

First- and Last-Mile Connectivity

The Human Factor

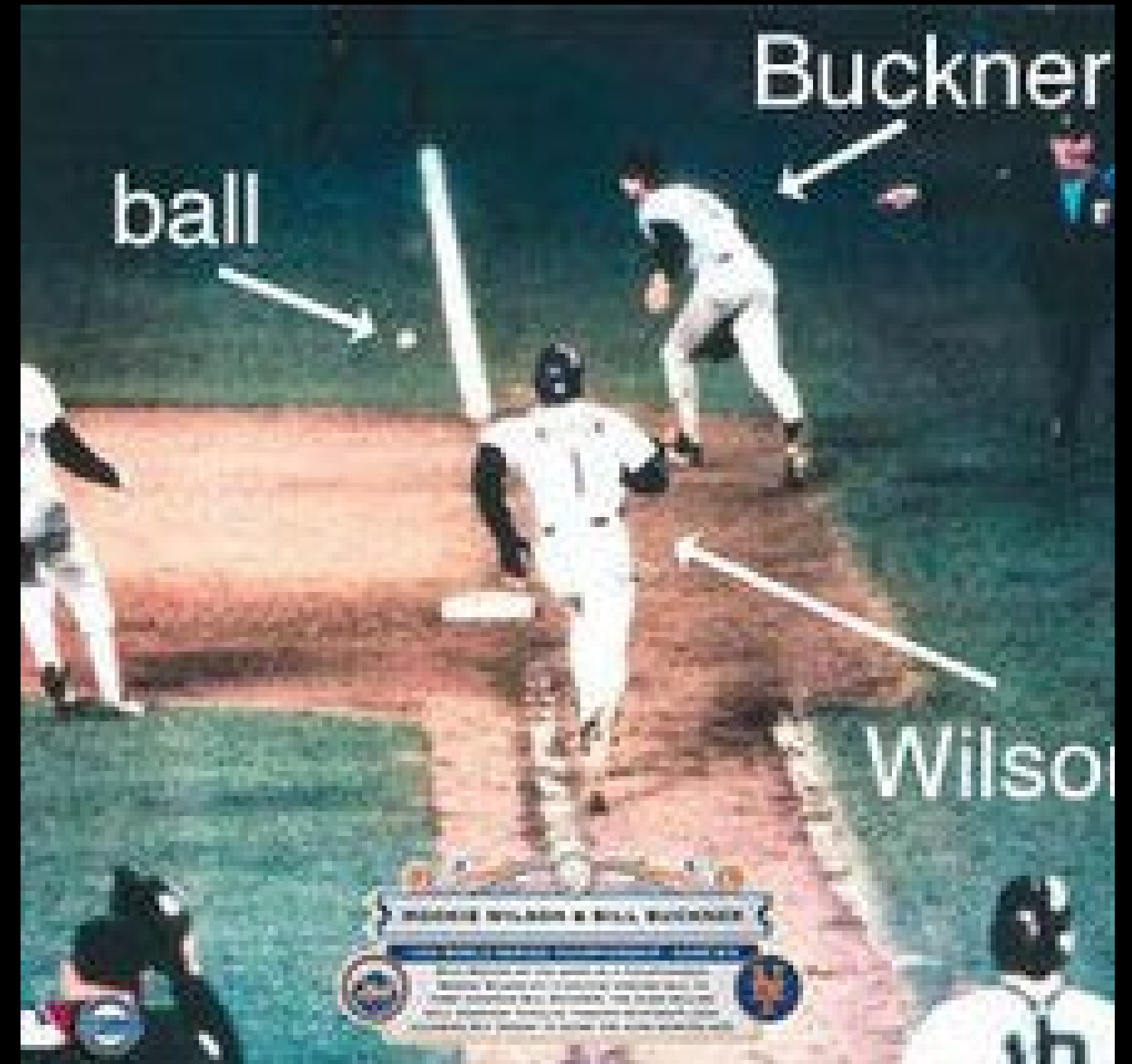
Disclaimers

- I am reasonably comfortable here, so feel free to heckle...
- Nothing I say (or fail to say) is endorsed by my employer.
 - My employer has not reviewed this deck...
- All images are mine, “licensed” to me, or just plain stolen.
- I make work as fun as I can for my sanity; I hope you enjoy the ride.
- Always wear a helmet!

Baggage

1980's Bostonian

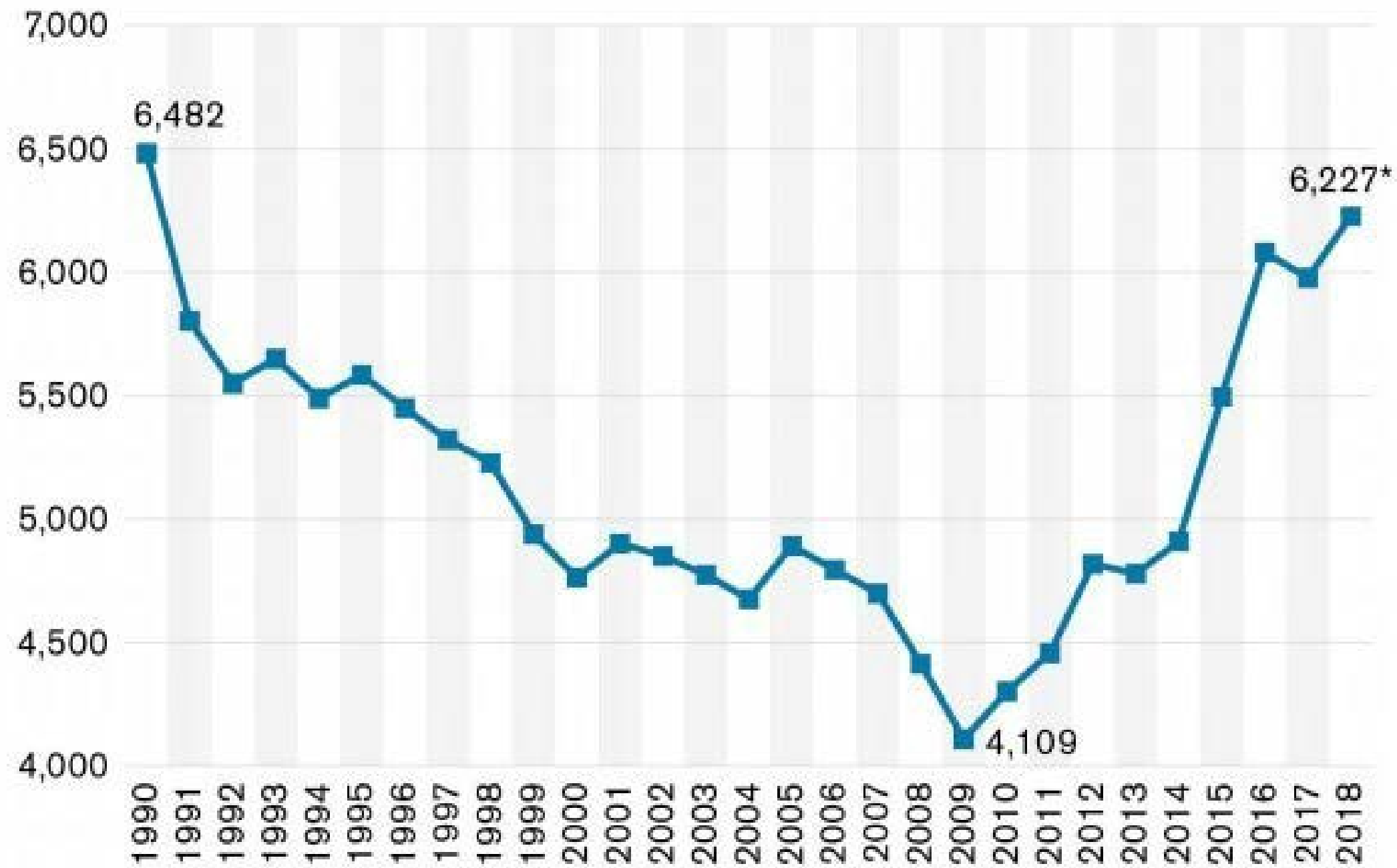
- Bruins first; Sox second. Same question...
 - “How will we lose this year?”
- I still (want to) believe in the Commonwealth
- I question authority, just because
- I actively choose whether to control, contain, or (mostly) ignore any given issue.
- I have a potty mouth





Our Collective Baggage
is
Society.

Figure 3 U.S. Pedestrian Fatalities: 1990 - 2018

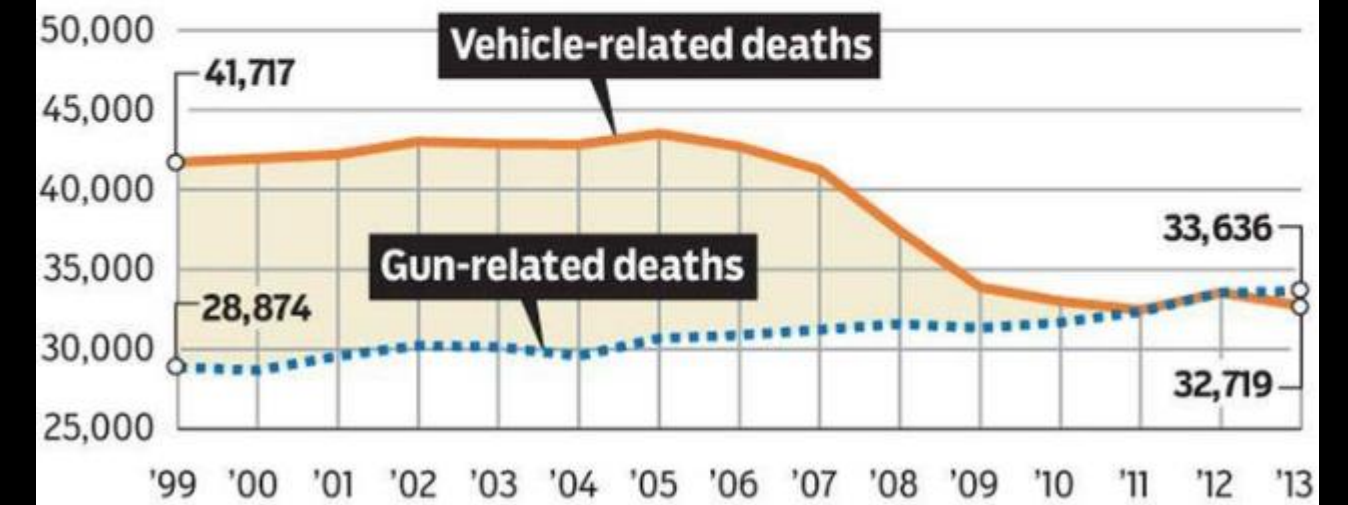


* 2018 estimate based on preliminary data and historical trends

Source: SHSOs and FARS

Gun and vehicle deaths

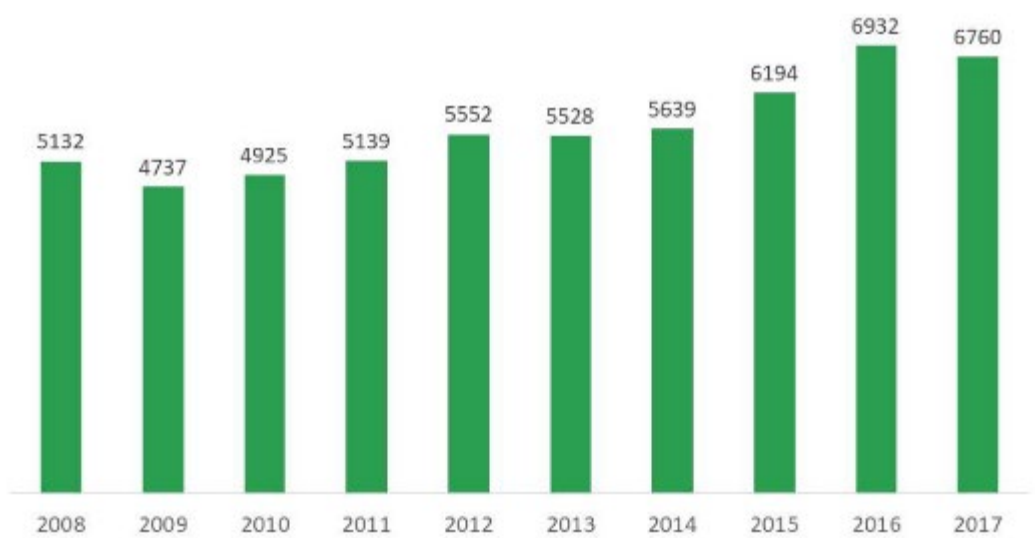
While deaths in firearm- and vehicle-related incidents were roughly equal in 2013, the trend for each differs. Vehicle-related deaths in the United States have steadily fallen over the past decade, while deaths caused by guns are increasing.



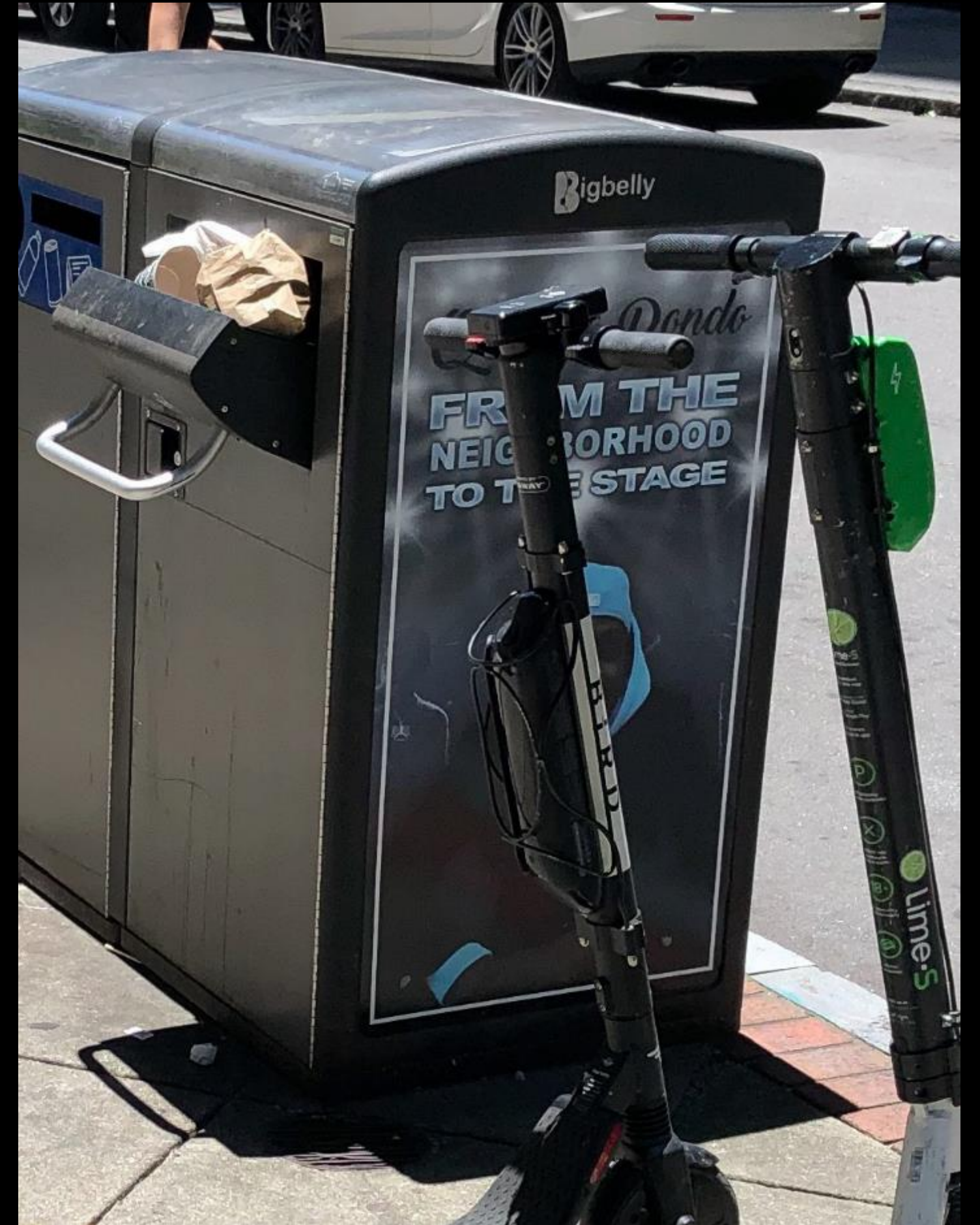
Source: National Highway Traffic Safety Administration

LINDA SCOTT / STAFF

Pedestrians and Bicyclists Killed in the US by Year



Baggage
seems to metastasize
in shared spaces.





First/Last-Mile Connectivity

Smartphones and E-Scooters and E-Bikes... Oh My!

Gratuitous Overly Texty Slide

- First/Last Mile Connectivity provides means for transit modes to compete with cars, regardless of a forced transfer.
 - Example: The Xpress Commuter Transit start-up... Xpress provided up to a 35-mile, one-seat ride inbound with a less than 3-block walk to most final destinations; last-mile connectivity inbound, and first-mile connectivity outbound. The system yielded on the other legs, as the park-and-ride lot capture areas were too large for walking, and too scary for biking or modes other than cars.
 - Example: Local bus... The workhorse of all transit networks, and often ignored by those of means. Primary value is of access, at the expense of travel time.
 - Example: Bicycles... Requires physical exertion and exposure to the elements and traffic.
 - Example: Walking... Distance, time, the elements, and status are the biggest deterrents.
 - Example: E-Scooter... Roll along at 8mph on the BeltLine, without exertion. (Please do it sober.)

Fact 1

Tools are tools. Use dictates good vs. evil 99% of the time.

Fact 2

In society, convenience is king.



WARNING
NO DUMPING
ALLOWED
VIOLATORS WILL BE PROSECUTED

Please Don't Litter

Help Keep Your Community Clean

BE A GOOD NEIGHBOR

LEASH AND CLEAN UP AFTER YOUR PET



Why?

should these signs even exist?

PLEASE

RECYCLE

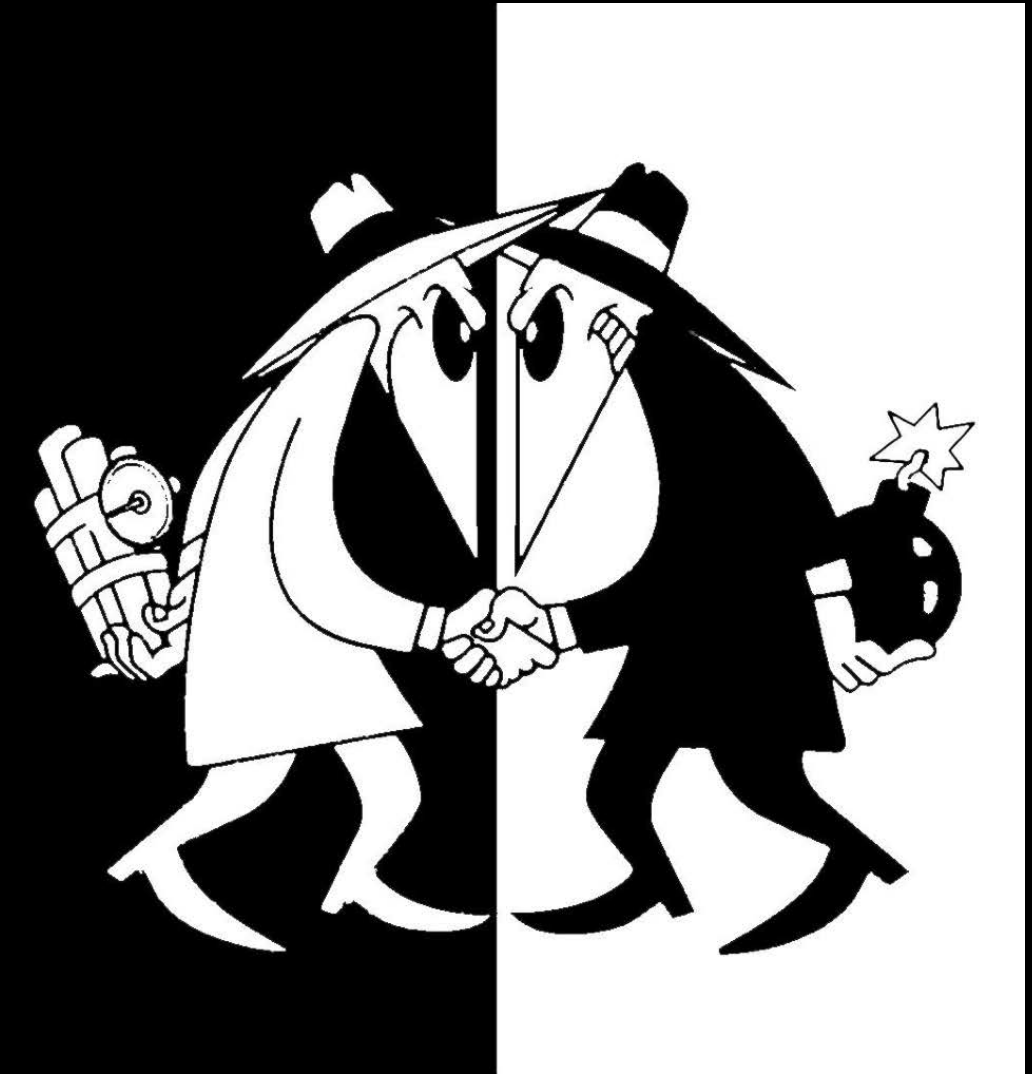
DANGER
DO NOT TOUCH
NOT ONLY WILL THIS KILL YOU,
IT WILL HURT THE WHOLE
TIME YOU ARE DYING

NO
PARKING
DO NOT
BLOCK
DRIVEWAY

Armed with Urine Detection Device (UDD)
Public Urination
is considered public indecency
under Georgia Law - O.C.G.A. § 16-6-8
This law is strictly enforced and violators will be
subject to citation and arrest
DON'T DO IT
MARTA | Metropolitan Atlanta Rapid Transit Authority

Why?

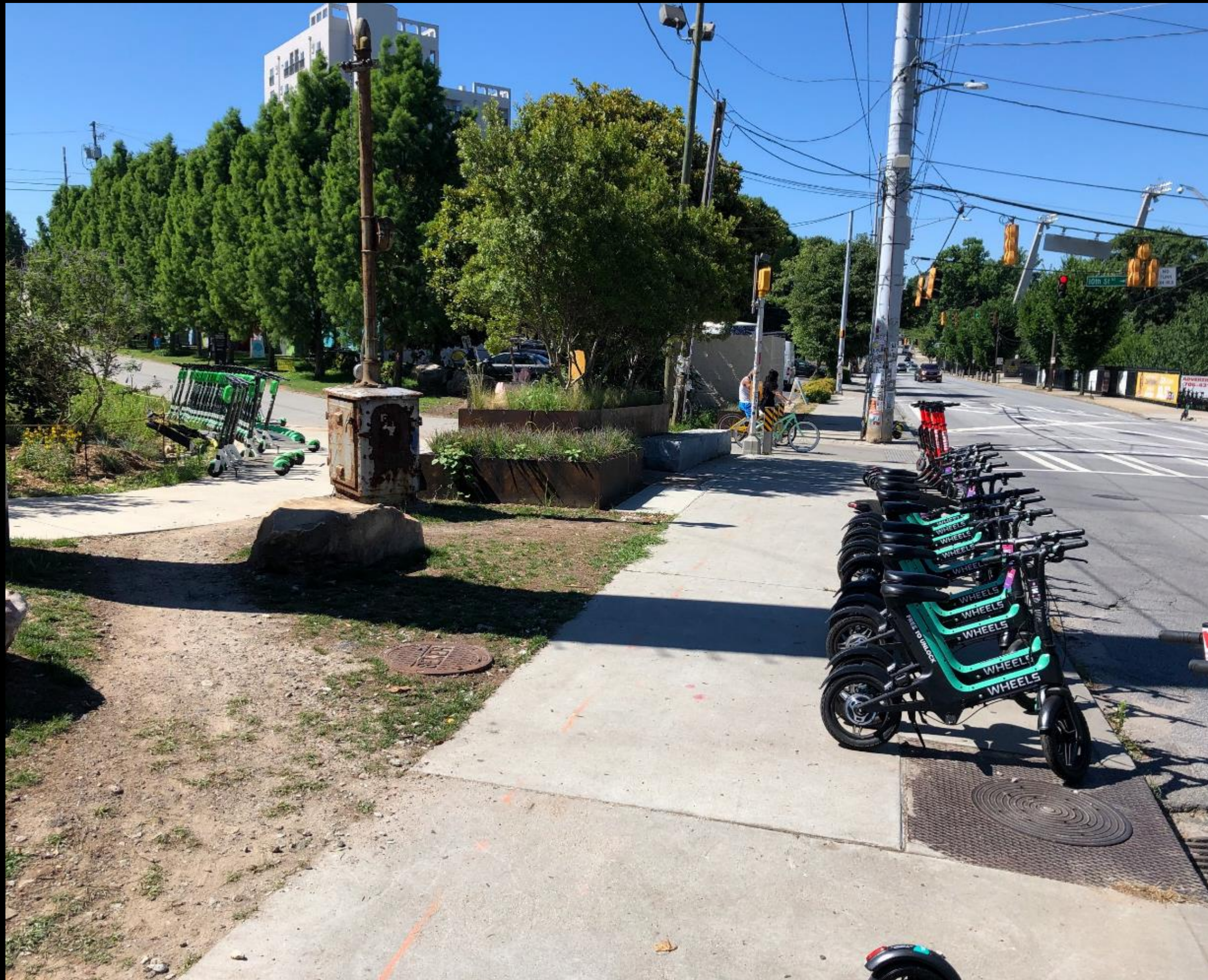
are we surprised the baggage we see everyday on the street network (litter, speeding, road rage, etc.) somehow also manifests on a downtown sidewalk, or an off-street trail or even a trash bin at a food court...



Fact 3

Some people are assholes.

Early Morning.





Late Morning.

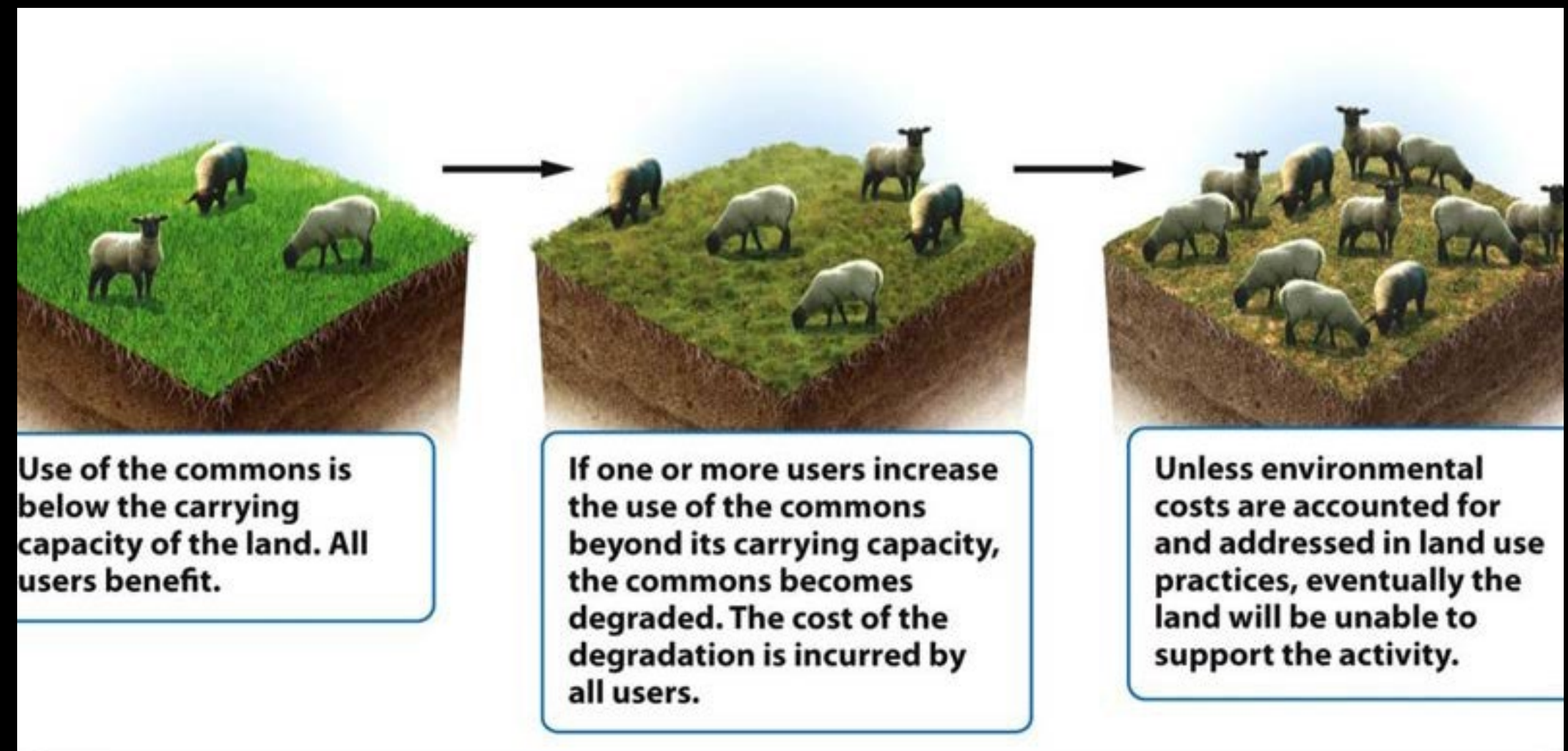




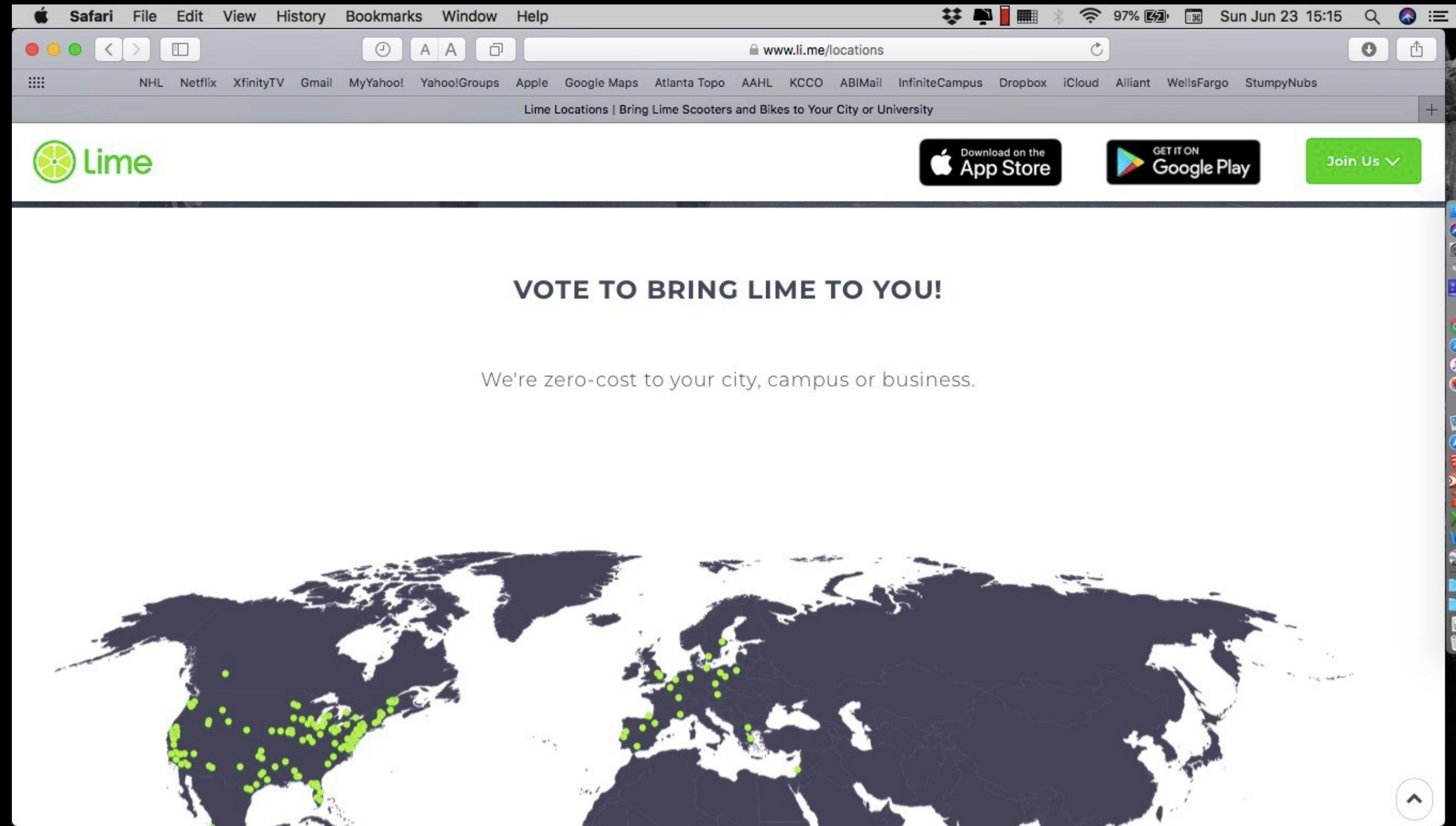
Afternoon...



Tragedy of the Commons



Some Companies Are Better Partners Than Others



Monday



Tuesday



Wednesday



Morning...

Evening...



Atlanta, GA



Arlington, VA



Santa Monica, CA



A Path Forward

- Responsible Users
- Responsible Providers
- Tighter Partnering/Permitting
- Curb Management/Enforcement
- Geo-Fenced Mobility Hubs
- Bike Lanes --> Micro-Mobility Lanes

Utility, Recreation
and an opportunity to reshape
the City at the human level.

