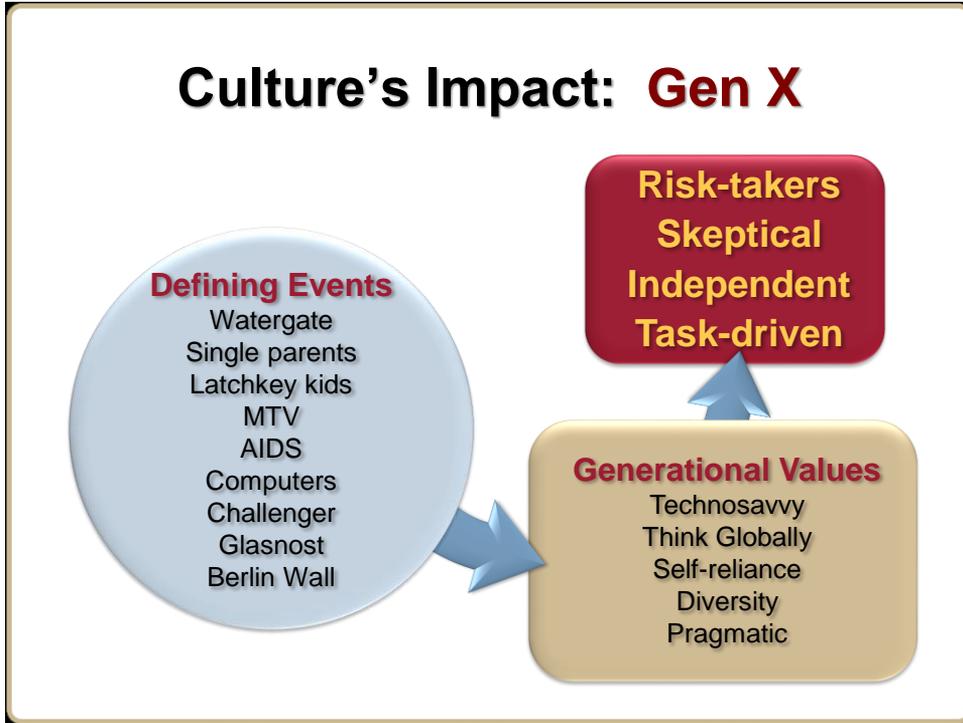




## **Gen Xers:**

**The Most Unsupervised  
Generation in History**

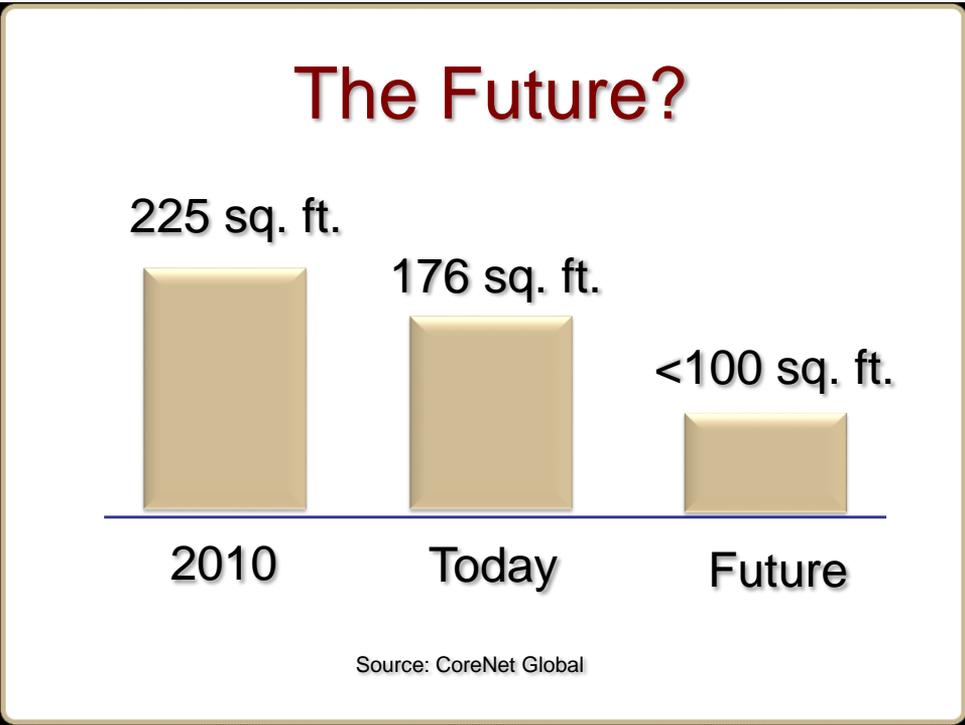
- ❖ **Born during anti-child phases of history '65-'82**
- ❖ **Grew up with permissive parenting habits**



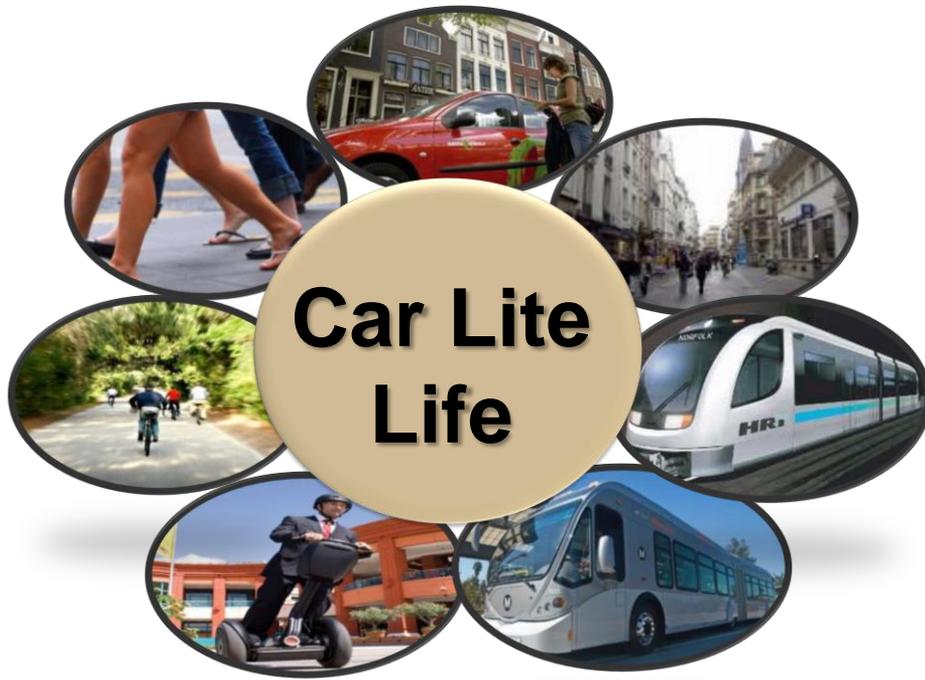
## Gen Xers' Orientation:

# **Self-reliant Free-agent**

# Management Style No Longer Tied To Place







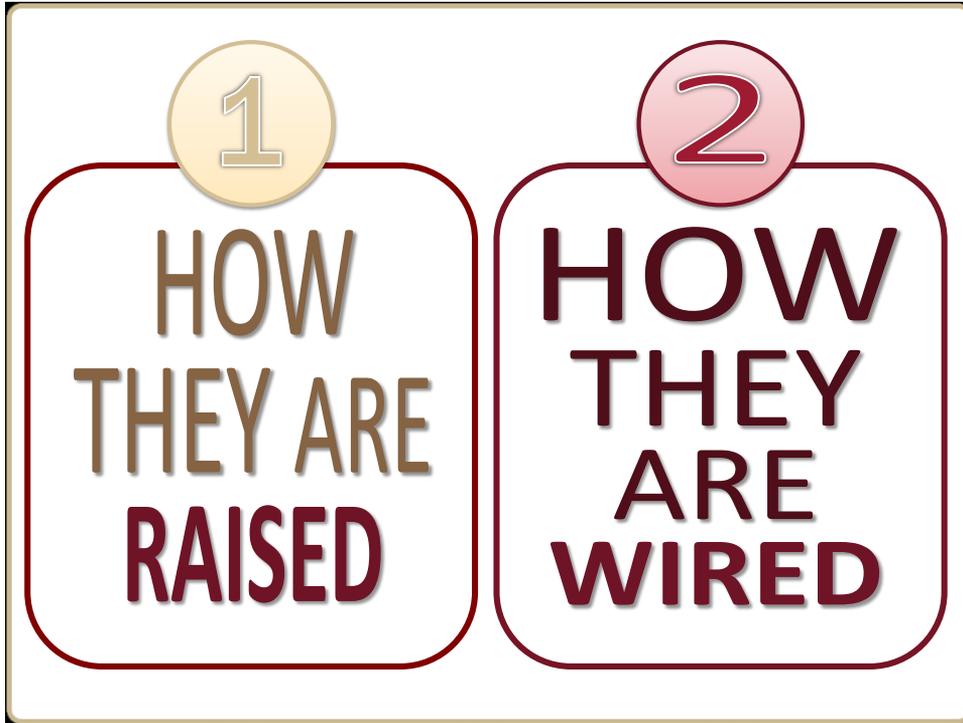


**Culture's Impact: Millennials**

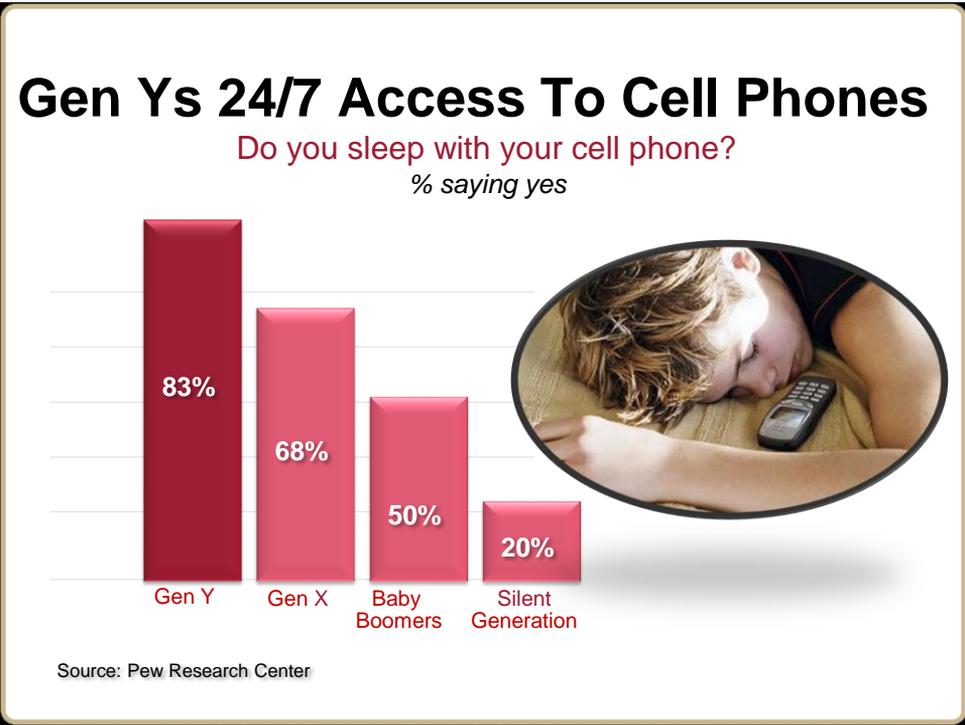
- Defining Events**
- Internet Chat
  - School violence
  - Over-involved parenting
  - Multi-culturalism
  - World Trade Center attacks
  - Gulf War
  - Iraq
  - Recession
  - Technology ++

**Ambitious  
Co-dependent  
Purposeful**

- Generational Values**
- Confidence plus
  - Civic duty
  - Achievement
  - Hyper connected
  - Multi-tasking on steroids
  - Fearless



**67% of Millennials  
were born to Boomers  
who are determined to  
“do parenting right.”**

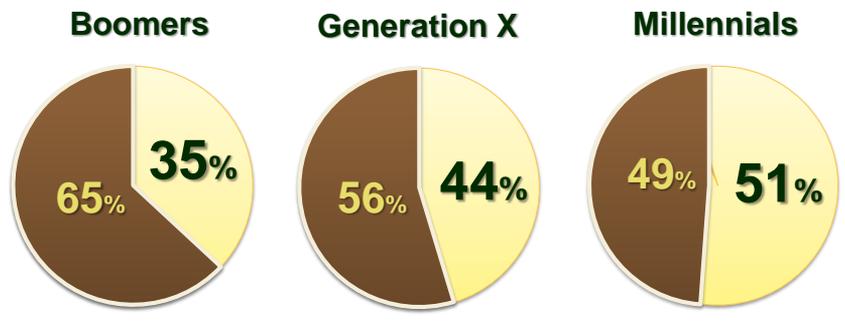


**They feel they  
are being  
groomed to  
create a better  
future**

**Millennials' Orientation:**

**Collective  
Self**

# Millennials are more likely to trust the Federal Government



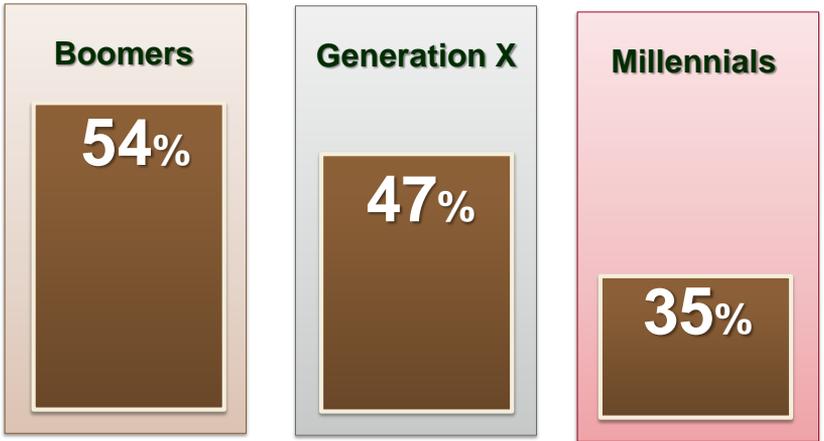
Not too much/None  
 A lot/Some

Q: In general, how much trust and confidence do you have in the federal government to solve the most important problems facing this country... a lot of trust and confidence, some, not too much or none?

Source: 2013 Public Affairs Pulse Survey, Public Affairs Council

# And less likely to want "smaller government"

Percent Favoring Small Government, Fewer Services

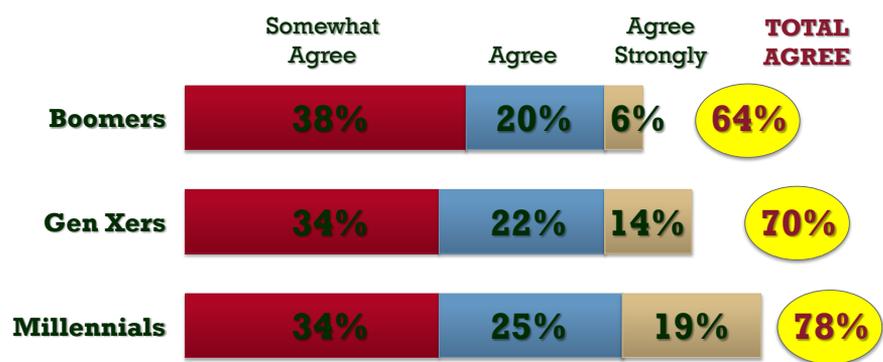


Source: 2011 Pew Research

# New Sense of Purpose

## Majority want to work where “purpose” is shared

“I want my employer to contribute to social or ethical causes that I think are important”



*Source: GenerationsMatter National Study, n=600, July 2013*

**Open/Transparent/Public:**

**Attitudes  
Beliefs  
Actions  
Access  
Information  
Platforms  
Power**

**PURPOSE**

Bigger than  
who you are,  
what you do,  
how you do it.

**It's your  
"WHY."**

**New  
Expression  
of Community**

**88%**

Young people want to be  
in an urban-feeling setting

**A New Hub  
– Shared  
Place**

**New  
Entrepreneurial  
Spirit**



**New  
Work Place**



**New  
Sharing**

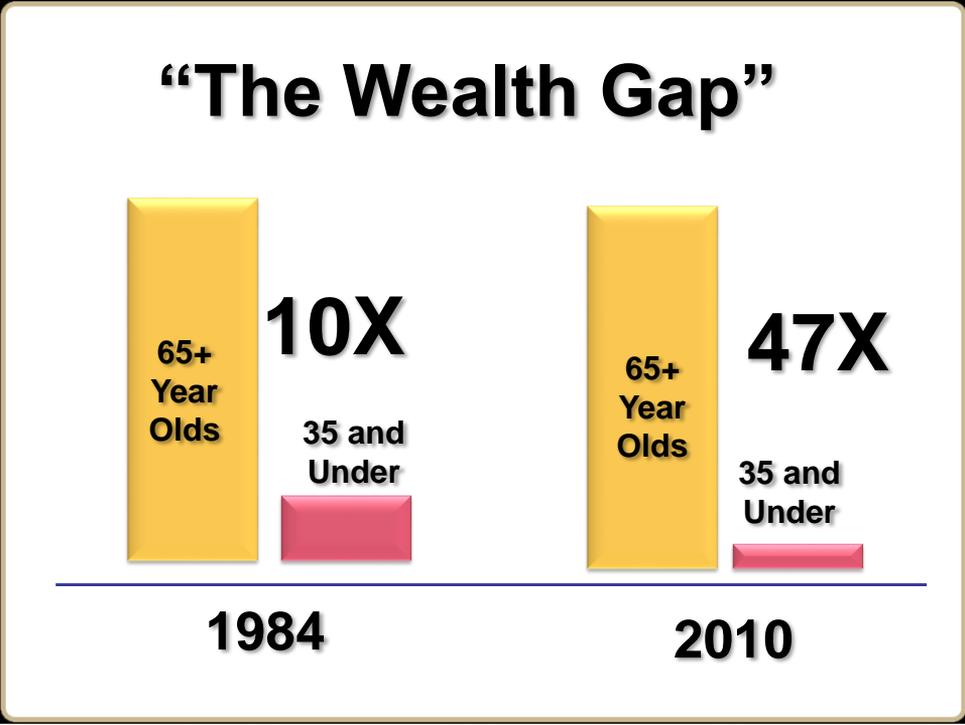
**\$29K**

**Average College Debt**

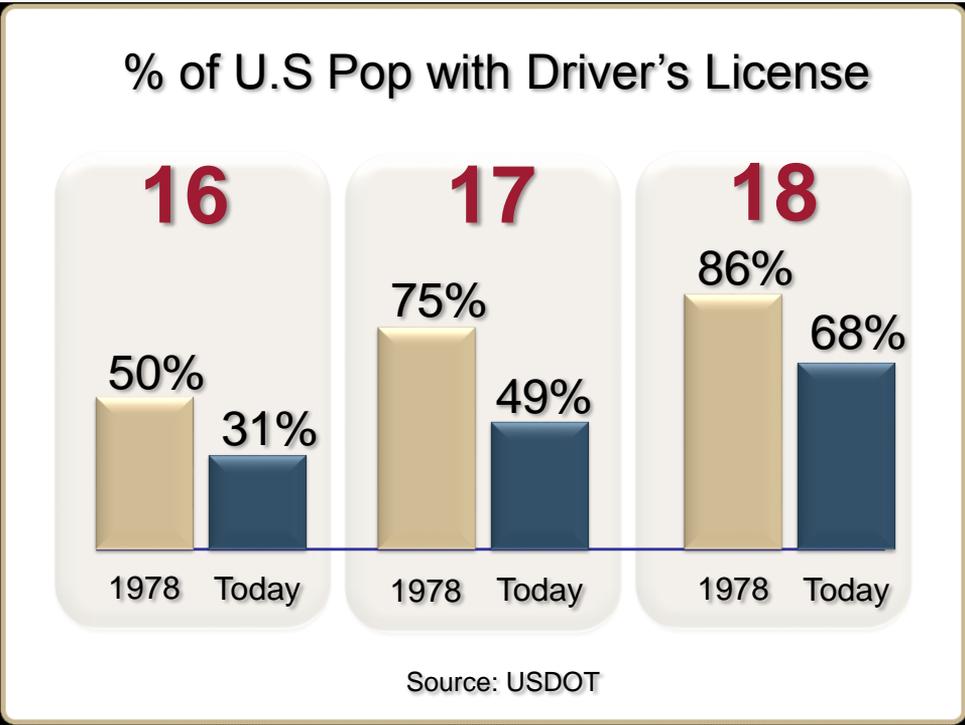
**33%**

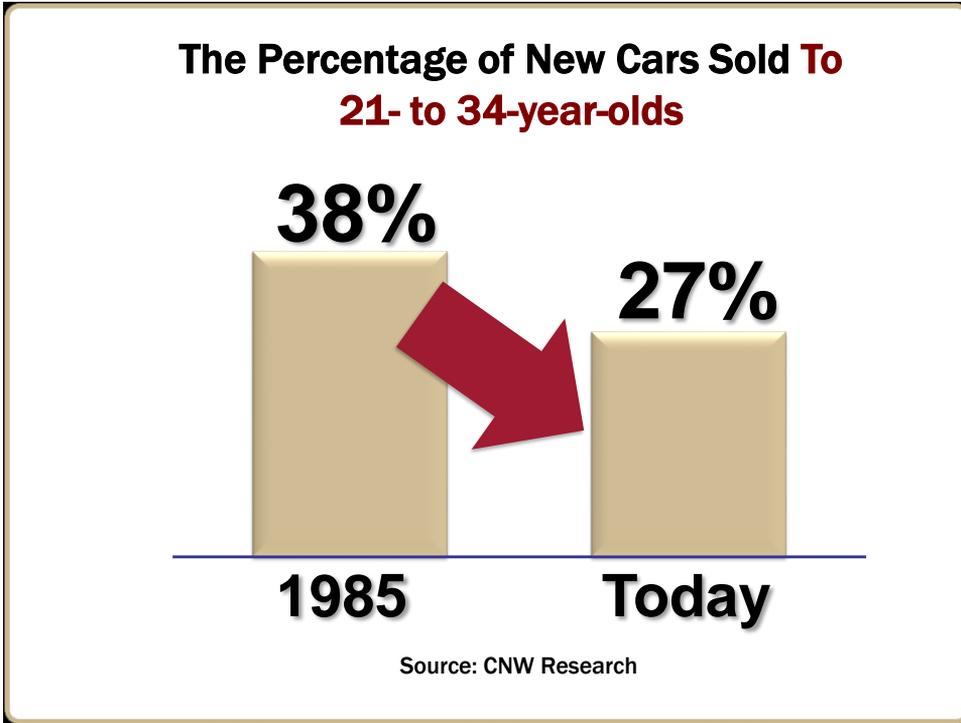
**18-32 Un or Under-  
employed**

**The Lost Decade**



**New  
Mobility**





**66%**

**Millennials place high-quality  
transportation in their top three  
concerns when evaluating a new  
place to live**

Source: Rockefeller Foundation

**75%**

**Millennials believe  
they will live in  
a place that does not  
require a car**

Source: Rockefeller Foundation

An aerial photograph of a city waterfront, showing a mix of residential and commercial buildings, a river or harbor with boats, and a highway interchange in the distance. A large, semi-transparent yellow rounded rectangle is overlaid on the center of the image, containing the text '15-Minute Walkable Community'.

**15-Minute  
Walkable  
Community**



**TODAY: 28% of Workforce**



# 2025: 40% of Workforce



## Impact of Generational Wiring On The Future of Transit?

Tailwinds



Headwinds

Generations  
Matter™

## Today's Agenda

---

- 1 Tailwinds & Headwinds
- 2 A New Lens On The Future
- 3 **A Plan: What To Do Next**



**7**

**Strategic  
Imperatives**

**1**

**Always Cover The  
Basics – Service  
Improvement**



## Customer Service Is Always A Key



*What To Do*

---

**Create A Customer  
Service Culture**

***What To Do***

---

**Put Everyone in The  
Customer Service  
Game**

***What To Do***

---

**Hold Everyone  
Accountable**

**2**

**Reframe Your  
Community's  
Overall Perceptions  
of Transit**

**3**

**Recruit Your  
Business  
Community**

**4**

**Build A Broad  
Based  
Coalition**

**Social Services**



**Educational Link**

**Healthcare Link**

**Jobs / Workforce Link**

**5**

**Together  
Educate Your  
Elected Officials**

**6**

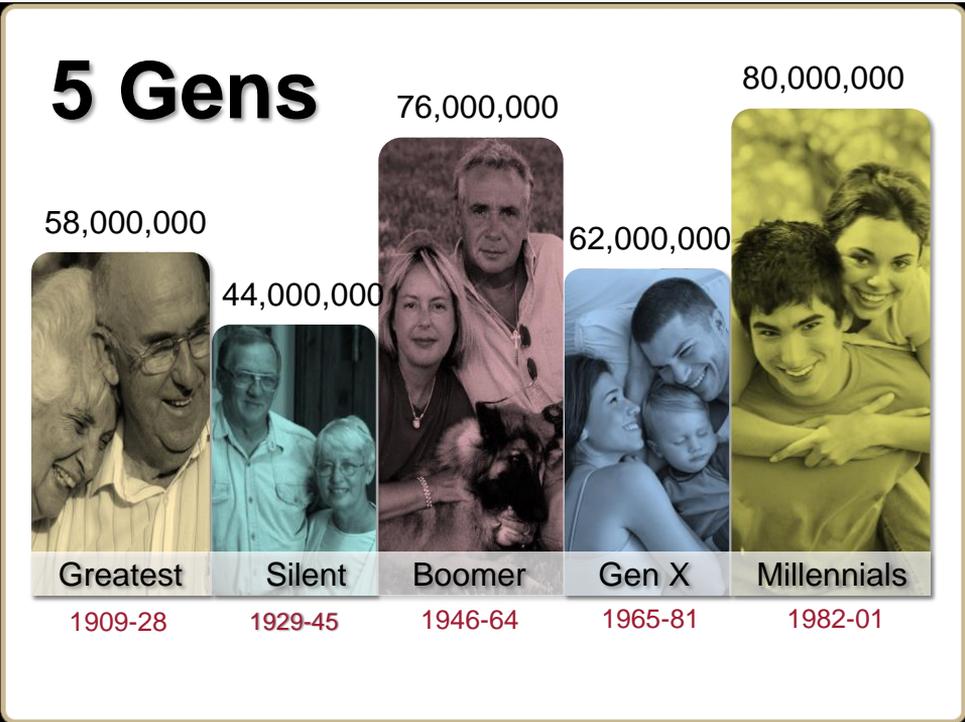
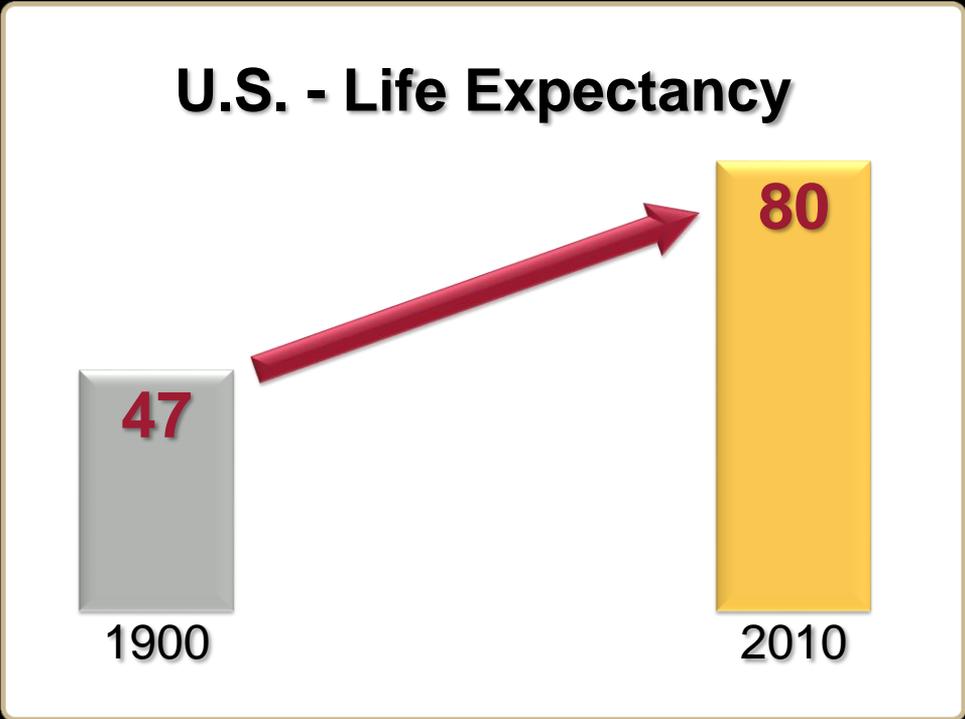
**Create A  
Roadmap To  
Dedicated Funding**

**7**

**Make Enhanced  
Transit Part of  
Economic  
Development**

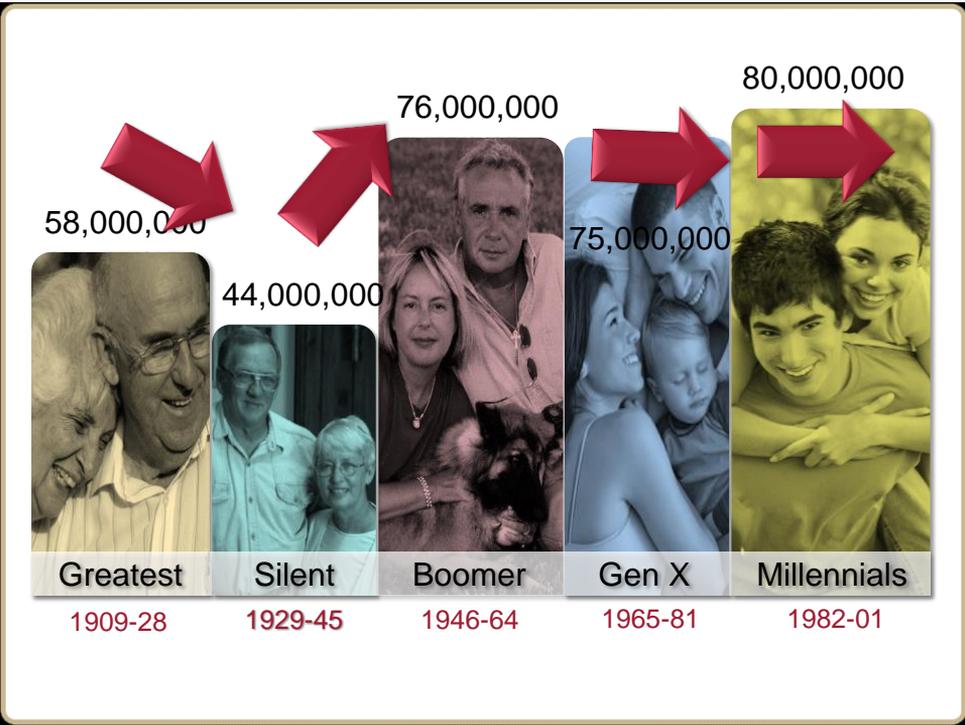
**1**

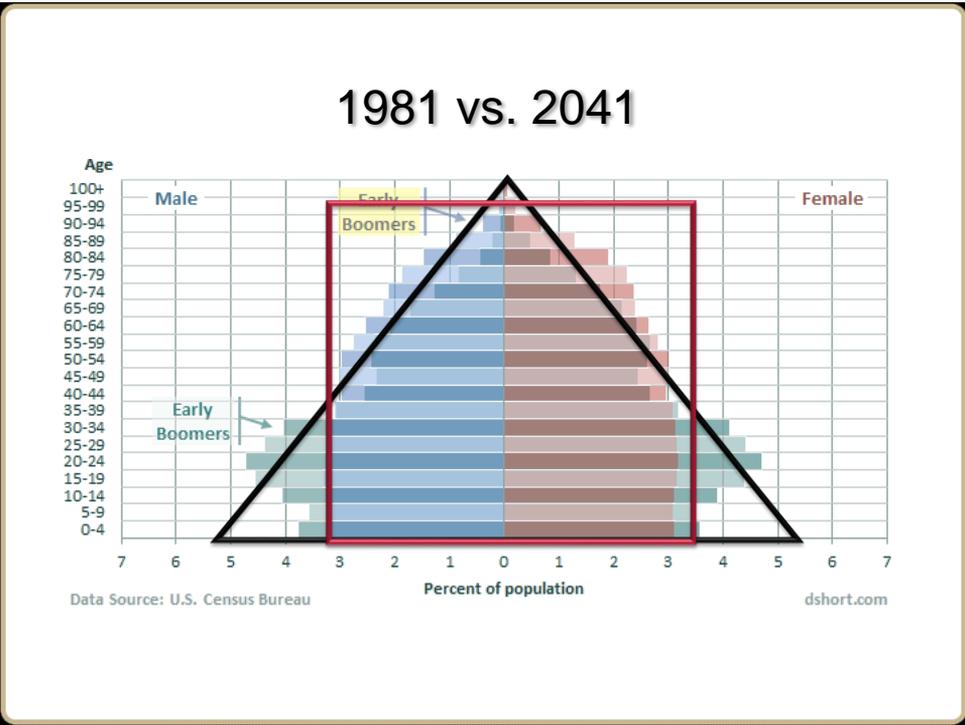
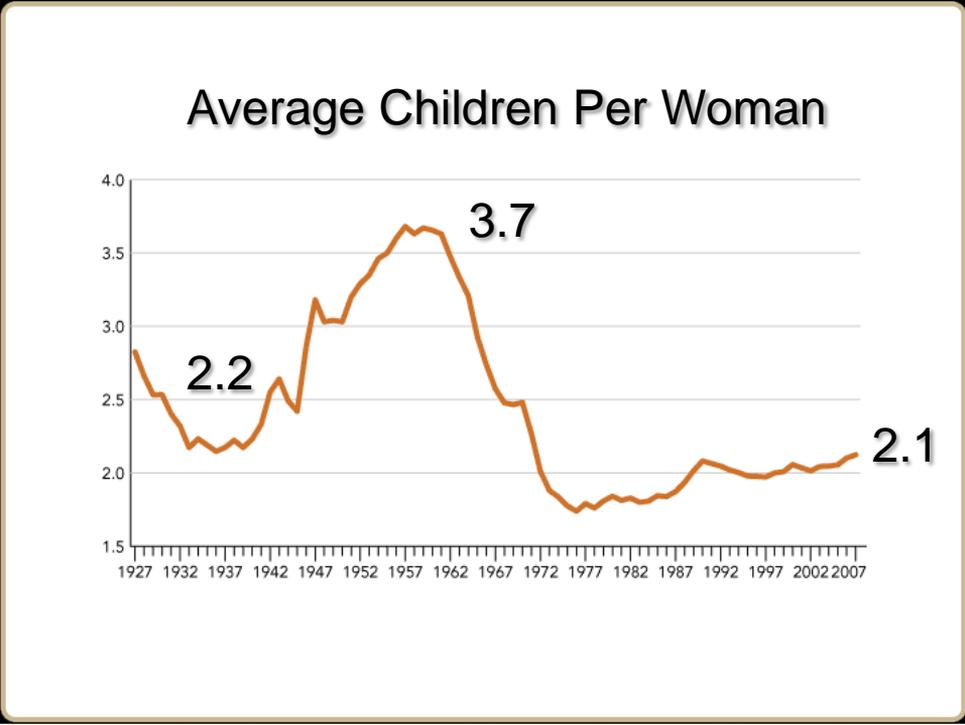
**Extended Life  
Expectancy**

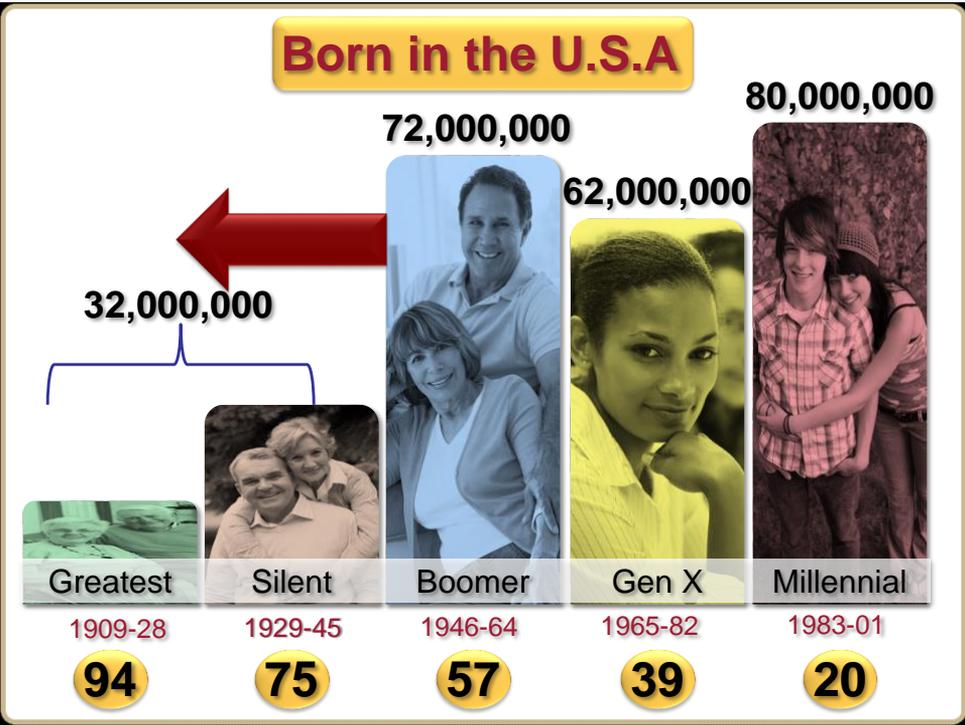
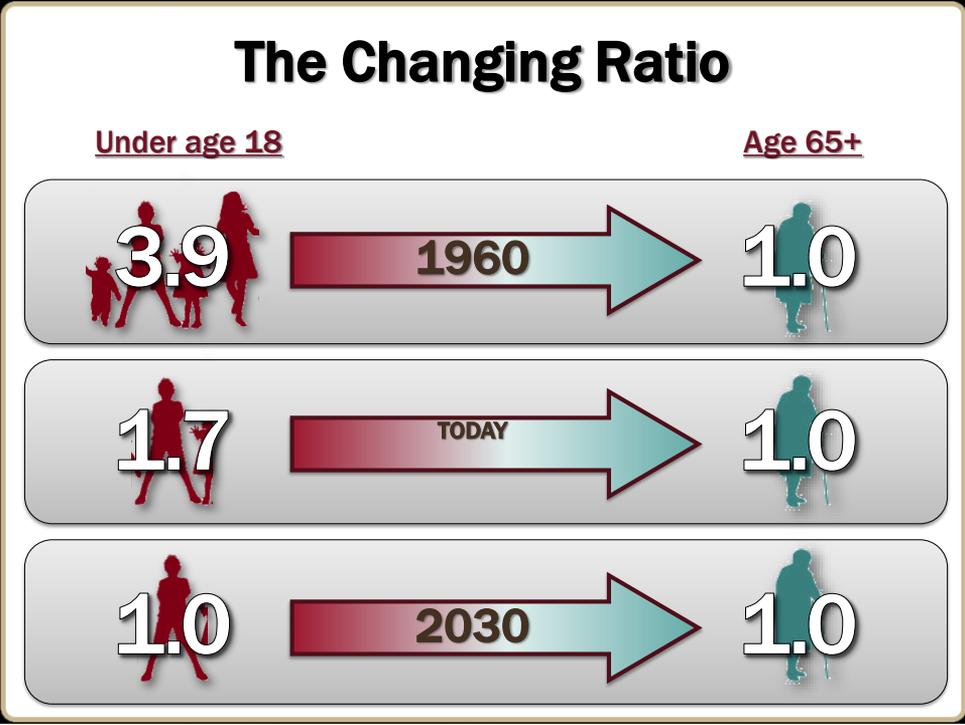


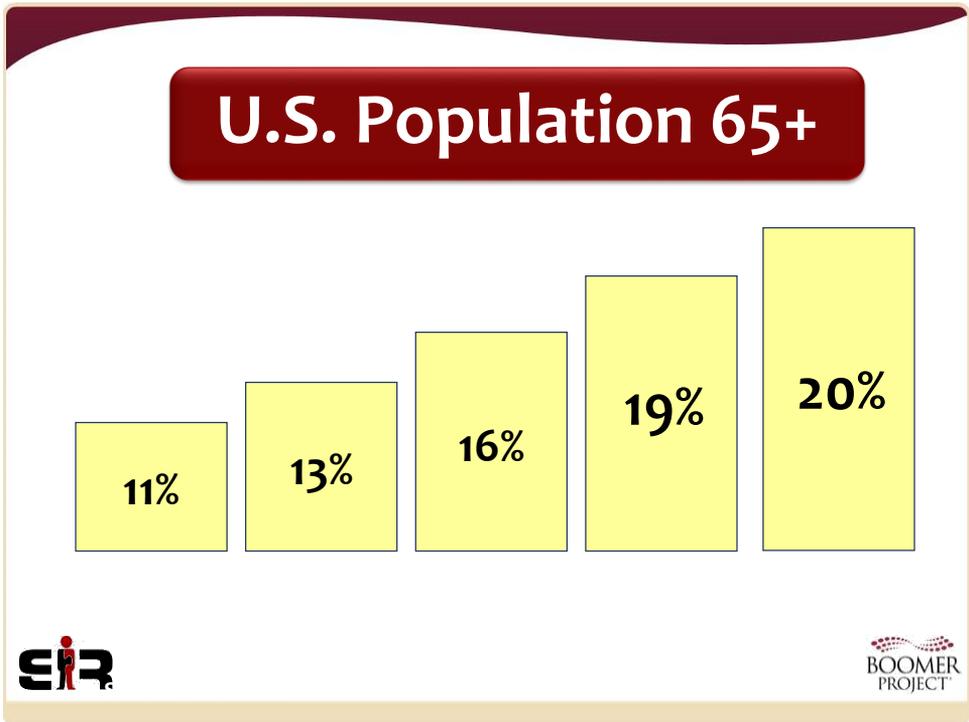
# 2

## Shifting Birth Rates



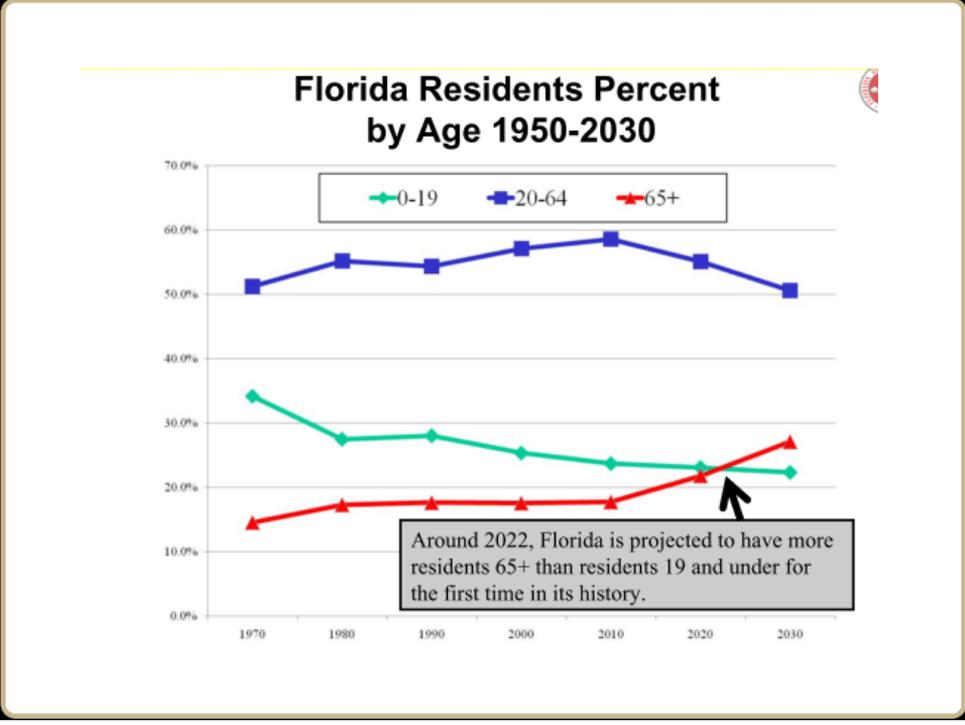
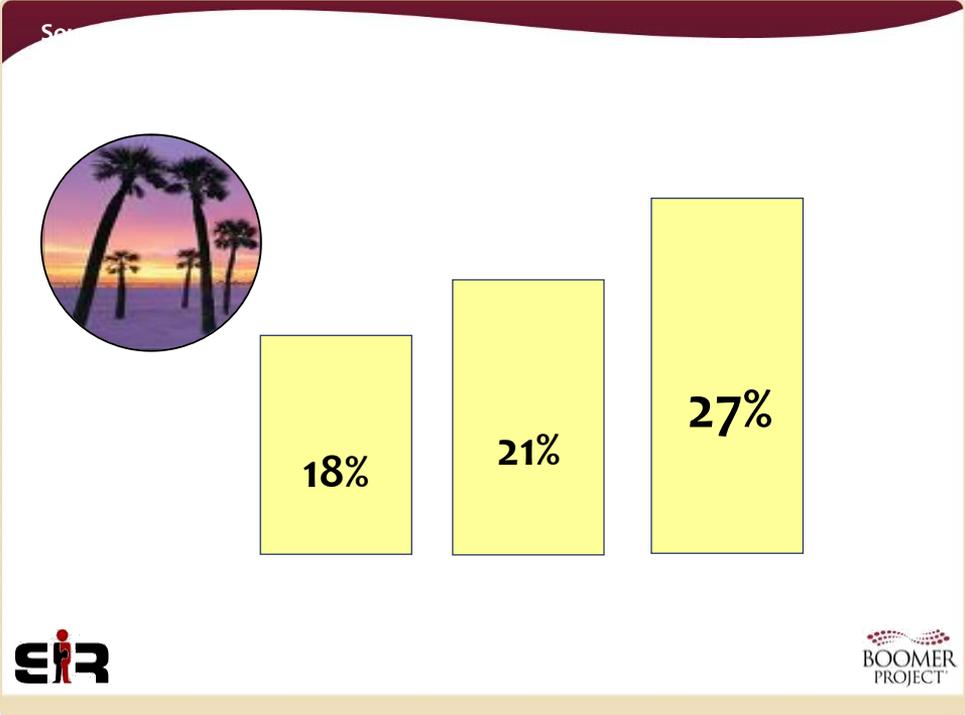


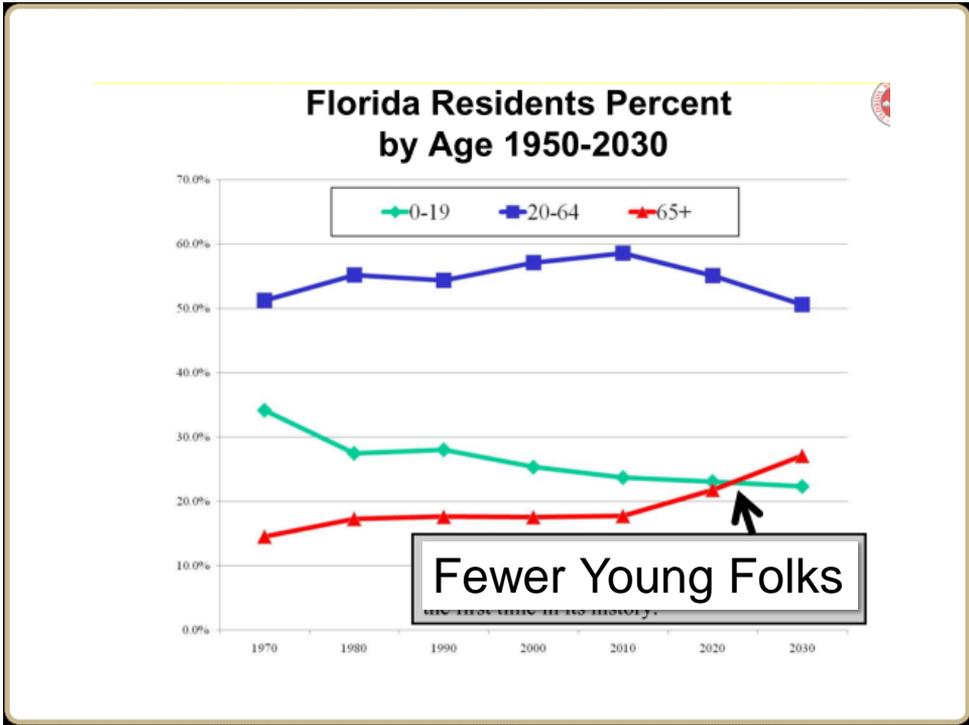




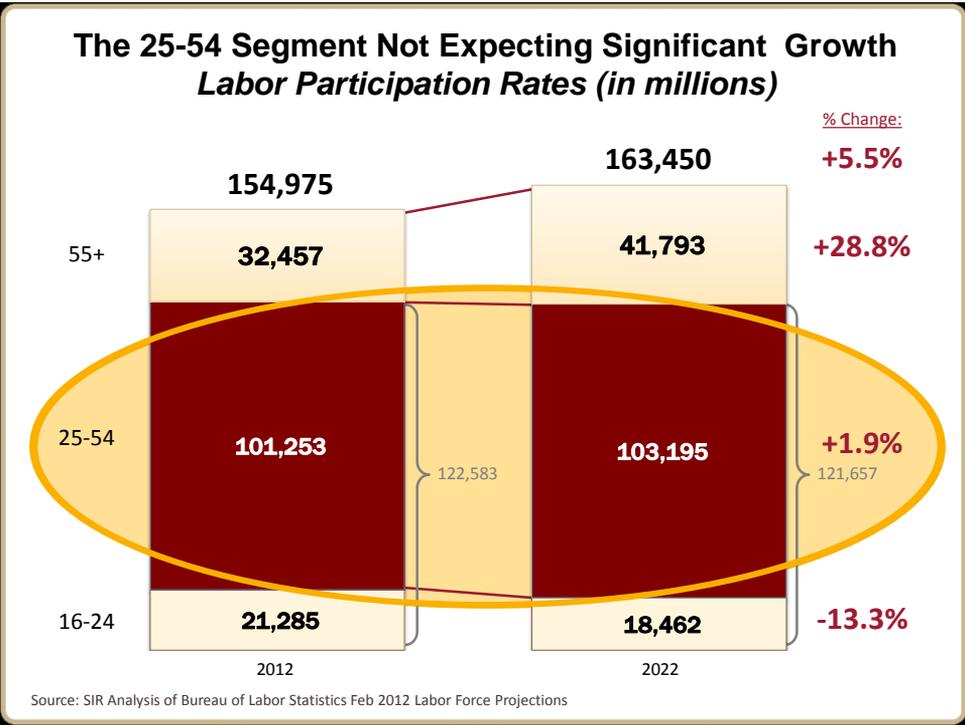
**What Percent  
Makeup In Fla.  
Population  
Are 65+ Year  
Olds Today?**

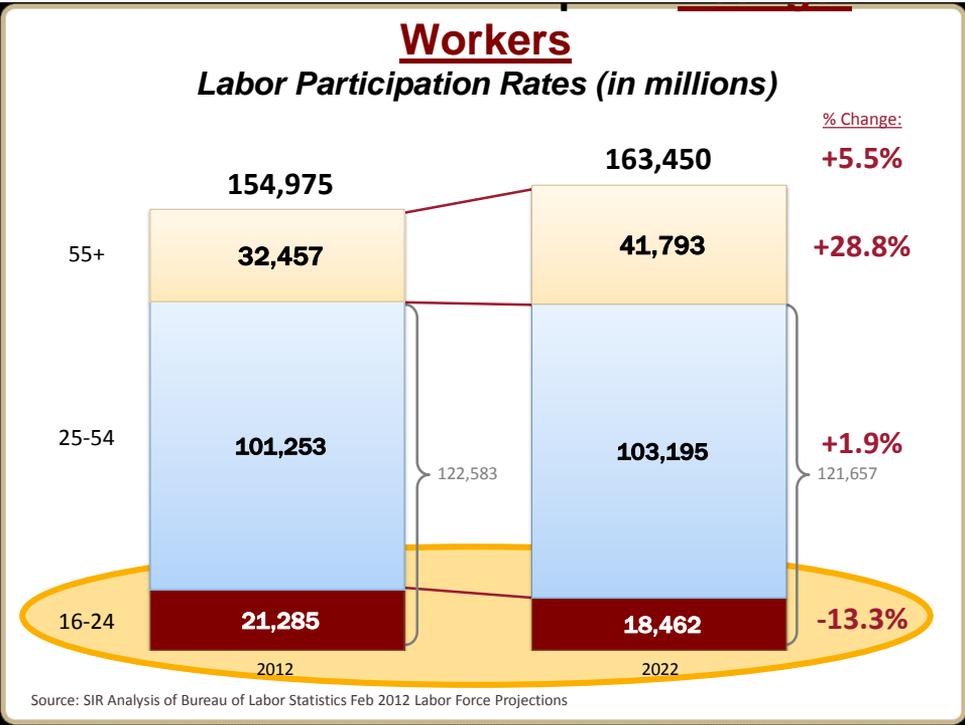
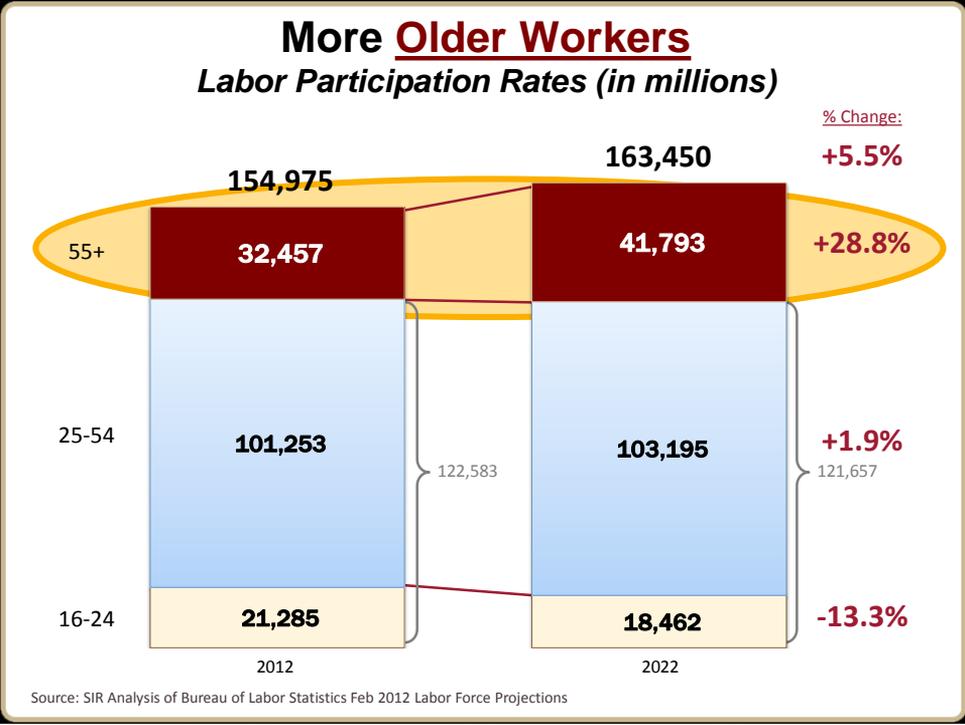
**What Percent  
Makeup In Fla.  
Population  
Will 65+ Year  
Olds Be in  
2030?**





# Age Shift Impact On The Future Workforce Pipeline?





**Coming  
Battle for the  
Young  
Workforce**

**Make Your  
Community  
“Hot Place” For  
Young  
Professionals**



**What Do  
Millennials  
Want In  
A Place?**

**SIR's Millennial  
City Placemaking  
Research**

**For Millennials** - Expectations for Safety, Variety of Employment, Quality and Affordability of Housing Top The List

Basics

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality and affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
Is bike-able/walkable	46%	50%	41%	43%	44%	61%
Has easy public transportation	42%	66%	40%	47%	46%	60%
Embraces small business/start-ups/entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?

163

**New Mobility Modes Are Important Placemaking Assets**

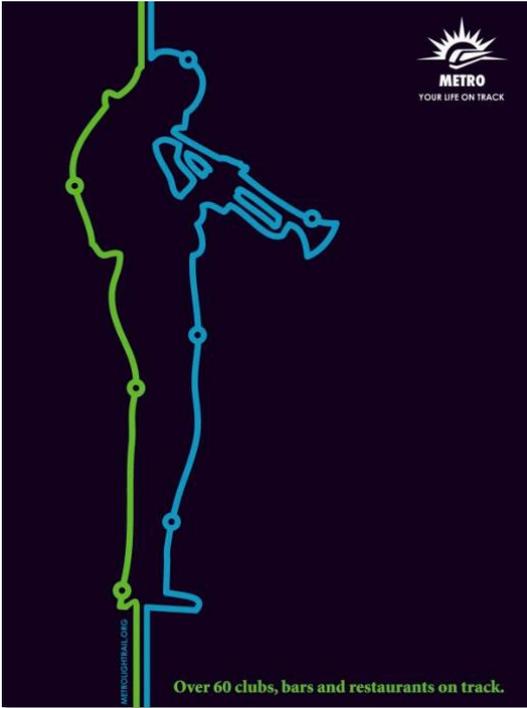
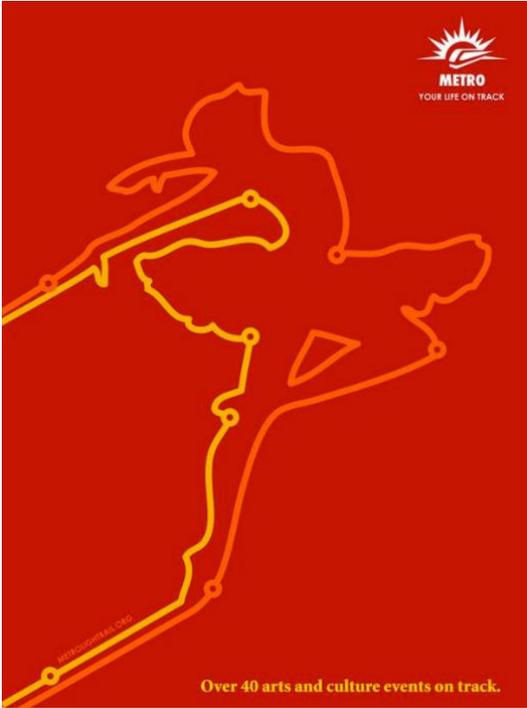
Placemaking

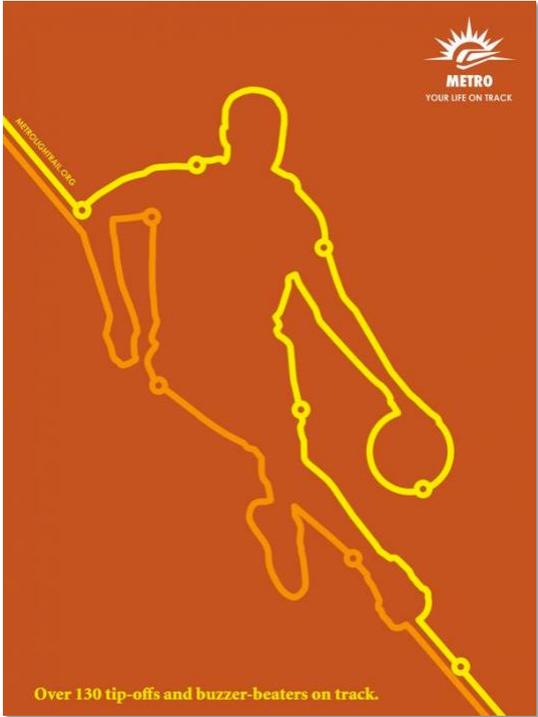
	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality and affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
<b>Is bike-able/walkable</b>	46%	50%	41%	43%	44%	61%
<b>Has easy public transportation</b>	42%	66%	40%	47%	46%	60%
Embraces small business/start-ups/entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

164



**Metro – Phoenix, Arizona**  
*Transit as a Placemaker and  
Cultural Connector*





# Transit's Best Days Are Ahead of Us



