

SEMINAR

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OCTA + RIDESHARE PARTNERSHIP RESEARCH



Lloyd Sullivan

Department Manager

Orange County Transportation Authority (OCTA)

Abstract

In recent years a variety of innovative transportation services have emerged to address transportation demands that are not being met by traditional fixed-route transit service providers. Collaboration with these innovative services offer opportunities for the transportation industry to expand mobility in ways that transit agencies have never before contemplated.

Due to changing demographics, environmental pressures, fiscal constraints, and the fast-paced innovation of the technology sector, the public transportation industry must find creative new solutions to provide mobility options. It must engage partners from the public and private sectors to increase access and connectivity to fixed route service, and provide service in areas where population density or ridership does not justify a public transit investment. Doing so will expand the reach and effectiveness of transit, thereby maximizing mobility and mode share in the community.

There are numerous challenges that must be overcome before these partnerships can become a reality. One of the primary impediments is the inability of regulations to keep pace with technological advancements. This is evident in the lively discussion in regard to Autonomous Vehicle testing and how to best integrate AV technology into the current and ongoing regulations from the California Department of Motor Vehicles.

Lloyd Sullivan is a Department Manager for the Orange County Transportation Authority (OCTA) overseeing the Offices of Innovation and Project Management. Lloyd has twenty years of experience working in Public Transportation, Project Management and Information Systems. Lloyd has a Bachelor of Science degree in Business Administration from Bryant University and a Masters of Business Administration from the University of New Hampshire. Throughout his career Lloyd has been active with the Project Management Institute (PMI) and earned his Project Management Professional (PMP) certification in 2000. Lloyd also holds an Advanced Master's Certificate in Project Management from the George Washington University. Lloyd participated in the American Public Transportation Association (APTA) Leadership program in 2015 and co-authored a white paper titled, "Collaborative Mobility". He presently resides in Mission Viejo, California with his wife, Carrie and their two sons, Liam and Aiden. Lloyd received his private pilot's license in 2006 and his hobbies include flying and golf.