



"A Customer First Company" January 2016

Welcome to the January 2016 Edition of "On the Move"

Mobile Technology, Millennials, and Commuting Trends

A recent study from the American Public Transportation Association (APTA) focused on the relationship between the travel habits of millennials, the use of their smartphones, and the decisions they make concerning how they get to work. This study offers some interesting information about how the rise of the use of smartphones has many millennials making the choice to commute, using mass transit or other forms of ridesharing.



Photo: Streets.mn

A huge advantage for millennials in taking public transportation is that they can work while commuting. Around 40 percent of the study's respondents said they use commuting time to catch up on work. Driving still remains the preferred mode of transportation however, over a third of the respondents living in cities with multiple forms of transit said they continue to use buses or rail to travel at least a couple of times each week. For those between the ages of 22 and 27, the numbers were even higher.

Another study from, the WashPirg Foundation, implies that another reason we're seeing improvements in public transit is the rise of apps that have helped increase mobility without cars. Specifically, apps that support programs such as ride-sharing, bike-sharing, and trip-planning.

Along with these apps they found that those that provide real-time transit information have helped contribute to this trend. An important find in Chicago showed that bus ridership increased between 2006 and 2009 after the city made real-time bus information available. APTA's study also points to this factor, stating that this type of technology may lead to a positive change in attitudes towards the use public transportation by easing headaches for riders. "Fully leveraging technology, through real-time transit applications that connect users with community amenities, through smartphone fare payment, and the provision of WiFi and 3G/4G will allow transit users to be more spontaneous, thus addressing the key competitive advantage of the car," the APTA study states.

There is even further evidence that a shift towards commuter attitudes is taking place because of mobile technology. The Atlantic Cities, a publication cofounded by urban studies expert Richard Florida, suggests that there's the potential for a cultural shift in how Americans commute. The fact is there has been a change in habits due to the rise of technology. "But even as many millennials will continue to drive, all of this technology means both that they'll be able to drive less and that the alternatives to driving will become more attractive," The Atlantic Cities' Emily Badger writes. She adds, "What we have yet to learn is what this picture will look like as millennials age into parenthood."

Source: <http://associationsnow.com/2013/10/how-mobile-technology-is-changing-the-way-we-commute/>

A Note About the Emergency Ride Home Program

During inclement weather RideFinders encourages commuters to monitor news outlets for updates on the weather, check road conditions, and prepare in advance. The Emergency Ride Home (ERH) program is not available during inclement weather - including building closures and/or early dismissal from work- or for weekend usage.

For the latest transit information, visit www.ridegrtc.com or call GRTC Customer Service at 804-358-4782.



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Snow Piles and Their Impact on Pedestrians

Much of Washington, DC area bus stops, and even some sidewalks, remain buried in snow. Some are blocked altogether by massive piles of snow plowed from the road. Those conditions are not likely to change right away as the region's cleanup efforts continue to be centered on plowing roads.



Photo: Fliker.com

Transportation officials say it may take some time to clean up bus stops and the sidewalks around them. Where they have started clearing it is said that efforts are "progressing slowly."

While there is a serious need to keep roads clear of vehicles and people so that emergency vehicles and snow plows can pass, those who aren't driving need a way to get around. These unsafe conditions, along with the treacherous sidewalks in many areas, are causing commuters to walk in the street or wait there for buses. Metro and other transit agencies are urging people to be extra careful and stay off the roads.

On January 25th a snow plow struck a man walking on Georgia Avenue in Montgomery Hills. Two years ago, just days after a snowstorm, a driver struck and killed a man on the Sousa Bridge. The pedestrian path had not been cleared. In fact, it had been filled with the snow plowed off the vehicular lanes.

In the snowstorm's aftermath, local officials are urging residents not to walk in the streets. However, many people feel that officials are not offering any alternatives to those who don't drive.

Commuters across the area have been growing impatient, asking why so little attention is given to bus riders' safety. Transit officials are urging riders to be patient. Riders and pedestrians should dress warmly and be prepared to wait longer at bus stops. If a bus stop is buried in snow, they say, don't wait for the bus in the street, just wave to get the driver's attention and the driver will stop and wait for you.

Jurisdictions across the region have made progress on digging out bus shelters, although in many cases those facilities are still blocked by snow from the road and sidewalk. The important message is to be safe and mindful of buses, cars, cyclist, and others around you when walking around the DC area during this time. Being cautious and patient with localities as they continue to clean up will ensure the safety of everyone.

Sources: <http://greatergreaterwashington.org/post/29543/if-officials-dont-ensure-clear-sidewalks-how-can-they-blame-people-for-walking-in-the-street/> and <https://www.washingtonpost.com/news/dr-gridlock/wp/2016/01/26/caution-urged-at-bus-stops-snow-piles-likely-to-be-there-for-a-while/>

K&K Connection January Birthdays

We would like to wish everyone born in the month of January a very special HAPPY BIRTHDAY!

Welcome To K&K Connections

We would like to say a BIG welcome to all of our new riders for the month of January. We are so privileged that you have decided to make K&K your vanpool company of choice.

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