Waterloo Region
Trends Impacting Transportation

Region of Waterloo
MOVING FORWARD
Consider this…

**Uber**, the world’s largest taxi company owns no vehicles;

**Netflix**, the world’s largest movie house owns no cinemas;

**Alibaba**, the most valuable retailer has no inventory;

**Airbnb**, the world’s largest accommodation provider owns no real estate.
TREND 1: Contrary to predictions, people are driving less

Projections by FHWA

Actual Vehicle-miles travelled

TAKEAWAY: This may reduce the need to widen roads
TREND 2: Younger generations are less keen on getting their drivers license

TAKEAWAY: Younger people want alternative ways of getting around
TREND 3: Being connected online is becoming more important

Losing which piece of technology would have the greatest impact on you?

TAKEAWAY: Younger generations value being connected online over car ownership
TREND 4: The sharing economy* is booming

*The Sharing Economy is built around the sharing of equipment, tools, houses, cars, and other human, physical, or intellectual resources in our communities. The marketplace for the sharing economy is often a web page or a mobile app.

TAKEAWAY: Car access is becoming more important and car ownership is becoming less important.
“The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall.”

1 shared vehicle displaces 9 to 13 private cars

– American Public Transportation Association, "Shared Mobility and the Transformation of Public Transit"
TREND 5: Travel by a single mode is being replaced by travelling using multiple modes

TAKEAWAY: People are using a combination of the different travel options that are available
“There's a massive shift toward usage over ownership. Consumers are becoming more interested in mobility on demand, lower cost and higher convenience.”

–Joe Vitale, global Automotive industry leader, Deloitte Touche Tohmatsu Limited
**TREND 6:** New private sector services such as transit-on-demand and on-demand ride hailing are emerging.

**TAKEAWAY:** This has potential to fill in gaps in transit networks and improve mobility with new regulations.
“We think of ourselves as a mobility company.”

– Mark Fields, Ford Motor Company CEO
TREND 7: As transportation options increase, the need for parking will decrease.

TAKEAWAY: Existing parking lots may be reused for other uses.
**TREND 8:** The mobility hub, such as the Region’s planned King/Victoria Multi-Modal Hub, is reappearing in cities.

**TAKEAWAY:** Cities benefit from offering a range of connected transportation options
TREND 9: Various sources expect driverless cars to be available to the public by the end of the decade

TAKEAWAY: Proactive planning is needed to maximize the benefits and avoid the pitfalls of new technologies
“There’s the basic question of what will driverless cars do. But we want to ask what kind of world do we want, and how do we leverage this technology to get there.”

—Marshall Brown, Driverless Cities Project
TREND 10: Our transportation system has a direct impact on our health, both because of air quality and because of a lack of exercise.

**TAKEAWAY:** Creating more sustainable transportation choices will improve public health and reduce the impacts of transportation on the environment.
TREND 11: Most of the Region’s residents drive alone to work.

TAKEAWAY: Drive alone contributes the most to Regional traffic congestion. A small shift to alternatives could make a big improvement.
TREND 12: Grand River Transit ridership has grown rapidly

The Region becomes responsible for transit

TAKEAWAY: Transit ridership grows when we invest in service
TREND 13: Regional residents are getting older.

TAKEAWAY: An aging population will become dependent on alternative transportation options.
What does all this mean for Waterloo Region?