

# Access Trumps Ownership

Traditional

I own and use  
my own  
transportation

Suburban  
Rural

Trending

I own my  
transportation  
and/or access  
shared mobility  
options

Urban Core

Near Future

I access a menu  
of mobility  
options to meet  
my needs

Urban Core  
Suburban  
Rural

Transportation Policy

Shifting of transportation norms



# Diversification & Market Customization



**Privately-Owned Vehicles**



**Public Transit, Rail, Bus, Ferry**



**Regional & Intercity Services: Rail, High-Speed Rail, Air**



**Shared Fleet Vehicles**



**Employer Shuttles, Jitneys  
Commercial Deliveries**



**Taxi, Limousine & Transportation  
Network Companies**



**Transportation  
Today**

**Multiple modes, little or no integration**



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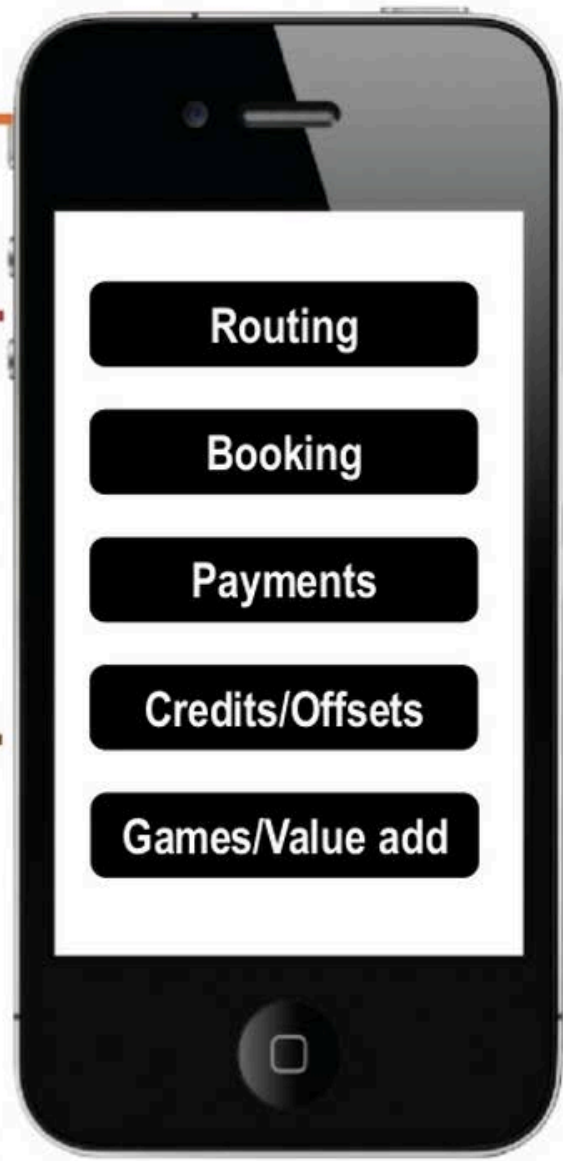
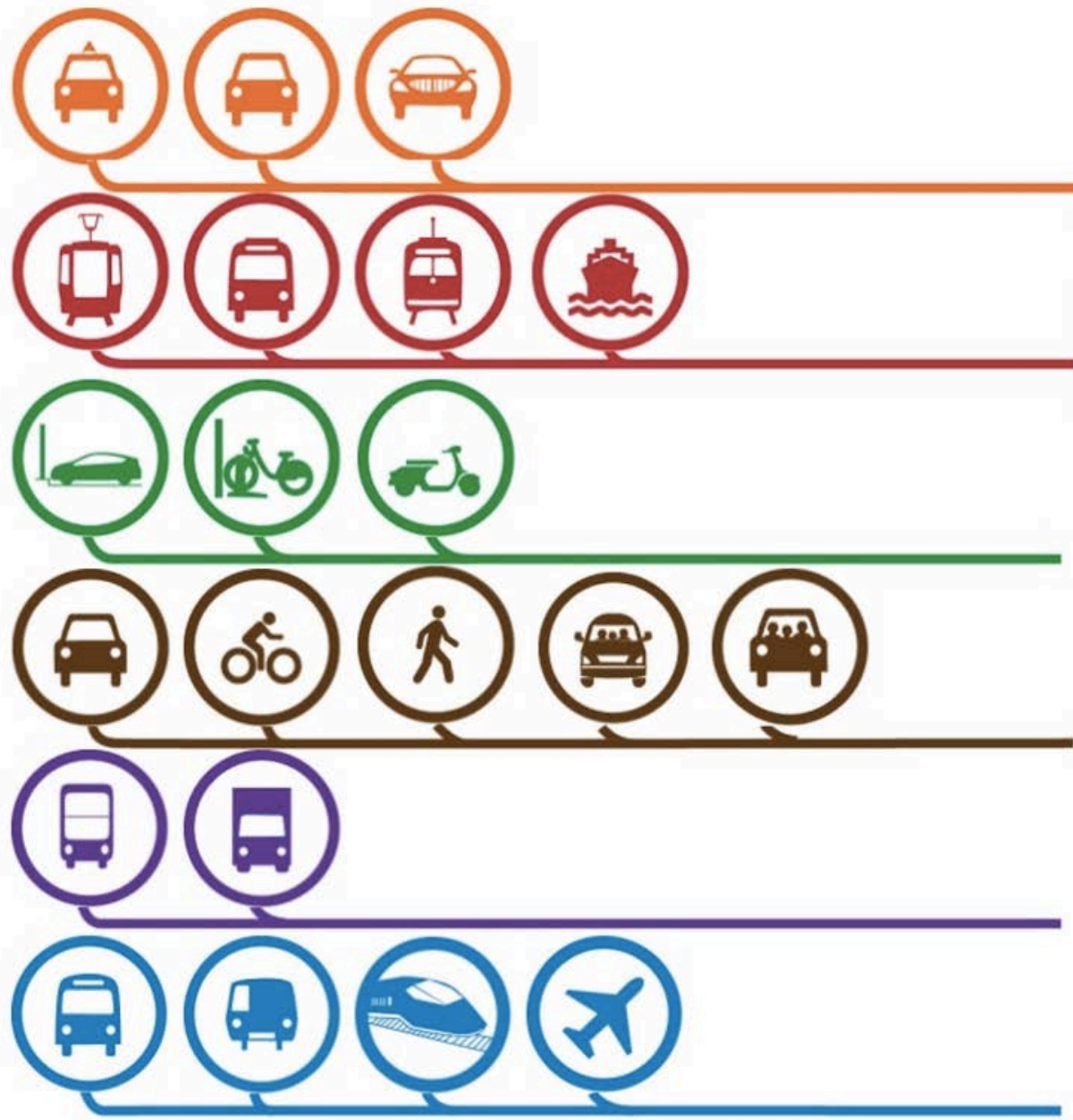


**Transportation Today**

**Multiple providers, agreements, insurance, payments, routes, booking = headaches!**

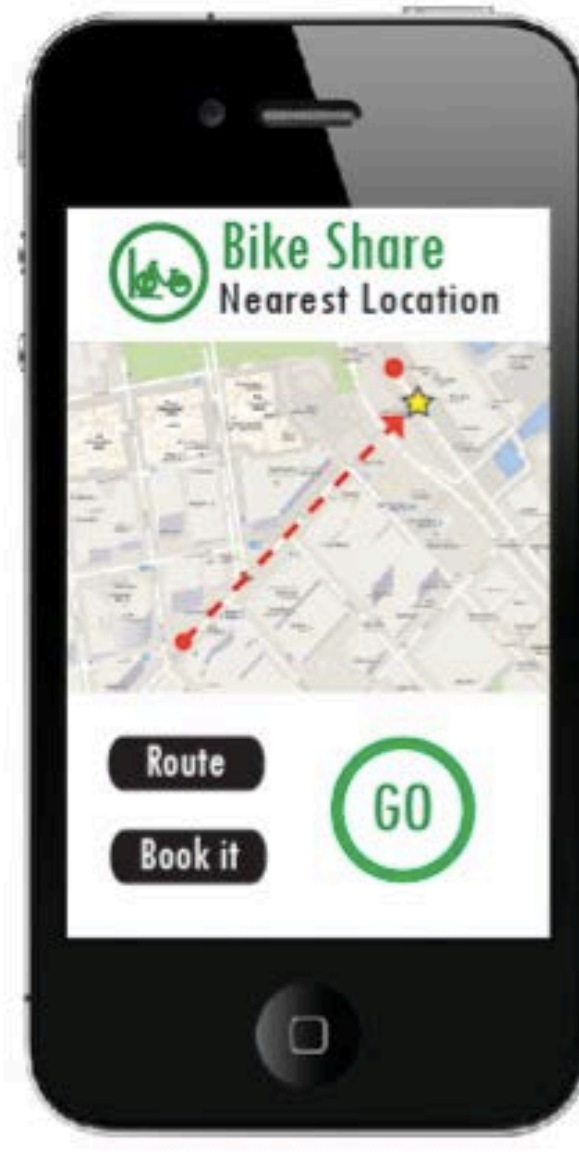
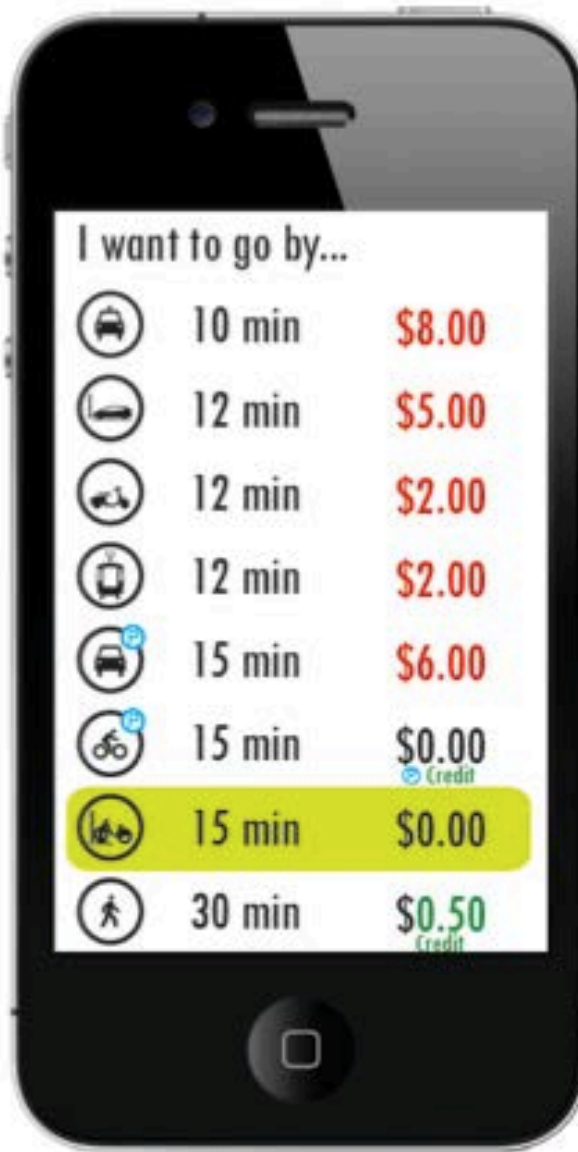
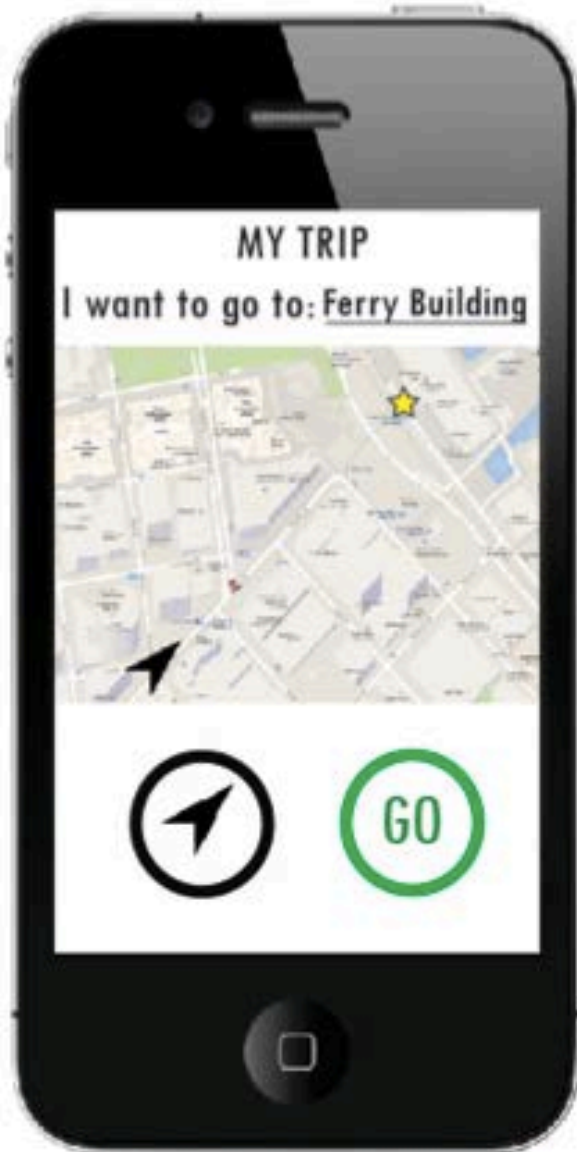


## Customer Experience



**Integration  
Vision**

**Integrated for the customer experience**



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Mobility Minutes for a Mobility Menu

A complete customer focused experience

1.0  
Public  
Operators &  
Information

1.2 Diversification  
Private Operators &  
Info providers

2.0 Consolidation of  
Providers, Operators &  
Data Aggregators

3.0 Mobility  
Minutes for  
local, regional,  
international  
travel

\$150 My City Plan  
1000 city minutes

100 Rideshare min  
100 Carshare min  
400 Transit min  
400 Bikeshare min  
Walking Credits  
Share Minutes

\$500 My Travel Plan  
300 Flying minutes  
700 City minutes

Concept: Timothy Papandreu

Is Mobility minutes the next big trend....