

APTA's Mobility Platform

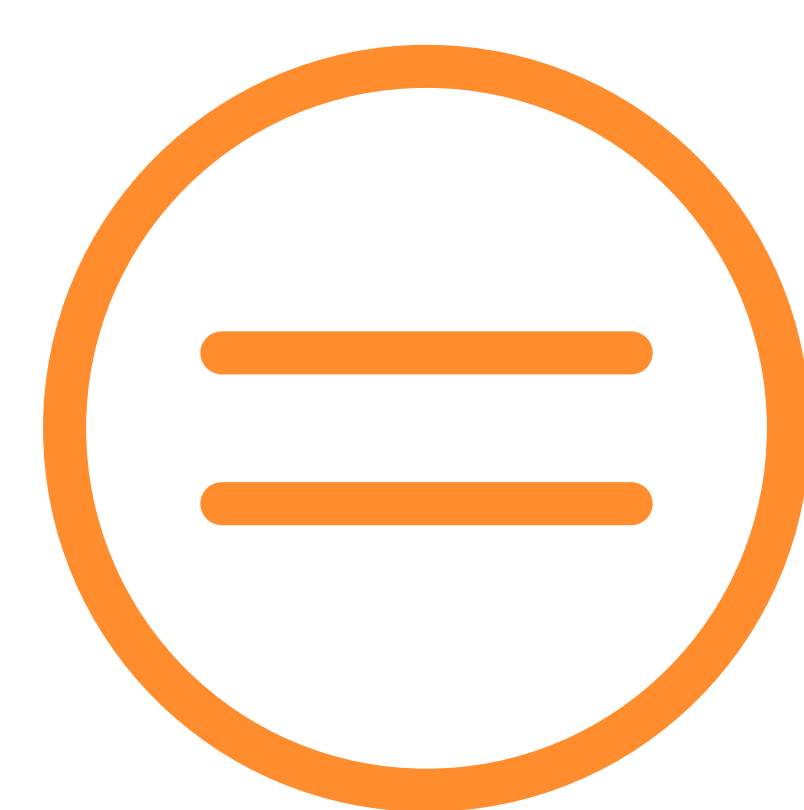
IN TODAY'S ERA OF RAPID TECHNOLOGICAL CHANGE, APTA believes that public transportation remains a critical and necessary backbone to connecting and building thriving communities. There is no other way to move large numbers of people quickly, safely, affordably and with a minimum of environmental impact.

The recipe for success in ensuring that public transportation remains at the core of the mobility ecosystem requires that public transportation be:



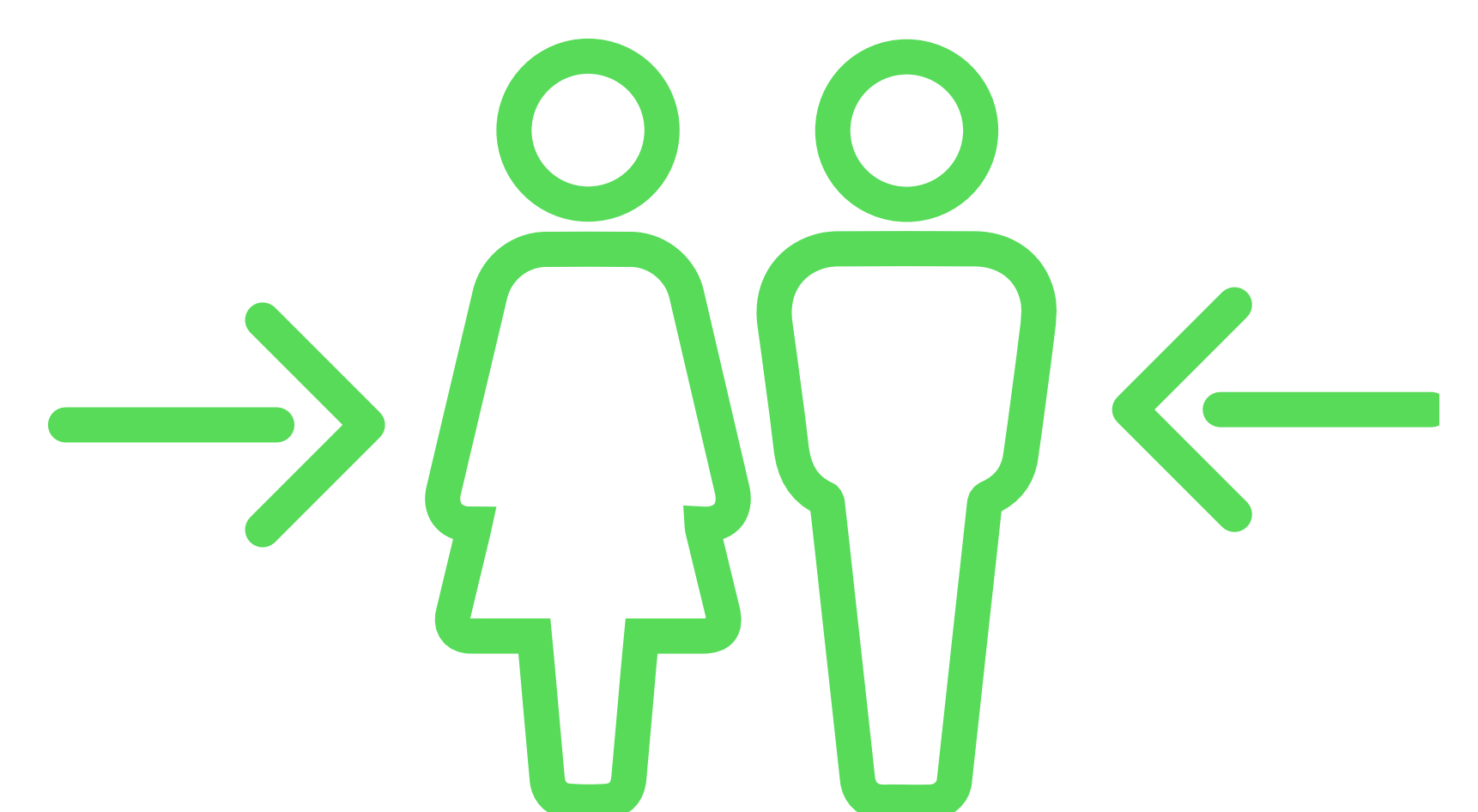
RESOURCED

Governments at the federal, state, and local level must establish policies and provide funding to enable these goals to be achieved.



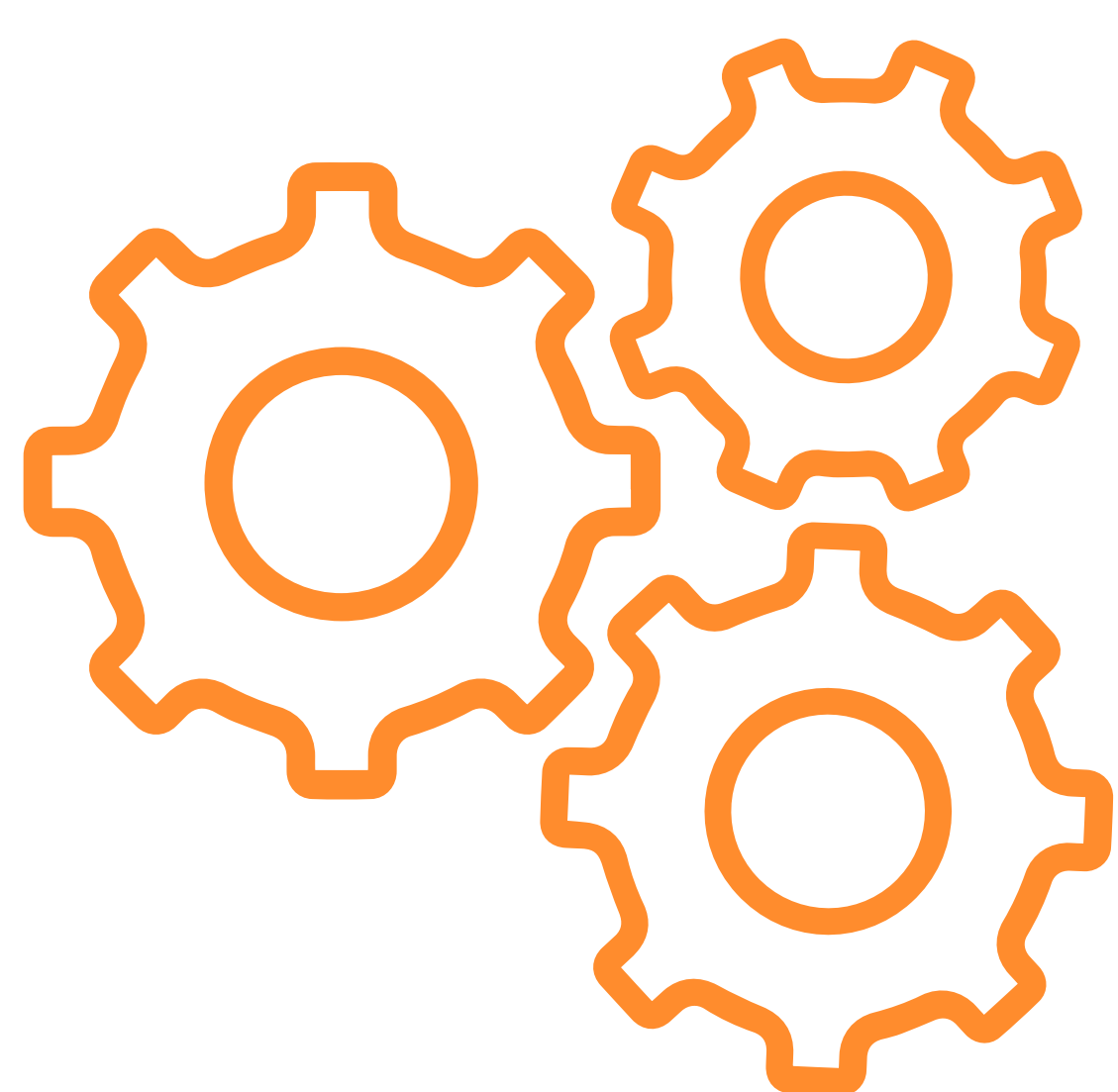
EQUITABLE

Quality, fully accessible public transportation must be safe and available to every person, regardless of income, age, or ability.



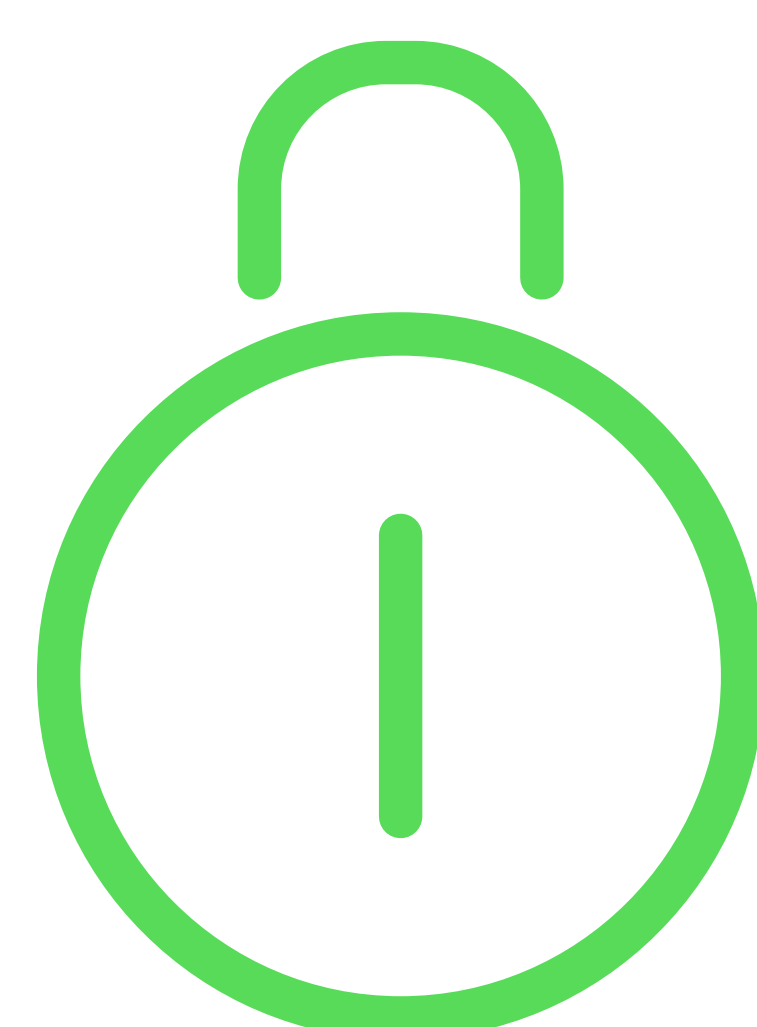
CUSTOMER-CENTRIC

The quality of public transportation is measured by positive user experiences of individual customers.



INTEGRATED

Public transportation is the centerpiece of integration with complementary services—public and private—that together comprise the mobility network.



PROTECTIVE OF PRIVACY

Data is critical to planning and providing quality public transportation services—but at the same time, all customers are entitled to the privacy of data associated with their trips.



EVOLUTIONARY

Public transportation agencies must continue to test and adopt new service models and technologies that can enhance the customer experience, improve operations, or save money.

For more information on APTA and its mobility initiatives, please visit APTA's Mobility Innovation Hub at www.apta.com/hub.



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

How Could This Platform Be Used In Your Community?