

# A New Direction

Shifting Transportation Trends in the U.S.

Kirstie Pecci, MASSPIRG

Massachusetts Green Careers Conference

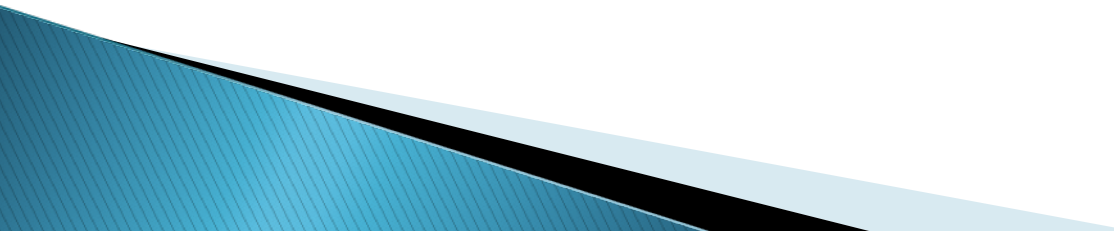
October 1, 2015

# **MASSPIRG**

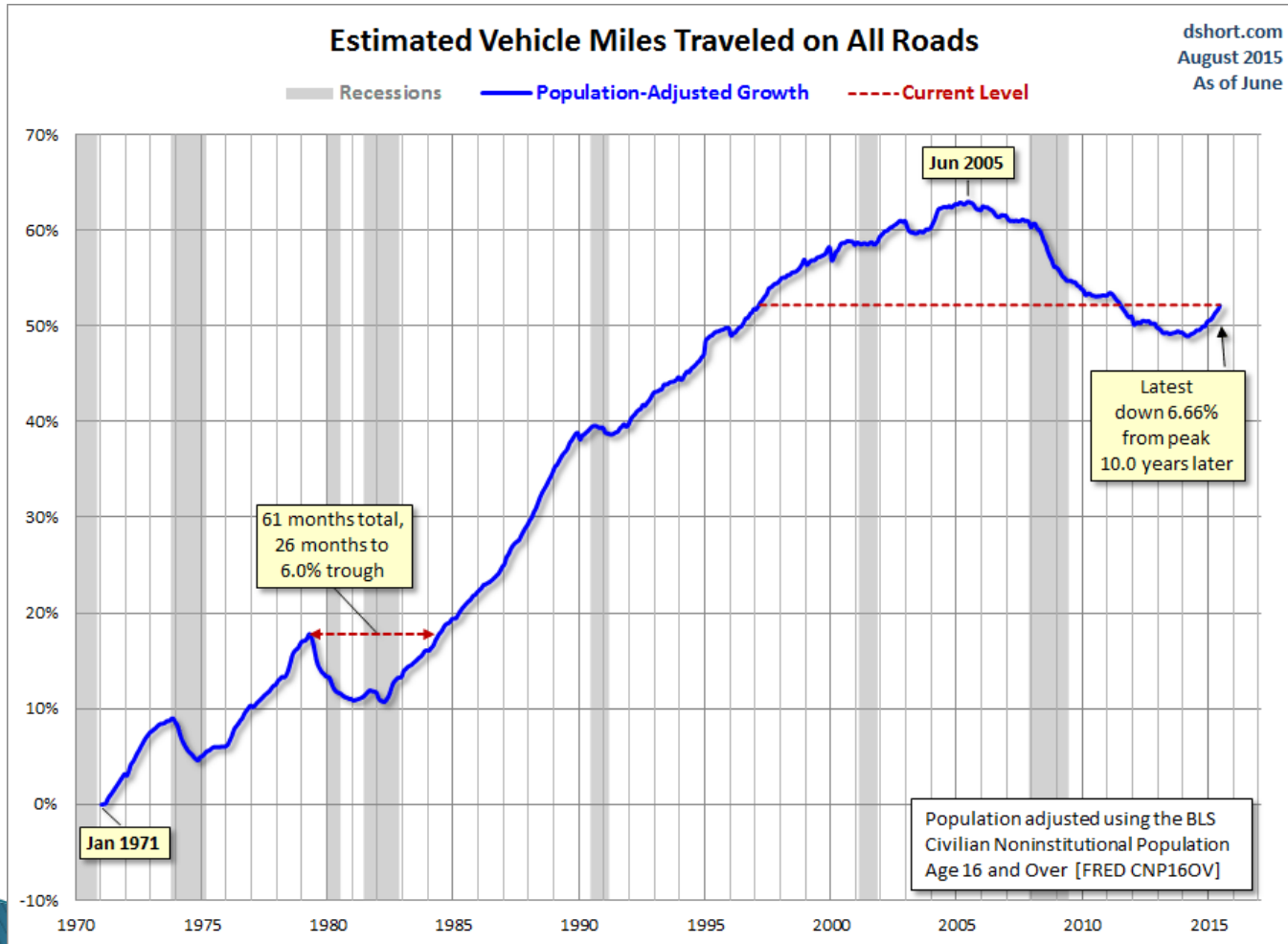
---

**Standing Up  
To Powerful Interests**

# Today's presentation

- How are transportation trends changing among young people and Americans in general.
  - What might it mean for the future.
- 

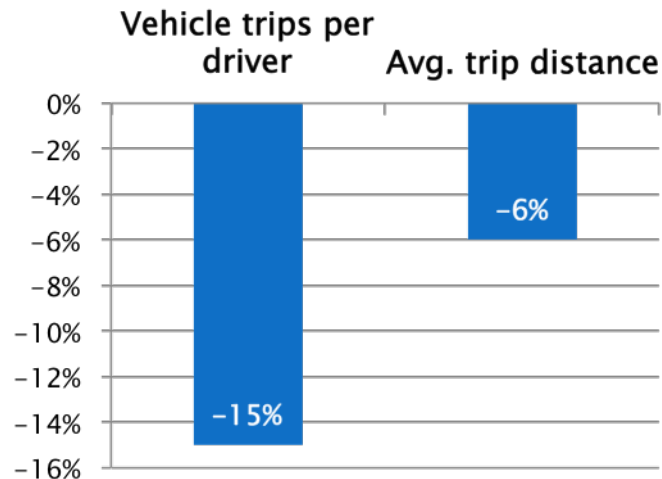
# The Driving Boom Is Over



- The number of miles driven by the avg. American increased nearly continuously for 60 years ...
- Since 2005, it has dropped.

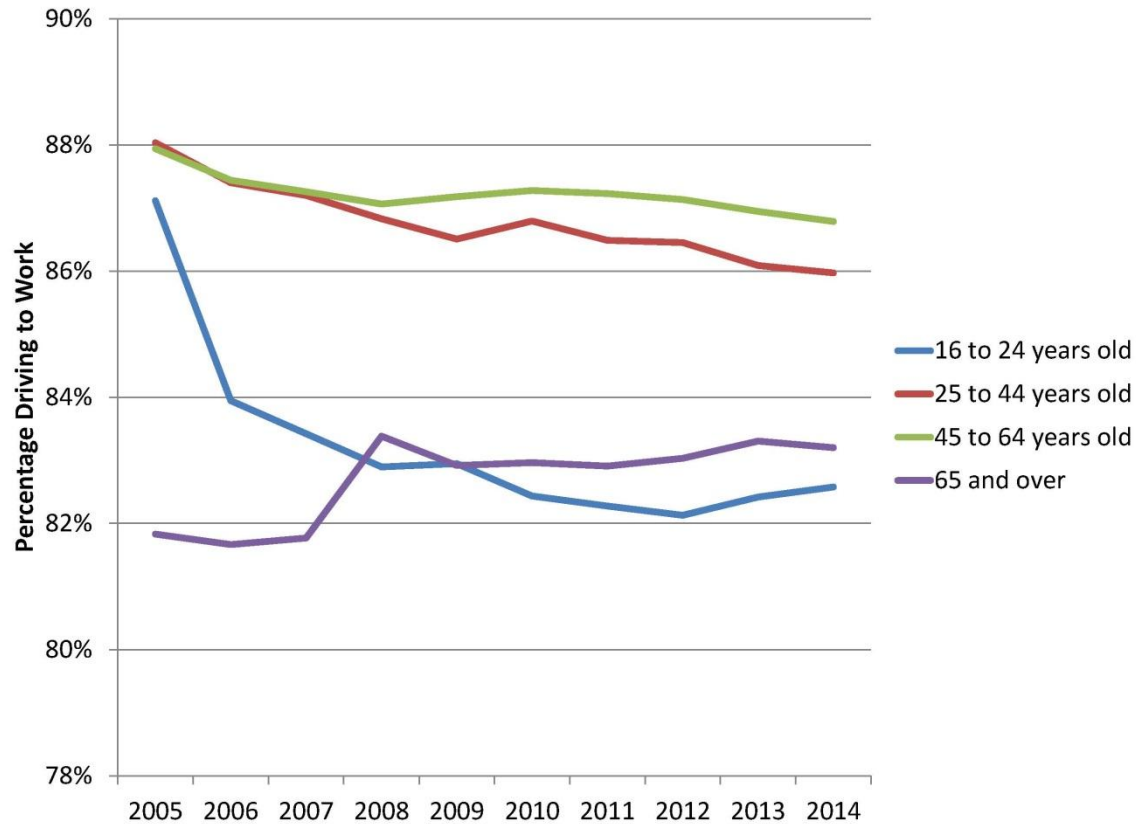
# Young People Leading Change

Vehicle-miles traveled declined 23% among 16 to 34 year olds from 2001 to 2009 (2009 NHTS). Fewer drivers. Fewer vehicle trips. Shorter vehicle trips.



The share of 14 to 34 year olds without a drivers license increased from 21 percent to 26 percent (FHWA).

# % of People Driving to Work Continues to Fall Among Millennials, Gen Xers



Data: U.S. Census Bureau

# Why?

- One estimate of the reasons for decline in driving among young people:
  - **Employment and lifestyle changes:** 10 to 25% of the decline
  - **Changing attitudes and new technology:** 35 to 50% of the decline
  - **General fall in travel across society:** 40%

(Noreen McDonald, *Are Millennials Really the 'Go Nowhere' Generation*, 2015)

**Millennials are driving less for economic reasons ... and for reasons that have little to do with the economy.**

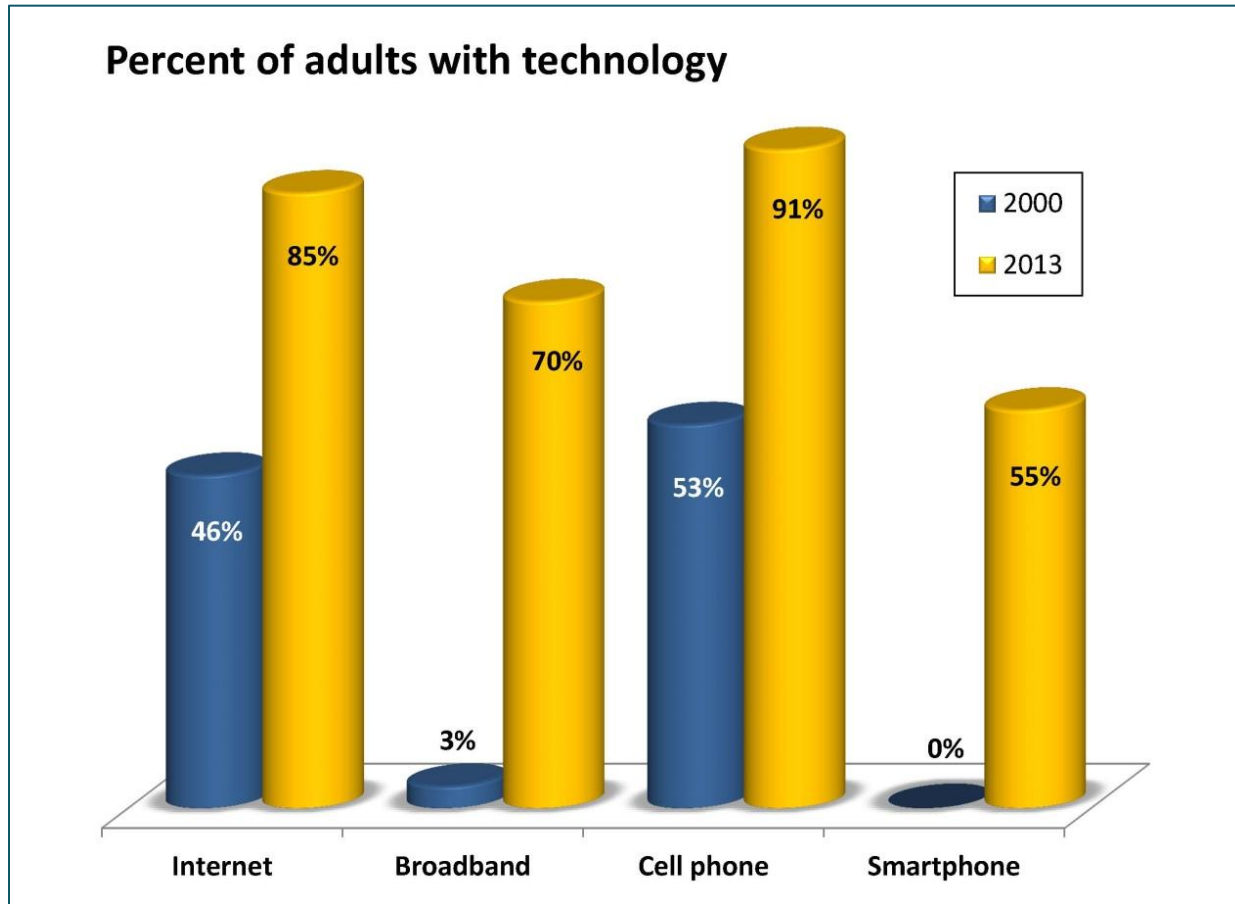


# What's Different for Millennials?

- In addition to economic and lifestyle changes (including later marriage, household formation and child birth)
  - A new technological playing field
  - Increased desire for urban living
  - Increased multi-modality



# A New Technological Playing Field



Data: Pew Research Center

# New Tech-Enabled Transportation Services

- Reducing barriers to transit use
    - Real-time scheduling, trip planning, mobile ticketing.
  - Improving the rider experience
    - Remain connected while in travel – not possible to do safely while driving
  - Enabling shared-use modes
- Millennials more likely than older generations to report that transportation apps made it easier for them to live life without a car. (Zipcar, 2014)



Photo illustration: Harriet Eckstein Graphic Design.

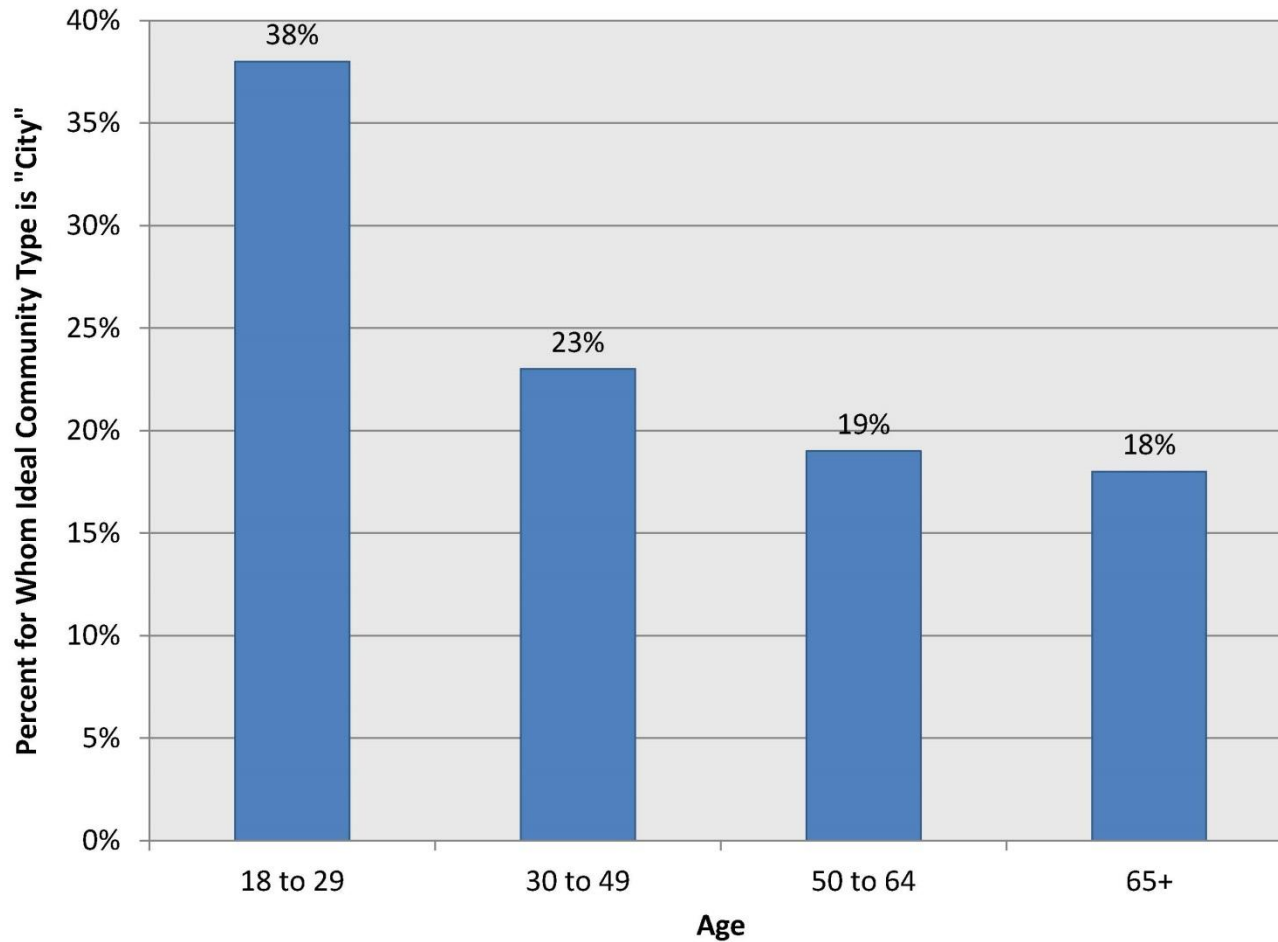
Shared-use modes such as carsharing, bikesharing, Lyft & Uber may enable access to 24/7 mobility with **more choices** and **lower cost** – competing with dominant model of mobility by privately owned vehicle.



VS.



# Increasing Desire for Urban Living



Data: Pew Research Center

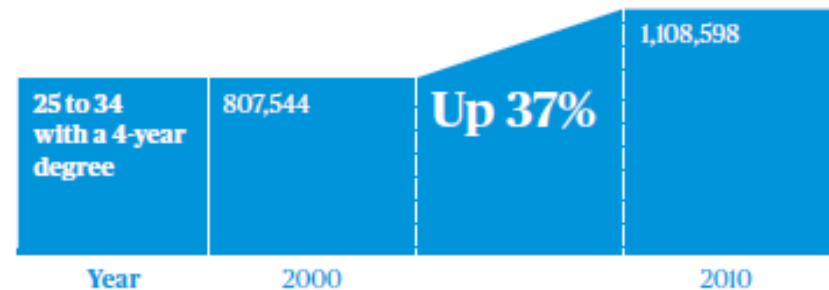
# Especially Living Downtown

- Population of young college grads living in close-in (near downtown) neighborhoods increased twice as fast as growth in metro areas overall.

## Top 51 Metropolitan Areas



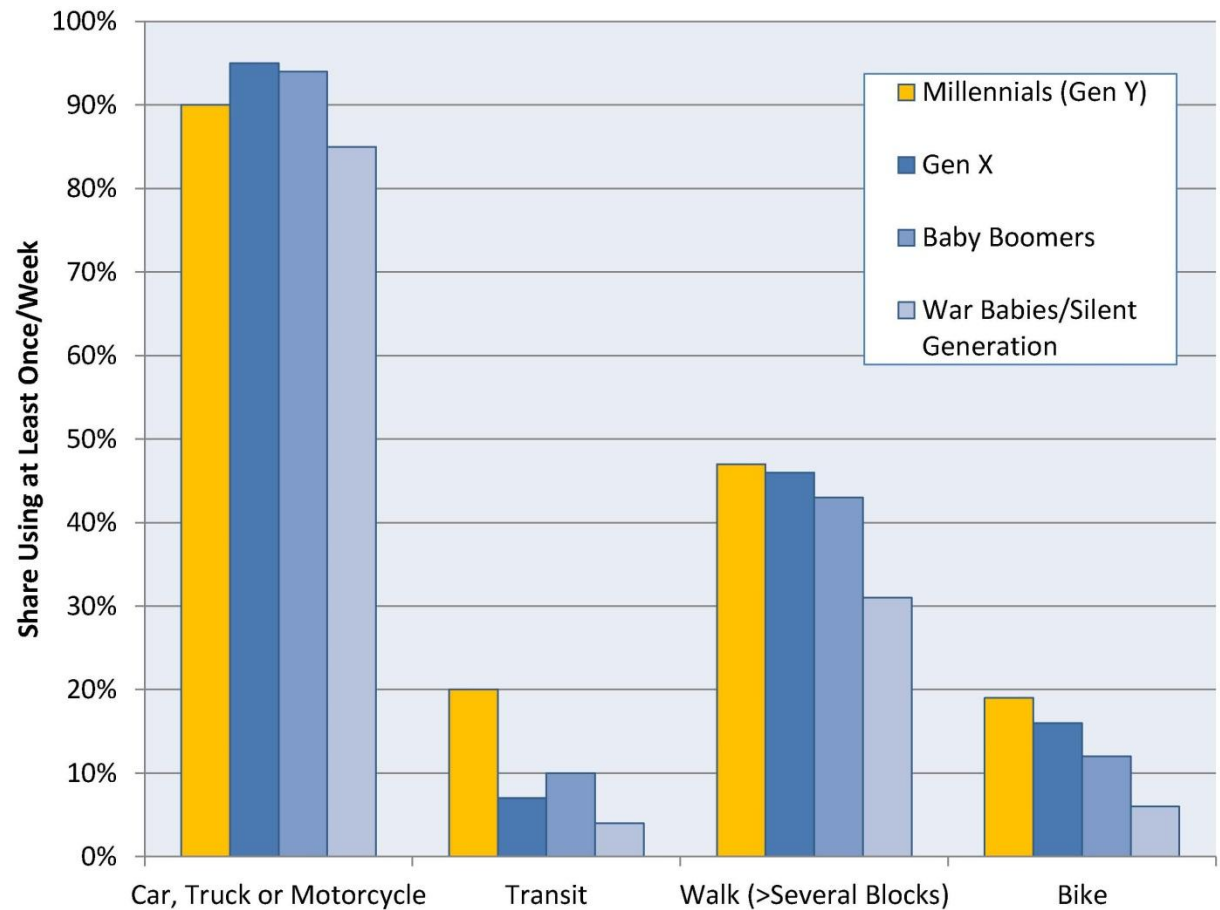
## Close-in Urban Neighborhoods



Sources: Decennial Census (2000); American Community Survey, 2008-12 Five-year data (2010).  
Note these are different than the 2012 one-year data reported in Table 3.

# More Multimodal

Millennials use transit, walk and bike more than older generations, and are more likely to use multiple modes of travel.





# Will it Continue?

- Rising gas prices and cheap credit for auto sales have contributed to a recent increase in driving.
- Public policy choices – especially the availability of affordable, safe and efficient opportunities to take transit, walk or bike, will help determine the outcome.

# Thank you.

Kirstie Pecci  
Staff Attorney

[kirstie.pecci@masspirg.org](mailto:kirstie.pecci@masspirg.org)

(617) 747-4314