

WSP | OPUS

Alligators,  
jazz, shared  
mobility &  
TDM

Louise Baker- Market Sector Lead- Smart Mobility & Advisory Services, WSP Opus  
Transportation Group Conference- Then, Now, Tomorrow, Queenstown 21-23 March 2018



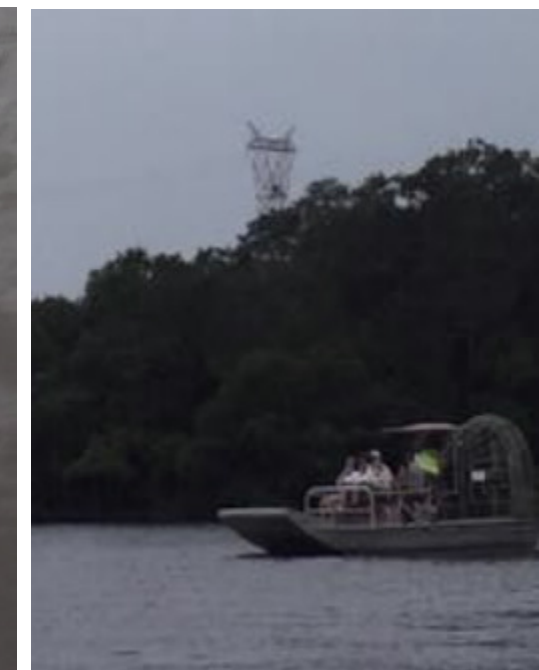


## About ACT

### ***'A Better Journey for Everyone'***

*The Association for Commuter Transportation, (ACT), is an international association and leading advocate for commuter transportation and transportation demand management (TDM). Commuting by bus, train, [ferry], rideshare, bike, walking, or telework improves our world by contributing to energy independence, better air quality, liveability, mobility, and reduced congestion. Through advocacy, education, and networking efforts, ACT strives to **improve the lives of commuters**, the **liveability of communities**, and the **economic growth of businesses**. Source: <http://actweb.org/>*

# A few trip highlights in pictures



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# Key Takeaways

- Telling the story- inspiration, influence and persuasion through the art of storytelling
- Mobility hubs – the new park & rides, new research, a design toolkit
- Shared-use mobility Action Plans
- Managing the kerb (curb)
- Connecting the suburbs
- Emergency preparedness and events





# Mobility Hub – the New P&R's

- Parking, cycling & walking has been the traditional first / last mile transport
- Mobility Hubs create **density by mobility**
- Mobility hubs enable connection from the new, technology-enabled transportation modes to mass transit
- San Francisco MTR and King County Metro aren't building more P&R parking "we've stopped"
- A US-wide study has just been published and there was a [webinar](#) on this in September



# TCRP

RESEARCH REPORT 192

TRANSIT  
COOPERATIVE  
RESEARCH  
PROGRAM

## Decision-Making Toolbox to Plan and Manage Park-and-Ride Facilities for Public Transportation

Sponsored by  
the Federal  
Transit Administration

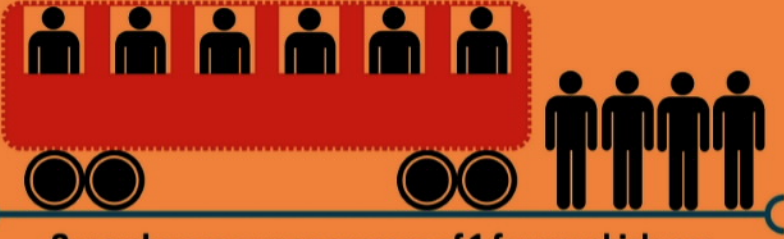
### Guidebook on Planning and Managing Park-and-Ride

*The National Academies of*  
SCIENCES • ENGINEERING • MEDICINE  
  
TRANSPORTATION RESEARCH BOARD

<http://www.trb.org/TCRP/Blurbs/175966.aspx>



Close to 60% of supersharers report using transit more often than any other shared mode



Supersharers own an average of 1 fewer vehicle per household than the overall average of the study cities



Thirty percent of supersharers report decreasing their transportation spending now that they use shared modes



Two-thirds of supersharers report that they are more physically active since they started using shared modes



# Transit at the heart; supersharers

## MOBILITY HUBS



### Who Are The Supersharers?

Supersharers have used at least 3 different non-transit shared modes--bikesharing, carsharing, and ridesourcing--within the last 3 months.

Results from an online poll of 4,500 people from 7 large cities found that:

Source: <https://www.nap.edu/visualizations/shared-mobility/> last accessed 26 June 2017

Source: <http://www.urbandesignla.com/resources/docs/MobilityHubsReadersGuide/hi/MobilityHubsPamphlet.pdf> last accessed 26 June 2017

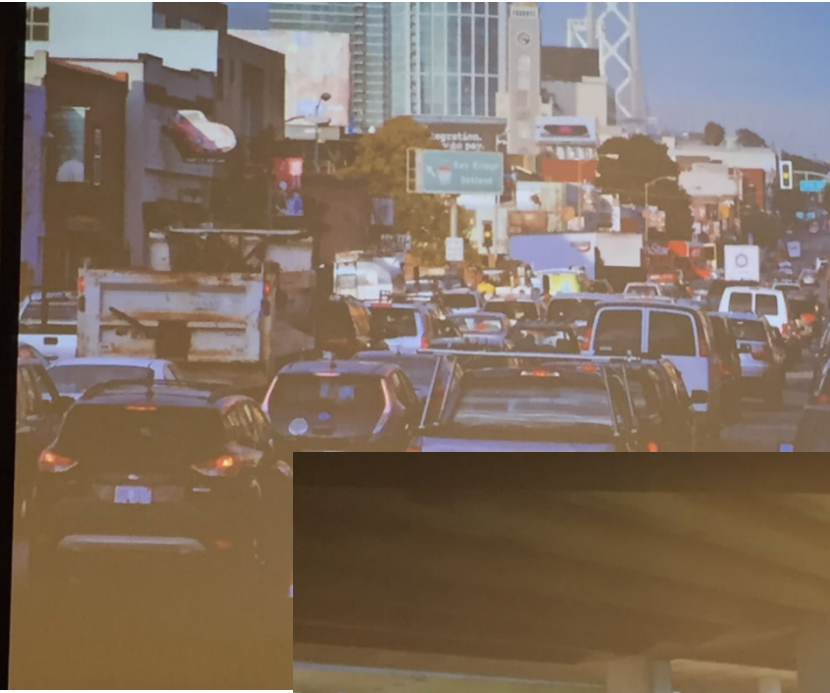
# PPPs, TDM & digital marketing, King County Metro

## Connecting to Transit: Park & Ride Innovations in King County, WA

ACT International Conference 2017  
Carol Cooper | Cathy Cibor




# “We’ve stopped adding parking” MTC, San Francisco



Goal:  
Move More  
People in  
Fewer Vehicles

## New Programs: Adding Capacity



### Public-Private Partnership Lots

- Paid permits in shared private lots
- Capitalize on under-utilized private lots and peak-use time differences
- Market priced



## Partnership between MTC and Caltrans

- Commuter parking facilities will be constructed on underutilized Caltrans airspaces
- MTC will design, construct, and operate
- Revenue must cover operating costs

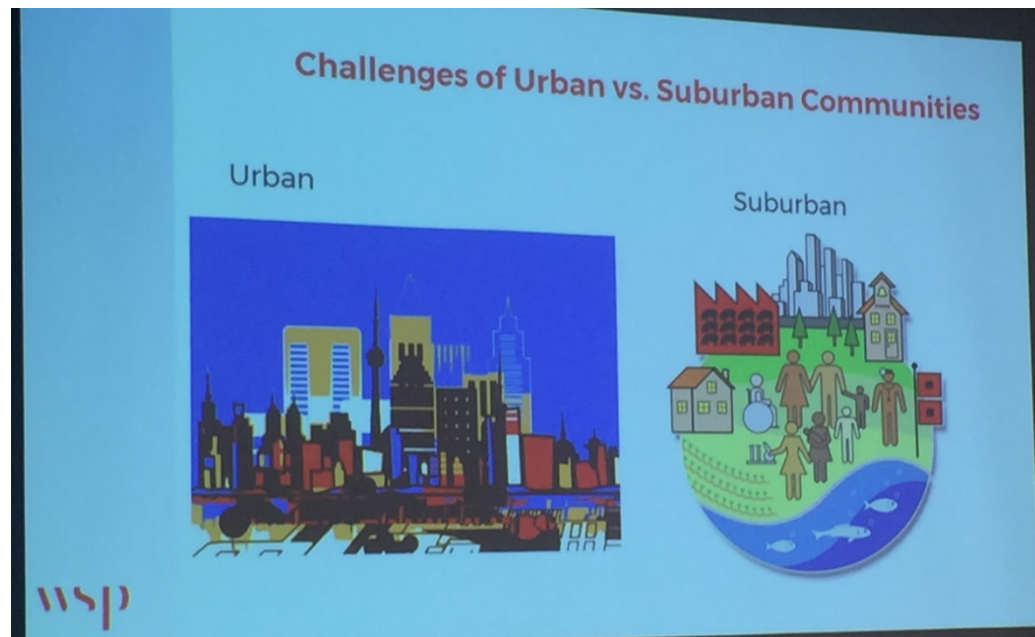




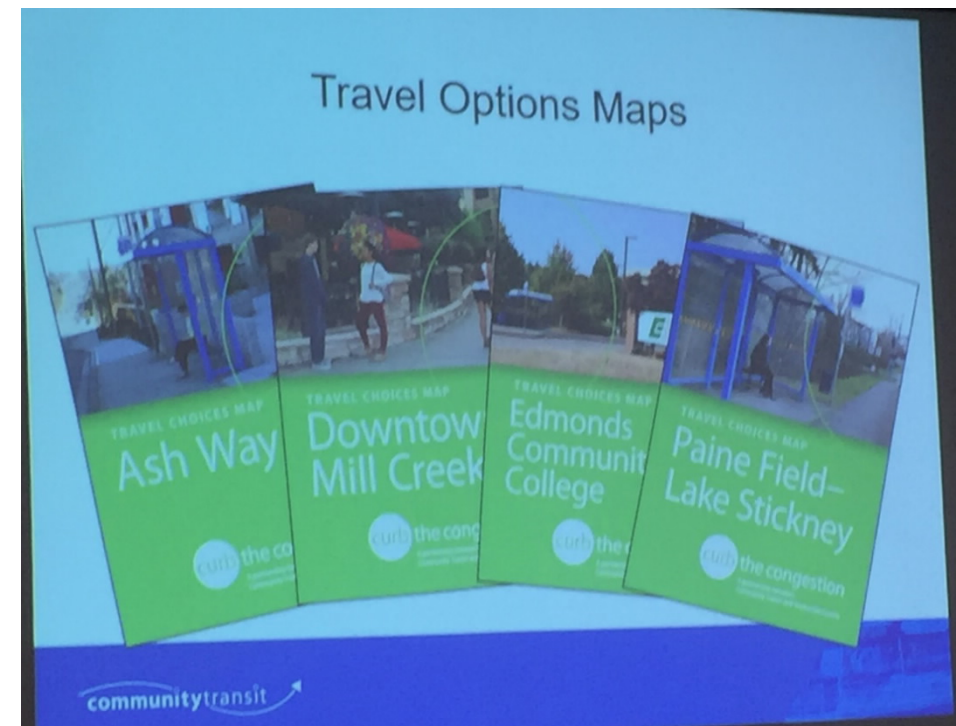
# Managing the Kerb

- Growing requirement for pick up & drop off
- Potentially impacting areas outside your control, e.g. on street outside a terminal: what's the city's role?
- Plan for the kerb: expand it, control waiting time, decide who can use it and when
- Designating particular places for pick up/ drop off to protect, e.g. areas of high foot traffic
- Changes ahead with (shared) autonomous vehicles

# Connecting the Suburbs

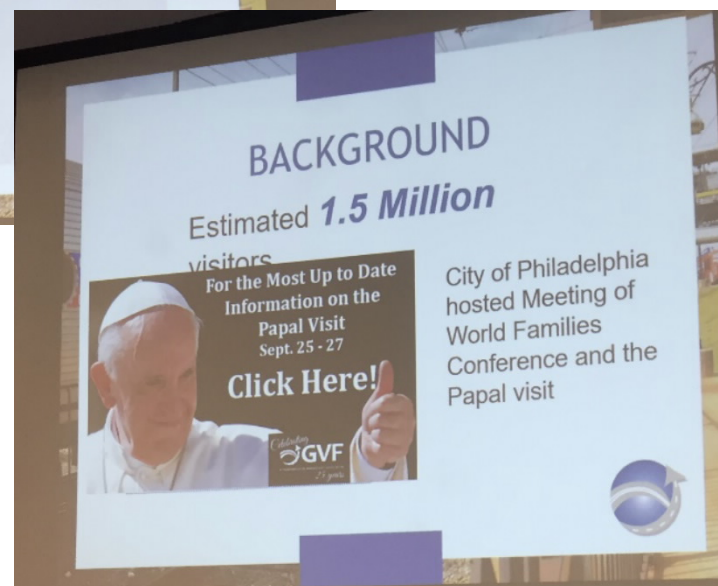
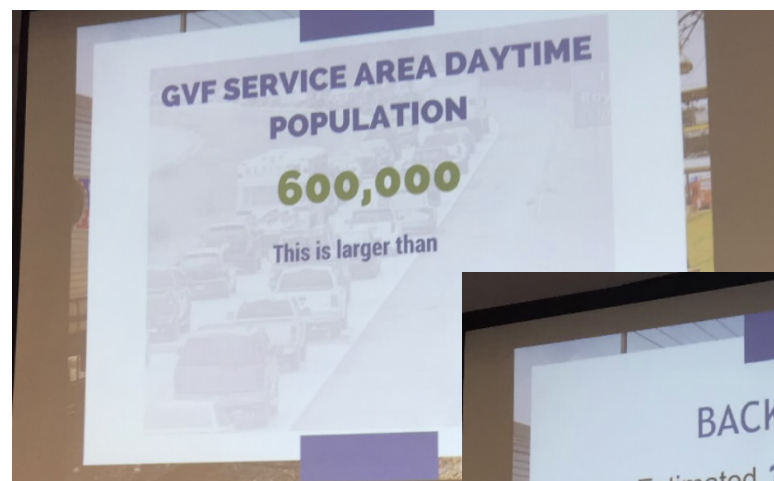


People often live in the suburbs for lifestyle reasons, so different marketing approaches are needed

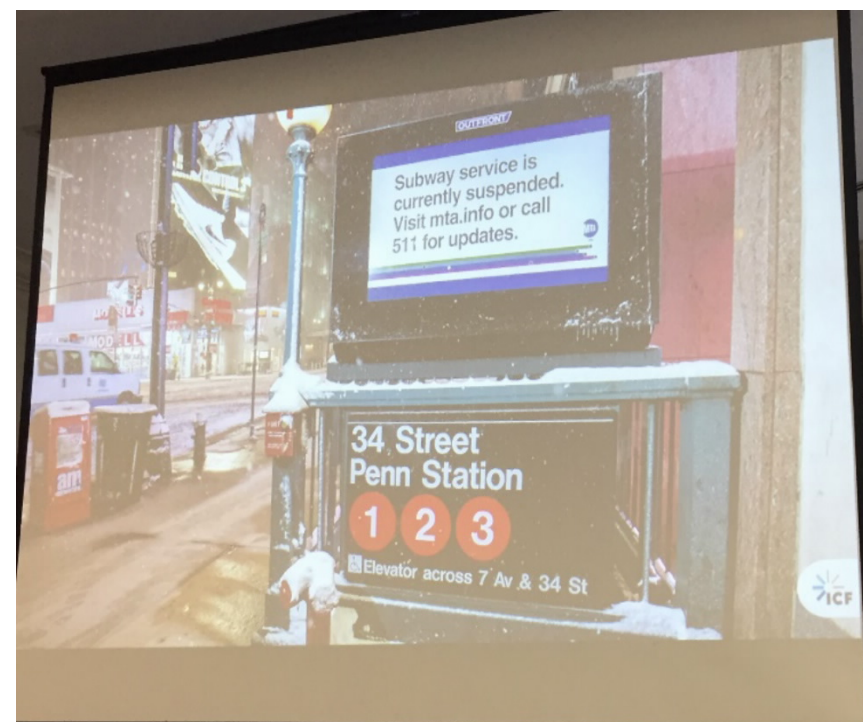


Tendency as density reduced to publish broad timetables, e.g. for 'The West' ... timetables for neighbourhoods are easier to understand

# Emergency Preparedness and Response



Emergency 'game plan' for weather events





# Takeaways

- Telling the story- inspiration, influence and persuasion through the art of storytelling
- Mobility hubs & ‘Shared-Use Mobility Action Plans’
- Managing the kerb
- Connecting the suburbs: creating density by mobility
- Emergency preparedness & ‘game plans’

# ACT



# 2018

## INTERNATIONAL CONFERENCE

ANAHEIM, CA JULY 29-AUGUST 1



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Thank you!

Louise Baker- Market Sector Lead- Smart Mobility & Advisory Services, WSP Opus

[Louise.Baker@wsp-opus.co.nz](mailto:Louise.Baker@wsp-opus.co.nz)

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