

Millennials driving change in transportation

By Mantill Williams

The largest generation in U.S. history and the most multi-modal could be a game changer for public transportation and America's transportation network as a whole.

The millennial generation chooses the most practical transportation mode (driving, public transit, biking or walking) for each trip, and this flexible concept of mobility is spreading. According to the study Millennials and Mobility, nearly 70 percent of millennials, people 18 to 34, use multiple travel options several times or more per week.

The study shows that while car-sharing, bike-sharing, walking and car ownership will all play a part in the multi-modal network, public transportation is ranked highest as the best mode to connect to all other modes, according to 54 percent of millennials polled.

Smartphone applications allow public transit users to be increasingly spontaneous and flexible with their travel decisions. This is a game changing element because it closes the gap with the perceived benefit of auto use.

According to the study, the top five reasons and motivations for choosing public transportation are pragmatic, as 46 percent state that a need to save money drives their choices, 46 percent note convenience, 44 percent want exercise, and 35 percent say they live in a community where it just makes more sense to use public transportation.

Millennials say the key advantages of public transportation is the ability to pay-per-use (58 percent), protecting the environment (50 percent), the ability to socialize online (44

percent), and creating community (44 percent).

Because of the future demands of this millennial generation, transportation systems and public transportation systems in particular, will be built around the smart phone.

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