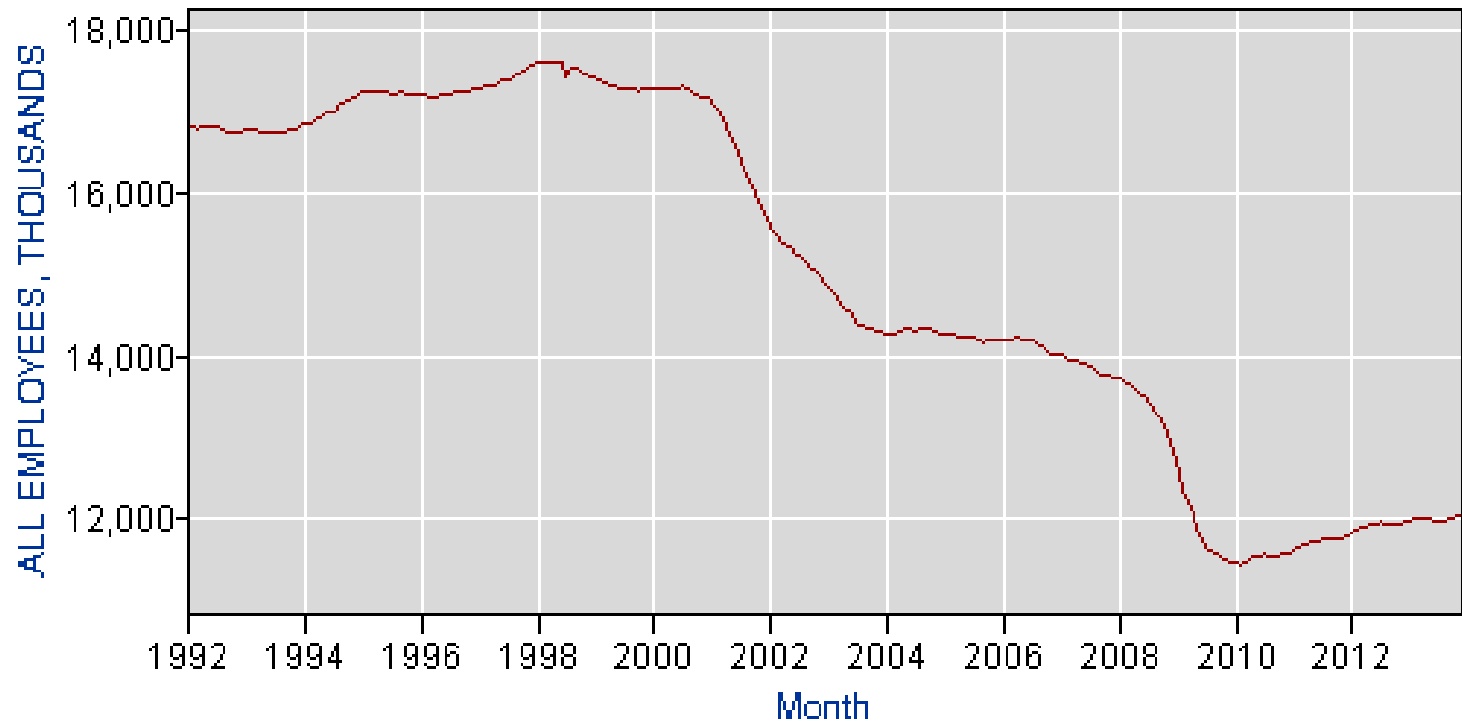


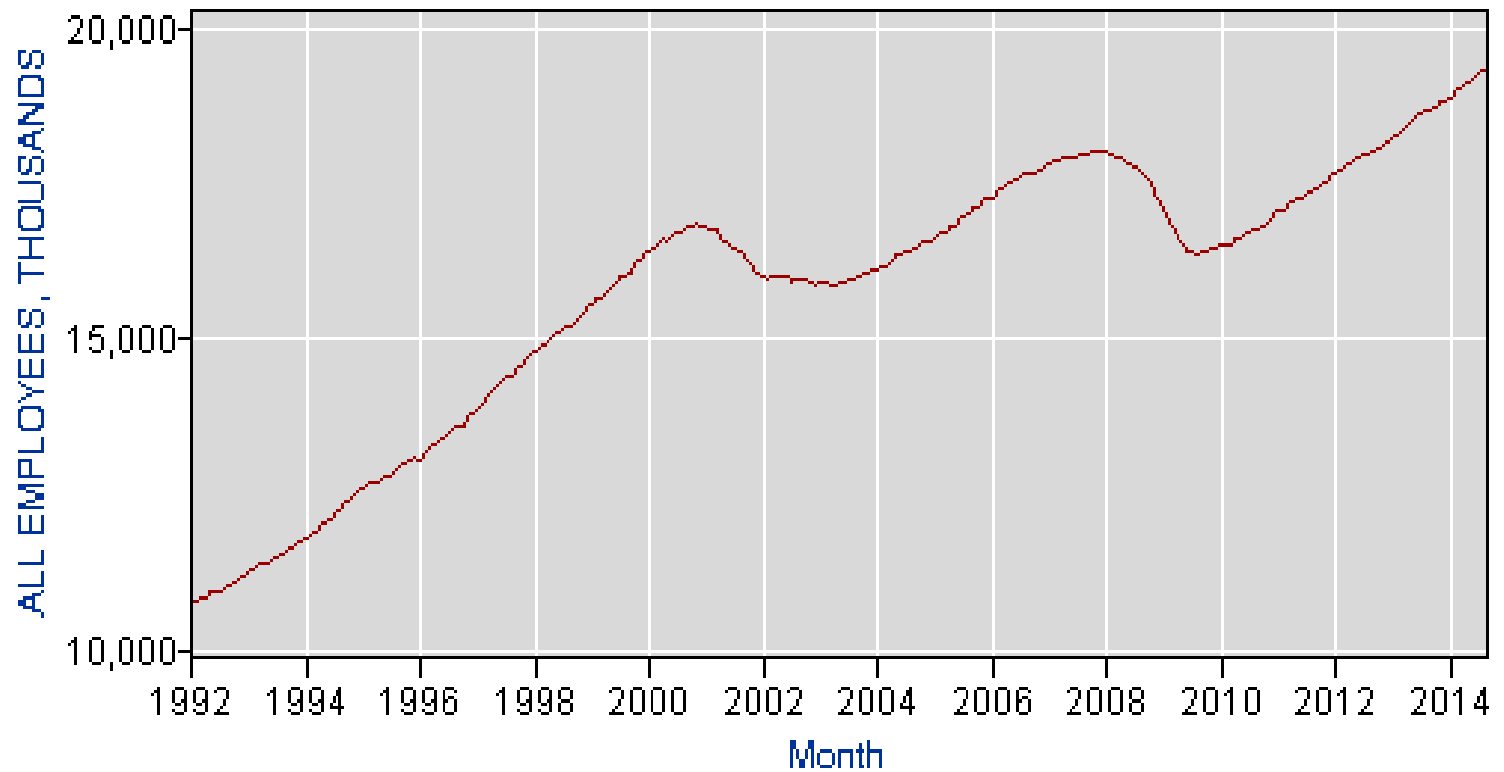
# Public Transportation's New Role: Revenue Generator, Tax Cutter, High Tech Magnet



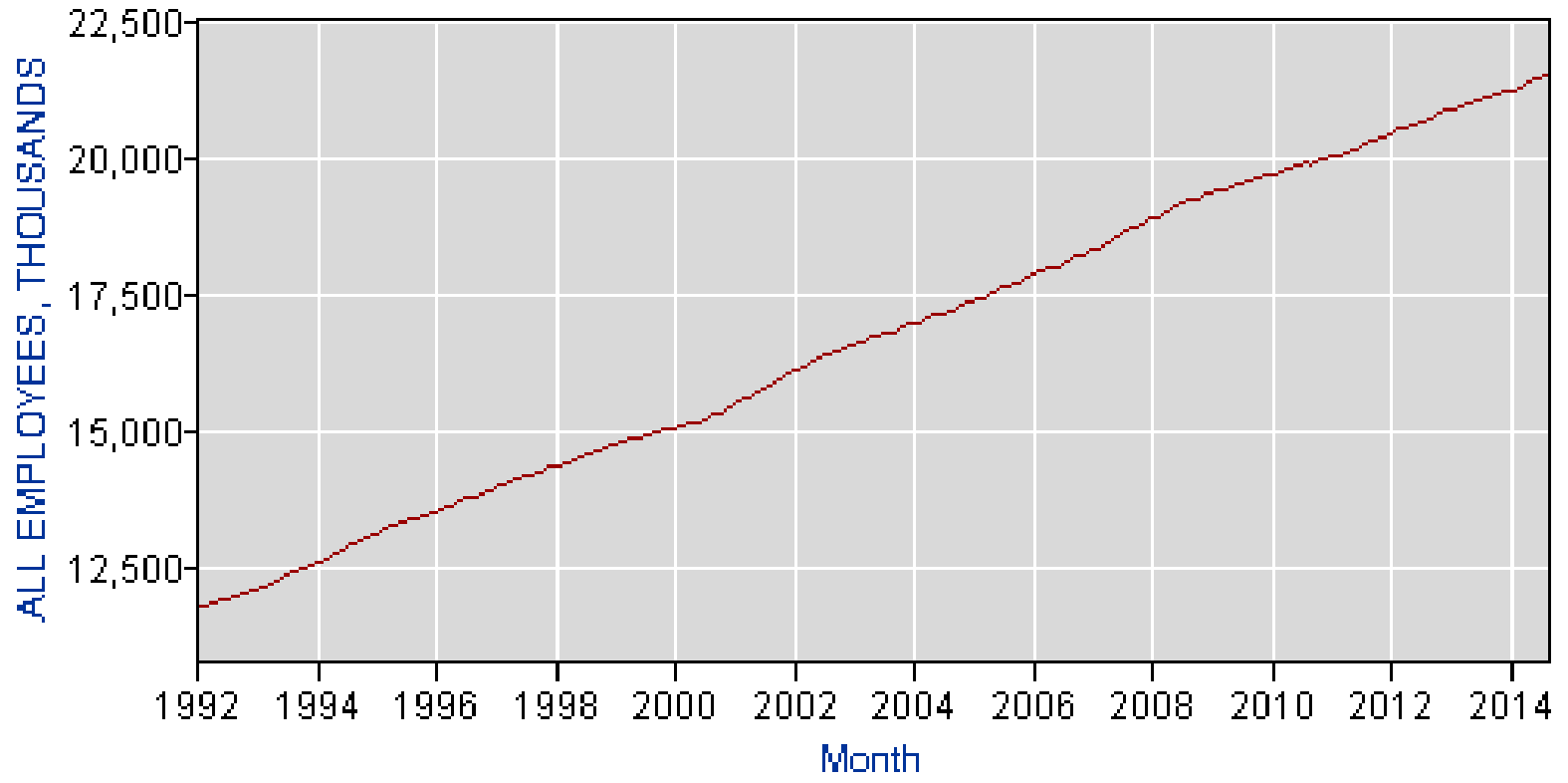
# Decline In Manufacturing Jobs



# Growth In Professional Services



# Growth in Eds and Meds



# Specialized Training & Education

Harvard  
Business  
Review

ECONOMY

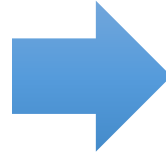
## Employers Aren't Just Whining – the “Skills Gap” Is Real

by James Bessen

AUGUST 25, 2014



# New Job Creation Paradigm







# MILLENNIALS & MOBILITY:

UNDERSTANDING  
THE MILLENNIAL  
MINDSET



# Smartphone As Gamechanger







## Potential Takeaways for Future Millennial Transportation Offerings:

### **ENSURE MILLENNIALS CAN CONNECT to their digital world while traveling**

<b>Q35 / Q36 - In the future (10 years from now), I'd like to see transportation options that...</b>	<b>TOTAL (n=1000)</b>
Ensure Wi-Fi or 3G / 4G connectivity everywhere I go	54%
Are more connected or tech-friendly	45%

# And More

<b>Q36 - In the future (10 years from now), I'd like to see more technology &amp; tool offerings that...</b>	<b>TOTAL</b> (n=1000)
Help me <b>optimize my entire travel experience</b> across different options & locations	44%
Provide transportation options based on what mindset I may be in (e.g. routes perfect for good weather, bad weather, most cost efficient, etc.)	43%
Help me <b>take advantage</b> of more <b>"alternative" transportation options</b> (e.g. bike share, walking, etc.)	38%



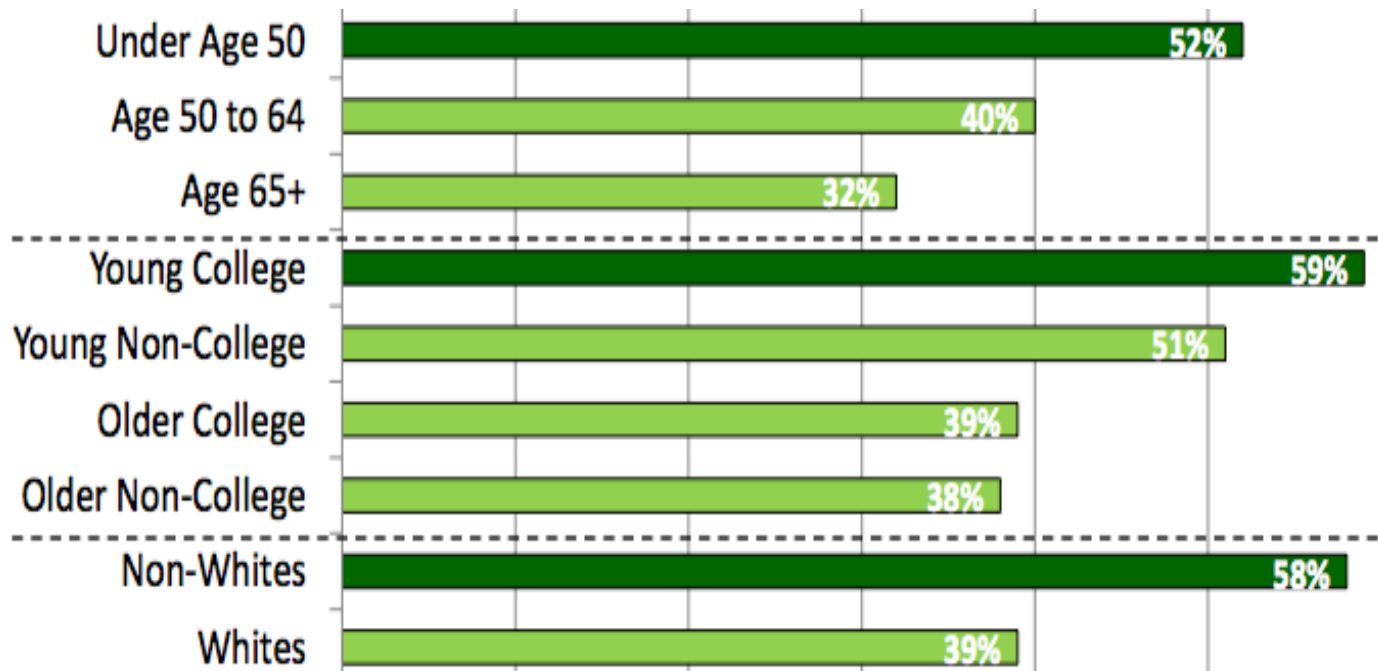
# And More

<i>Q35/Q36 - In the future (10 years from now), I'd like to see more technology &amp; tool offerings that...</i>	<b>TOTAL</b> (n=1000)
Collect all of the <b>information I care about in one place</b> (e.g. times, locations, weather, local news headlines, alternative route options, etc.)	38%
Help me make local <b>“discoveries”</b> (e.g. restaurants, events, local news, local history and facts, other commuters’ social network profiles, etc.)	36%
Are more <b>connected</b> to the <b>community</b>	34%
Are more <b>connected</b> to the <b>things I’m doing at home</b> (e.g. playing games, working, watching movies, checking out people’s social media posts, etc.)	23%



# Community Preferences

## Non-whites, Urban and Younger Americans Place Higher Priority On Alternatives to Driving



# Project Influence: New Mobility Options



- Fully integrate the user experience



- May increase number of transit dependent and car-lite households

- Complementary service



- Create mutually beneficial partnerships





# Business Model Tweaks

## Use Uber and Lyft's Technology

Download the VTA FLEX and also receive a \$6.00 credit to ride FLEX more!



### What is it?

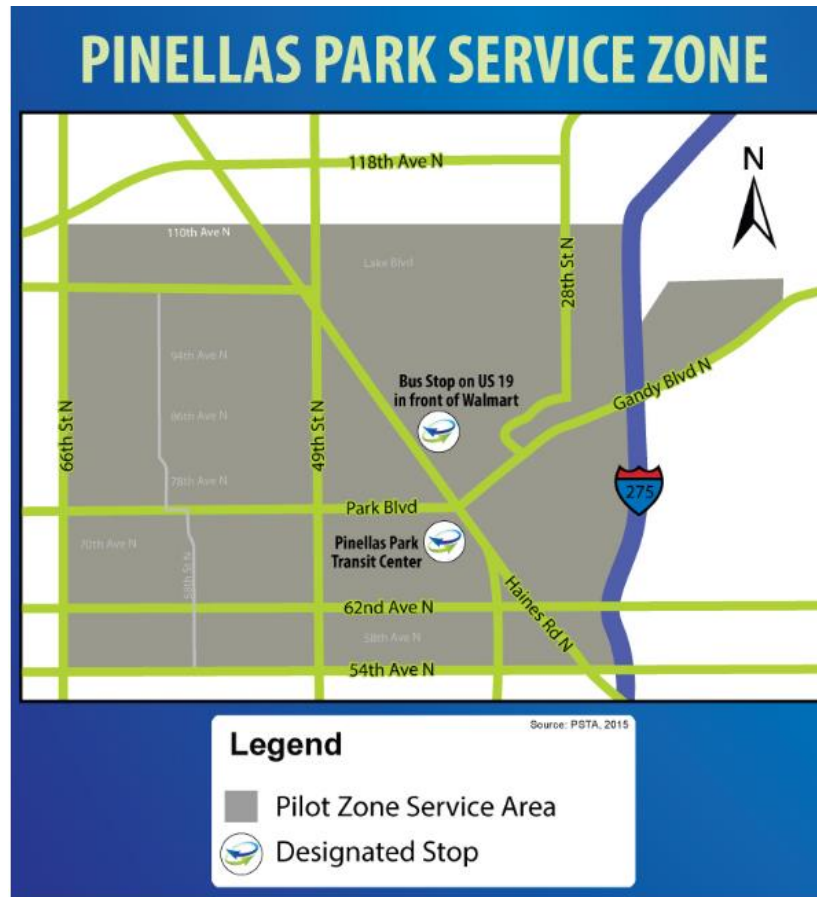
- FLEX is an On-Demand, shared-ride public transit service. Other riders that have similar travel destinations may be picked up and dropped off during the course of your ride.
- FLEX is ideally suited for smartphone users. Riders can use the app to request a ride.

### FLEX Service Area



# Business Model Tweaks

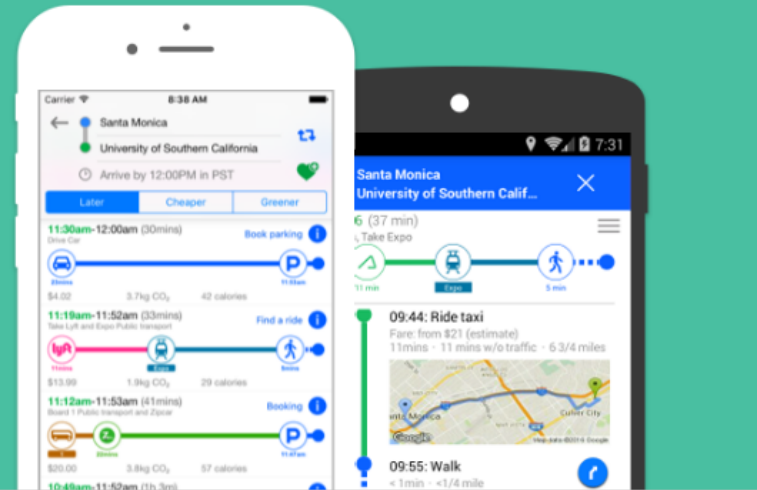
## Replace High Cost Routes



# Use Tech to Know Customers



Visit the web app



## Download Our Press Kit

Includes our logo, app screenshots, fact sheet, press release, etc.

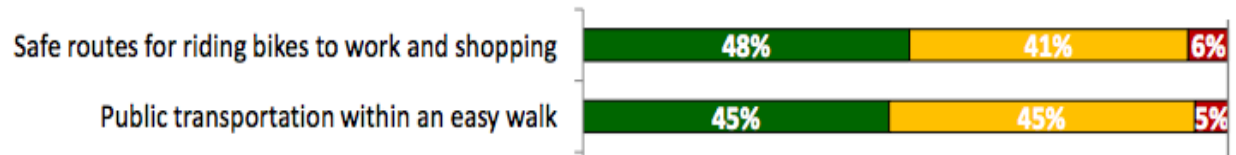
Download



# Unmet Demand

## Amenities Mostly Available, But Many Lack Access to Bike Routes, Transit, Housing and Places to Walk

### Too Little, Right Amount, or Too Much in the Area Where You Live



# Project Influence: Suburban Town Centers

- Developers Understand How to Make Money
- Millennials Love Them
- Easier to serve w/ transit than traditional suburban retail=operating efficiency





# Project Influence: Townhome Development



- Developers Understand How to Make Money
- Millennials Drive Demand
- Easier to serve w/ transit than single family homes=operating efficiency



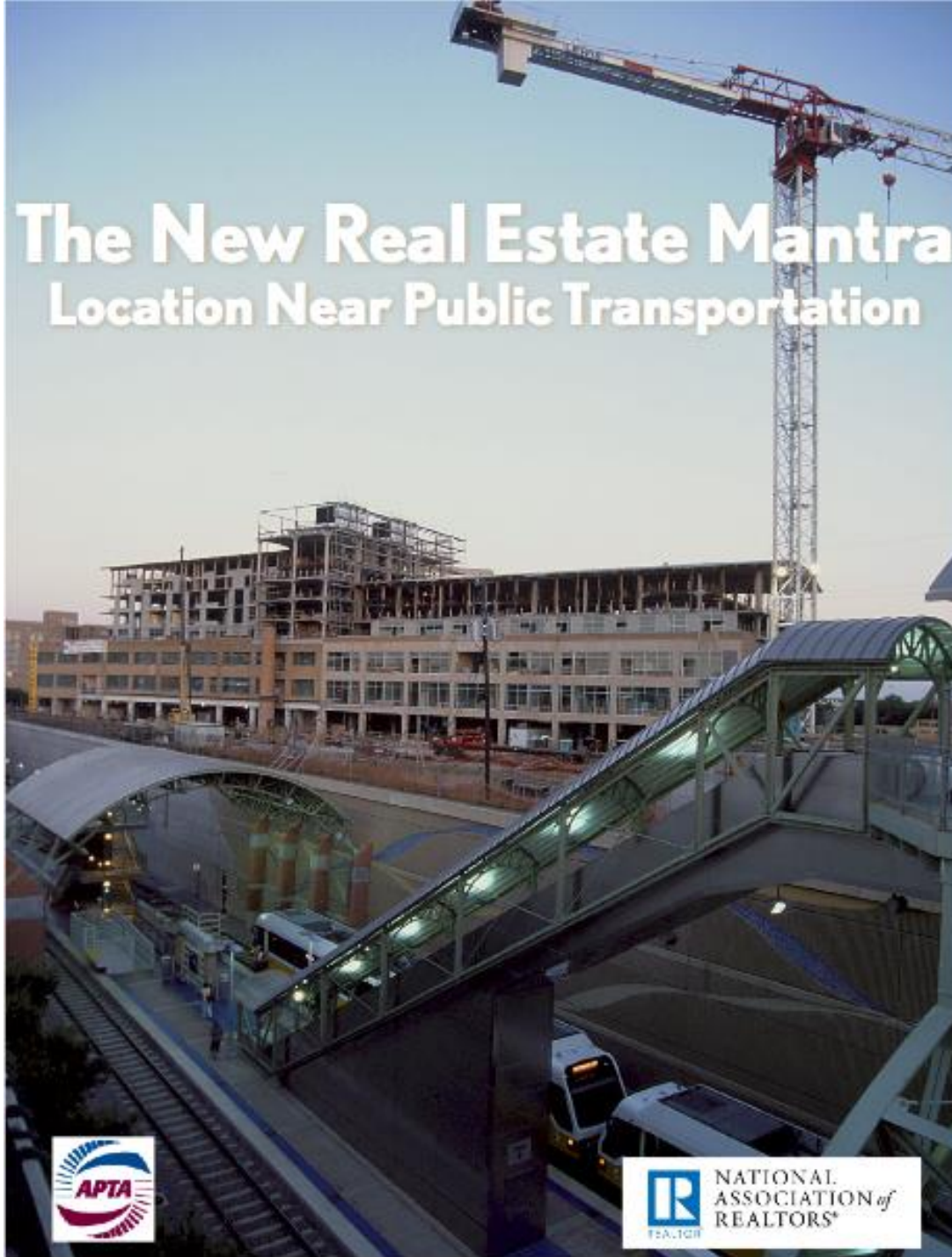


## Public Transportation's Role in the Knowledge Economy



# The New Real Estate Mantra

## Location Near Public Transportation







# **Economic Impact**

## of Public Transportation Investment

2014 UPDATE



# Net Tax Reducer—Pay Less For Other City Services

## C-TRAN KEEPS PEOPLE—AND OUR ECONOMY—MOVING!

Every day, C-TRAN moves thousands of commuters to jobs and students to school, helps seniors and people with disabilities live independently, and takes cars off our roads and highways.

Efficiencies and cutting costs have helped, but without Prop. 1, C-TRAN faces an unacceptable 35% cut to service—the equivalent of taking nearly two of every five buses out of service.

**SAVE OUR  
BUS SERVICE**



**APPROVE PROP 1**



Paid for by King Clark County Moving—  
No taxpayer money was used  
1111 Main Street, Suite 400  
Yanover, WA 98502

Post 51d  
US Postage  
PAID  
Publishers Mailing  
Service

Vote to Save Our Buses! Approve Prop. 1 by November 8th.



# VOTE YES FOR TRANSIT



It's good for the environment and for sustainability. Good for the economy. Good for access to jobs, education and healthcare. Good for your future and the future of Orange County. [ourfutureontrack.com](http://ourfutureontrack.com)

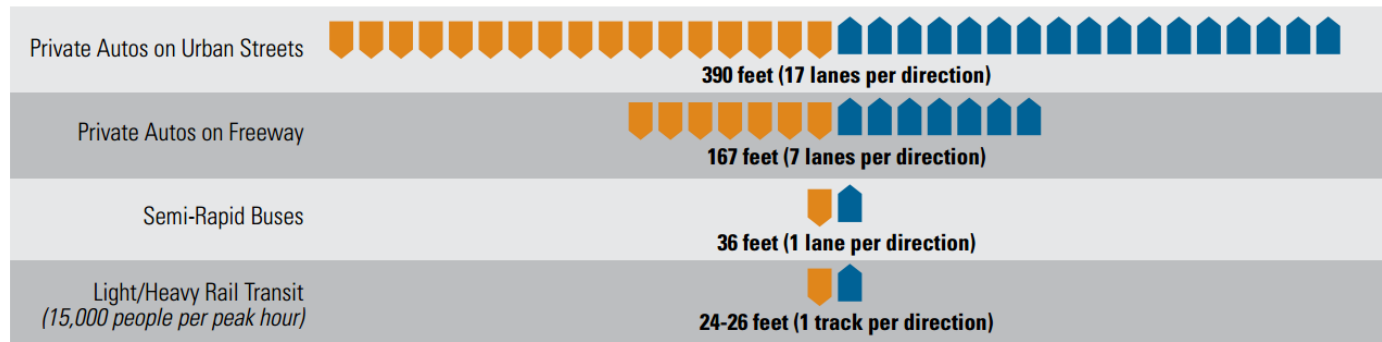




# Better Fit, Better Price

- Public transportation can carry as many people in a small ROW as multiple roadway lanes with single-occupant vehicles

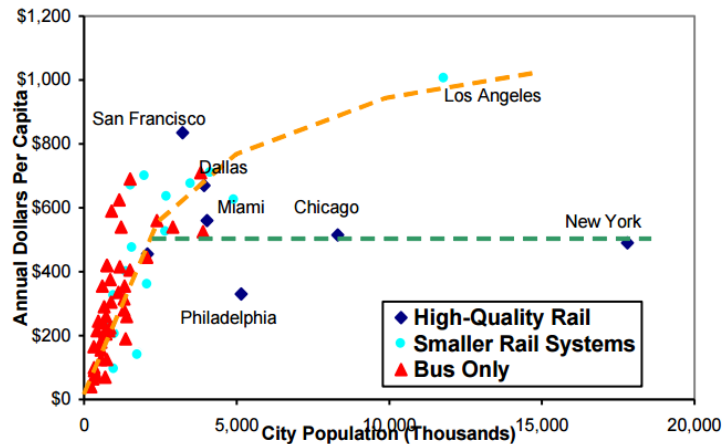
## CITIES SAVE ON INFRASTRUCTURE WITH PUBLIC TRANSPORTATION



# BRT and Rail Lines Lower Your Costs

- More extensive grade separated service lead to lower congestion costs per person

**Figure 23** Congestion Costs (Litman 2004)



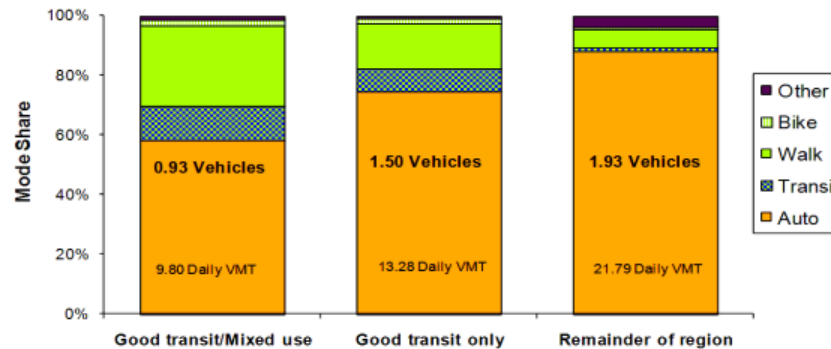
*Traffic congestion costs tend to increase with city size (orange dashed line), except for cities with high-quality rail systems (green dashed line).*



# Building for Transit Works

- Transit-oriented communities lead to lower vehicle ownership, less driving, and higher use of alternative modes like transit, walking, and biking

**Figure 1** TOD Impacts On Mode Split in Portland, Oregon (Ohland and Poticha 2006)



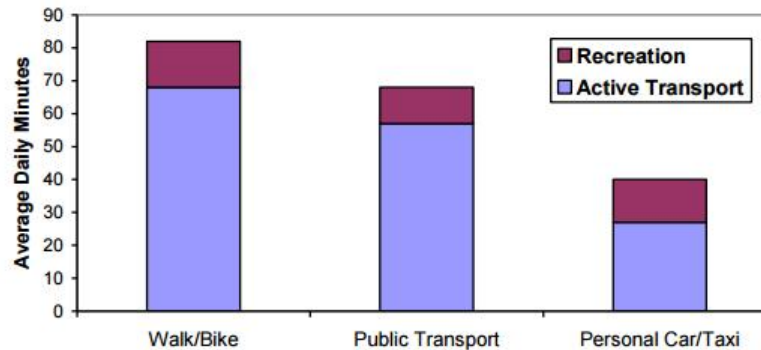
*People who live in transit-oriented communities tend to own fewer vehicles, drive less and rely more on alternative modes. "Daily VMT" indicates average daily vehicle miles traveled per capita.*



# Transit Use Makes You Healthier

- People who commute via alternative modes like transit, walking, and biking get more daily exercise than those who commute by car

Figure 2 Recreation And Transportation Exercise By Commute Mode (NYCDH 2011)



*Although the amount of time people spend in recreational physical activity (sports and health club exercise) is similar for all commute groups, those who commute by walking, cycling and public transit have much more active transportation and so are much more likely to achieve the public health target of at least thirty daily minutes of physical activity. Although this study was performed in New York, the results are similar to those found in other cities.*



# Transit Saves the Health System Money

- Extensive public transit service and mixed-use development can have public health benefits of up to \$500 per person per year

**Table 6** Estimated Public Transit Health Benefits ([www.vtpi.org/thbc.xls](http://www.vtpi.org/thbc.xls))

	Base Case	Good Transit	Transit-Oriented Development
	Typical North American public transit service quality	High quality urban rail or bus rapid transit service	High quality transit service with walkable, mixed-use development around stations
<b>Per Capita Annual Mileage</b>	<b>Annual Miles Per Capita</b>		
Automobile travel	7,953	4,847	3,577
Transit travel	100	658	958
Walking	100	249	443
Cycling	35	61	83
<b>Change From Base Case</b>	<b>Annual Miles Per Capita*</b>		
Automobile travel	base case	-2,485	-3,501
Transit travel	base case	447	687
Walking	base case	119	274
Cycling	base case	21	39
<b>Annual Monetized Benefits</b>	<b>Annual Dollars Per Capita</b>		
Crash reduction	base case	\$276.89	\$378.30
Emission reduction	base case	\$16.70	\$23.49
Walking health benefit	base case	\$57.29	\$131.57
Cycling health benefit	base case	\$3.99	\$7.32
<i>Total health benefits</i>		<i>\$354.86</i>	<i>\$540.68</i>

*This table summarizes the reductions in automobile travel, and increases in walking, cycling and public transit that result from high quality public transportation and transit oriented development. These are multiplied by health benefit values described in this report to determine per capita annual health benefits.*



# Public Transportation's New Role

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Development and Research



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[@darnellgrisby](https://twitter.com/darnellgrisby)



- New Job Creation Paradigm
  - Employers chase skilled workers
  - Communities can attract workers with the right amenities
  - Transit needs to be in the amenity mix
- Technology and Demographics Are Disruptive
  - Market is demanding change
  - Minorities and the young want walkability and transit
  - These groups are the fastest growing market demographic
- Public transportation lowers a community's tax burden.
- Public transportation promotes better health and safety.