

Getting Mobility Right: What Will It Take?

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Introduction: What does it take to do mobility right?

An immense amount of insights and knowledge was shared in just two days at Impact>Mobility. This report takes a deep dive into the concepts, strategies and tactics that are being used at the state and local level.

There are two main goals of smart mobility initiatives: improve public transportation and integrate mobility options from private partners. But it's vital to get solutions right. Garrett Miller, executive Vice President and GM of government solutions for Verra Mobility, pointed out, "Mobility is the single space where you can impact quality of life in so many areas."

By areas, we mean not only sectors but also physical regions.

James Corless, Executive Director for the Sacramento Area Council of Governments (SACOG) noted, "I can't have a system that works only for the urban core, because so much of my region is rural. And you can't have a system that only works for higher-income folks."

Moreover, mobility should include the movement of goods, especially as e-commerce continues to grow. Chuck Wemple, Executive

Director of the Houston-Galveston Area Council (H-GAC) said that a truly integrated mobility plan must encompass all of government and its services.

He said, "Mobility doesn't just belong in the Transportation Dept." H-GAC's initiatives include a governmental cooperative purchasing program that recently procured autonomous shuttles, cooperation with agencies that serve aging populations, as well as public safety organizations overseeing transportation needs such as evacuation from floods.

Michelle Boehm, Transportation Director for the Mayor's Office of the City of Los Angeles, echoed that. "We're crazy if we think our job is just transportation. We can't move this forward just within that rubric. We're working on land use, housing and jobs. We have to bring all of that together," she said.

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MICHELLE BOEHM

Transportation Director for the
Mayor's Office, City of Los Angeles

Greg Hrebek, head of global social innovation in transportation for Hitachi Vantara, identified five elements of a robust mobility system:

- Fast, high-frequency travel
- Flexible options to reach low density areas
- Comfortable and easy to use
- Clear information, easy payment and seamless transfers
- Sustainable with zero emissions and low energy consumption

PHOTO: HITACHI VANTARA



An area demanding increased attention and transformation is insurance. While insurance products have been developed for transportation network company drivers, and insuring autonomous vehicles is certainly on the radar, there are many gray areas when it comes to understanding and identifying risk in shared mobility systems, according to Rob Bauer, Head of the Sharing Economy and Mobility Group of enterprise insurance broker Marsh. Bauer did note that, in many city RFPs for mobility services, insurance is a key part of

the discussion.

Hrebek of Hitachi Vantara predicted, “Urbanization is one of biggest challenges impacting mobility. As we build out new technologies to solve existing problems, we create new challenges. These challenges will be solved with data and digital solutions that come up with new approaches and business models.”

Read on to discover examples of how planners are working with vendors and partners to identify the best approaches and business models.

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