

# **FUTURE RIDERS**

OCTOBER 18, 2017

RICH SAMPSON - COMMUNICATIONS DIRECTOR  
CTAA





**THESE  
RIDERS  
WILL  
ALWAYS  
NEED  
ASSISTIVE  
MOBILITY**

A promotional image for Star Trek: The Next Generation featuring the Borg. The background is a dark, starry space with a large, jagged white shape resembling a Borg ship or a planet. In the top left, a close-up of a Borg's face is shown. In the center, a Borg is seen from the side, and in the top right, a Borg is seen from the back. The text "WE ARE THE BORG" is written in large, blue, 3D block letters across the middle. Below it, the phrase "RESISTANCE IS FUTILE" is written in smaller, white, 3D block letters.

**WE ARE THE BORG**

**RESISTANCE  
IS FUTILE**

The Atlantic

SUBSCRIBE SEARCH MENU



Eric Risberg / AP


## The End of Public Transit?

# The Battle Is For The Customer Interface

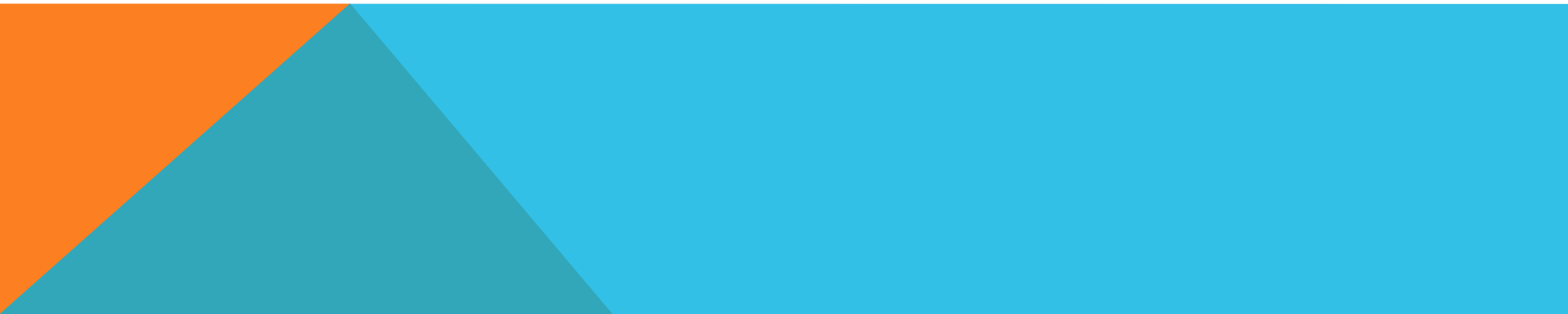
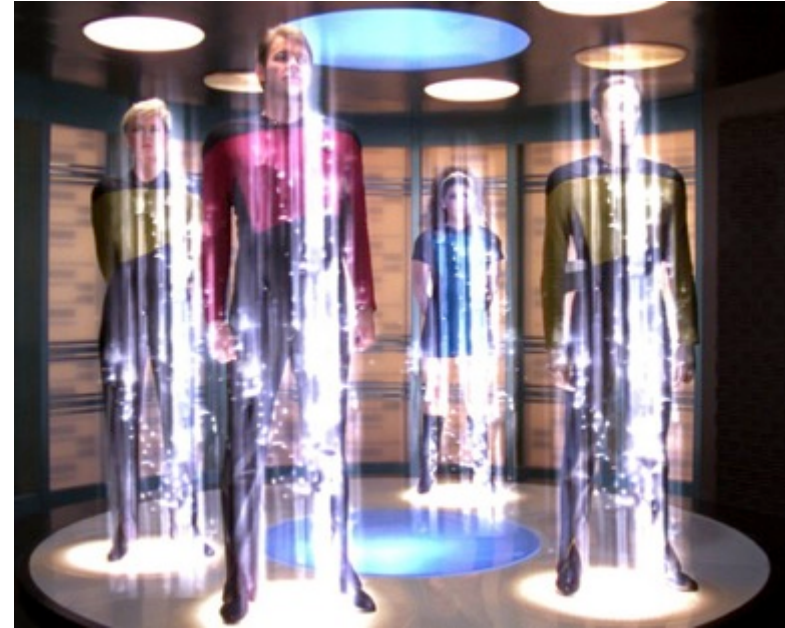


TechCrunch - 3/3/2015

“Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate. Something interesting is happening.”

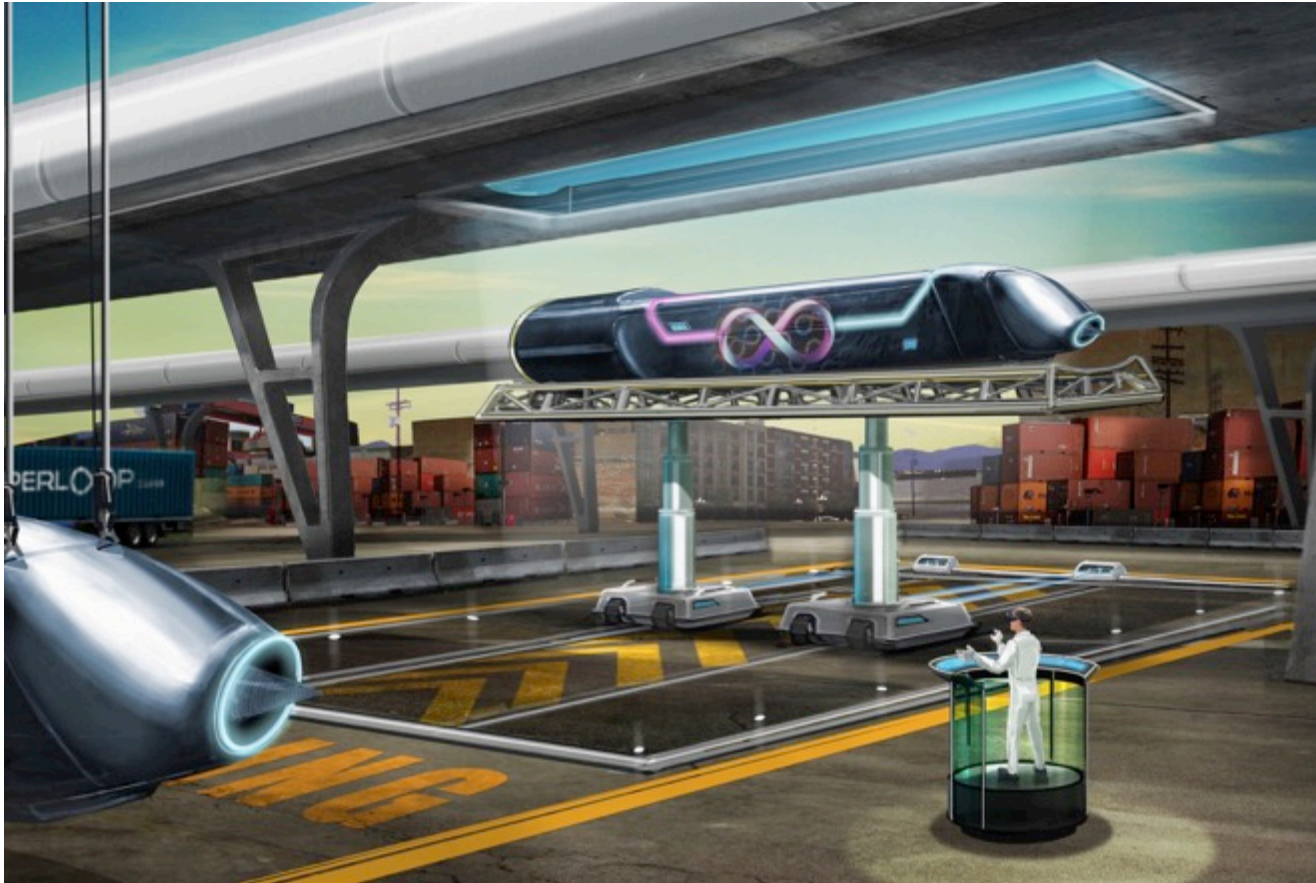


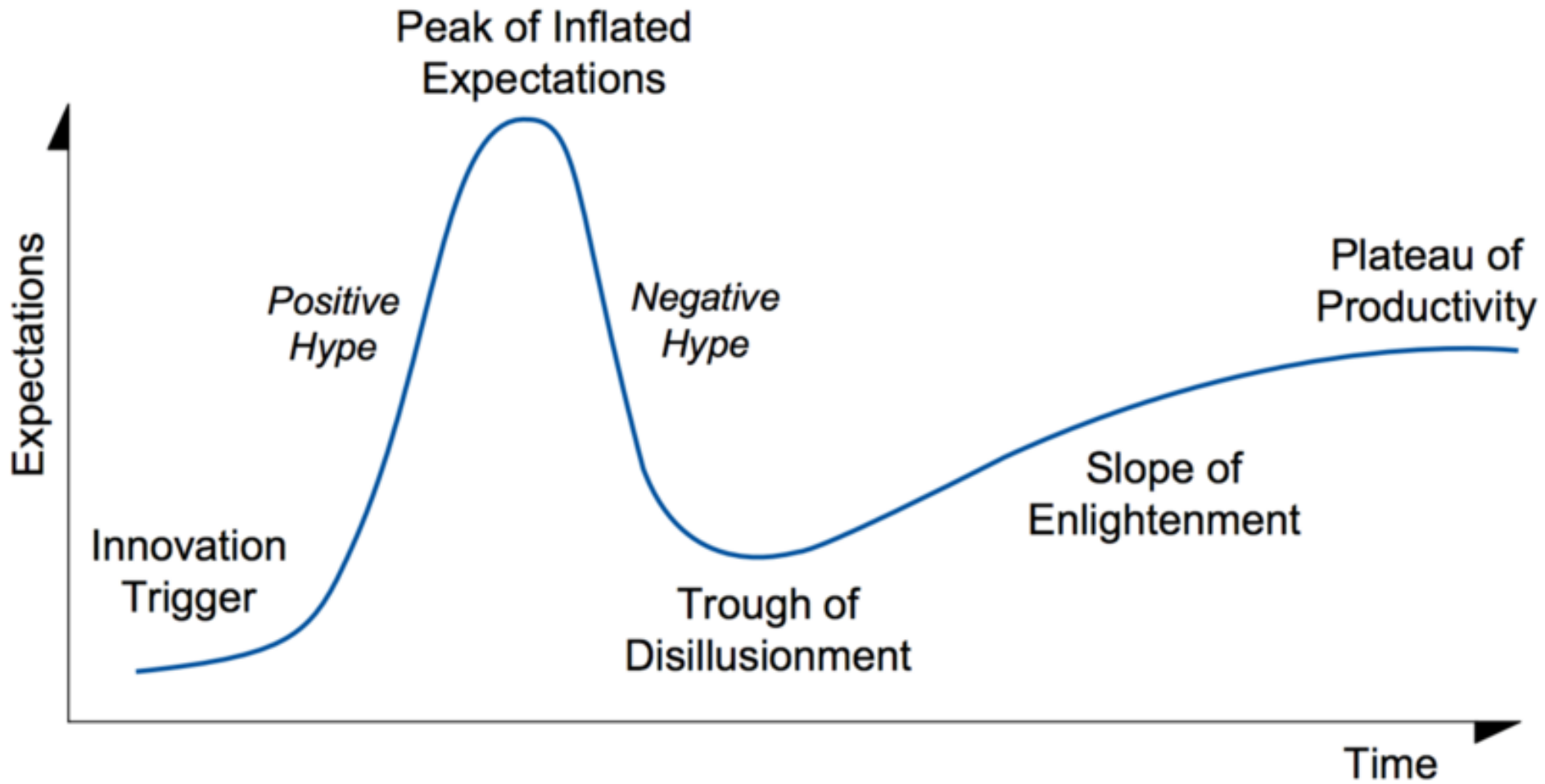
# TRANSIT OF THE FUTURE: WHAT IS IT?





# TRANSIT OF THE FUTURE: WHAT IS IT?





Amount of space required to transport the same number of passengers by car, bus or bicycle.



Car?



Bus?



Bicycle?

# space required to transport 60 people



car



uber



autonomous car

Wow, lyft has changed the game again. They developed a sort of large car that stops around the city at scheduled intervals. Incredible




## Ford, Lyft team for development, deployment of self-driving cars

Posted on September 28, 2017

[Post a comment](#) | [Comments 0](#) | [✉](#) [f](#) [t](#) [in](#) [+](#) [0](#)




 The idea of the partnership is that, one day in the future, a user can order a car through the Lyft app and have a self-driving Ford arrive at their doorstep to take the user to their destination. Photo: Ford Ford

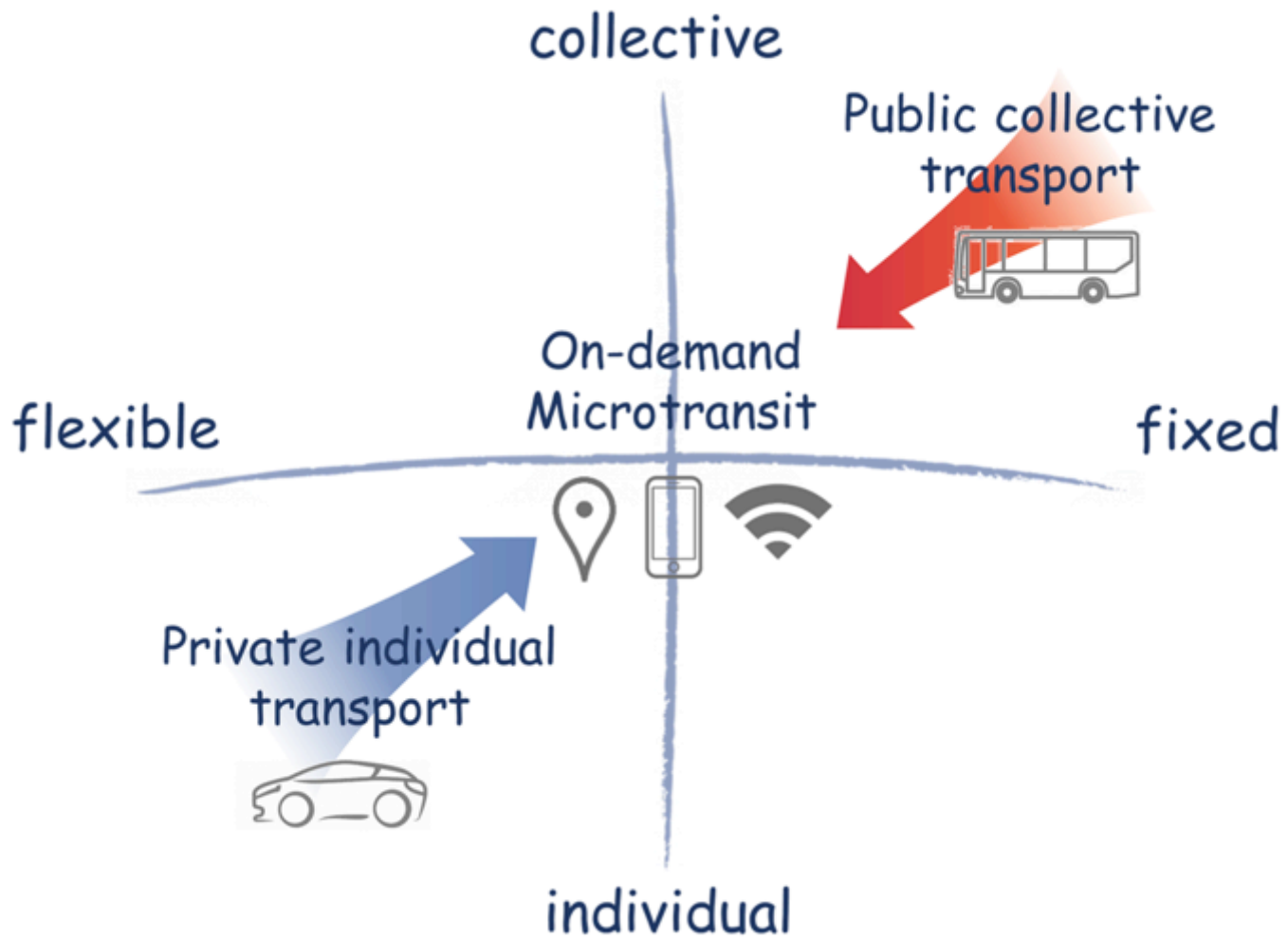
NEW YORK — [Lyft](#) and Ford announced they will team up on the development and deployment of self-driving cars. The agreement will see Ford putting self-driving vehicles on Lyft's open platform, which will allow [Ford](#) to integrate into Lyft's ride-hailing system and access a number of real-life driving scenarios from which Ford's [self-driving cars](#) can learn how to act and react, *CNET* reports.

The idea of the partnership is that, one day in the future, a user

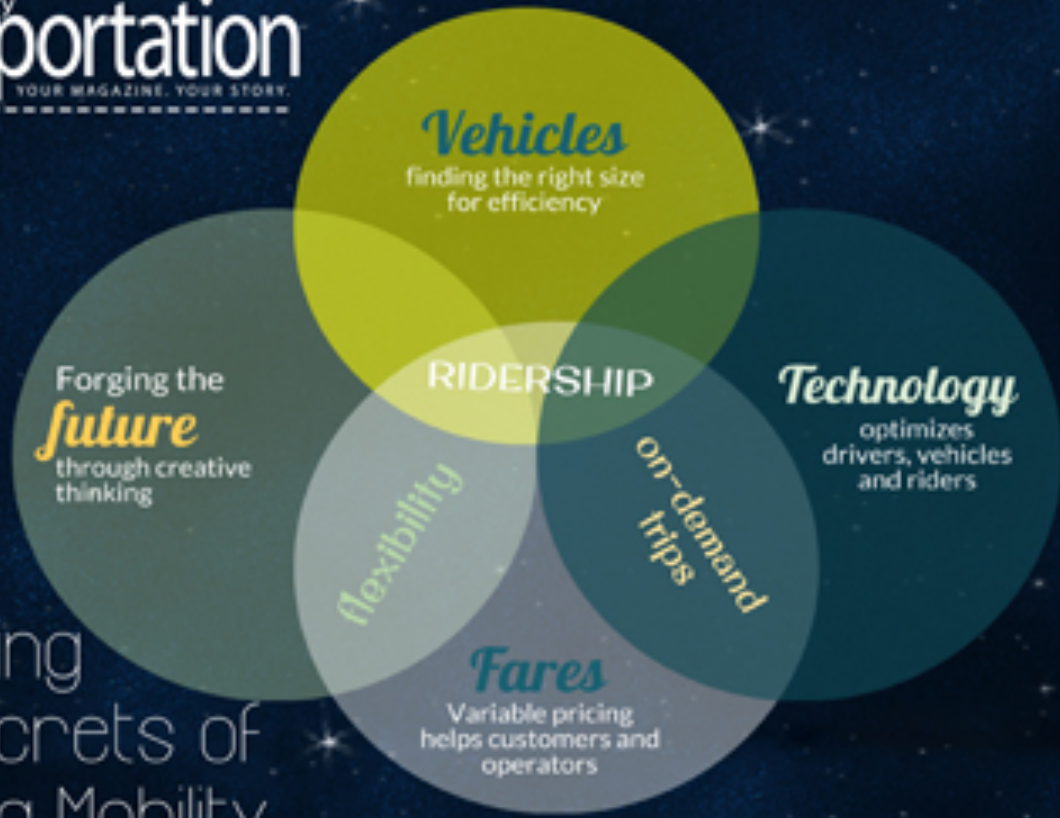
can order a car through the Lyft app and have a self-driving Ford arrive at their doorstep to take the user to their destination. While there is no specific timeline for the deployment of its self-driving cars on Lyft's network, *Reuters* reports that Ford wants deployment "in large numbers" by 2021. For the full story, [click here](#).

# TNCS: CURRENT TRAJECTORY

- Moving people from fewer publically-owned big vehicles (transit) to numerous smaller privately-owned vehicles
  - Increasing total congestion
  - Increased congestion means more need for road space, endangering complete streets
  - Fares for TNCs not affordable to those most dependent on mobility options
- 








# Unlocking the Secrets of Sharing Mobility

# MICROTRANSIT: THE BASICS

- Applying Transportation Network Companies (TNCs) principles to transit realm
  - Middle ground between low-occupancy of TNC trips and high-capacity transit routes
  - Rely on dynamic scheduling and fare pricing
  - Offer improved amenities (wifi, outlets, better quality seats, etc)
- 





# KANSAS CITY

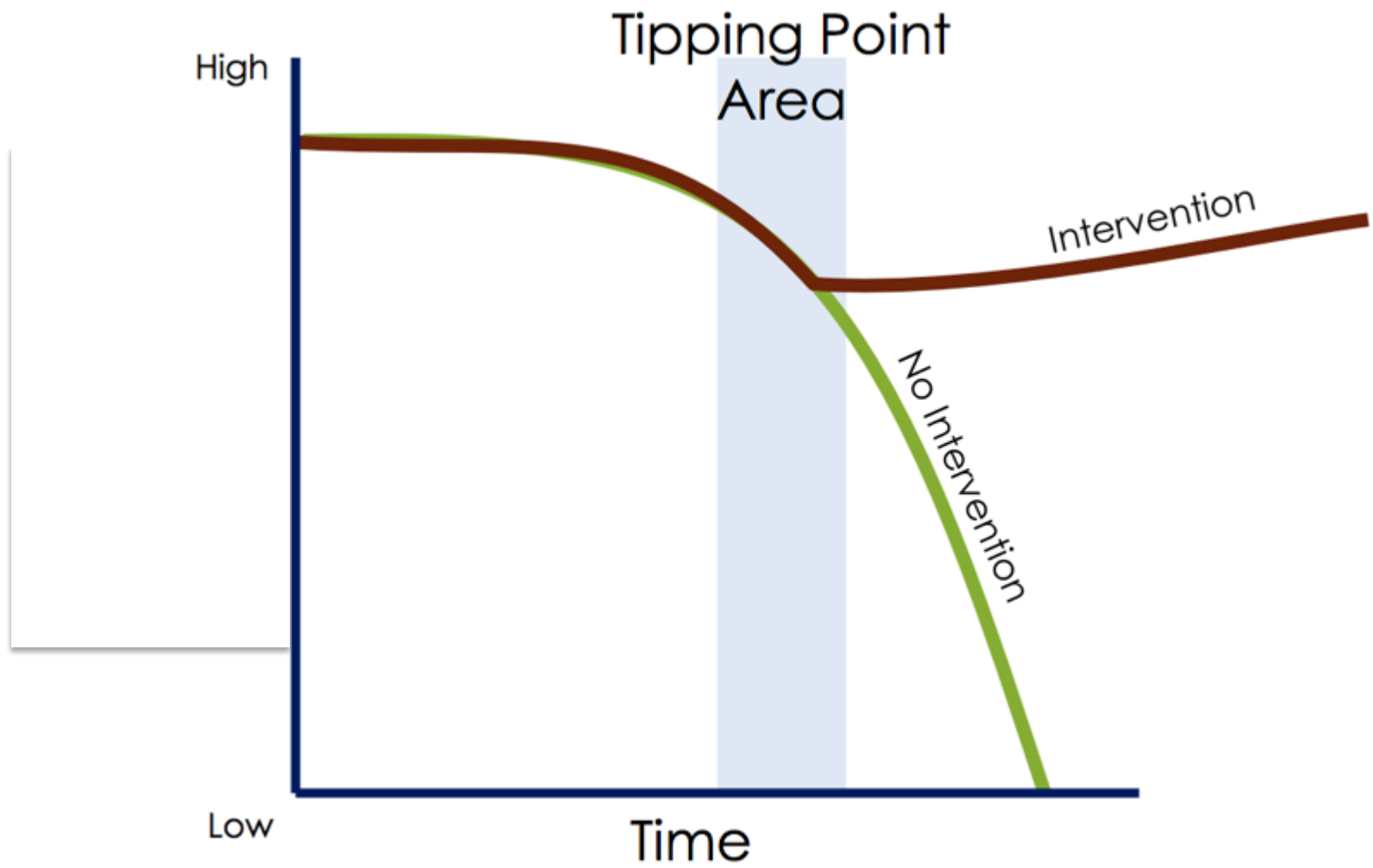
FOR MORE INFO:  
[RIDEKC.ORG/BRIDJ](https://ridekc.org/bridj)








**STAR WARS**  
**EPISODE IV**  
**A NEW HOPE**






# WHAT MUST CHANGE

- Stop doing what isn't working
  - Need more rolling stock flexibility
  - Focus on performance and outcomes, not on numbers alone
  - Better use and understanding of data and performance
  - New partners that build community support
- 

# WHAT MUST NOT CHANGE

- Safety
  - Service quality
  - Affordability
  - Customer-driven approach
  - The commitment of transit leaders and advocates
- 

# CTAA MEMBERS ENGAGING THE BORG







## Book a Trip

Book a trip in advance on your smartphone, tablet or computer at [book.cherriots.org](http://book.cherriots.org). You can also call **503-361-7551**.



## Wait at Intersection

Arrive at the intersection of your chosen Connector point by the start of your 10 minute pickup window. When we're on our way, we'll notify you via text, call or email (your choice).



## Share Your Ride

Rides are shared with your neighbors in West Salem. Other riders will be picked up and dropped off along your route.



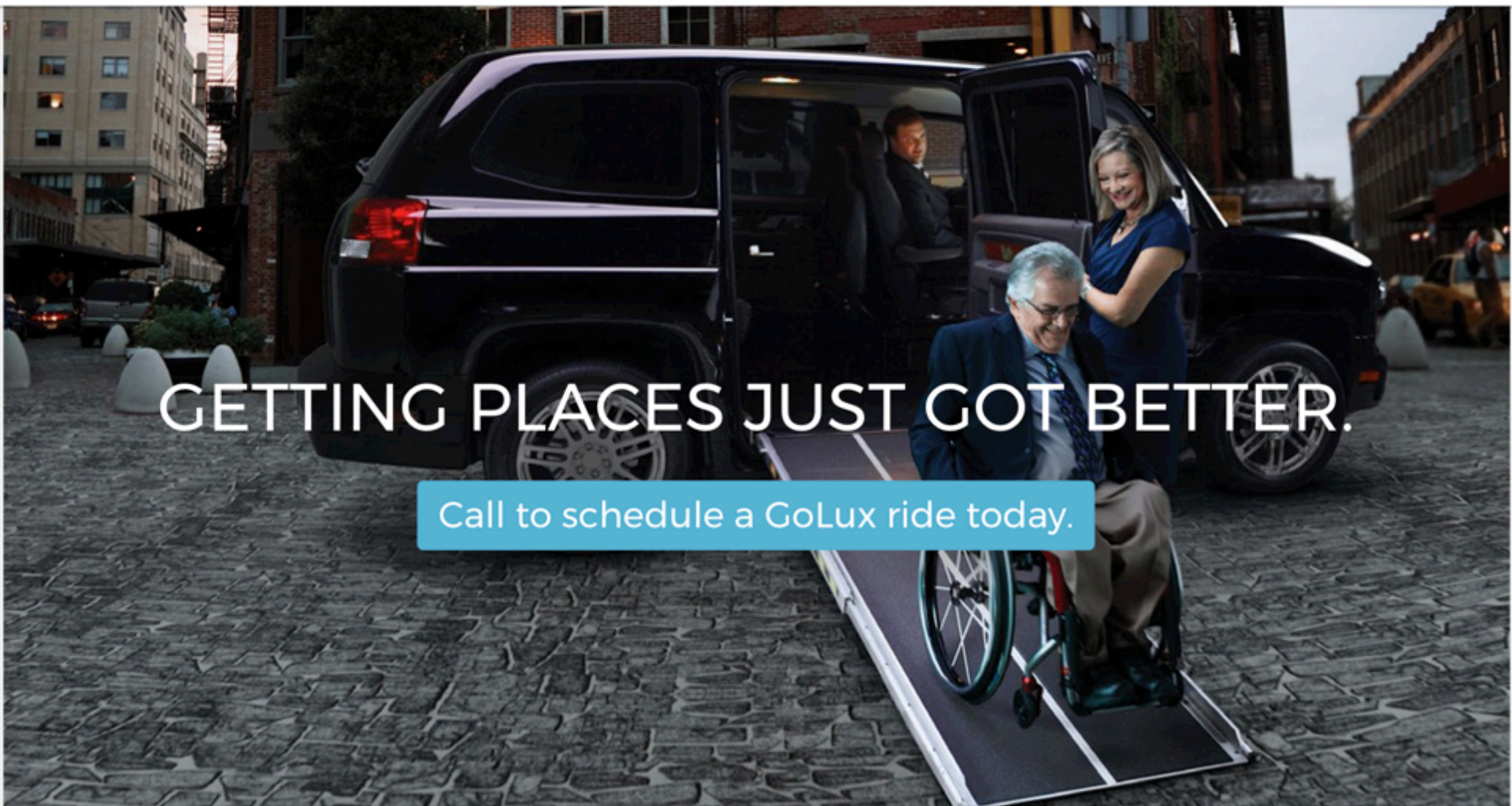
## Arrive or Transfer

After a short ride, arrive at your destination. You can also transfer to Cherrriots at the Glen Creek Transit Center or Safeway to get to downtown Salem.

# Transportation Services

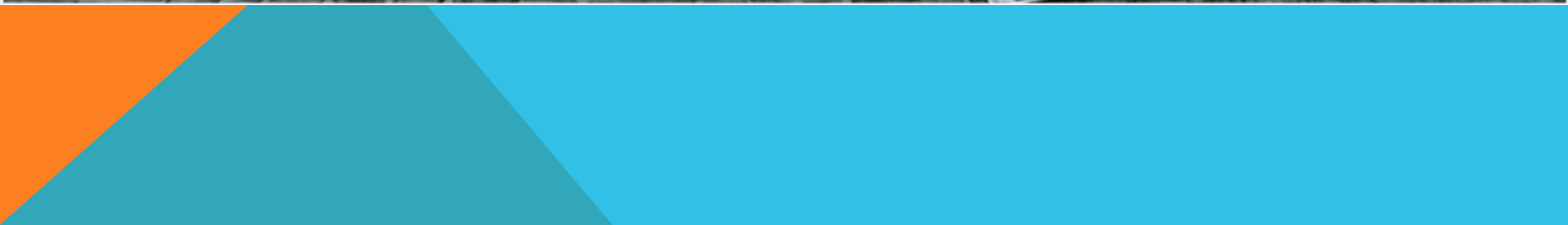
Supporting a higher level of independence  
and ease of life





# GETTING PLACES JUST GOT BETTER.

Call to schedule a GoLux ride today.




# MICROTRANSIT: OPPORTUNITIES

- Economic way to reach hard-to-serve areas
- Introduces real-time scheduling to demand-response transit
- Funnels riders to higher-capacity routes (bus or rail)
- Offers more personalized, comfortable experience to lure riders






# MICROTRANSIT: CHALLENGES

- Affordable for everyone?
  - Capacity / Traffic
  - Technology achievable for all systems?
  - How does it play in Peoria? Or Peducah?
  - Competition from TNCs
  - Role of autonomous vehicles?
- 

# AUTONOMOUS VEHICLES: IMPACTS

- Safety (++++)
  - Productivity (++)
  - Land Use (++)
  - Accessibility (?)
  - Passenger Assistance (-)
  - Jobs (drivers, mechanics) (?)
  - Economic Patterns (travel times impact hotels/restaurants) (?)
- 



Get out and  
experience  
new  
technology



## Autonomous Vehicle Legislation Garners Broad Agreement on the Hill, But Raises Questions

July 2017

Capitol Hill is a place with deep divisions between the parties and among advocates, but on one issue there is broad agreement across the aisle, now expressed in [draft legislation](#) being considered at this very moment: Highly Autonomous Vehicles (HAVs). Congress wants to encourage innovation in the development of HAVs, to make sure that any regulation will be technology neutral, and to prevent state lines getting in the way of testing, pilot programs, and the eventual widespread deployment of HAVs.

Warning: There are amendments being considered, so this summary is light on details that may very well change.

### What is an HAV and what's the importance of the legislation for transit?

The legislation makes clear that an HAV is an automobile that is completely able to drive itself. An HAV is not a partially automated system, such as the Tesla and other vehicles currently operating on our nation's roads. Those vehicles allow for the driver to hand over particular driving tasks in particular conditions, but the driver is advised to remain attentive, with hands on the wheel in case the driver is suddenly needed to resume operation of the vehicle. Congress is entirely avoiding the question of the safety of such partially-autonomous vehicle operating systems and the dubious assumptions they rely on about driver attentiveness and human nature in general.

This legislation covers HAVs that are automobiles, but not commercial vehicles, which leaves out any vehicle that seats 10 or more passengers, including the driver. So why should transit and community transportation care at all? Interesting that one of the main proponents of the legislation is an organization funded by the manufacturers of autonomous transit shuttles being piloted across the globe. Pilot shuttle programs – with cute transit vehicles that lack drivers, steering wheels, and brakes – are popping up and being planned in the US. A plant to manufacture these vehicles is [opening in Michigan](#).

### Basic points of agreement

The auto industry, the makers of autonomous transit and transit-like shuttles, and tech companies involved in developing software and hardware for AVs are on board about key points:

Read CTAA's  
analysis on AV  
regulations in  
Congress



# MOBILITY'S AUTOMATED FUTURE



The future of transit and mobility is rapidly emerging via transportation network companies (TNCs) and autonomous vehicles. CTAA is committed to arming its members with the insight and ideas to embrace this future.

These innovative concepts require new media venues and partnerships to share dynamic content. They also require new thinking to adapt to rural communities and people with special needs, such as those utilizing non-emergency medical transportation services.

CTAA's Mobility's Automated Future series offers your company exclusive access to CTAA's member audience ready to engage new and creative products and services.

### Content Outreach Platforms

Combine a portfolio of platforms for a multi-faceted campaign or an individual media for targeted outreach.

### CONFERENCE / SYMPOSIUM

high-profile, in-person

### WEBINARS

detail-rich, real-time content

### SHARED-INTEREST GROUP

(ie. LinkedIn Groups)

regular, ongoing dialogue

### DEMONSTRATIONS

highlighting innovative practices in action

### Potential Topics

TNCs & AVs in Rural Transit | Incorporating Real-Time Scheduling with Demand-Response Service | Transitioning Drivers to Mobility Aides | NEMT & New Technologies | Fare Payment Options & Variable Pricing | Utilizing the Right Vehicles | Legislation, Policy & Regulations | Assisting People with Disabilities | AVs & Community Streetscapes | and more...

We're eager to hear your ideas on this crucial and timely issue!  
Contact us today to discuss opportunities and pricing!

#### Content Director

Rich Sampson – Communications Director  
Community Transportation Association of America  
sampson@ctaa.org | 202.415.9666

#### Sponsorship Sales Rep

Tom Smull  
Associations Inc.  
tsmull@associationsinc.us | 515.201.3133

Stay tuned for  
CTAA's Mobility's  
Automated Future  
series this fall...



**Come to EXPO  
2018 in Pittsburgh!  
(June 10 – 14)**

A still from the Star Trek: The Next Generation episode "The Best of Both Worlds". Captain Picard stands in the bridge, looking towards the viewer. In the background, other crew members are seated at their stations, and a large tactical display is visible. The scene is dimly lit, with the primary light source being the bridge's ambient lighting.

**“Mr Worf, dispatch a subspace message to Admiral Hanson - We have engaged the Borg...”**

*- Captain Picard  
The Best of Both Worlds*

**SOME KIND OF  
STAR TREK**