



Reimagining our Transportation System



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Why you should care about transportation infrastructure and equity



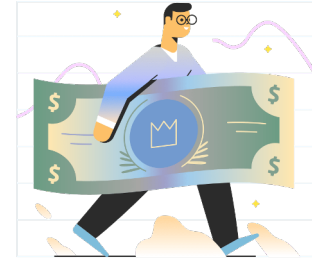
Equity

- [Commuting time and poverty](#)
- Access to Jobs, Healthcare, Food
- [700,000 people](#)
- 106 minutes



Sustainability

- [28% GHG US](#) (1.5 billion metric tons CO2)
- Air, Sound, and Water Pollution



Economic Benefit

- [\\$1 : \\$5](#)
- [\\$39 billion to the private sector](#)



What's the vision?



What already exists?

- Transportation Demand Management
- Transit funding and policy advocating
- Savings calculator developed by Mobility Lab
- [Think Tanks](#) and [Tactical Urbanism](#)

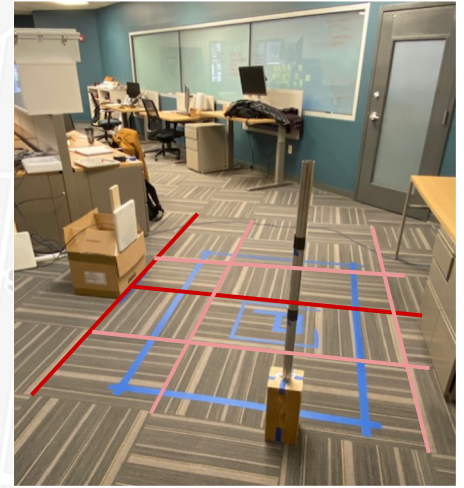
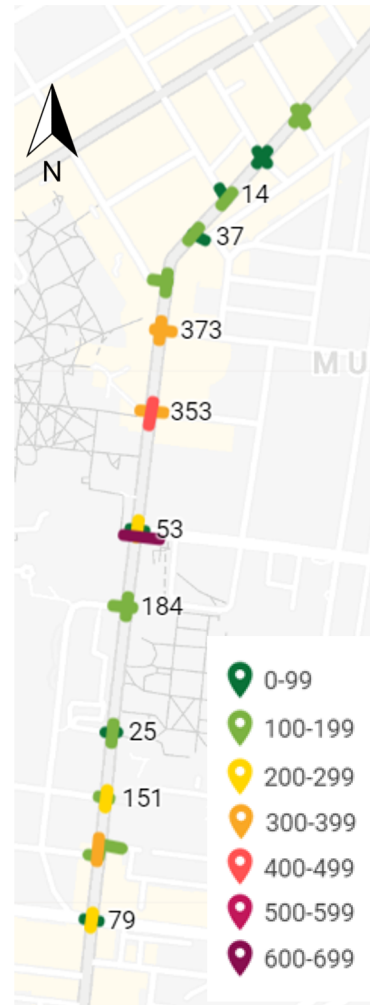


Table 1 TDM Strategies Described In This Encyclopedia

Improves Transport Options	Incentives	Land Use Management	
Transit improvements Nonmotorized improvements Rideshare programs Flextime Car sharing Telework Taxi improvements Bike/transit integration Guaranteed ride home HOV Priority	Road pricing Distance-based fees Commuter financial incentives Parking pricing Pay-as-you-drive vehicle insurance Fuel tax increases Nonmotorized encouragement	Smart growth New urbanism Location-efficient development Parking management Transit oriented development Car free planning Traffic calming	TDM Programs Commute trip reduction Campus transport management Freight transport management Tourist transport management TDM marketing Least-Cost planning Market reforms Performance Evaluation

What's new?

- [Lego Cities that model travel demand](#)
- [The Power of Without](#)
- Micromobility integration into multimodal transportation
- [Transit partnerships](#) with Transportation Network Companies (ie Uber and Lyft)
- Pedestrian Study
- RFID Scooter Localization



Takeaway

- **What I Learned**
 - Communication
 - How the research space fits in
- **What challenged me**
 - What do I do when I don't know how/what to do
 - Finding a niche to research
- **What went well**
 - Collaboration and community within the lab

