

APTA and the New Mobility

Positioning Public Transport as the Backbone of a Multi-Modal Lifestyle



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

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APTA'S MOBILITY INNOVATION HUB

Discover Innovative Mobility Projects from Around the U.S. in Action



Mobility Action Plan Highlights (1):

Integrated
Mobility and
Communities
Consortium

Mobility
Management
Training

Mobility Message
Research

National Center for
Mobility
Management

Mobility Standards
Working Group

Mobility Action Plan Highlights (2):

International MaaS
Study Mission

Mobility
Innovation
Content at APTA
Conferences

Legislative
Recommendations

New Partner
Engagement

Mobility
Innovation Pilot of
the Month

APTA's Mobility Platform

- Customer-Centric
- Equitable
- Integrated
- Resourced
- Privacy-Protected
- Sustainable



APTA's Mobility Platform

IN TODAY'S ERA OF TECHNOLOGICAL CHANGE, public transportation continues as the backbone for 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.

A healthy mobility ecosystem requires that public transportation be:



CUSTOMER-CENTRIC

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



EQUITABLE

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



INTEGRATED

Public transportation is the centerpiece of an integrated and efficient public/private mobility network.



RESOURCED

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



PRIVACY-PROTECTED

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.



SUSTAINABLE

Public transportation agencies must continue to test and adopt new service models and technologies that can enhance the customer experience, protect the environment, 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.