



ULI: Millenials & Transportation

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Millenials

- b. 1982 – 2003ish
- Gen Y/We or 9/11; Echo Boomers
- No defined end point, yet...
- Economic Agnostics
- Technology & Diversity-centric

Their world

- 24/7 news & 250+ channels
- Internet & Mobile Phone always existed
- They/parents victims of Great Recession
- Environmental awareness has meaning
- Social Justice isn't a buzzword

BIG IMPACTS:

- *No longer can afford to be a “grown up...”*
 - weddings & housing & childbirth
 - health, retirements & salaries
 - Parental wealth + higher ed costs

BIG IMPACTS:

- *Re-define Adulthood*
 - Knowledge & Opinions
 - Ability to “tune out” or “turn off” noise
 - Being different from parents/others

Research Data (APTA 2014)

- Digital use = multitasking = value
- Affordability
- Transportation *CHOICES are critical*
- Emphasis on urban center & cool factor

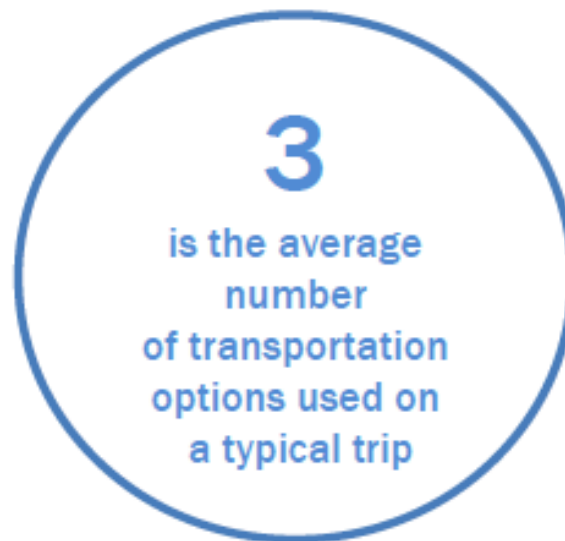
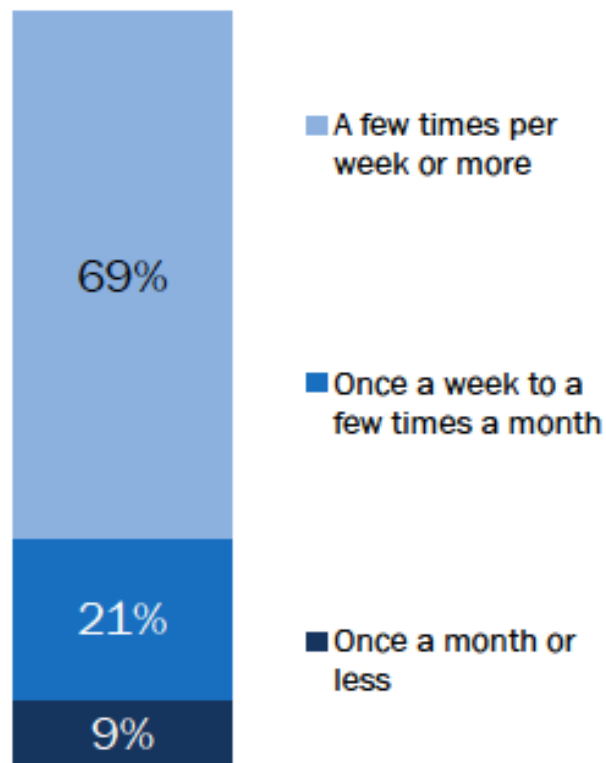
Research Data (APTA 2014)

- proximity & ability to move around
- car ownership AND driving declining
- work & life is mobile, so place matters
- Bike/ped is the MOST popular travel mode

Millennials frequently use multiple transportation options & describe this as an increasing trend.

Frequency of Using Multiple Transportation

Options to
Reach a Destination
(Among % Total)



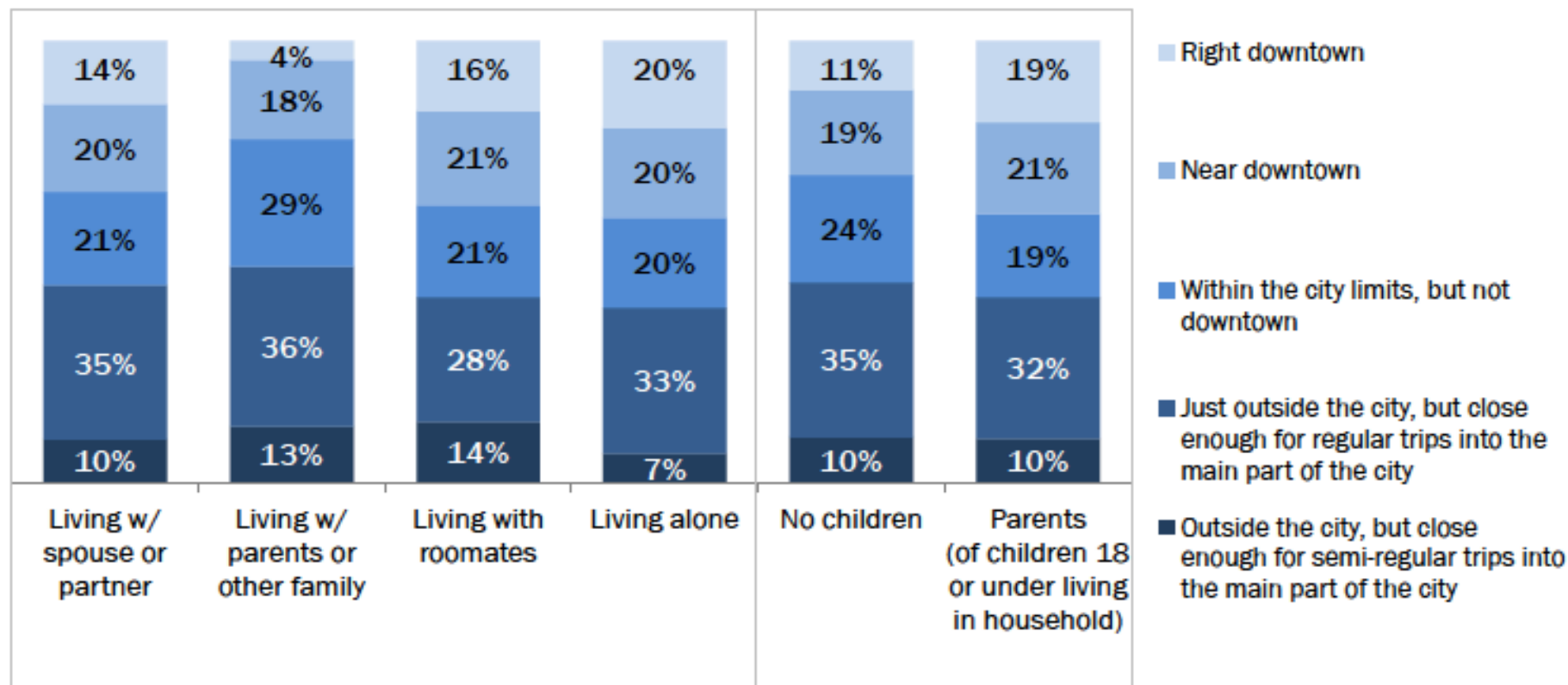
Q34 - Which of these trends have you noticed others doing more of or seen more of in your own life or behaviors?	TOTAL (n=1,000)
Using more than one transportation option to reach a destination	42%

Q16 - How often do you use more than one transportation option for getting to a destination? Please note, you should consider all options for transportation - including walking in answering this question. 7-Point Scale (n=1000)

Q17 - Please tell us, which combinations of options do you typically use together? Check All. Among those use more than one transportation option (n=980)

Those who live alone or are parents living with children are most likely to live in or near “downtown”.

Home Neighborhood Proximity to “Downtown”
(Shown among Living Situation Groups & Parental Status)



Personal Car Ownership & Purchase Plans

<i>S9 - Which of the following best describes your car ownership status or plans?</i>	TOTAL	Boston, MA	Chicago, IL	San Francisco, CA	Seattle, WA	Portland, OR	Washington, DC	Ages 22 to 27	Ages 28 to 34
<i>n=</i>	1000	167	167	167	167	167	167	500	500
Car Owners vs. NON Car Owners									
Currently own a car	60%	57%	53%	64%	58%	59%	69%	55%	65%
Do NOT currently own a car	40%	43%	47%	36%	42%	41%	31%	45%	35%
Car Ownership Plans									
I currently own a car (personally)	60%	57%	53%	64%	58%	59%	69%	55%	65%
I have regular access to a car someone else in my household owns	16%	18%	20%	19%	17%	14%	9%	18%	14%
I don't currently own a car, but plan to buy one within the next 1-2 years	15%	13%	19%	11%	18%	14%	14%	17%	13%
I don't currently own a car, and have no plans to buy one in the immediate future	9%	13%	8%	7%	7%	13%	8%	10%	8%
S10 - How many cars are owned by people in your household, including yourself?									
<i>n=</i>	1000	167	167	167	167	167	167	500	500
Mean # of Cars in household	1.55	1.35	1.52	1.62	1.69	1.71	1.41	1.62	1.48
Median # of Cars in household	1.00	1.00	1.00	1.00	1.00	2.00	1.00	1.00	1.00

Blue highlighting in chart above indicates a statistically significant difference between that cell and other(s) within the same row & sample group.

Impacts

- Cities must focus on bike/ped & safety
- Transit must be smart & frequent
- Create an “opt-in” mentality
- Suburbs are becoming independent & must act like municipalities to survive

How has The COMET adapted?

- Cool factor: CMRTA vs The COMET
- Visually attractive w/ simplification of info
- Technology adoption
- Frequency & reliability



AT&T 7:43 AM 88%

From Greater Columbia Chamber-Commerce
To Midlands Technical College

7:52 AM - 8:28 AM **36 min**

Veterans Hospital

8:22 AM - 8:59 AM **37 min**

Greenlawn

15 min

Every 60 min

8:22 AM Greater Columbia Chamber-Commerce

Walk
0.4 mi (7 min)

8:30 AM Laurel & Sumter - Transit Ctr

Greenlawn towards Patterson & Walmart
4 stops (22 min)

8:52 AM Devine & Beltline

Walk
0.4 mi (7 min)

Midlands Technical

THE COMET

Loading...



COMET Ride 2



06 : 15 : 51
days hours minutes

1F

31 Day Pass : 1x Regular 31 Days

Transaction Number: 1656501
Start: Mon, Sep 22, 05:59 PM
End: Wed, Oct 22, 11:00 PM
Total Fee: \$40.00



●●○○ AT&T 7:09 AM 98%

← 🛡️ 🔄 ❤️ 2 ⚙️

← Back

🛡️ **Main Monticello NB**

🛡️	MAIN MONTICELLO NB	1.5 miles
101	NORTH MAIN COMET, The	04 min >
30	FAIRFIELD ROAD COMET, The	11 min >

●●○○ AT&T 7:19 AM 94%

Done Favorites Edit

101	Main Parkside SB NORTH MAIN	28 min >
101	Sumter Taylor NB NORTH MAIN	15 min 45 min >

Continuation...

- Focus on the students (HS & college)
- First-Year Freedom, UPass, etc.
- Employer-based options coming
- Connect neighborhoods & bike/ped

A close-up photograph of a yellow textured pole with a red rectangular sign. The sign has the word 'POPS' written vertically in white capital letters. The background is a blurred indoor setting with yellow and white elements.

POPS

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