Optimizing mobility will enable public services to remain accessible, encourage economic growth, and improve quality of life for all residents

**Efficiency and Optimization**
- True equilibrium of transportation supply and demand
- Seamless multi-modal transport of people and goods
- Significant increases in passenger and goods throughput

**Public Safety**
- Improve public safety with new, advanced forms of transportation
- Ensure all residents can safely move from point to point

**Sustainability**
- Reduction of auto-related carbon emissions
- Shift to greener and more efficient transport
- Enabling of electric vehicle infrastructure
- Repurposing and revitalizing infrastructure to be “fit for purpose” for 21st century needs

**Accessibility**
- Improve access to transportation for underserved populations
- Greater access to education, healthcare, economic opportunity, and core necessities

**Health and Welfare**
- Increase access to healthcare and medical services
- Reduce pollution to improve public health
- Lower stress

**Commerce**
- Launch new industries and sources for economic growth
- Increase economic development
- Stabilize long-term budgets and solvency through monetization of the mOS
- Improve transportation asset utilization and real estate
While several solutions have been introduced, they are largely uncoordinated and could even exacerbate current urban challenges.

### Existing Disparate Solutions

- **Ride-share**
  - Uber
  - Didi
  - Lyft
  - OLA
  - Gett

- **Car Share**
  - Moven
  - Zipcar
  - DriveNow

- **Mobility as a Service**
  - Travelspirit
  - MAAS
  - UbiGo
  - moovel

- **Public Transport**
  - Swiftly
  - Chariot

- **Freight & Logistics**
  - Amazon
  - Starship
  - Automile
  - shiply

- **Remote Services**
  - splitseconds
  - OnStar
  - HONK
  - DELPHI

### Impacts

- Increases vehicle miles traveled and adds more vehicles to already overcrowded city streets.
- Services are not universally accessible for all socio-demographics and regions, creating further division and inequity.
- Does not significantly improve sustainability.
- Leads to sub-optimal and uncoordinated networks.
- Data is generally limited to single-mode transportation, inhibiting system wide gains.

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**If not coordinated within a more integrated system across all modes of transportation, low-cost and high-convenience mobility services will exacerbate existing urban challenges.**
A Mobility Operating System is needed to help cities or regions optimize supply & demand for transportation.

**DEMAND**
- Residents
- Commuters
- Travelers
- Businesses
- Suppliers
- Consumers

**SUPPLY**
- Bicycles
- Public Transit
- Personal Cars
- Autonomous Shuttles
- Emergency Services
- Parking

**CITIES or REGIONS**
- Traffic Efficiency
- Public Safety
- Accessibility
- Sustainability
- Commerce
- Health and Welfare

**MOBILITY OPERATING SYSTEM**
- Data Integration
- Analytics
- Visualization
- API Manager
- Subscriber Management
- Flexible Consumption
- Security
- Service Management
- Payments

**Future of Mobility by Deloitte**
The Mobility Operating System will scales as the mix of geography, transportation modes and platform functionality expands

- mOS service offerings will be brought to life through key capability development
- These capabilities will need to enabled, scaled and matured as the offerings and complexities evolve
- Timing, effort, and resources required for mOS development will vary based on the city’s existing capabilities, infrastructure, and size