

Collaborative Mobility in North America

Recent Trends and Challenges

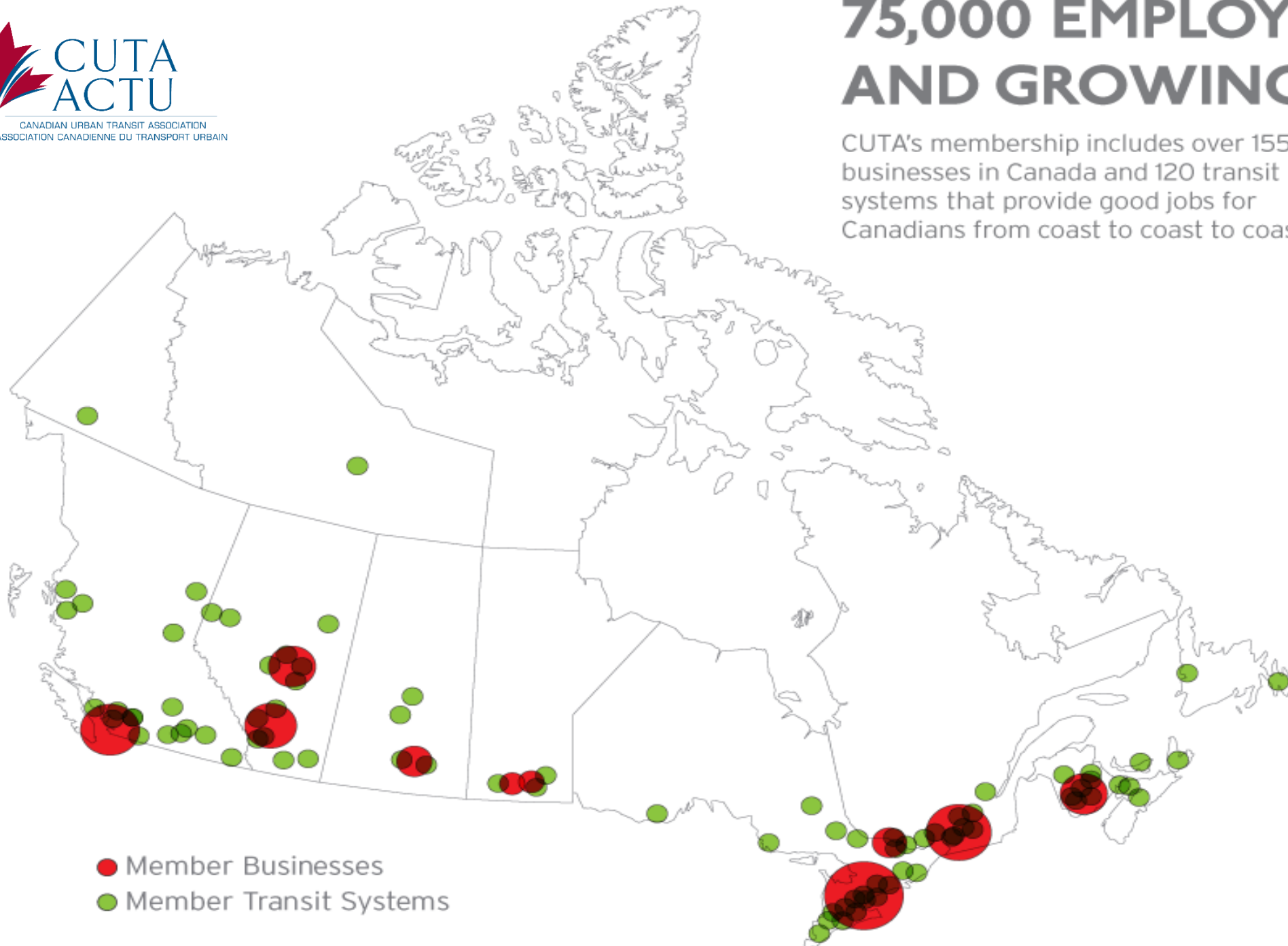
MICHAEL W. ROSCHLAU
RETIRED PRESIDENT & CEO
CANADIAN URBAN TRANSIT ASSOCIATION



New Mobility

75,000 EMPLOYEES AND GROWING

CUTA's membership includes over 155 businesses in Canada and 120 transit systems that provide good jobs for Canadians from coast to coast to coast.

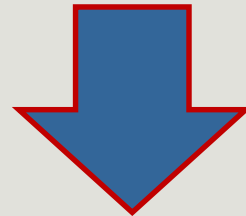


Our History





CUTA's mission is to establish public transit as the primary solution to urban mobility in the achievement of sustainable transportation, and to assist its members in the fulfillment of their mandates.



To inspire and influence the evolution of integrated urban mobility.

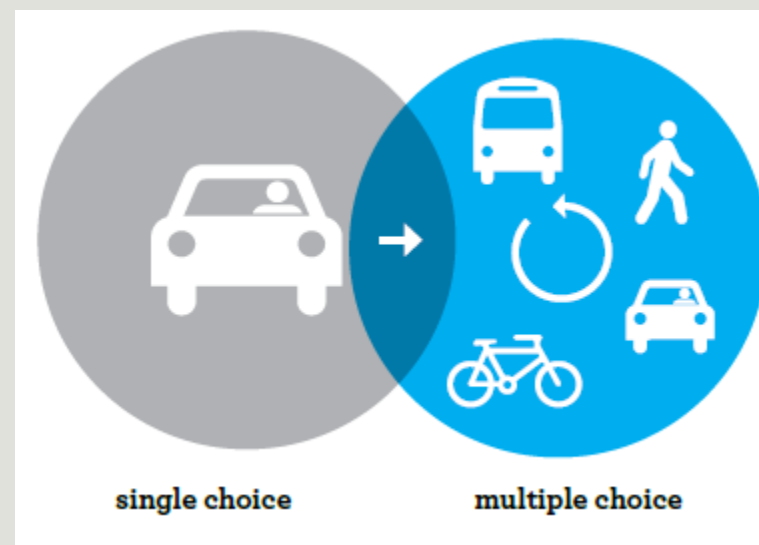


Integrated Urban Mobility

The ability for people to move easily from place to place in urban areas according to their own needs.

Mobility Management

The coordination and optimization of all modes of transport to enable ease of travel in urban areas.



Integrated Urban Mobility



Integrated Urban Mobility



Connectivity

We want to be linked to our friends, colleagues and family, and communicate with them instantly.

Proximity

We want to be near the places we like to hang out, including work, school, shopping and recreation.

Mobility

We want to be able to get where we need to go, easily, efficiently and seamlessly.

Gridlock ?



Gridlock ?

One bus = 40-50 cars

One rail line = 15 lanes of traffic



Complete Streets



équiterre

CONCOURS

VAINCRE L'AUTODÉPENDANCE AVEC LE COCKTAIL TRANSPORT!

GAGNEZ UN AN DE TRANSPORT ÉCOLO :

- 1 an de transport collectif
- 1 vélo hybride + accessoires
- 1 forfait d'autopartage

PARTAGEZ
ET AUGMENTEZ VOS
CHANCES DE GAGNER



Integrated Urban Mobility

The ability for people to move easily from place to place in urban areas according to their own needs.

A people-focused goal that :

- **Starts with** public transport services connected to all modes of transport including walking, cycling, auto and alternatives to transportation
- **Enables** door-to-door and seamless mobility throughout an urban area, and
- **Is designed** for all segments of population

Mobility Management

The coordination and optimization of all modes of transport to enable ease of travel in urban areas.

- **Designing and optimizing** transportation services, facilities and built environment to operate together, with emphasis on accessibility, ease of use and sustainability
- **Organizing** service providers consisting of public, private and not-for-profit operators and owners
- **Providing** accurate, timely and useful information to travellers and coordinating services using modern information technologies

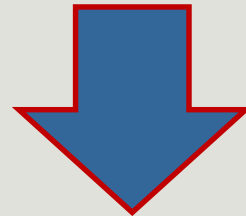
Mobility Management

The coordination and optimization of all modes of transport to enable ease of travel in urban areas.

- **Influencing** transport demand to encourage sustainable behaviours and optimize the use of publicly available transportation
- **Partnering** with a focus on collaborative, coordinated and high quality service delivery
- **Coordinating** actions from all levels of government responsible for finance, land use planning, economic development, and transportation



CUTA's mission is to establish public transit as the primary solution to urban mobility in the achievement of sustainable transportation, and to assist its members in the fulfillment of their mandates.



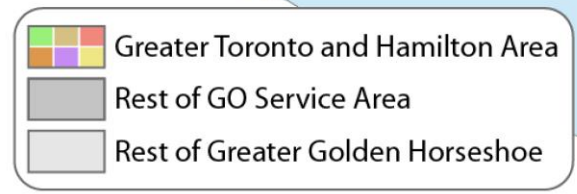
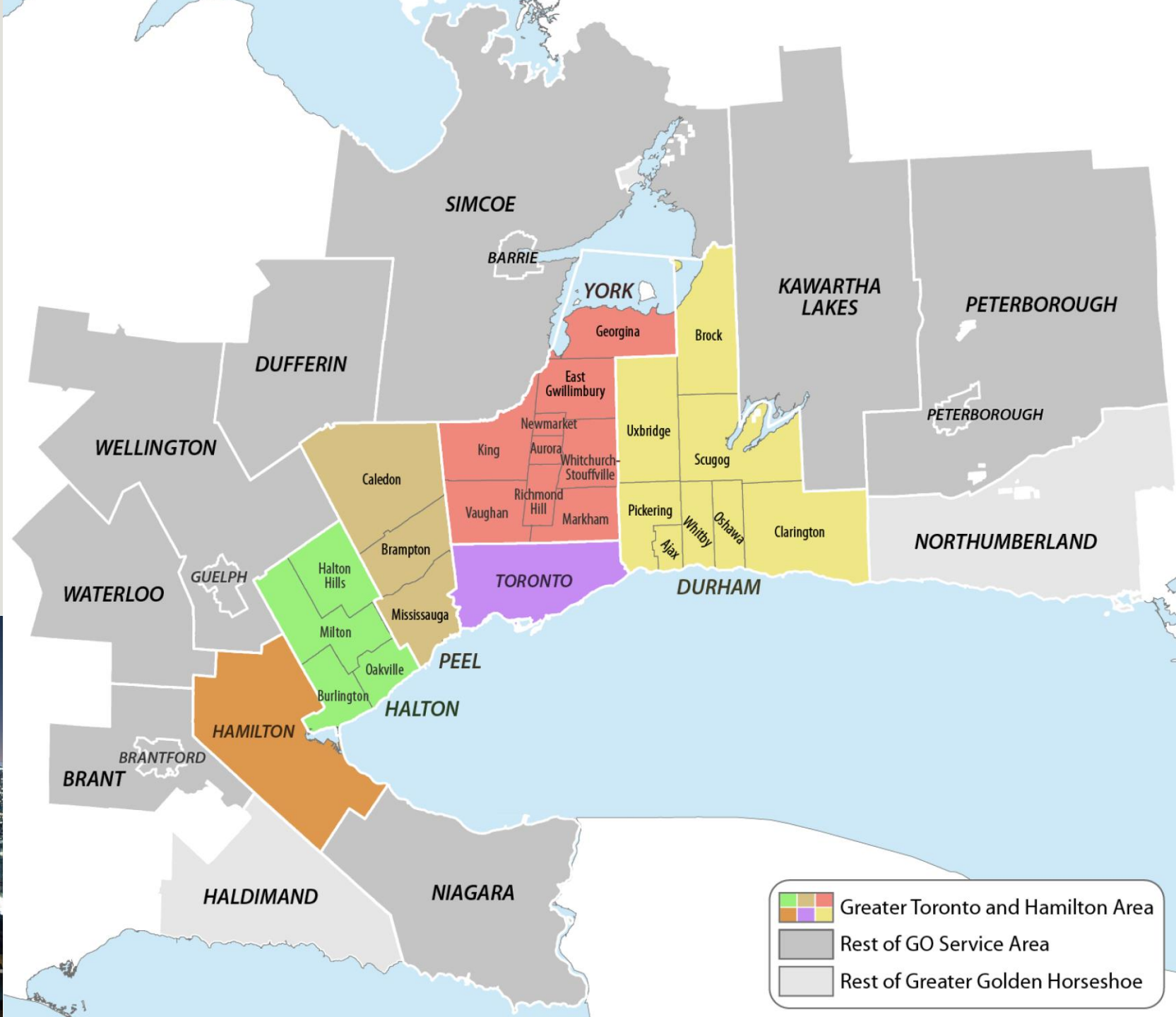
To inspire and influence the evolution of integrated urban mobility.



2



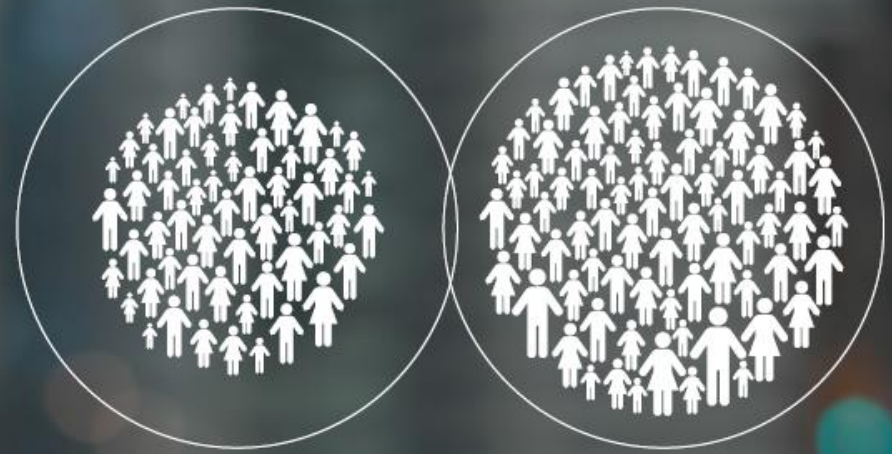
METROLINX



THE REGION | Who are we?

The Greater Toronto and Hamilton Area (GTHA), consisting of Durham Region, Halton Region, the City of Hamilton, Peel Region, the City of Toronto and York Region, is the fastest growing and most ethnically diverse place in North America and is consistently ranked one of the most livable regions in the world. Growth propels our economy, provides opportunity, and is making the GTHA a more vibrant and dynamic place. However, as we grow and prosper, we must plan for this growth.

Our transit and transportation system has not kept pace with growth, contributing to congestion. Left unmanaged, congestion has direct, negative impacts on our economy, environment, quality of life, health and well-being. It has an impact on how well we are able to spend our time on what matters to us. Properly planning for growth requires forward-thinking investment in our transportation infrastructure, to enable people and goods to move efficiently and sustainably throughout our beautiful region.

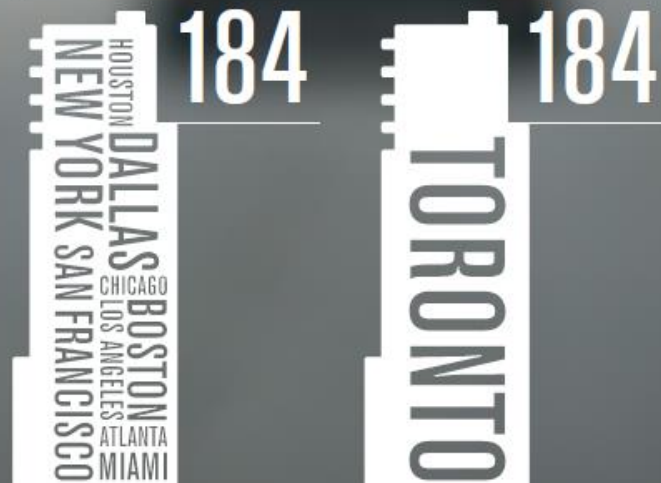


3.5 million more people over 30 years

2011 population 6.6 million

2041 population 10.1 million

Total high-rises under construction in 2013



1986-2011

62%  Increase in population

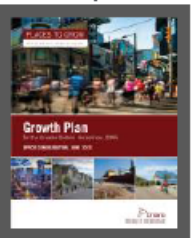
AND

71%  Increase in car trips **46%**  Increase in transit trips

Timeline

 Metrolinx Board of Directors Meeting
  Online Consultation
  Public Meetings

We are here



2006 Growth Plan for the GGH



NOV 2008 *The Big Move* Regional Transportation Plan



FEB 2014 RTP Review Introduction to Board



2016 Growth Plan Amendments



FALL 2016 Consultation Results from Discussion Paper



Final Updated Regional Transportation Plan



APRIL 2006 Metrolinx created under the *Metrolinx Act, 2006*



2013 The Big Move Technical Update & Baseline Monitoring Report



SPRING 2015 Growth Plan Discussion Paper



JUNE 2016 RTP Discussion Paper



Draft Updated Regional Transportation Plan



2018 / 2019 RTP Implementation Plan



A growing public desire for alternatives to travel by private car has led to **new policy and financial support** for transit, cycling and walking



After decades of underinvestment, public transit in the GTHA is receiving significant financial support **from all orders of government**



At the same time, **a rapidly growing network of cycling and walking facilities** is helping more people to use active modes for daily travel



However, **policy and infrastructure work slowly**



New **Mobility**

- **Research** on a broad range of global and regional trends
- **Future scenarios** developed in a structured framework
- **Potential opportunities**, risks and implications identified
- **Findings validated** through a panel of Thought Leaders



Just as gas-powered cars reshaped cities in the 1900s, **today's rapidly changing technologies seem likely to disrupt mobility** in the GTHA



The great unknown is in **which advances will have the greatest effect**, and where they might lead us



The answer will depend on other **social, economic and built environment trends** that will both influence, and be influenced by, new technologies



It is not just the technologies themselves that matter, but **how they are applied, and how people interact with them**



Although government has traditionally played a major role in the collection of transportation data, the **private sector has now surpassed it.**



There is an **urgent need for cultural change** in how government views its role in mobility and how it engages with external stakeholders



For transit systems, it means **moving from their traditional role** as train and bus operators **into a new role as mobility managers** and enablers



A fundamental shift in government culture is needed, and the public sector will need to rethink its role in transit as private sector services grow along with their market share.



While many governments have acknowledged the arrival of new mobility, **few recognize the extent to which it will change the industry**, and fewer still have worked to understand the pragmatic implications for tomorrow

1



Theme 1:
Government Re-Imagined

2



Theme 2:
New Mobility is the New Transit

3



Theme 3:
The User is King

4



Theme 4:
Driving the Cities We Want

5



Theme 5:
All About the Data

6



Theme 6:
Plan for the "Known Unknowns"





Theme 1: Government Re-Imagined

- **Picking a lane**
- **Regulating a fast-moving target**
- **Planning versus licensing**
- **Moving from operator to enabler**
- **Creating new skillsets, processes and partnerships**
- **Experimenting with confidence**
- **Innovating through pricing**



2



Theme 2: New Mobility is the New Transit

- Keeping a network perspective
- Supporting the transit backbone
- Making a business case for transit
- Adapting the workforce
- Avoiding zero-occupant vehicles
- Providing one-window access



3



Theme 3: The User is King

- Focusing on users
- Ensuring equitable access
- Designing for universal access
- Striving for personal mobility



4



Theme 4: Driving the Cities We Want

- Planning proactively with a clear vision
- Reclaiming space for active and sustainable modes
- Integrating land use and transportation policy
- “Futureproofing” infrastructure



5



Theme 5: All About the Data

- **Adopting a data stewardship role**
- **Seeking data partnerships**
- **Transforming government information and analytics**

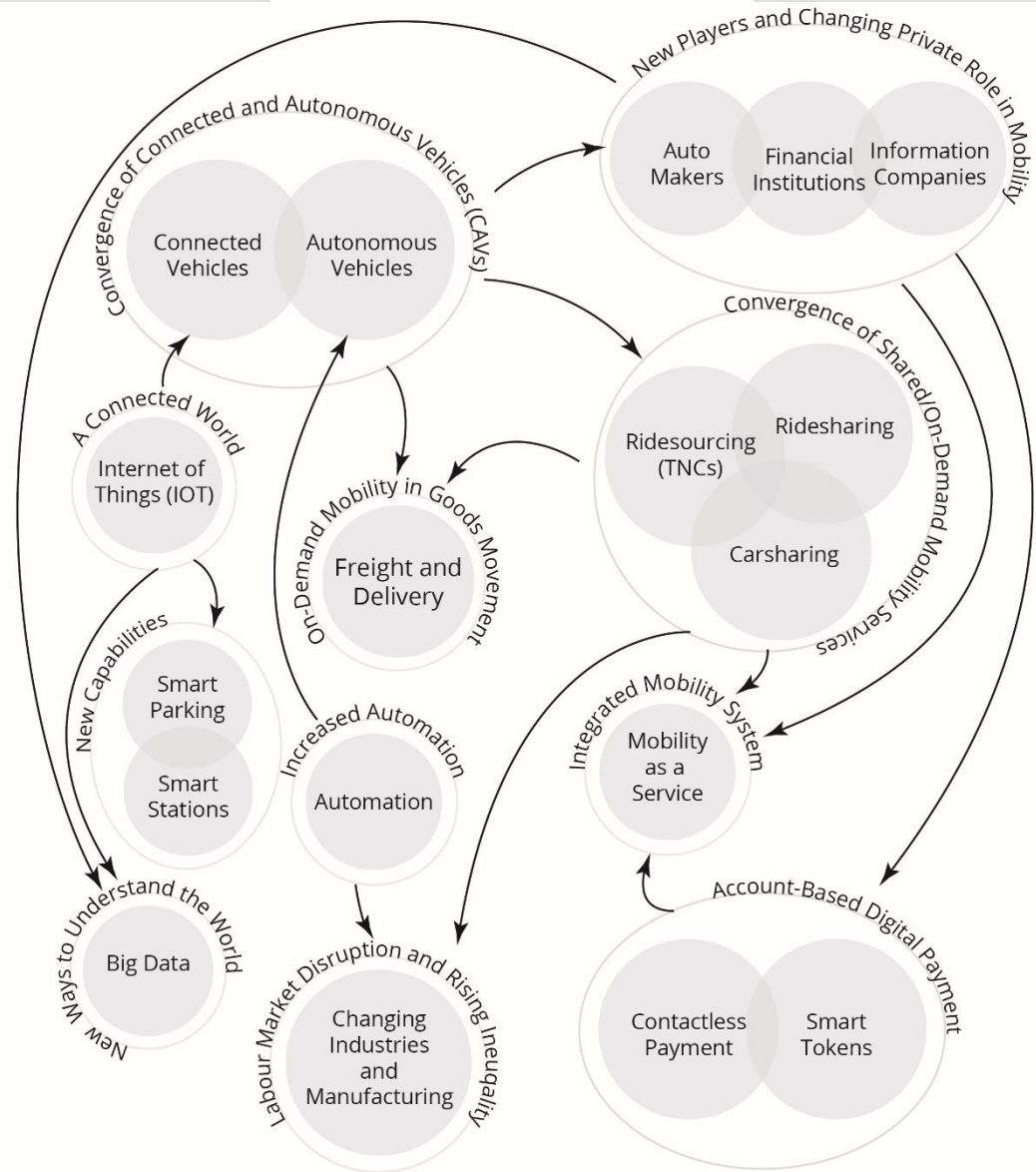




Theme 6: Plan for the "Known Unknowns"

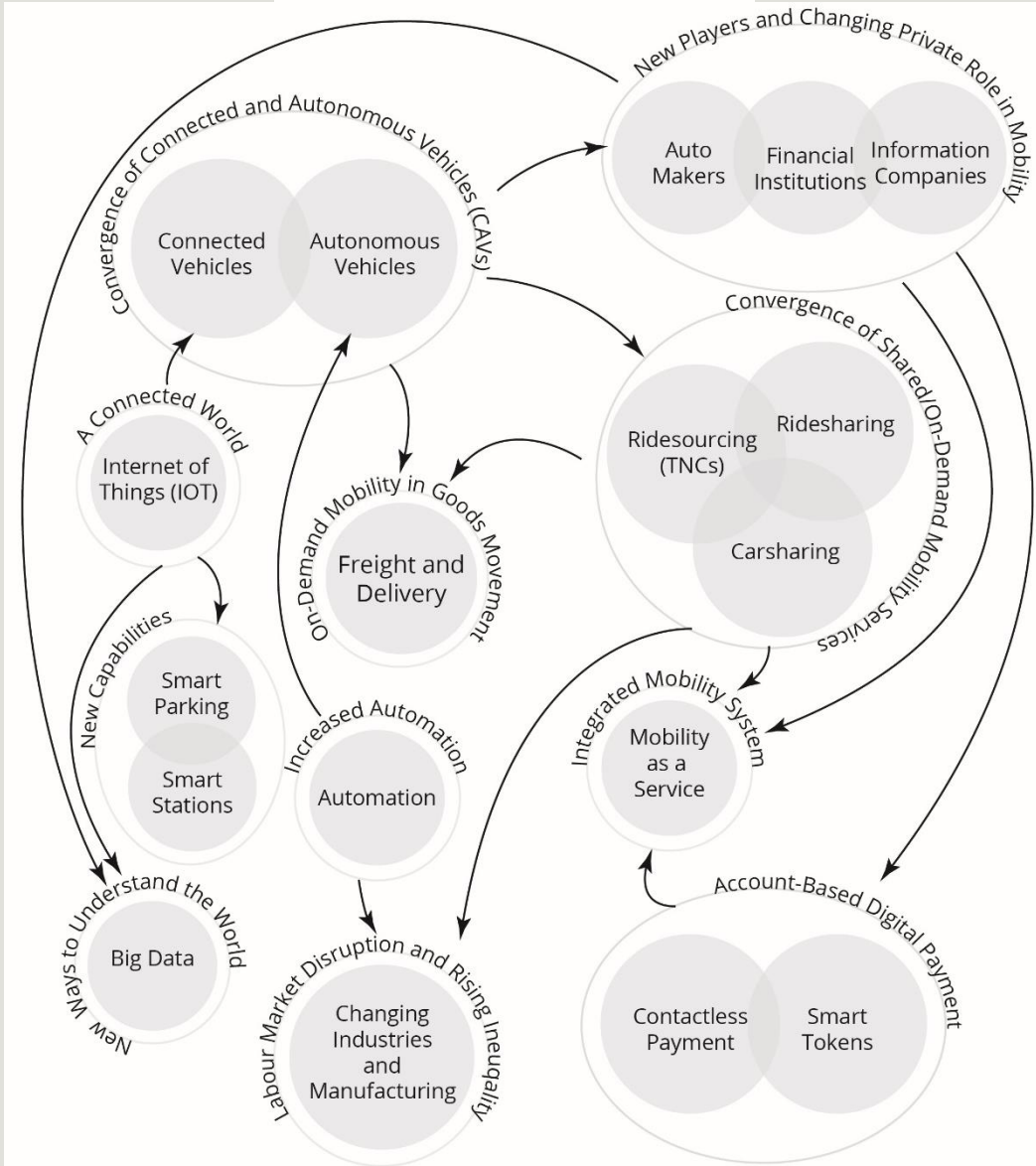
- **Steering into the wind**
- **Addressing climate change**
- **Raising the bar for new infrastructure and services**
- **Creating redundancy**
- **Planning to keep the region moving**





Drivers of Change

- Evolving Economy
- Changing Environment
- User Needs and Desires
- Demographic Shifts



Drivers of Change

- Evolving Economy
- Changing Environment
- User Needs and Desires
- Demographic Shifts

Mobility on Demand Sandbox



- US\$ 8 million in funding for Mobility on Demand projects
- Enhance transit industry preparedness for MOD
- Assist the transit industry to develop the ability to integrate MOD practices with existing transit service
- Validate the technical and institutional feasibility of innovative MOD business models, and document MOD best practices that may emerge from demonstrations
- Measure the impacts of MOD on travelers and transportation systems
- Examine relevant public sector and federal requirements, regulations and policies that may support or impede transit sector adoption of MOD



DOT Smart City Challenge

1,400

local officials, companies, academics and non-profits joined our webinars

800

people participated in our Smart City Forum

300

companies have expressed interest in partnering

78

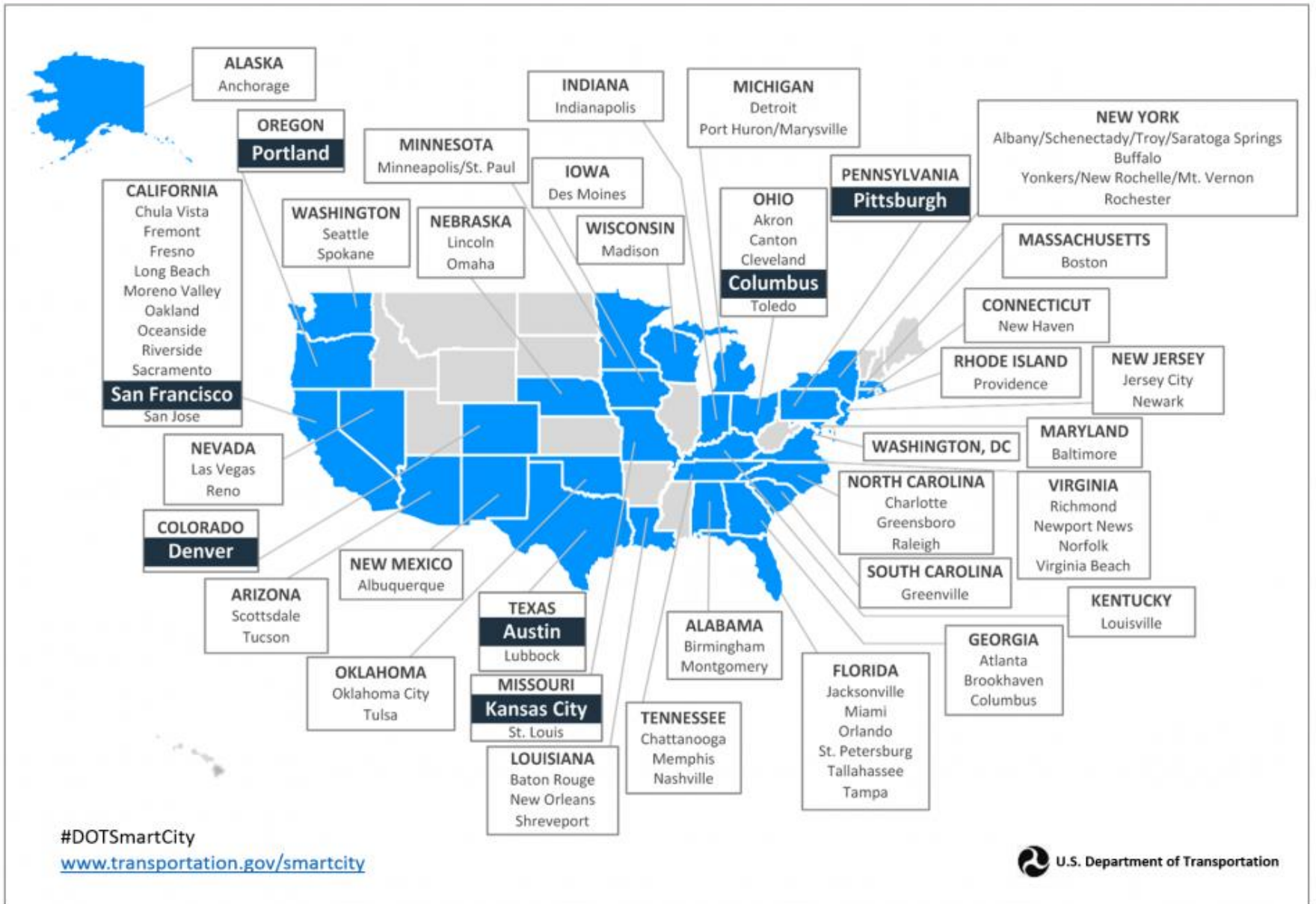
applications received for the Smart City Challenge

7

Smart City Challenge Finalists announced in March at SXSW

1

Smart City Challenge Winner announced in June





Collaborative Mobility in North America

Recent Trends and Challenges

MICHAEL W. ROSCHLAU
RETIRED PRESIDENT & CEO
CANADIAN URBAN TRANSIT ASSOCIATION

