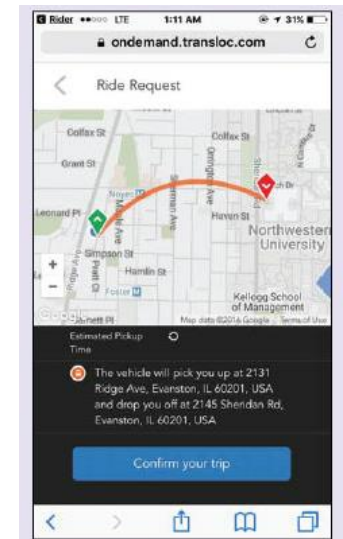
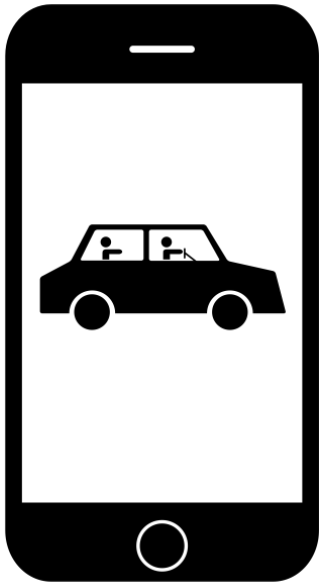


On-Demand Transportation Technology:

- ✓ Ride hailing (Uber, Lyft, taxis)
- ✓ Bicycle sharing
- ✓ Car sharing (incl. peer to peer sharing)
- ✓ Microtransit



What are the associations of On-Demand Transportation Technology with Transit?

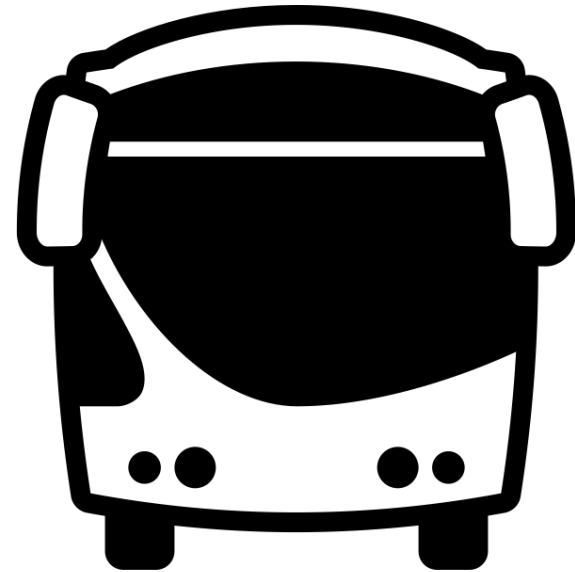


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“In a Relationship”



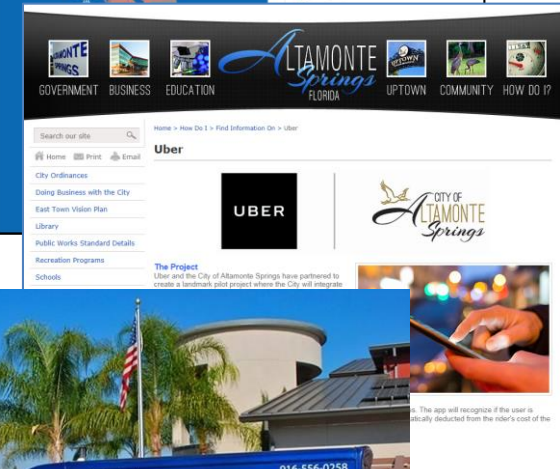
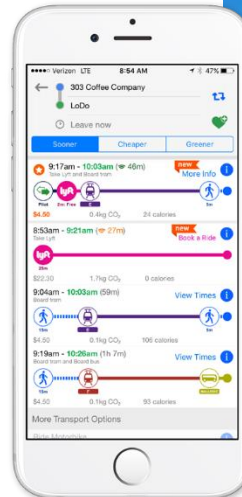
“It’s Complicated”



Created by Lauren Herda
from Noun Project

In a Relationship:

- ✓ First/Last Mile connections
- ✓ Supplement infrequent transit service
- ✓ Microtransit
- ✓ “Mobility as Service”
- ✓ Mobility Hubs



It's Complicated:

- ✓ Ride Hailing replacing transit trips
- ✓ Increasing VMT and Congestion
- ✓ Curb Lane Competition
- ✓ Coverage
- ✓ Equity



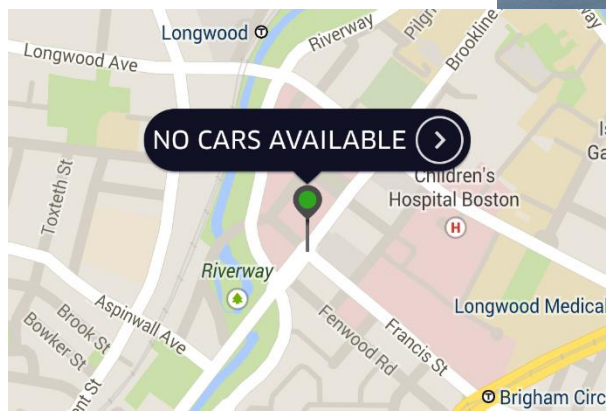
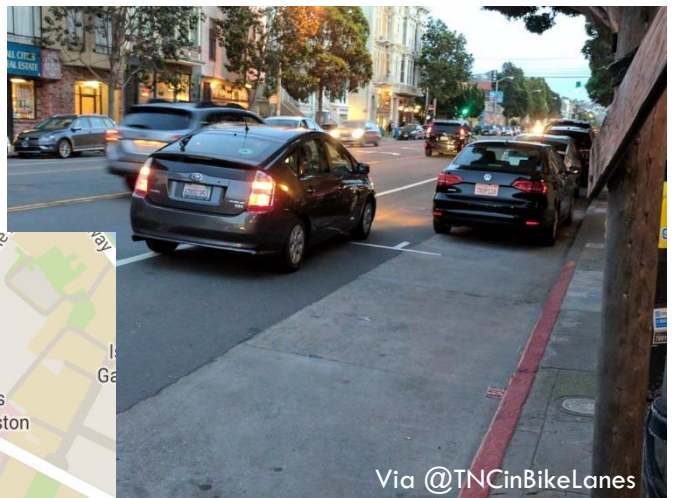
Bus



Private Car



Uber/Lyft Car



Today's Speakers

Alison Felix, Metropolitan Area Planning Council

Transportation Network Companies: Impacts on Rider Choices

Cat Kealey, TransLoc/Ford Smart Mobility

Agency Owned Microtransit