



**For Immediate Release**

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## **Lane Transit District**

### **LTD's Auten on SXSW Mobility Panel**

EUGENE, Ore. --- (Mar. 15, 2023) --- Lane Transit District's CEO Jameson T. Auten will be joined by other transit leaders to discuss "Failing Forward, One Mobility Pilot at a Time," during the annual South By Southwest ([SXSW](#)) international showcase of music, film and interactive media in Austin, Texas, happening now through March 19, 2023.

[Auten](#) will be joined on the panel by [Kim Lucas](#), Pittsburgh Department of Mobility Innovation; [Gretchen Newcomb](#), MobilityData; and [Gwo-Wei Tornq](#), USDOT Federal Transit Administration (FTA).

"The benefit from participating in this panel discussion is the opportunity to share experiences that can help others to set outcome expectations for mobility pilot projects in their local markets and organizations," Auten said. "I look forward to learning from others on the panel and those in the audience who participate in the discussion."

The panelists will discuss implementing mobility pilot projects and why failure with these real-world scenarios is often an outcome that benefits moving mobility innovation forward to impact communities. As part of the panel discussion, they will also talk about how FTA's current [Enhancing Mobility Innovation program](#) builds on FTA's existing mobility innovation investments, such as the [Mobility on Demand Sandbox](#), the [Accelerating Innovative Mobility Initiative](#), and the [Integrated Mobility Innovation Program](#).

More details about the "Failing Forward, One Mobility Pilot at a Time" panel discussion at [SXSW.com](#).

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## **About Lane Transit District (LTD)**

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon's governor. LTD's budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD's paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at [www.LTD.org](http://www.LTD.org).