

## THE URBANIZATION CONTEXT:

From 50% - 2/3 by 2025; 81% in US;  
90 % world economy

Coming: At least 35 cities more than 10 million

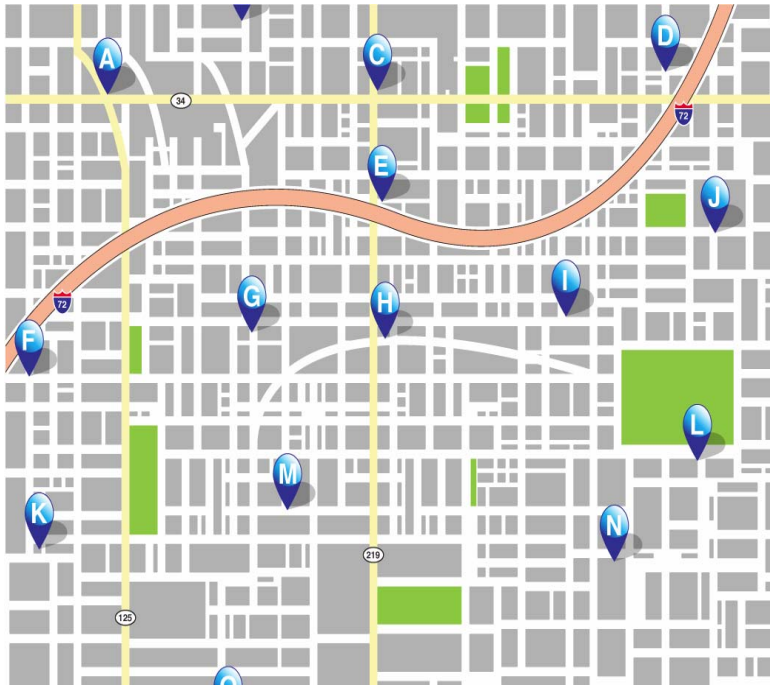


## SMART's New Mobility Hub Network Regional Pilots (Learning Labs)

- Industry, Government, NGO & academic partners
- Foundations: Mott, FIA, initially National Science Foundation
- Key Examples: Chennai India, Washington D.C.

SMART

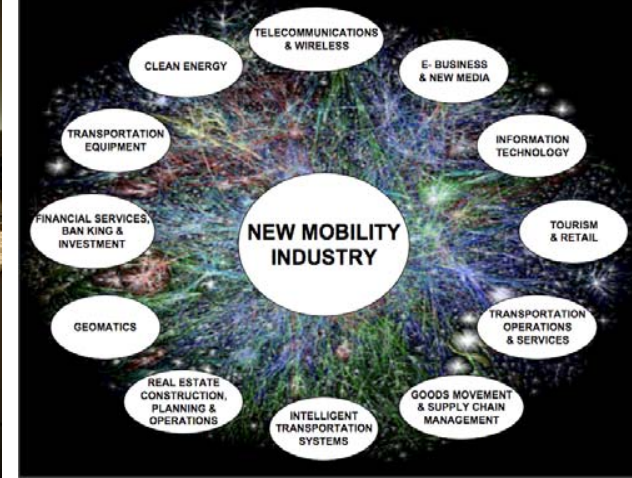
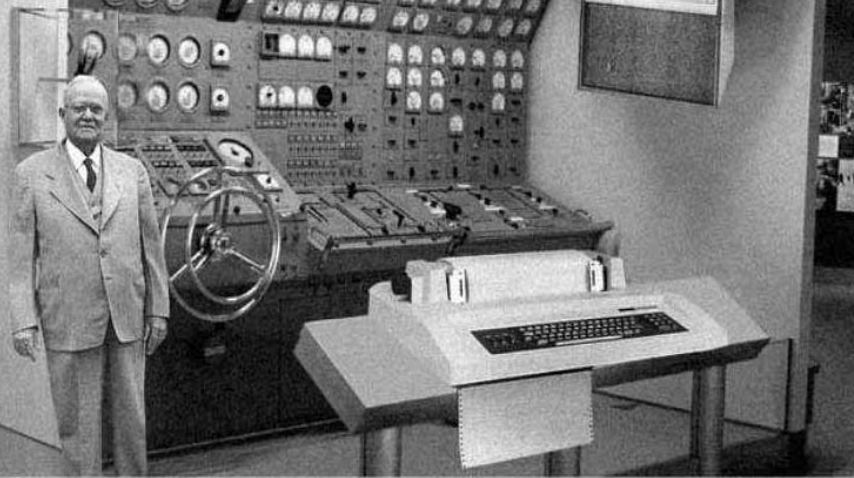




## NEW MOBILITY HUB NETWORKS (Emerging Infrastructure)

### Multi-mode, Multi-service Grid - Where Shift Happens

- ✓ Connects Mode Service Product Technology (including wayfinding & fare payment)
  - ✓ Door to Door (feeds trunk)
- ✓ Scalable / all yeses / induces demand
  - ✓ Short term / long term
  - ✓ Sexy (design) & Safe & Equitable
  - ✓ Resilient & Robust (Katrina / 911)
  - ✓ Business, Innovation, Employment



## EMERGING NEW MOBILITY INDUSTRY

## OPEN SOURCE, MULTI-MODAL TRANSPORTATION

"The current value of New Mobility markets can be measured in the billions of dollars."

*("Building a New Mobility Industry Cluster in the Toronto Region")*

