LEADERSHIP DEVELOPMENT ACADEMY
INNOVATION PROJECT

CITIZENS ADVISORY COMMITTEE | MAY 18, 2017

AGENDA

1. LEADERSHIP DEVELOPMENT ACADEMY
Background, The Challenge, and Team Orange

2. PROBLEM STATEMENT
For Developing an Innovative Solution

3. QUESTIONS
For the CAC Technology & Innovation Ad Hoc Committee

OCTA

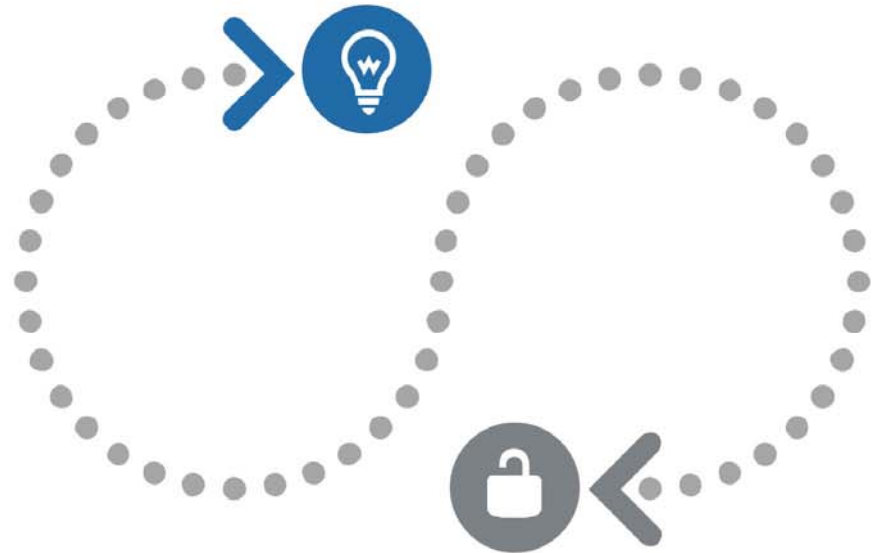# BACKGROUND

LEADERSHIP DEVELOPMENT ACADEMY

PURPOSE AND CHALLENGE

ACADEMY PURPOSE

- Senior professional development program designed to grow and support the next generation of leaders at OCTA

THE CHALLENGE

- Fifteen members have divided into three competing teams
- Define an issue, opportunity or problem that OCTA faces
- Outline its scope, stakeholders and required resources
- Perform research, revaluate alternatives and recommend a path
- Present solution to the Executive Steering Committee in August
- One winning project will be selected to finance and execute

TEAM ORANGE

A DIVERSE TEAM FOCUSED ON AN INNOVATIVE SOLUTION

RYAN ARMSTRONG
Digital & Creative Services
Manager, External Affairs

ADRIANN CARDOSO
Capital Programs
Manager, Planning

CHARLIE LARWOOD
Planning
Department Manager

JEANNIE LEE
Project Manager,
Capital Programs

PIA VEESAPEN
Contracts and Procurement,
Department Manager,
Finance & Administration

TOM YOUNG
Project Manager,
Information Systems

OCTA

PROBLEM STATEMENT

PROBLEM STATEMENT

With increasing traffic congestion, built-out transportation infrastructure, changing consumer expectations and environmental concerns, OCTA must develop innovative ways to encourage ridesharing as a convenient and cost-effective alternative to driving alone, or we will fail to meet our mission.

PROBLEM STATEMENT

With increasing traffic congestion, built-out transportation infrastructure, changing consumer expectations and environmental concerns, OCTA must develop innovative ways to encourage ridesharing as a convenient and cost-effective alternative to driving alone, or we will fail to meet our mission.

| Mobile Apps | RFI | Interviews | Surveys | Academia |

QUESTIONS

QUESTIONS
CAC TECHNOLOGY & INNOVATION AD HOC COMMITTEE MEETING

1 of 6

Where do you see innovative opportunities to adapt to the changing consumer attitudes and expectations toward mobility?

QUESTIONS
CAC TECHNOLOGY & INNOVATION AD HOC COMMITTEE MEETING

2 of 6

What innovative partnerships, technology or new service models have you seen in the transportation space?

QUESTIONS

3 of 6 Have you seen innovations that improve, encourage or create rideshare systems?

QUESTIONS

CAC TECHNOLOGY & INNOVATION AD HOC COMMITTEE MEETING

4 of 6

Have you seen innovations that specifically serve senior and/or disabled populations?

QUESTIONS
CAC TECHNOLOGY & INNOVATION AD HOC COMMITTEE MEETING

5 of 6

Have you used any "one-stop shop" apps where people can access all modes of transportation options including rideshare and vanpool?

QUESTIONS

6 of 6

Can you refer us to anyone who might have insights or experience innovating to improve ridesharing?

SURVEY

CAC TECHNOLOGY & INNOVATION AD HOC COMMITTEE MEETING

www.octa.net/cacsurvey

THANK YOU