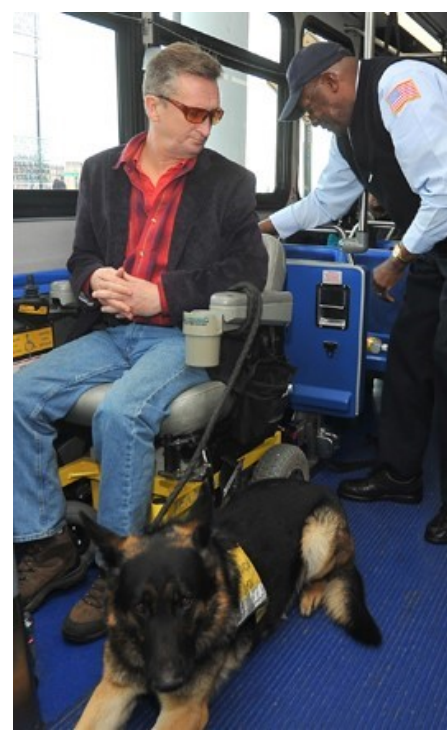
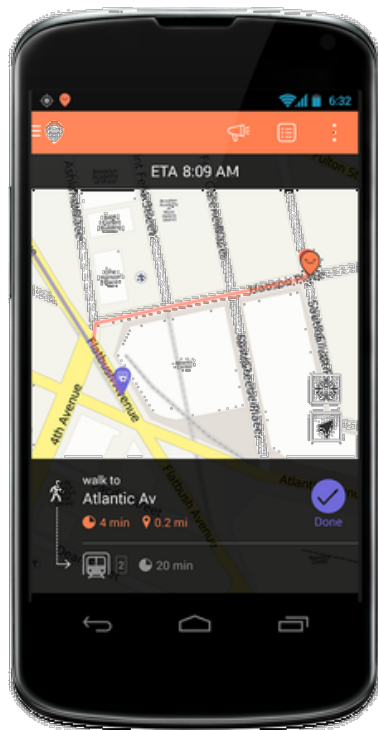




AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION

# LEADERSHIP APTA APTA ANNUAL MEETING OCTOBER 2015

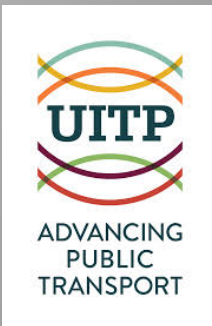
# COLLABORATIVE MOBILITY





**OVER 30 INTERVIEWS FROM AROUND THE GLOBE**







# ESTABLISHING THE NEED



ew challenges

**Population Growth & Urbanization**  
**Fiscal Constraints**  
**Environmental Concerns**  
**Technology Innovations**  
**...and Shifting Customer Needs**

# SHIFTING CUSTOMER NEEDS

**Flexibility &  
Easy Access**

**Personalized  
Options**

**Real Time  
Information**

**Point To Point**





**Turn Challenges into  
Opportunities**

**Lead the Change and  
Shape the Future**

**The Future is  
COLLABORATIVE  
MOBILITY**



**There are two types of players in  
the new mobility market.**

**Those who will integrate**

**Those who will be integrated.**

***– Arthur D. Little Report***

# **A PREDICTION FOR THE FUTURE**

**Private sector will  
create the change**

**Public sector will  
shape the change**





# CHARACTERISTICS OF NEW PARADIGM



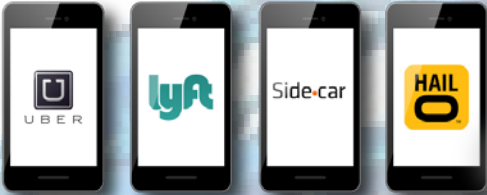
A close-up photograph of a person's hand holding a red marker, writing the word "Vision" in a cursive script on a white surface. The person is wearing a dark suit jacket over a white shirt. The background is blurred, focusing attention on the hand and the word being written.

*Vision*

**Collaborative Mobility**

# CONNECTIVITY

## A Seamless Journey





**Government**

**Schools**



**Businesses**

**Health Facilities**



# Re-Think Your Commute



*Bus / Bike / Carpool*



**PROVIDE REAL TIME INFORMATION**

# ENHANCE THE CUSTOMER EXPERIENCE





***DO THE RIGHT MIX***

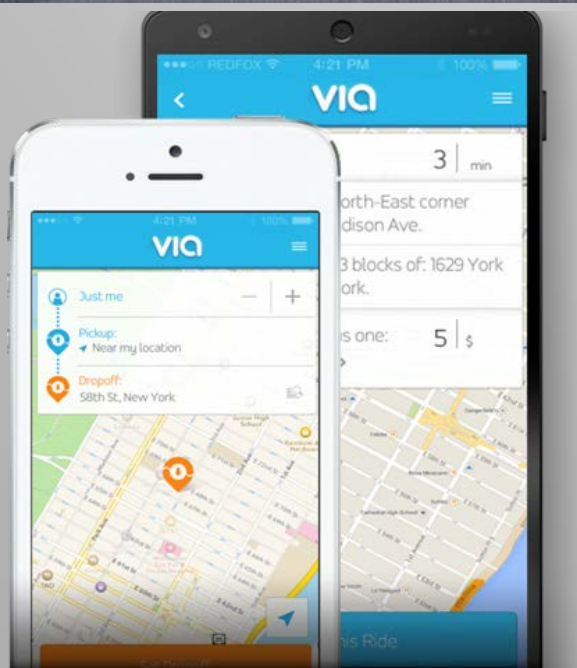


# THE TOTAL JOURNEY EXPERIENCE





# SERVICE/OPERATION





# LAST MILE SERVICE









# TECHNOLOGY AND INFORMATION INTEGRATION





# INNOVATION CENTER



# CHALLENGES

- **Public Transit Agencies operate in risk averse cultures**
- **Procurement rules tend to stifle vendor innovation**
- **It's OK to accept more risk**





# CHALLENGES

- **Knowing the “who, what, where and when” of potential customers**
- **Unwillingness to share data**
- **Impact of Crowd Sourced Data**



## Who will be the integrator?

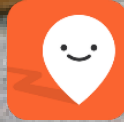


# LEADERSHIP STRATEGIES

**INCREASE YOUR SPEED TO MARKET**

- **Encourage innovation**
- **Evaluate risk**
- **Implement pilot programs**
- **Hire/promote the right people**
- **Build partnerships**

Can I play  
too??



Of course, but hurry up...  
We could use your help!

**If we want to play in the same sandbox as the  
innovators, we must change the risk-averse culture.**

**DISRUPT!**

**SHAKE UP**

**CHANGE**

**CHALLENGE**

**FAILURE IS  
NEVER AN  
OPTION**

**ENCOURAGE DISRUPTION**



# PILOT PROGRAMS

- Encourage disruption
- “Controlled” disruption through regular pilots

- DART/Uber
- Stockholm Headways
- VTA Innovation Center
- LA Metro: Dept. of Extraordinary Innovation



# PILOT PROGRAMS



**Pilots motivate the employee by giving them regular opportunities to make an impact!**

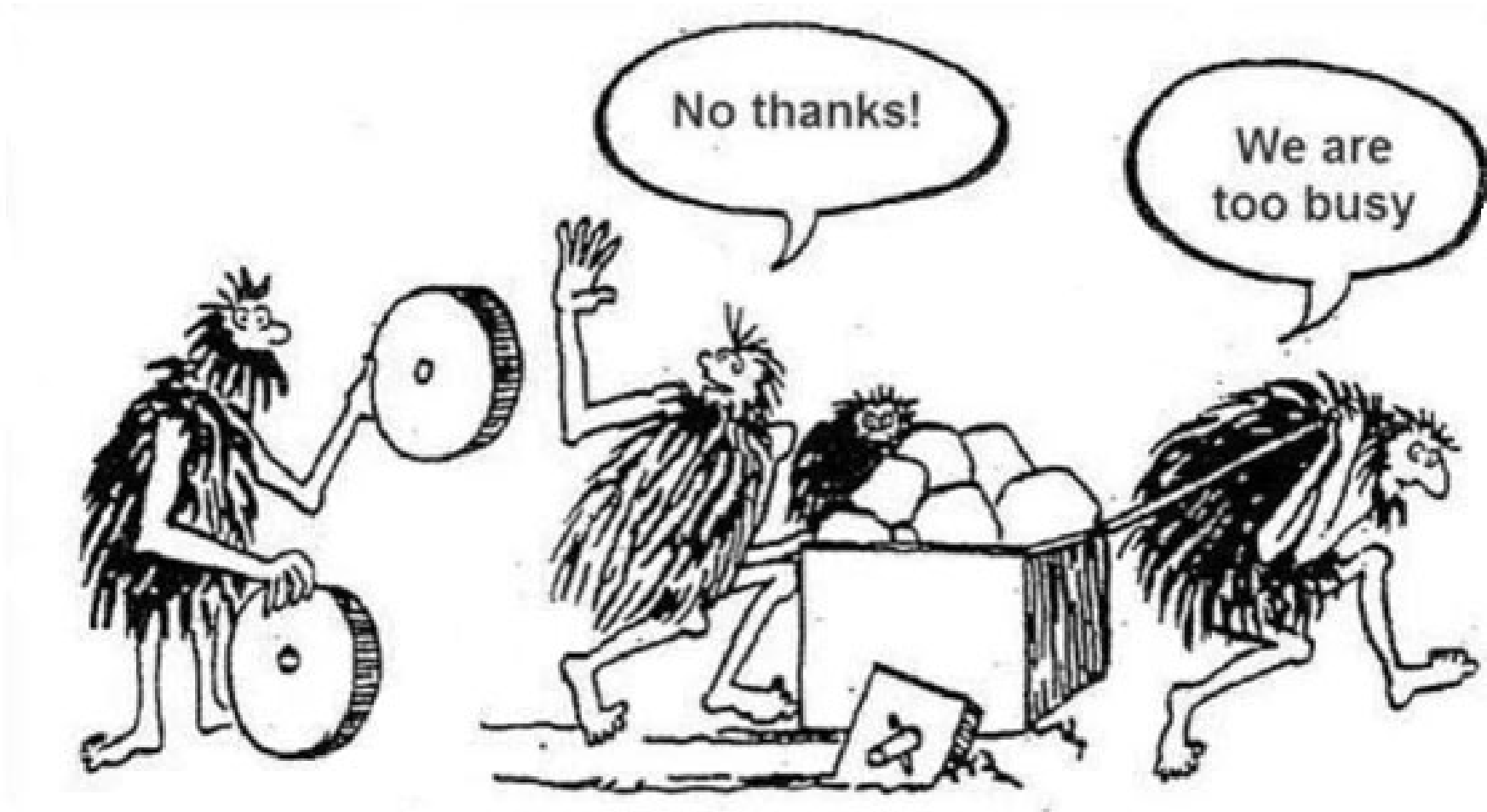


**It doesn't make sense to  
hire smart people and then  
tell them what to do; we  
hire smart people so they  
can tell us what to do.**

***– Steve Jobs***



# PEOPLE



**Identify those who will help you succeed...**  
**...as well as those who will not.**

# PARTNERSHIPS



Get the **right players...**

**...a seat at the table.**



A black and white photograph showing the interior of a train car. Numerous passengers are seated in rows, facing away from the camera towards the front of the train. Most of the passengers are holding and reading newspapers. The train has large windows on the right side, and the interior is lit by overhead lights. A sign with the word "FREE" is visible on the left wall.

**Information-hungry  
passengers aren't a  
new thing.**

**THE CUSTOMER**



**It's the speed at which they expect their information.**

**THE CUSTOMER**

# SELLING IT

## Spin it differently






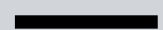
# SELLING IT



**Why can't this...**

# SELLING IT

**...look like this?**

-  **Uber trips from CTA stations**
-  **CTA rail system network**

**This is our next big leadership opportunity!**

Uber extends the public transit system: shown are a small sample of trips starting at the outer terminuses of "L" train lines over the course of two weekdays. Locations are approximate.

# LEADERSHIP OPPORTUNITY





# BE THE INTEGRATOR...

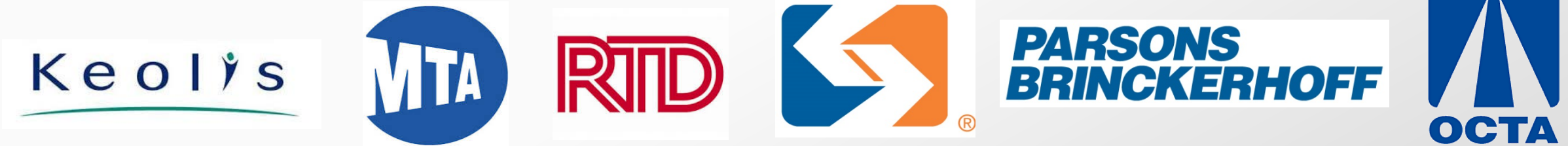
**Create The Total Journey Experience**



**Opportunity** →

- ✓ **Lead new partnerships**
- ✓ **Prepare for challenges**
- ✓ **Increase speed to market**

# COLLABORATIVE MOBILITY TEAM



- **Ryan Adams – Keolis Transit America**
- **Jackie Bruce – MTA New York City Transit Authority**
- **Nadine Lee – Denver Regional Transportation District**
- **Maureen Lichtner – Southeastern Pennsylvania Transportation Authority**
- **Nathan Macek – WSP | Parsons Brinckerhoff**
- **Lloyd Sullivan – Orange County Transportation Authority**