



PM4: The New Last Mile

Moderator

Gary Toebben, President and CEO, Los Angeles Chamber of Commerce and Board Member, Mobility 21

Panelists (in order of presentation)

- Gary Gallegos, Executive Director, San Diego Association of Governments and Advisory Board Member, Mobility 21
- Michael Mikos, Director of Strategic Development, car2go
- Emily Castor, Director of Transportation Policy, Lyft
- Danielle Grossman, Marketing Manager, Zipcar
- Eva Behrend, Director of Communications, West Region, Uber
- David Cummins, Senior Vice President, Parking and Mobility Solutions, Xerox

Summary

The panel explored the latest in mobility concepts and technologies and how the new shared economy is changing how folks get around. Currently, Los Angeles area residents spend about 80 hours a year in their cars stuck in traffic. How can we get people out of their own cars to improve our mobility, our environment and the quality of life in Southern California? Our panelists shared a collective passion to use technology and the agility of an on-demand system to change our traffic patterns and be more willing to be passengers rather than solo drivers.

Each speaker challenged us all to get around town in a new way through a multitude of alternatives they provide to travelers. Each panelist discussed their company business model, offerings and plans for expansion as well how to become a customer. They shared how they are morphing their service offerings to respond to different market demands like pool ridesharing, senior and medical transportation, luxury car service, and even providing bike racks on the cars.

The panel also discussed incentives government and developers might use to encourage more ridesharing and how it helps the environment. Incentives could include credits to renters for car and ridesharing to reduce parking demand, perhaps bundling the services to provide a range of choices. Gary Gallegos also presented the Mobility Hub model to present all of these ride options close to transit stations to encourage better interconnectivity among travel modes.

Takeaway

Contrary to what some may think, Transportation Network Companies (TNCs) like Uber and Lyft, and car and ridesharing services such as Zipcar and car2go are not just for millennials and are not taking away passengers from transit. In fact, these services are increasing demand for transit by making it easier to travel that first and last mile to transit stations. Lyft quoted that thirty percent of all their trips are originating at transit station locations resulting in a reduced demand for parking at those stations. Lack of service visibility and access to cross-jurisdictional service schedules has been a challenge. However, new applications for citywide trip planning, schedules and mode pricing are up and running in Los Angeles and catching on quickly. Xerox presented their technology platform, which will link all of these services to transit and bike share. Soon we will be able to plan seamless, efficient multi-modal trips and pay through a universal mobile ticketing application. Questions were raised about the need for such high access to data once people sign up for various services, but the benefits of these services are clear to all who use them. These services are growing exponentially and encouraging additional transit ridership, as people know that these services can connect gaps in current transit service. Once you sign up, anyone can use the service and be assured that they will easily be able to get to their destination. The real trick is to get more folks to leave their cars at home and try these new options. The more we can share the ride and link our travel more seamlessly to transit, the more we can reduce gridlock and improve mobility for everyone on the road.