Integrated Mobility and the Future of Transit

VTCA Consultant Forum
October 2, 2018
BUDGET
Total Mobility-related revenues in the US are $2T

“a fundamentally new business ecosystem is emerging”

Source: Wall Street Journal
75 Million Riders
4 Billion Annual Trips
65 Countries 600+ Cities
15 Million Daily Trips

U.S. Transit Agencies
27 Million Daily Trips
Bike Share Ridership in the US by System

- **Capital Bike Share** (Greater Washington DC)
- **Citi Bike Miami**
- **Hubway** (Greater Boston)
- **Citi Bike NYC**
- **Divvy** (Chicago)
- **All Others**

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<thead>
<tr>
<th>Year</th>
<th>Capital Bike Share</th>
<th>Citi Bike Miami</th>
<th>Hubway</th>
<th>Citi Bike NYC</th>
<th>Divvy</th>
<th>All Others</th>
<th>Total Trips Taken in Millions</th>
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<tbody>
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<td>2010</td>
<td>320,000</td>
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<td>2011</td>
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<td>2012</td>
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<td>2014</td>
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<td>2016</td>
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Source: NACTO

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Unlinked Passenger Trips (millions)</th>
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<tbody>
<tr>
<td>2014</td>
<td>10,750</td>
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<tr>
<td>2015</td>
<td>10,599</td>
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<td>2016</td>
<td>10,399</td>
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<td>2017</td>
<td>10,098</td>
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Sources: American Public Transportation Association; Federal Transit Administration
Partnerships Make Connections

First ever partnerships with an agency directly supporting a ridesharing company for first and last mile trips.

“Once we make it easy for someone to get to the bus stop, riding the bus becomes a real transportation alternative”
– Brad Miller, CEO PSTA.
First-and Last-Mile to Attract Ridership
Expanding Access + Maximizing Resources

$100 trip

$5 trip

Dayton, Ohio
Integrated Mobility Study

Virginia State of Play

State of the Practice

Stakeholder Input

Recommendations
There is clear perception of a problem with ridership trends and the effectiveness of traditional transit services in certain areas.
Shared mobility services are seen more as an opportunity rather than a threat to public transit service in Virginia.

Please indicate how you view shared mobility impacting public transit service in your community.

- Threat
- Neutral
- Opportunity

AVERAGE
There is a collective view that transit will change in the future.
There is a mix of agency interest, readiness, and executive support for partnering with shared mobility providers.
Active Work in Virginia

Note: Shared mobility services as of September 2018; TNC service availability varies based on supply of drivers.
What happens next in Virginia?

- Multimodal & TNC services are going to stay
- Several transit agencies are beginning to explore alternative transit services or partnerships
- Uncertainty in the future
- Operations and business change will occur
- Agencies are ready for pilots and funding opportunities
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