John Martin, Futurist and Speaker

The Future of Transit: Harnessing the Trends That Will Shape Transit for Generations to Come

With smart cars, ridesharing apps, and clean energy, how will technology change the way Americans choose to travel? In a growing population that’s increasingly diverse and demands ever more accountability, what will cultural shifts mean for twenty-first-century transportation? At 83 million strong, Millennials are now officially the biggest generation in America; how will their beliefs and attitudes shape demand on our transportation infrastructure? What will their workplace preferences mean for your company and future workforce?

Nationally acclaimed futurist and speaker John Martin provides answers to these questions and many more in his eye-opening keynotes, workshops, and planning sessions. Drawing on data-driven insights from SIR Research’s 14,000+ marketing research studies, John explores the demographic, cultural, and technological trends that are having a profound impact on today’s transportation industry. Through highly entertaining and provocative presentations, John helps your key players more fully appreciate the big trends that mean unprecedented opportunity for companies, communities, regions, and entire industries.

Through fifty years in the field, SIR Research has worked for transit agencies, TDM organizations, and departments of transportation across the country. As a twenty-five-year research veteran, John has presented at both national and statewide transportation conferences from Alaska to Orlando. He has spoken at APTA, ACT, Rail-Volution, the Transportation Research Planning Board, the Shared Use Mobility Public Policy Summit, the Virginia Governor’s Transportation Conference, the Transportation Innovation Academy, the North Carolina Public Transportation Association, the Michigan Public Transit Association, the Texas Transit Association, and Florida Public Transportation Association, to name a few.

Our promise to you: after your event, you’ll become a trends expert who understands more about your opportunity ahead and just what it will take to get there. You will leave John’s presentation energized and laser-focused on how to drive your organization’s success for years to come.

Click the image above to read John’s recent article for the International Parking Institute before their 2015 annual conference.

See John’s speaking style for yourself at buildabettertomorrow.com, or click the image above.

Click the image above to read one of John’s recent articles for the Virginia Municipal League before their 2015 conference.

About John

John W. Martin is president and CEO of the Southeastern Institute of Research, Inc. (SIR Research), a fifty-year-old marketing research firm headquartered in Richmond, Virginia. As a marketing and marketing research professional with over twenty-five years of experience, John has become a regionally and nationally recognized expert in transportation, TDM, and transit planning.

How to Book

To book John for your next event, conference, or retreat, contact:

Michael Norvell
804-342-1774
MNorvell@SIRresearch.com
Here's what others are saying about John's work:

“John Martin's presentation was definitely a 10 out of 10. His speech was custom-tailored for our Michigan audience and full of valuable, rich, and extremely relevant content. My only regret is that our schedule did not allow us to have him speak another 75 minutes. I plan on recommending John to many other groups with which I work closely.”

Clark Harder, Executive Director, Michigan Public Transit Association

“As the new executive director of VTA, I was pleased to have a presenter who both understands the changes coming to transit and who effectively communicates the impacts to our members. John knows what drives our industry and how to fully leverage his understanding of trends and their influence on the future of transit.”

Lisa Guthrie, Executive Director, Virginia Transit Association

“For the 2014 NCPTA Annual Conference we were looking for a speaker who would present relevant information in an entertaining manner. John fit the bill perfectly. His presentation was a revealing examination of trends that will impact the future of transit in the nation and North Carolina. Our members were greatly pleased, and we are looking for opportunities to ask John back.”

Lawrence Kopf, Chief Operations Planning Officer, Charlotte Area Transit System, and Chair, 2014 NCPTA Annual Conference

“This presentation was thought-provoking and timely for the transit industry. John's presentation style captivated the audience during the FTA State Programs meeting luncheon. Who said transit wasn’t sexy! This is a must-see for all transit professionals. Hold on to your seats and get ready to be challenged by this compilation of data, innovation, and research.”

Lorna Wilson, Program Manager, Federal Transit Administration

Our presentations and workshops are customizable to your needs. Here are some of our most popular and memorable topics:

1. The Future of America’s Transportation System: The Convergence of 10 Major Trends Reshaping the Future of Transportation, and 10 Imperatives That Every Professional and Organization in the Transportation Industry Should Embrace

2. We Can Hear You Now: New Rules for Involving the Public in Transportation Planning

3. Generations at Work Inside Transportation Agencies: Harnessing the Power of Generational Dynamics to Drive the Transportation Industry Workforce Forward


5. Green Matters: New Rules for Using Green to Grow Your Organization’s Impact

6. Money Matters: Making a Case in Today’s Tough Economy for Sustained Transportation Funding


8. New Model for Community-Based Planning: Using a Generational Lens for More Effective Community and Transportation Planning