

Institute of Transportation Engineers Arizona State University



School of Sustainable Engineering and the Built Environment *Transportation Seminar Series*

Ruby Ride: The Last Piece of the Transportation Puzzle for Cities like Phoenix

Jeff Ericson

Founder, RubyRide (Subscription based Transportation Service)

Date: Wednesday, January 29, 2014

Time: 11:00 AM— Noon

Location: ERC 490 (Parking)

Lunch will be provided



Speaker/Abstract

Jeff Ericson has been on the leading edge of Transit-Oriented Design for years, creating better ways to integrate the car into pedestrian friendly communities. Trained as an Architect at ASU, Jeff took a lead position on a number of urban oriented building projects including the Grigio Apartments in Tempe and the (unrealized) mixed use Third Street Project. As he worked through these kinds of projects, time and again he came up against the realization that our city is inherently different from the dense, radial cities where buses and trains serve well, and that cities like Phoenix need a new alternative to personal car ownership. From that realization came the idea for a technology/transit startup and out of this RubyRide was born. This next generation Automobile-As-Service model provides reliable on-demand door-to-door transit service at affordable monthly rates and will radically change the relationship between people and cars and transform car-centric cities like Phoenix.

ALL ARE WELCOME!