



Focusing on Rider-Centric Outcomes
Understanding a new world of transit

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Hello, I am Pepper Harward

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What are three competencies that the public sector will need to develop proficiency in in order to successfully navigate the new mobility?



Your service is not your product. Your rider is.

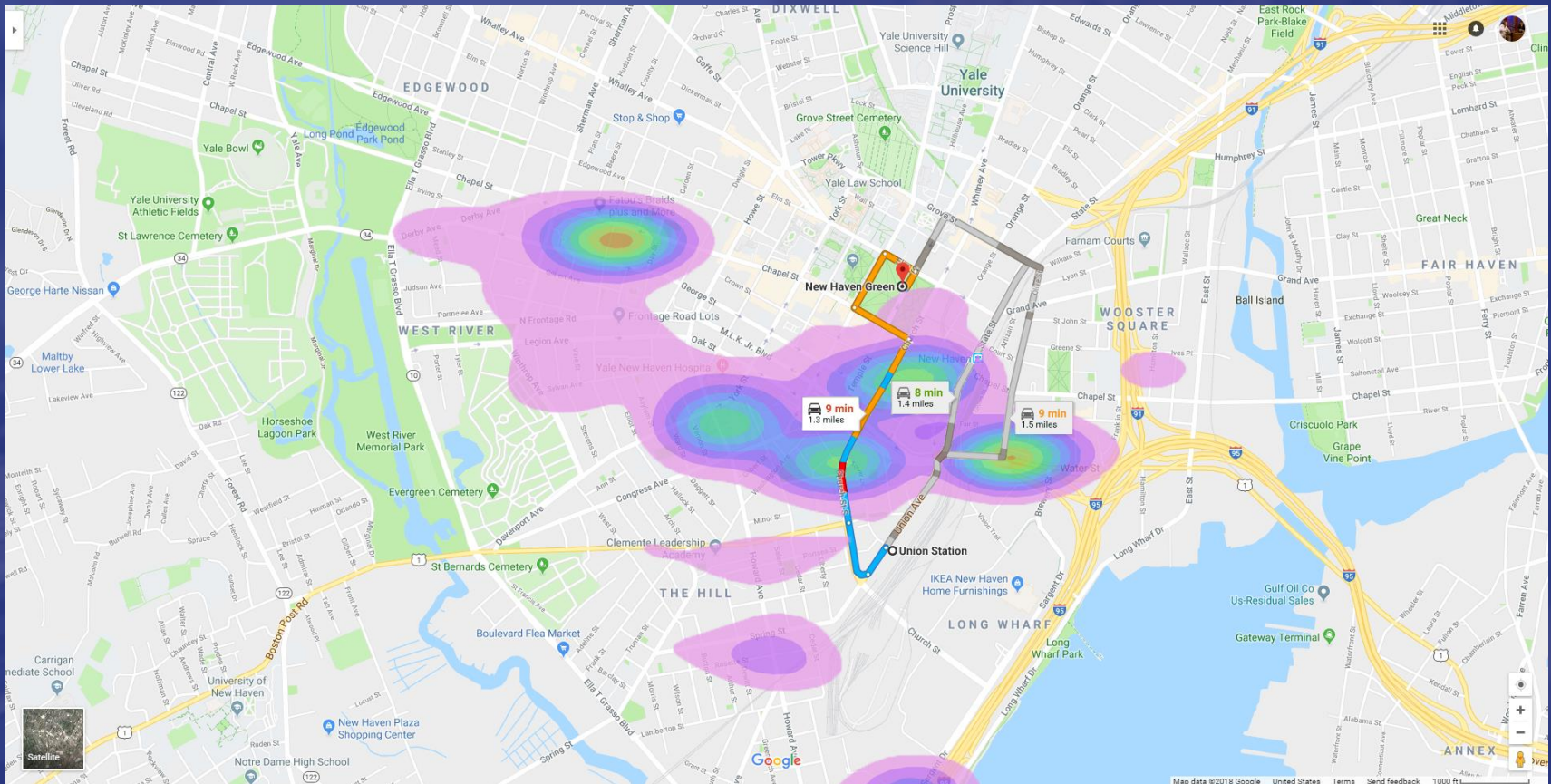


Transit is in the business of transformation and we must find ways to measure that in direct terms

New Ways of Measuring Success



Service Delivery



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- **Orphan Market Identification**
 - **Micro-targeted Service Innovation**
 - **Dignity Index**
 - **Community Impact Score**

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Thank You
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