

CULVER CITY SPEAKER SERIES 1.30.20

THE MOBILITY REVOLUTION

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As part of its [General Plan Update](#), the City of Culver City is hosting a [Speaker Series](#) to inform, educate, and discuss issues that are important to everyone who lives, works, plays, and learns in Culver City. With the community's help, the project team will create a GPU plan that maintains Culver City's uniqueness while creating opportunities for improving our economic growth, transportation, housing, climate change resilience, and more. We've established the Speaker Series to inspire you to help shape the future of Culver City. [Access written summaries and videos for past events on the Speaker Series page.](#)

On Thursday, January 30, Culver City welcomed [John Rossant](#) for a presentation on 'The Mobility Revolution.' Rossant is the founder and chairman of the [NewCities Foundation](#) and CEO of CoMotion, the event and media platform behind [CoMotion LA](#). He is also the co-author of the recently published [Hop Skip Go: How the Mobility Revolution is Transforming our Lives](#). This book explores how advancements in technology are enabling dramatic changes in mobility and profiles key individuals involved in shaping the new ways we move around cities.

In a conversation with [Council Member Thomas Small](#), Rossant touched on recent mobility trends, new ideas currently being developed and tested, innovations on the horizon, and future possibilities. All of these combined to create a picture of a city with a network of mobility options from which people can choose. He talked about what Culver City has already achieved in this area and where efforts can best be directed to make further improvements. Rossant praised the vibrant, walkable hub that has developed around the Metro E line and predicted that the future of mobility in Culver City will include many different modes of travel. He also spoke of the need to integrate mobility solutions developed in Culver City with systems that serve the region.

A key theme in the book and in the talk was Mobility as a Service (MaaS) — the concept of integrating a variety of mobility options within a single platform to enable the user to make a choice that best meets their needs. In remarks following the talk, Culver City's Chief Transportation Officer, Rolando Cruz, provided an update on the Transportation Department's efforts to bring this idea to Culver City. He spoke about the equipment that has been installed on every [Culver CityBus](#), which enables real-time information on bus locations to be provided to riders through a new app called [Next CCBus](#). This app — which features a 5-second re-refresh to precisely determine bus locations — is the fastest in the nation. It is currently being tested by active ride share participants within City Hall and will be released on March 3rd. [Learn more about NextCCBus](#). Real-time information on bus locations is just the beginning. The City has plans to integrate information on microtransit, e-scooters, Uber/Lyft, and bike share, as well.

We would like to extend our appreciation to [Envoy](#) for generously allowing us to use their space and to [Sprouts](#) for feeding everyone. Special thanks, as well, to [Book Soup](#) for hosting the book signing that followed the event. Save the date for our next event, 'Regional Economics - How Culver City Functions as Part of a Larger Regional Economy,' with [Kevin Klowden](#), scheduled for Wednesday, March 4, 6:30-8 PM. [Find RSVP, event, and contact info here.](#)

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