

# Flexible Transportation

Ratna Amin, SPUR Transportation Policy Director

@SPUR\_Urbanist

@ratnaamin

CTA

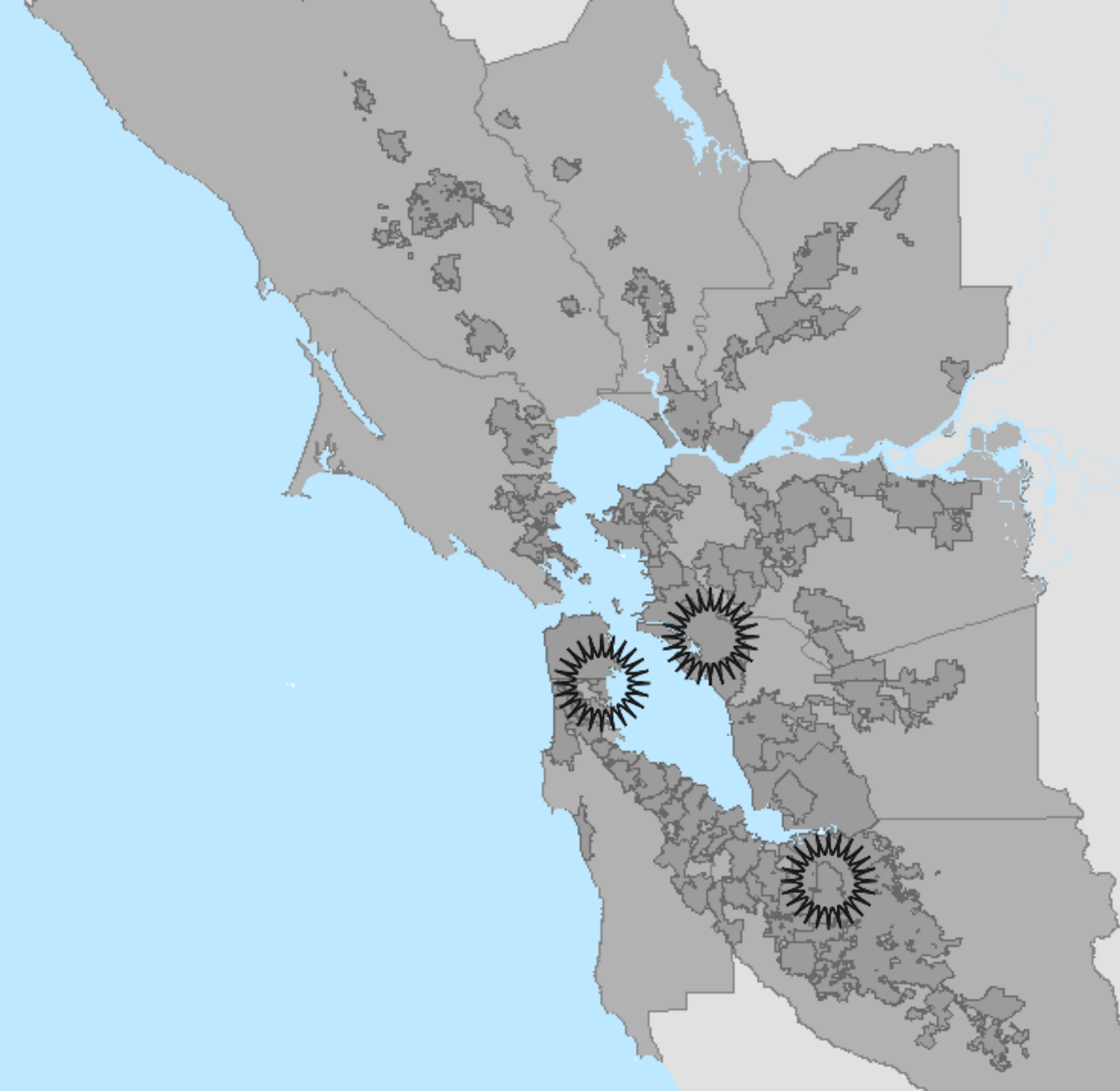
October 2018

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**SPUR**

Ideas + Action  
for a Better City



**9 counties**

**101 cities**

**7.5 million**

# Four Scenarios for the Future of the Bay Area

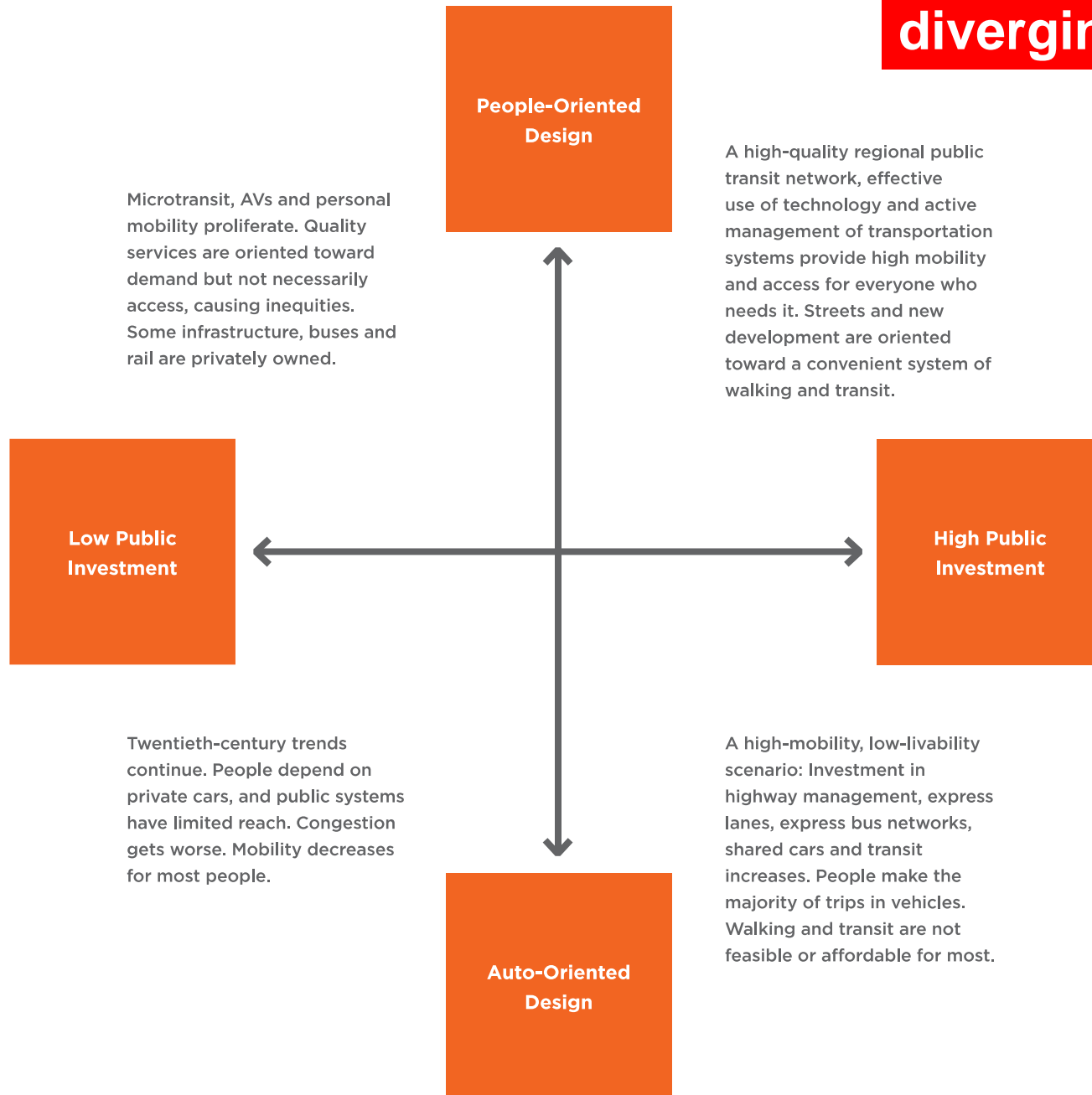




Low Inclusion

High Inclusion

# diverging futures.



## Our goals for transportation.

1. Make great cities and places.
2. Accommodate millions more people in the Bay Area.
3. Add access and mobility for those who have been left behind due to age, ability, income, race, car-ownership, etc.
4. Avoid household transportation spending on car ownership.
5. End death from transportation.
6. Improve health and wellbeing through active transportation.
7. Be carbon-free.
8. Connect people to jobs, school, etc., and keep growing the economy.

## The future system.

- A collection of walkable, transitable cities.
- People move between cities with a robust rail transit system, or regional bus+ system.
- Streets and highways are managed to limit traffic.
- Local trips are easy using small modes: buses, bikes, e-bikes, scooters, microtransit.
- Roads and highways become streets, transitways, urban places.
- Transportation is easy use, and benign for society.
- Transportation services match the place, match varying demand.

**How do we help people use the gentlest,  
most social-minded mode for their trip?**



# old mental model

## PRIVATE CARS



## TRANSIT+WALK+BIKE



## TAXIS, INFORMAL TRANSPORTATION



# new mental model

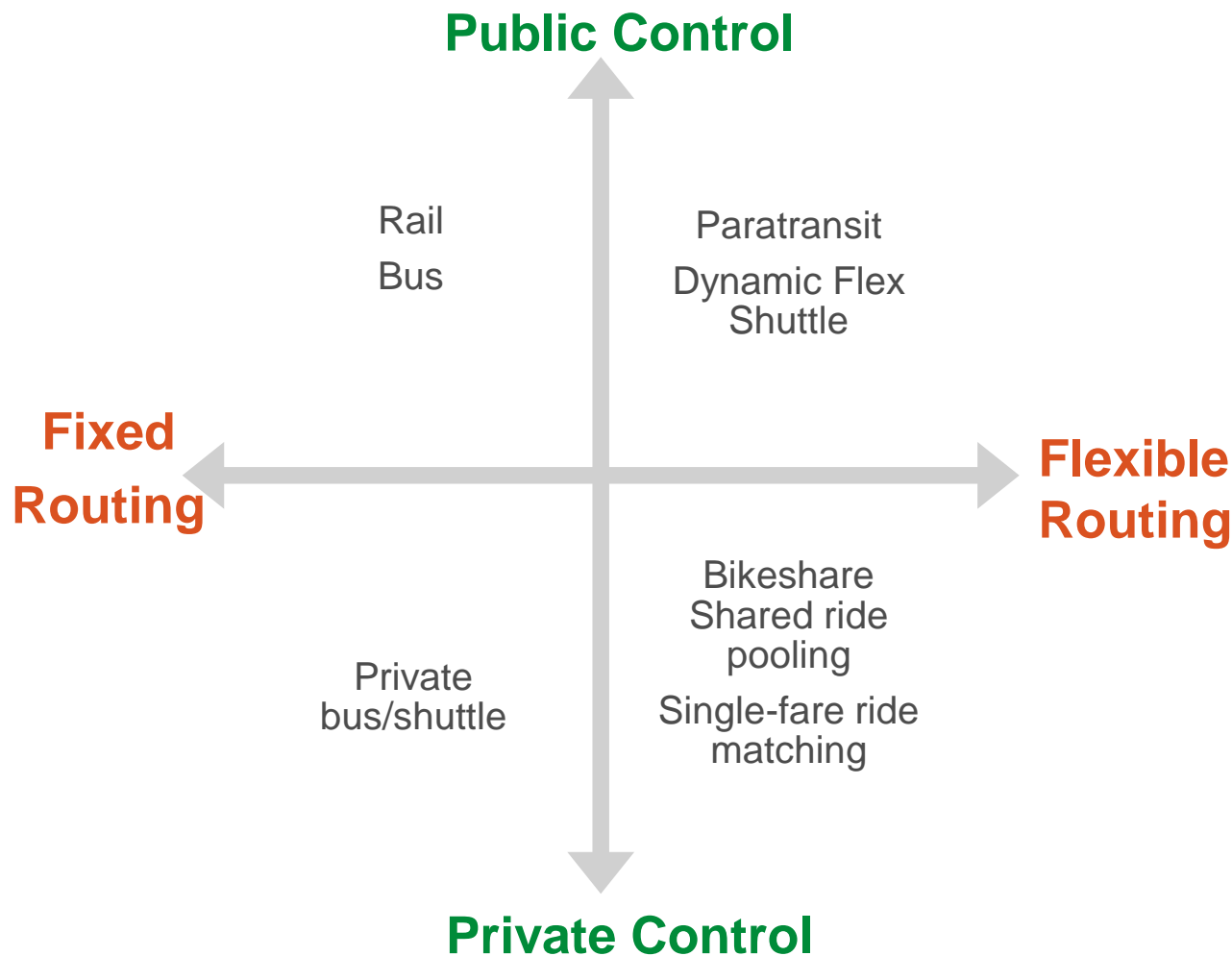
## PRIVATE CARS



## FIXED TRANSIT +WALK+BIKE



# Flexible Transportation: A Canvas



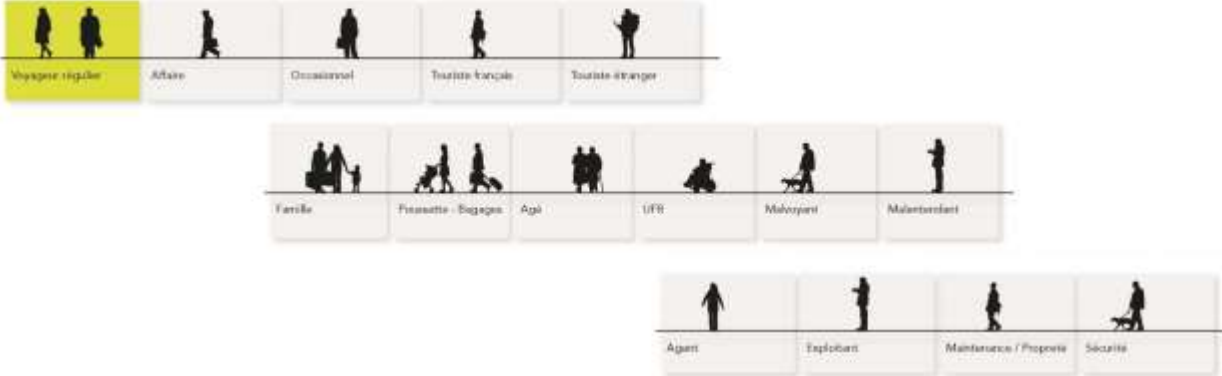
- Resource Variables:**
- Funding and authority
  - Vehicle technology
  - Operator
  - Energy source
  - Land/facility ownership

- Routing Variables:**
- Urban form
  - Corridor linearity
  - Platform for ride/stop location matching



**Raise our [shared] expectations for transit customer experience.**

THOUSANDS OF USERS



# Transit+Design: private sector approaches/public

San Francisco

## Transit + Design Workshops

1:30 p.m. | Wednesday, July 25, 2018



Photo by Noah Christman for SPUR

SPUR's annual Transit + Design Workshops provide a space to learn about the research and design tools that help create a great experience for transit users. Come interact with talented designers around this year's theme — "Mind the Gaps" — and celebrate transit design successes happening around the region and around the world. Generously sponsored by [TransitCenter](#).

### Workshops include:

*Pains and Gains: How to Give Riders What They Really Want*

+ [Business Models Inc](#)

*Human-Centered Community Engagement*

+ [CivicMakers](#)

*Designing Streets for the Modern, Multimodal City*

+ [Remix / VTA](#)

*Prototyping the 21st Century Curb*

+ [SF Mayor's Office of Civic Engagement](#)

*User Interviews: A Deeper Dive*

+ [HCD Coach](#)

+ [UX by Lisa](#)

+ [SPMTA Office of Innovation](#)

+ [SFCTA](#)

San Jose

## Transit + Design: San Jose

2:00 p.m. to 6:00 p.m. | Thursday, June 21, 2018



Photo by Noah Christman for SPUR

With planning for Diridon Station so present, SPUR's annual Transit + Design Workshops, hosted by [Greenfield Labs](#), are coming down in San Jose to provide a space to learn about the research and design tools that help create a great experience for transit users. Come interact with talented designers around this year's theme — "Mind the Gaps" — and celebrate transit design successes happening around the region...and around the world. Generously sponsored by [TransitCenter](#).

- 2-5 p.m.: Transit + Design Workshops
- 5-6 p.m.: Reception

PARIS LYON STATION COWORKING AREAS

**“Public transportation is an opportunity, not a burden.”**



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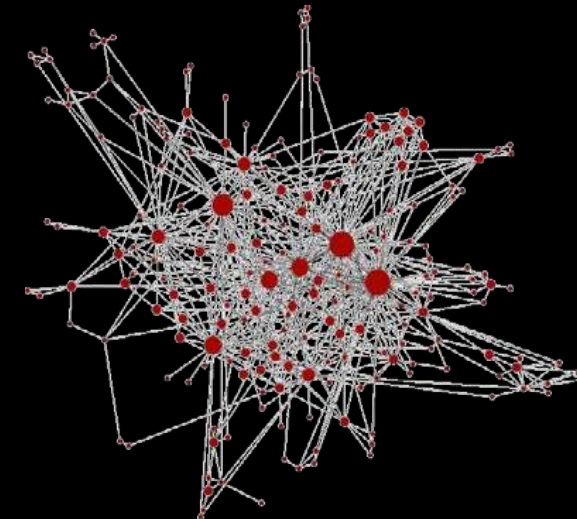
### Backbone



### Crowd-Sourced



### Door-to-Door



Rail

Hi Cap Bus, BRT

Coverage Bus

Shuttles

Pooling

Drive

High density, limited linear corridors

High / Moderate demand density corridor trunks

Moderate demand corridors and branches

Low moderate many-many demand landscape

Low demand landscape



Who is in charge of the user experience?



**The whole public transportation experience  
is not understood, not measured, and not**

# How does everyone else do

**scoot**



## Product Design Lead

San Francisco – Full-time

LEARN MORE

## Product Designer

San Francisco – Full-time

LEARN MORE

## Senior Brand Designer

San Francisco – Full-time

LEARN MORE

## Senior Design Researcher

San Francisco – Full-time

LEARN MORE

## Sr Product Designer

Design - Seattle, WA

## Sr UX Writer, Uber Eats

Design - San Francisco, CA

## Sr UX Writer, Vehicle Solutions

Design - Seattle, WA

## Sr Visual Designer, Uber Eats

Design - San Francisco, CA

## UX Research Manager

Design - Amsterdam, Netherlands

## UX Researcher - Mexico

Design - Mexico City, Mexico

## UX Writer

Design - San Francisco, CA

## User Experience Research Manager

Design - San Francisco, CA

## User Experience Researcher

Design - New York City, NY

## User Experience Researcher

Design - San Francisco, CA



## Technology

Product, Engineering, Data and Design driving incredible Lime experiences

