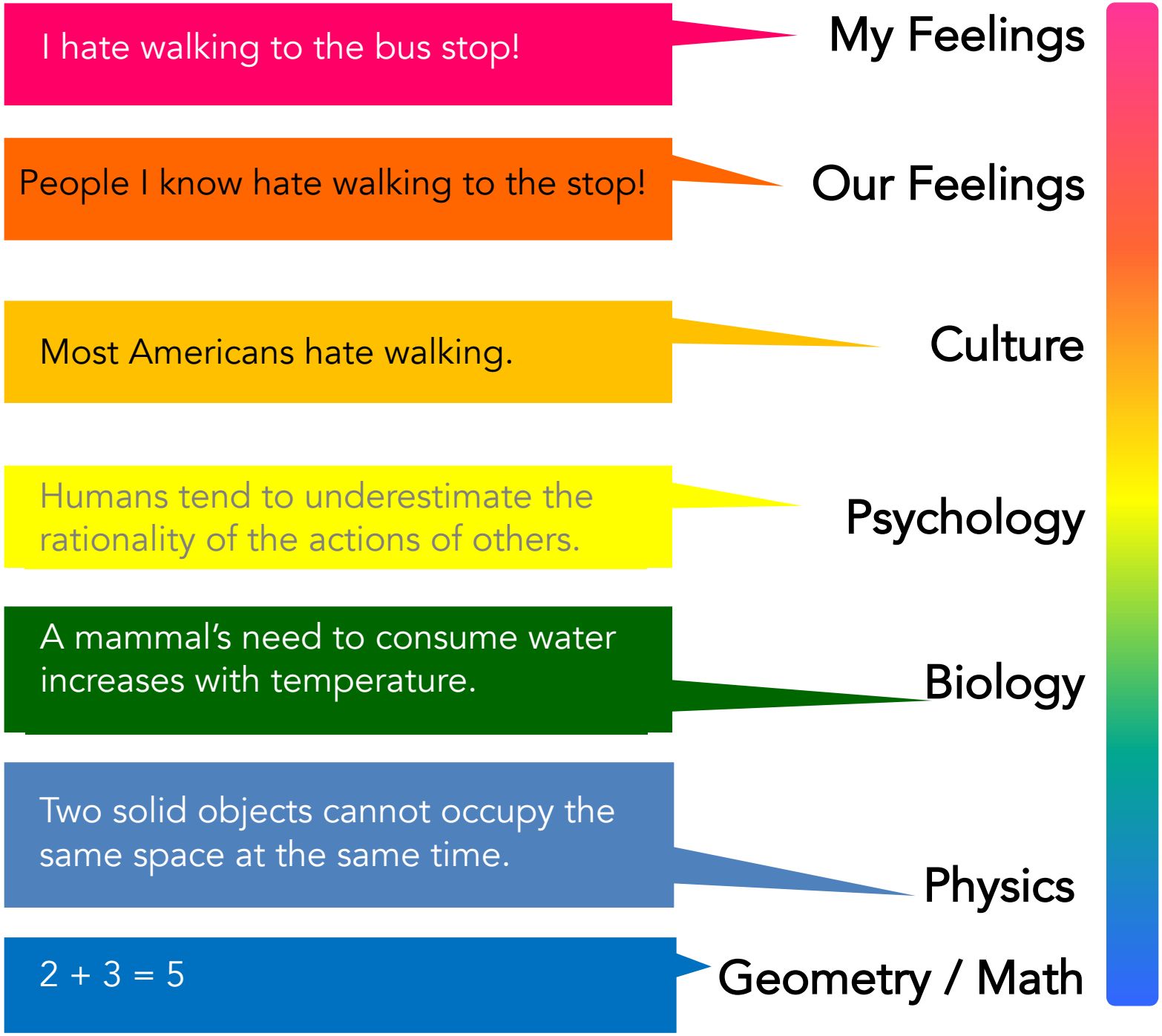
Michelle Poyourow

JARRETT WALKER + ASSOCIATES


I hate walking to the bus stop!
My Feelings
People I know hate walking to the stop!
Our Feelings
Most Americans hate walking.
Culture
Humans tend to underestimate the rationality of the actions of others.
Psychology
A mammal's need to consume water increases with temperature.
Biology
Two solid objects cannot occupy the same space at the same time.
Physics
2 + 3 = 5
Geometry / Math

- True on other planets
- True in the year 2035

Two solid objects cannot occupy the same space at the same time.

Physics

2 + 3 = 5

Geometry / Math

What can we know *for certain* about transit in the future?

Many things *will* change, and already have:

- Hailing and paying for a ride
- Designing routes in response to pick-up and drop-off requests
- Piloting of vehicles

What *won't* change?

Scarcity of urban space

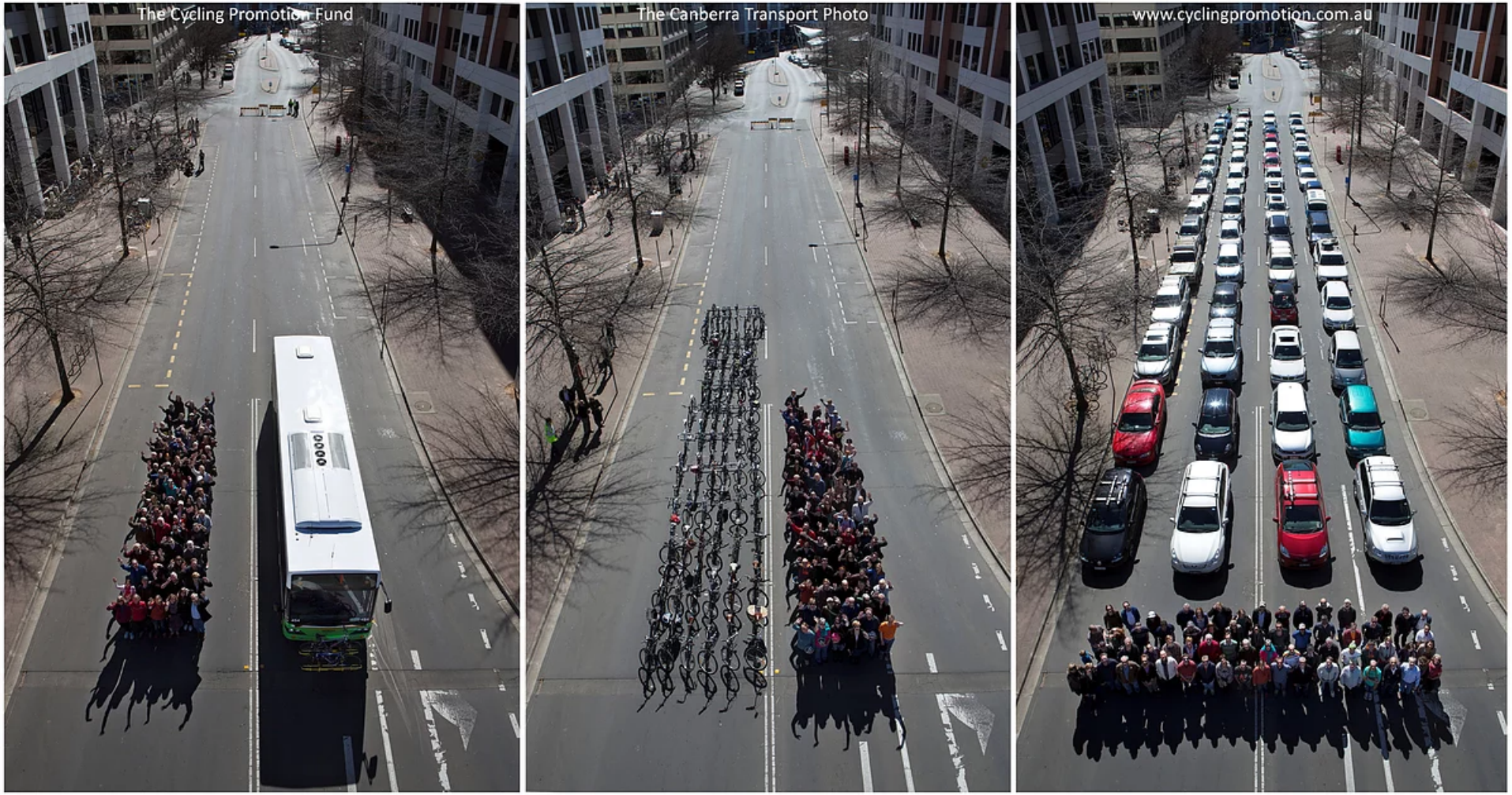


Photo by the Cycling Promotion Fund, Australia

Vocabulary: "Ridership" vs. "Productivity"

- Measured by "boardings" on transit vehicles
- Sheer total ridership is less useful than *ridership relative to cost*
- Most transit costs are tied to a bus and driver's time (rather than distance, or size of vehicle)
- "Productivity" =

  ridership relative to cost =

  boardings per hour of service provided

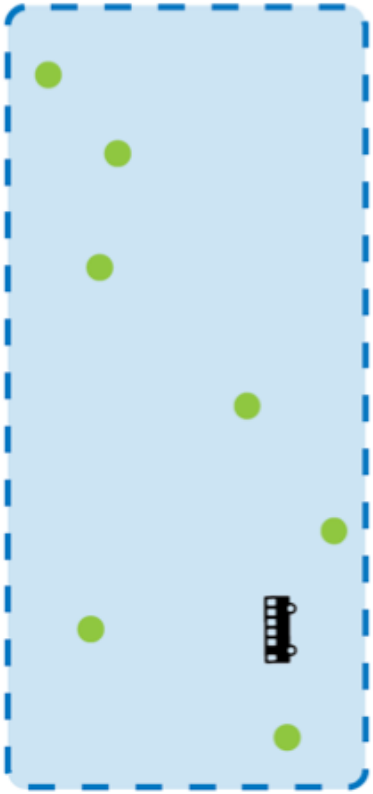
Examples

- Bridj in Kansas City.
  - Ridership: 1,480
  - Productivity: less than 0.1 boardings per hour
  - Cost per ride: $1,014
- VTA in Silicon Valley
  - Ridership: 2,714
  - Productivity: 0.4 boardings per hour
- Uber in San Francisco at 7 pm on a Friday
  - Ridership: 17,332
  - Productivity: 2.6 hails per hour

Vocabulary: "Responsive"

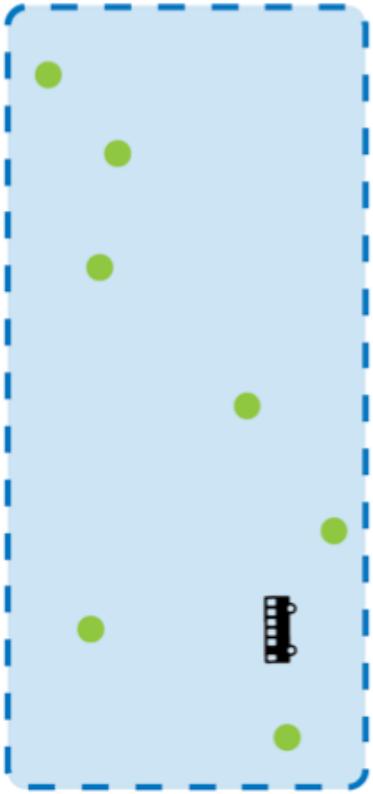
- Could mean *goes to the place you want.*
- Could mean *goes when you want.*
- "Demand Response" transit =
  "Flexible" transit =
  "Dial-a-ride"
- Opposite of "fixed route"

Responsiveness



How much productivity is *physically* possible?

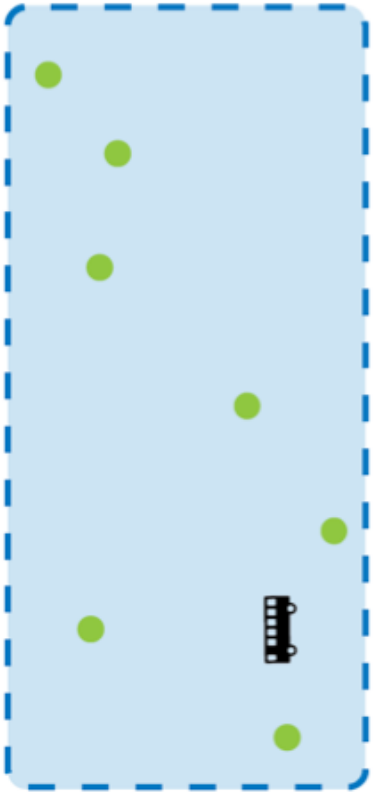
60 per hour



5 per hour

How *little* productivity is *politically* possible?

~10 per hour



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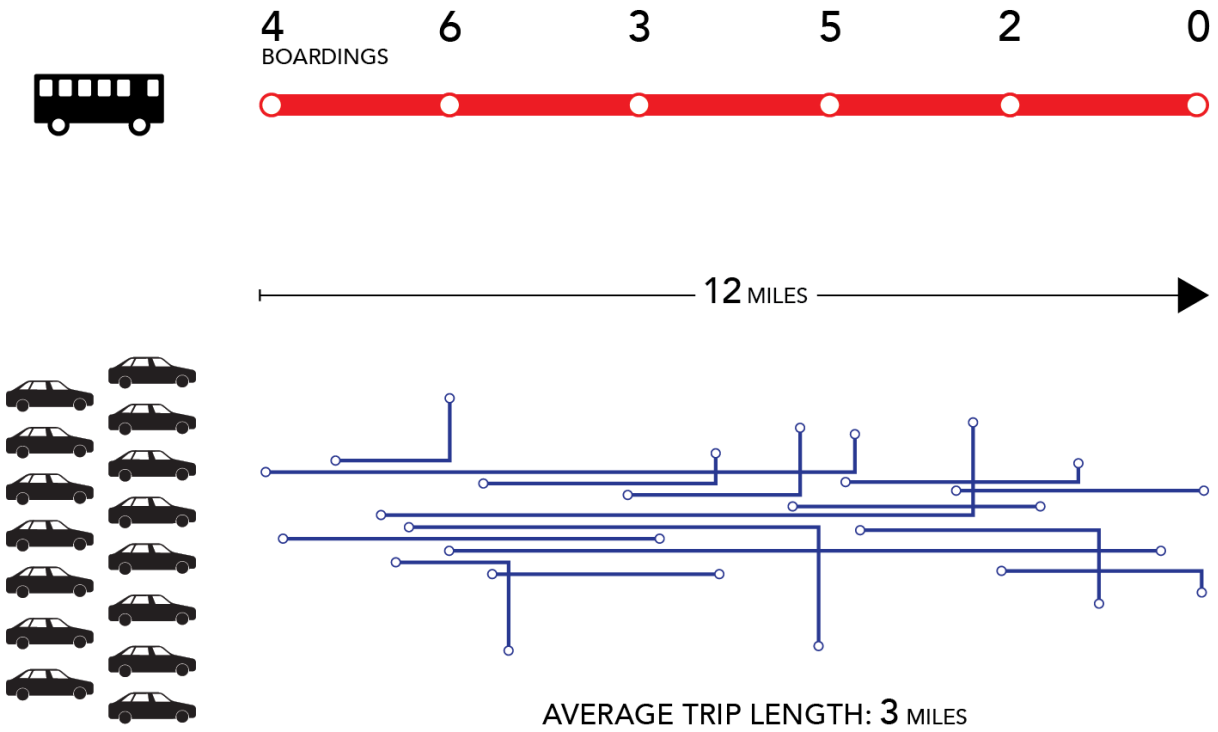

Total VMT: 12

Total VMT: 45

These are not marketing failures!

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What will change?

- Operating cost per hour of vehicle
- Propulsion of vehicle
- Size, spacing and handling of vehicles
- Quality of information for riders
- Ease of paying a fare

What won't change?