The Complete Trip - a Transit Driven Movement towards a Seamless Total Travel Experience

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Defining the Complete Trip

- Providing the customer with effective and efficient options and choices for mobility
Why is this so relevant now?

• Over the past few years there have been many different initiatives and concepts being pursued that can transform how we accommodate trip making. Examples include:
  – Complete Streets
  – Mobility Management
  – United We Ride
  – Mobility Services for All Americans
  – LEED
  – ITS and Technology Advances
What is a Complete Trip

• Every trip has multiple components
  – Multiple modes: driving, parking, transit, walking, bicycle
  – Various physical assets necessary to support the modes: sidewalks, bike lanes, parking, roadways
  – Array of agencies involved with either the modes or the infrastructure
  – Each agency and mode is governed by multiple policies, systems, and processes
  – How can these pieces be linked to benefit the customers
Considerations for the Complete Trip

• Service
  – First and last mile
  – Information regarding what modal choices are available
  – Connections between the modes
Why this is so important

• Today’s complicated world requires that we as an industry rethink how we do business
  – Resources are limited
  – Need to find opportunities to leverage our resources more effectively
  – It’s not just about providing service, it’s about how the services can meet the needs of the customers
Reinforcing the value of ITS for the Complete Trip

- Historically ITS has been shown to be a unifying tool since it is both a benefit to the consumer – better communication about services and policies - and a benefit to the participating agencies – creating better lines of communication among partners.
- ITS can thus forge partnerships while allowing participating agencies the flexibility to manage their level of independence or participation.
What can technology do?

• Technology is a tool which can tie the pieces of the complete trip together
• It can unify the multiple pieces into an efficient and effective system
What can technology do

- Customer information
- Fleet management
- Scheduling, dispatching
- Vehicle location
- Administration
Example: San Francisco MTA

- Agency formed by combining range of previously unlinked community transportation assets:
  - Transit
  - Taxi
  - Traffic
  - Parking
  - Bike/Ped
  - Livable streets
Connecting the Layers of Policies and Plans

• Local Coordination Plans as required under MAP-21
  – UWR, Coordinating Council on Access and Mobility

• Complete Streets
  – Multiple functions need to be considered-maximize capacity or the consistency within the community

• Livability and Sustainability
  – DOT, HUD, EPA

• Intelligent Transportation Systems
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It’s time to put together all the pieces

- Livability/Sustainability
- Complete Streets/Complete Trip
- Intelligent Transportation System
- Local Coordination Plans

Mobility Management
Innovative Funding Opportunities

- Dept of Defense
- Medicaid
- Discretionary Grants
  - SOGR
  - VTCLI
  - Others?
- CMAQ and STP
How to move forward the complete trip process

• To embrace the complete trip concept requires forging strong partnerships
  – Working closely with connecting transport providers to provide the truly seamless travel experience
  – Educating and influencing municipalities and developers to develop pedestrian and bicycle friendly environments
  – Working closely with mobility and accessibility partners for both general purpose and special transportation purposes to provide the highest quality of service in the most efficient manner.
  – Continuing the development of tools to provide seamless mobility, engaging non-traditional partners, and embracing mobility as a quality metric in our communities
How can this move the industry forward?

- The focus on the complete trip will also enable us to better achieve the benefits of investing in transit including:
  - providing accessibility to those with limited choices
  - managing or providing alternatives to congestion
  - reducing the need for parking,
  - improving air quality/ reducing greenhouse gas emissions, reducing energy consumption
  - reducing the percent of personal budgets devoted to transportation expenses.
The Complete Trip

• To provide attractive choices in the most effective and efficient manner requires thinking broadly
The Complete Trip

• Focus on the customer
• As we further the development of these local processes and policies, there are opportunities for public transit to be part of the complete trip process, through engaging multiple policies, multiple partners
• Make public transit integral component of the communities it serves
Questions / Discussion
Thank you.

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