

Future of Transportation: Generations In Motion

John W. Martin



John W. Martin is the President & CEO of the Southeastern Institute of Research (SIR) (www.sirresearch.com) and co-founder of the Boomer Project (www.boomerproject.com), the nation's leading authority on generational marketing and the impact of generations on the future of America.

John is one of the few professional crystal ball gazers specializing in the transportation demand management industry. He perfected his trade as the lead researcher for SIR, where he established the process of futures thinking within the organization using a variety of modeling and strategy-planning techniques.

SIR is a national marketing research firm headquartered in Richmond, Virginia. Over the last 44 years, SIR has conducted over 13,000 strategic marketing studies (surveys, focus groups, ethnographic studies) for *Fortune 500* companies and national associations including AT&T, Goodyear, GE, Polaroid, Rubbermaid, Verizon, Dunn & Bradstreet, AARP, American Chemical Society, the National Kidney Foundation, American Chemical Society, and Johnson & Johnson.



In 2002, John started the Boomer Project with Matt Thornhill to track generational trends and provide strategic consultation to governmental agencies, associations and businesses on how to appreciate the profound influence each generation will continue to have on America's future. Boomer Project insights have been featured in the *Los Angeles Times*, *Washington Post*, *Chicago Tribune*, *Toronto Star*, *BusinessWeek*, *NBC Nightly News*, *CBS News*, *MSNBC*, and *NPR's Morning Edition*.

John began his marketing career at Siddall, an award-winning communications firm headquartered in Richmond, Virginia. As the firm's president, John led the agency's client work in orchestrating transportation marketing campaigns, many of which were recognized by the American Marketing Association (AMA) and the Association of Commuter Transportation (ACT) as the most effective communications outreach campaigns in the country.

While at Siddall, John led the firm's communications work to introduce Atlanta's HOV system; supported the employer outreach efforts behind the 1996 Summer Olympics in Atlanta; ramped up the clean air awareness building campaigns in Houston, Chicago, Washington, and Massachusetts; and was a member of the team that designed one of

the first congestion mitigation programs in the country to support the reconstruction and expansion of the second largest intersection in America - *the Springfield Interchange (I-95 and I-495)*.

As the guiding force behind SIR's transportation practice, John has led the firm's work in conducting hundreds of research studies for many local, regional and state transportation agencies. SIR's research-inspired insights now serve as the strategic foundation for congestion management (CMPs), 511 traveler information, telework, transportation demand management (TDM), and congestion pricing (HOT lanes) programs.

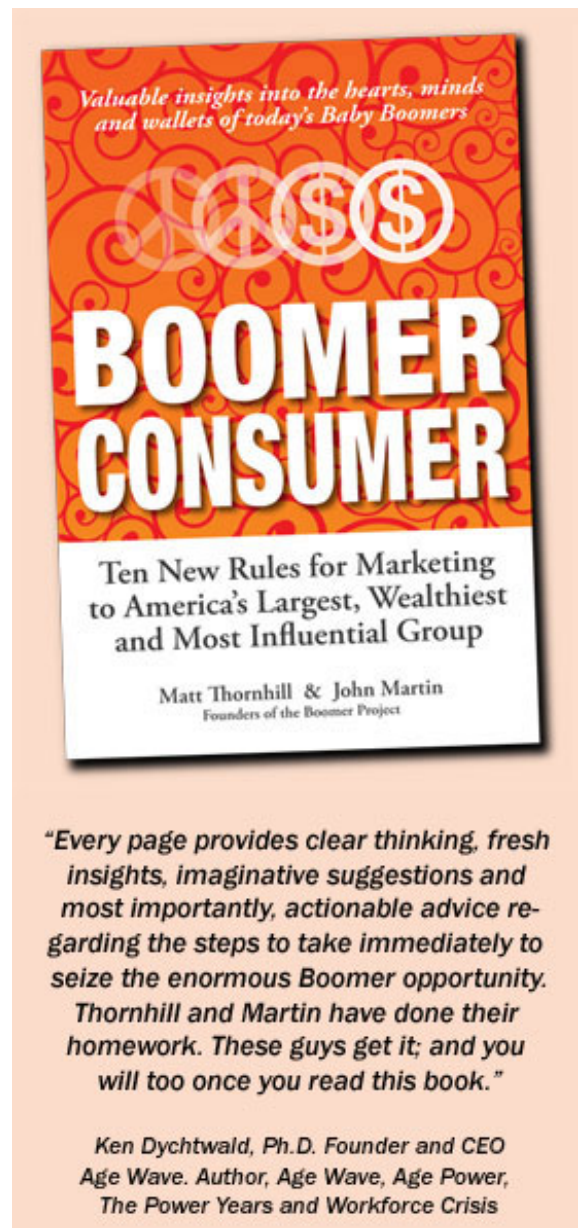
Along with business partner Matt Thornhill, John co-authored the *Boomer Consumer* (<http://www.boomerconsumer.com/>), selected one of the "Best of the Best" business books in 2007 by Corbis, the creative resources firm privately-held by Bill Gates. John contributes to the Op/Ed column *Viva the Vital*.

The Future of Transportation: Generations In Motion:

John has been a featured key note speaker in the transportation world, speaking to audiences in Europe and North America. John's presentation, ***The Future of Transportation: Generations in Motion*** takes audiences through the major transcendent trends that are shaping the future of America's transportation system and TDM in the decades ahead. Based on hundreds of transportation studies and 7,000 ongoing monthly interviews, John's presentation covers the major forces shaping the future of transportation:

- *The Graying, Browning, and Greening of America – the three major forces reshaping the demographics and psychographics of America*
- *The future of our cities – what they will look like and how we will live, play, and work in the revitalized and hyper-connected urban centers of tomorrow*
- *The future of work – how, where, and when we will work and the impact of the second wave of globalization and how it will reshape the jobs of the future*

More than what is expected to happen in the future, ***The Future of Transportation: Generations In Motion*** presentation explains why this reality is likely to happen. And, unlike many speakers, John ends with *10 action steps transportation planning agencies should be taking to-day to ensure they take advantage of the transcendent forces that will shape their future.*



The Future of Cities

For example, when John talks about the future of cities and “future design,” it is done from the context of understanding who will be future designers - *people born after 1993 – the “Millennials” or “Gen Ys.”*

This younger generation (and the ones after them) are hardwired – a digital native nation. Gen Y’s neural pathways are actually different than Baby Boomers. When Boomers came of age, their minds were shaped by print and standard broadcast media consumed one medium at a time.



Gen Ys’ minds have been shaped by digital media and simultaneous media consumption. They are wired for “*life in 5 second increments.*” This will influence how buildings, workplaces, and transportation services will be designed in the future. Today, Gen Ys make a small percentage of the workforce now – a small percentage of architects and transportation designers/planners. But in ten years,

Gen Ys will make up the majority of the work force, surpassing the smaller Gen X older generation ahead of them. It will be these future Gen Y designers - ten and twenty years from now - that will shape how our cities of the future will look and run thirty to forty years from now.

The future of TDM Services



When John talks about the future of TDM services, it is from the context of their generational needs. We are already seeing the influence of the younger generations (Gen X and Gen Y) on ridematching services.

Just 5 years ago, most ride matching was done through large government-sponsored, centralized databases. Today, many commercial enterprises are tapping into younger generations’ need for hyper-social connectivity by offering ridematching as part of a social network – Craigslist, Facebook, GoLoco.org, Ridebuzz.org, Greenyour.com, etc. Future TDM services and the evolution of the transportation industry can best be appreciated from this kind of lens – *the influence of generational needs and wants.*

What people have said about John's transportation presentations:

"I just wanted to take a few moments to thank you for participating in the 2008 Virginia TDM conference. In particular, I wanted to express my professional appreciation (and awe) for your presentation on the different generations and their impact on transportation. I have seen numerous transportation related presentations and I have never been as rapt attention as I was during your presentation. I still get "goose bumps" just thinking about it.

*Daniel ("Dan") Rudge
Chief of Planning
Virginia Department of Rail and Public
Transportation*

"Thank you so much for speaking at our Diamond Awards event. Everyone I spoke with truly enjoyed the presentation. The reviews were as positive on paper as they have been verbally.this morning someone told me they learned more in our half-day workshop than she has in her 8-week college credited class. How is that for a compliment?"

*Donna Blanchard
Los Angeles Metropolitan
Transportation*

"I found you presentation at the 2008 National ACT Conference fascinating. It was the most informative presentation of the conference."

*Matt Wood
Project Manager
511 Contra Costa*

"Your content and dynamic style truly engaged everyone in the audience. Your thought-provoking presentation is a "must see" for anyone who is thinking about the future of their region's transportation system. Thank you for opening our eyes and minds to the exciting future ahead."

Jim Larsen

*Executive Director, Dulles
Transportation Association*