Michelle Poyourow
I hate walking to the bus stop!

People I know hate walking to the stop!

Most Americans hate walking.

Humans tend to underestimate the rationality of the actions of others.

A mammal’s need to consume water increases with temperature.

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

2 + 3 = 5
Two solid objects cannot occupy the same space at the same time.

- True on other planets
- True in the year 2035

2 + 3 = 5
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

??
Total VMT: 12

Average Trip Length: 3 miles

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?