

Re-Imagining Transit and Mobility

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About CTAA

- Rural Transit
- Small City Transit
- Tribal Transit
- Specialized Operations/Paratransit
- Non-Emergency Medical Transportation

- Training/Certification
- Advocacy
- Resources/Technical Assistance
- Local Projects

Fundamentals to a Re-Imagined Transit and Mobility Landscape

- Customer focused
- Full Accessibility
- Integration of Modes
- Purpose Driven
- Clean and Safe
- Flexible
- Data Driven Decision Making
- Right-sized Technology
- Robust Investment

A Scalable Transit and Mobility Ecosystem

- Ease of Use for Customers
- Universal Payment System
- Plug and Play Modes/Components
- Wayfinding/Trip Planning
- Full System Travel Training
- Rolling Stock Flexibility

Clear Understanding of Value

- Beyond Ridership
- Employment
- Health Care
- Air Quality
- Land Values
- Independence