



MILLENNIAL-LED REDUCTION IN DRIVING PROVIDES "GOLDEN OPPORTUNITY" FOR TRANSIT



A 2013 study put out by the United States PIRG Education Fund and Frontier Group argues that the "Driving Boom," the term the authors use for the 60 plus years where the U.S. experienced steady increases in per-capita driving, is over. They point to evidence that suggests this change is being led by the Millennial generation whose members are driving less than previous generations of young Americans (p. 1,2). Though not officially defined, Millennials are considered members of the population that are currently between the ages of approximately 10 and 31, born between the early 1980s and early 2000s, and according to this article, Millennials are "demanding a new American Dream less dependent on driving" (p. 1).

At this point in time, Americans drive no more miles, in total, than 2004 levels and, per person, drive no more than in 1996 (p. 1); these

facts provide evidence of the end of the Driving Boom. Furthermore, in 2009 young people between 16 and 34 years of age drove 23 percent fewer miles than they did in 2001 (p. 3), while in 2011 the percent of drivers aged 16 to 24 holding driver's licenses (67 percent) was the lowest since 1963. In addition to driving less, Americans are using public transit more, taking nearly 10 percent (900 million) more trips via public transportation in 2009 than we did in 2005, despite reductions in services and increased fares in many cities as a result of the Great Recession (p. 15).

As the authors state, "the recent reduction in driving and embrace of less auto-dependent ways of living by Millennials and others creates a golden opportunity for America to adopt transportation policies that use resources more efficiently, preserve our existing infrastructure, and provide support for Americans seek-

ing alternatives to car travel" (p. 5). According to the study, peak driving behavior has traditionally occurred when Americans are 35 to 54 years old. By 2020 Millennials will begin moving into this age demographic, and by 2030 they will represent the large majority of this age group (p. 20). Therefore, the travel behavior of Millennials will significantly shape transportation needs in the future.

In 2013, to understand the "mindsets behind the trends" and implications/opportunities for public transit, the American Public Transportation Association (APTA) and the Transit Co-operative Research Program (TCRP) conducted a multiphase transportation choice study using both in-depth interviews and a survey of 1,000 people from six American cities. From this study, they found that Millennials are multimodal, choosing the best method of transportation according to the type of trip they are planning to take, whether that be driving, biking, walking, or taking transit; not surprisingly, following this conclusion, the authors found that communities with a large number of transportation choices attract Millennials more than those with few (p.3).

Expanding mobile technologies have also made public transportation increasingly attractive for Millennials and others. According to both studies, taking public transportation is attractive because it allows riders to work as they travel (PIRG, 2013, p. 26; APTA, 2013, p. 4); public transportation is also considered the best option for "digital socializing" (APTA, 2013, p.4). Furthermore, mobile apps

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NOTES FROM THE TOP

BY DONNA LAVIGNE



The Holiday season is upon us again and the Public Transportation Staff would like to wish you all a wonderful, healthy, happy, and peaceful Holiday Season and our best wishes for the coming New Year. It has been a very busy year. We conducted 38 transit agency compliance reviews, 11 outreach meetings to parishes without public transit services, and 15 workshops, exceeding our goal.

We hosted the 2013 Annual Public Transportation Conference in New Orleans on November 20-22. We are very excited to report the conference was a huge success. Deputy Mayor Cedric S. Grant welcomed us to the City of New Orleans, and shared with us his goals, ideals and support of public transportation during the opening luncheon. DOTD Deputy Secretary Eric Kalivoda also welcomed the attendees and provided an update on public transportation funding, the importance of public transportation and DOTD's vision of improving the transportation infrastructure in our state. Our luncheon speaker, Charles Carr, Director of Intermodal Planning, Mississippi DOT captivated the audience with his presentation on coordination efforts in Mississippi, national trends on the growth of transit ridership, funding issues and the importance of collaborative planning for the future of public transportation.

Attendees also received information on a variety of topics including: Training on Safety and Security, Dispatching Tips, Use of Alternative Fuels, Drug Free Workplace Programs, Civil Rights Compliance, Succession Planning, and DBE/SBE regulations and required reporting. On Thursday afternoon, the attendees were "Motivated" by Jody Urquhart's inspiring and captivating presentation. Ms. Urquhart is a professional speaker and author of "All Work & No SAY."

Our special thanks and appreciation to our many vendors who participated, sponsored, and donated door prizes for the conference. Also, congratulations to the 2013 Extra Mile Award and FTA Award recipients. You can find more about the conference in the "DOTD on the Go" article in this newsletter.

Furthermore, Harold Beck, DOTD Program Supervisor and Kay Ryall, RTAP Program Manager announced their retirement. Harold and Kay have worked in State Government for over 33 years. **Congratulations to Harold and Kay!!!** It's been a pleasure working with you and we wish you the best in your future endeavors.

As a reminder, applications for the Section 5310 Elderly and Disabled, 5311 Rural Public Transportation, 5316 Job Access and Reverse Commute, 5317 New Freedom, and Intercity Bus Programs are due by Monday, February 3, 2014. Applications and manuals are available on our website at www.dotd.la.gov/intermodal/transit. Please do not hesitate to contact our office if you need assistance in completing your application.

From all of us in the Public Transportation Section, we wish you all a very Merry Christmas and Happy New Year!



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ANNOUNCEMENTS & EVENTS

From all of us here at the DOTD Public Transportation Section, we thank you for making the 2013 Annual Conference a huge success. We wish you all a wonderful and safe Holiday Season and look forward to the New Year ahead!



NTI COURSES

FOR MORE INFORMATION, PLEASE VISIT: www.ntionline.com

JAN 14 - 15	Project Management for Transit Professionals Philadelphia, PA
FEB 18 - 20	Public Involvement in Transportation Decision Making .. Fort Worth, TX
FEB 24 - 25	Procurement for Small and Medium Transit Systems Atlanta, GA
MAR 11 - 13	Disadvantaged Business Enterprise Houston, TX

APTA COURSES

FOR MORE INFORMATION, PLEASE VISIT: www.apta.com

JAN 22 - 24	Business Members' Board of Governors Annual Business Meeting San Diego, CA
FEB 23 - 26	Marketing and Communications Workshop..... New Orleans, LA
MAR 9 - 11	Legislative Conference Washington, DC

TSI COURSES

FOR MORE INFORMATION, PLEASE VISIT: www.tsi.dot.gov

ONGOING	Courses are offered around the country on various topics throughout the year.
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SWTA EVENTS

FOR MORE INFORMATION, PLEASE VISIT: www.swta.org

FEB 2 - 5	SWTA ANNUAL CONFERENCE Hilton Palacio Del Rio San Antonio, TX Registration is now open. For more information, visit: http://www.swta.org/news_events/details/save_the_date_2014_swta_annual_conference_expo
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SPOTLIGHT ON...

CLEAN TECHNOLOGIES IN TRANSIT



Compared to other fuel sources, CNG produces fewer undesirable gases. According to a study commissioned by the Clean Air Task Force, a model year 2012 CNG bus emits 80 percent less nitrogen oxide, 99 percent less particulate matter, and 100 percent less hydrocarbon than a model year 2000 diesel bus. Compared with gasoline, CNG reduces life-cycle carbon emissions by 29 percent.

GRANT PARISH RECEIVES FIRST CNG VANS

On October 22, Grant Parish received its first compressed natural gas (CNG) vehicles. Three vehicles were secured through the FTA 5311 Rural Transportation Program for demand-responsive transit services. These vehicles represent the first additions to the Grant Parish Sheriff's Department's fleet and mark an important step by the LaDOTD towards decreasing environmental impacts, while increasing fuel cost savings.

Clean Fuel Technologies

Historically, transit agencies have relied heavily on diesel fuel to power their transit fleets. However, with the introduction of a variety of fuel alternatives, transit agencies have increasingly turned to cleaner technologies in an effort to reduce both pollution and fuel costs.

Between 1992 and 2011 the percentage of buses on the road powered by alternative fuels increased from 2 percent to over 35 percent.

These include:

- Electric vehicles and diesel-electric hybrids;
- Biofuels;
- Natural gas vehicles (CNG or LNG); and
- Hydrogen fuel cell vehicles.

Of these alternative technologies, CNG accounts for the largest share of transit bus mileage. According to a 2012 report by the American Public Transportation Association, more than 40 North American transit agencies now use buses powered by CNG or a CNG blend.

What is Compressed Natural Gas (CNG)?

Compressed natural gas (CNG) is drawn from domestically drilled natural gas wells or in conjunction with crude oil production. It is made by compressing natural gas to less than 1 percent of its volume at standard atmospheric pressure.

What are the Costs/Benefits of CNG?

The upfront costs associated with purchasing CNG transit buses and constructing new fueling stations are higher than those associated with acquiring new diesel buses. A new CNG bus costs, on average, approximately \$70,000 more to purchase than a new diesel bus and approximately \$25,800 or more per bus to construct new CNG fueling stations.

However, natural gas currently costs approximately 35 percent less than diesel per diesel gallon equivalent. The U.S. Energy Information Administration (EIA) projects that natural gas will continue to be priced significantly lower than diesel fuel for at least the next 20 years. It is estimated that lifetime net savings to transit agencies that buy new CNG buses instead of new diesel buses could total \$50,000 - \$80,000 per bus over the 12-15 year life of a transit bus, or an average of \$4,200 - \$5,300 per bus per year.

DOTD ON THE GO...

CONGRATULATIONS to the following agencies and individuals on the awards received at the 2013 Annual Public Transportation Conference:

FTA AWARDS

- **St. James Parish**
FTA Highest Increase in Ridership (Rural)
- **Terrebonne Parish - Good Earth Transit Houma**
FTA Highest Increase in Ridership (Urban)

DOTD EXTRA MILE AWARDS

- **Pointe Coupee Parish Public Transit**
- **Tangipahoa Voluntary Council on Aging/Public Transit**
- **Peggy B. Krieg**
Lafourche ARC
- **Ernest Porche**
Avoyelles Society for the Developmentally Disabled
- **Adrian Crips**
LaSalle Association for the Developmentally Delayed, Inc.
- **Terry Coody**
City of DeRidder





provide transit riders with real-time information about transit schedules, assistance with route planning and, in some cases, allow users to pay transit fares with a smartphone (PIRG, 2013, p. 26). The further expansion of mobile technologies associated with transit, through access to Wi-Fi or 3G/4G while riding and more real-time updates, is something surveyed Millennials would like to see in the next 10 years (APTA, 2013, p.4).

After analyzing these trends, both studies provide suggestions for transportation planning and policy to meet the needs of current and future travelers. The PIRG study offers readers "a new vision for transportation policy," which includes:

- Planning for uncertainty by prioritizing projects that will likely provide benefits under any scenario of travel patterns, whether driving continues to decline, slowly grows, or returns to previous levels;
- Supporting Americans who want to drive less by making the expansion of transportation options a national priority and refocusing federal investment on infrastructure like passenger rail and urban transit systems that received less investment during the Driving Boom;
- Refocusing the federal role to support communities working to offer more transportation choices; and
- Using transportation revenue where it is most needed by allowing some gasoline tax revenue to go toward public transportation projects (p. 42-5).

Meanwhile, the APTA study provides suggestions for transportation offerings geared toward the Millennial generation including ensuring riders can connect to the digital world while traveling, and offering digital tools with real-time updates in situa-

tions where budget constraints limit the ability to improve the reliability and consistency of the transit system. The latter suggestion can help decrease the work associated with figuring out an efficient trip. The authors also conclude that Millennials will continue to look for ways to save money (p. 40-2). These takeaways may help transit agencies increase ridership now and in the future.

Sources:

American Public Transportation Association (APTA). October 2013. "Millennials & Mobility: Understanding the Millennial Mindset." Available: <http://www.apta.com/resources/statistics/Pages/Surveys.aspx>.

United States PIRG Education Fund & Frontier Group (PIRG). May 2013. "A New Direction: Our Changing Relationship with Driving and the Implications for America's Future." Available: <http://www.uspirg.org/reports/usp/new-direction>.

FROM CAPITOL HILL...

On November 20, the NHTSA delivered a final rule requiring lap/shoulder seat belts for all passengers on motorcoaches and large buses with a gross vehicle weight rating greater than 26,000 pounds. Buses used in public transportation are excluded, but the final rule will apply to "over-the-road" buses used in public transportation, with the exclusion of school buses. This final rule marks the completion of the first initiative in NHTSA's 2007 "NHTSA's Approach to Motorcoach Safety" plan, as well an action item in the Department of Transportation's 2009 Motorcoach Safety Action Plan, and fulfilling a MAP-21 statutory mandate.

Under this rule between 2000 and 2009, 87 fatal crashes of buses were recorded in the Fatal Analysis Reporting System (FARS). These crashes resulted in 209 total deaths, averaging 17 passenger and 4 driver fatalities each year. The lap/shoulder seat belts mandated by this new rule could reduce the risk of fatal injuries by 77 percent in rollover crashes, 29 percent in frontal crashes, and 42 percent in side crashes, and ultimately prevent occupant ejection. The rule is set to go into effect November 28, 2016, though early compliance is permitted.

