

# The Transportation Portfolio: Make Way For More Than Cars

Micheline Maynard  
Reynolds Center, Arizona State University  
[@mickimaynard](#)

# CURBING CARS



AMERICA'S INDEPENDENCE FROM  
THE AUTO INDUSTRY

By Micheline Maynard

Forbes Signature Series

# A Conversation With My Nephew



*The New York Times*, Page One,  
2/25/08: Fewer Teens Jump  
Behind The Wheel At 16

**The New York Times**

Back then, we were just starting  
to hear about



**zipcar.**<sup>®</sup>

NYT Cars Section, Cover Story,  
10/21/09

“For generations, American car buying has been guided by one grand philosophy: which one do I want? But now, another question has begun to percolate: do I need a car at all?”

April, 2011: An Intriguing Idea



# Bike Sharing Explodes





Chattanooga Beat Them All

# Bike Infrastructure Appears



# Uber Arrives (With Ice Cream)



# The Sharing Economy



# Collaborative Consumerism Fueled By Smartphones



# Record Public Transit Demand



# The South As A Transit Frontier



# TIGER Grants

- \$4.1 billion since 2009 to 342 projects in all 50 states
- 6,000 applications for more than \$124 billion in projects in 2014
- Light rail in Richmond, VA
- A streetcar system in Atlanta
- Dallas connects its light rail with DFW

# The Big Question: Peak Car

# Meanwhile, Driving Data Accumulates

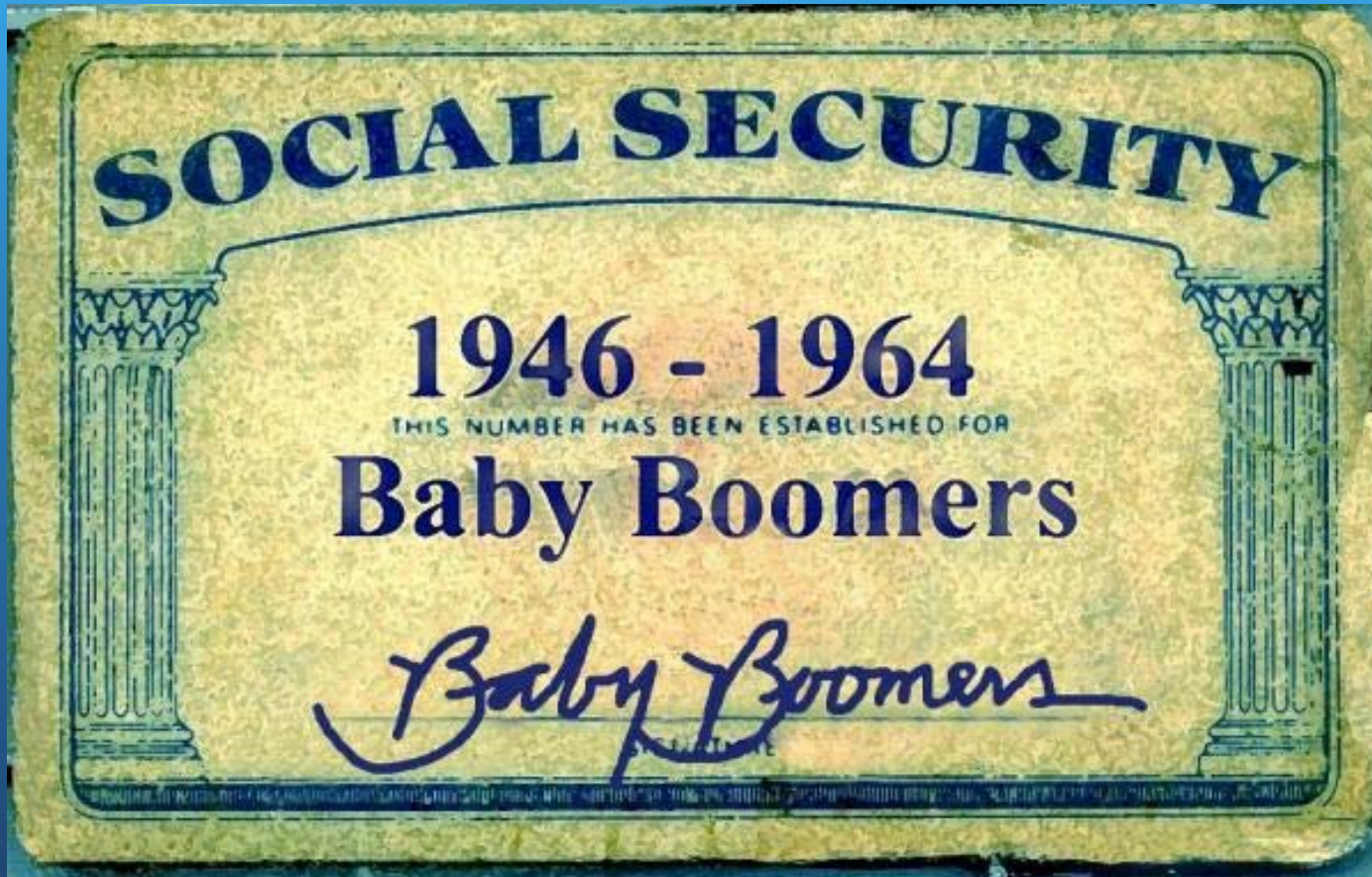
## Percentage Point Increase in Car-Free Households, 2007-2012

		car-free share in 2007	share in 2012	increase
#1	Detroit	21.2%	26.2%	5%
#2	Indianapolis	7.6%	10.3%	2.7%
#3 (tie)	New York City	54.1%	56.5%	2.4%
	Washington DC	35.5%	37.9%	2.4%
#5	Chicago	25.6%	27.9%	2.3%
#6 (tie)	San Francisco	29.5%	31.4%	1.9%
	Baltimore	29.3%	31.2%	1.9%
#8	Jacksonville	7.3%	9.0%	1.7%
#9	Milwaukee	18.4%	19.9%	1.5%
#10	Seattle	15.3%	16.6%	1.3%

## For Now, Auto Sales Are Strong

- 12.4 million vehicles sold in 2014, up 6%
- As the jobless rate falls, Americans have traditionally bought more vehicles
- About 11 percent of working Americans purchase new cars each year

# Keep An Eye On Demographics



# Much Different Attitudes



# Urban Revival



# Complete Streets Philosophy



## Living Car Light

- The user who needs it gets it
- Others walk, bike, take public transit
- Short trips condensed into one longer one
- Cars used for lengthier trips or vacations

The Big Picture: Are We Hitting  
Peak Car, And What Will It Mean?

**JALOPNIK**