



# THEN



**Loyal to Mode** - Tend to use just one option and rarely switch

**Perception of Limited Options** - Personally-owned car often the default option

# NOW



**Mobile Phone** - helps make choices but each tool has own app

**New Options** - Many people use 1-2 new options (ride hailing, bike share) in addition to their primary mode

**Ride Hailing** - Car ownership separated from car use

# FUTURE



**Mobility as a Service** - Use mobile device to select among many options and seamlessly book and pay for them

**More New Options** - Including innovative new private sector mobility tools

**Choose the Right Tool for the Right Trip** - Based on better information about cost, time and comfort





**Transportation Network Companies**



**Autonomous Vehicle**



PERKINS+WILL

**Single Occupancy Vehicle**



Courtesy: Perkins+Will,  
Nelson\Nygaard, Lyft



Wilshire Blvd  
at Veteran Ave

PERKINS+WILL



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- ① **RAIN SENSOR** / Measuring flow of rainwater catchment and control.
- ② **CONTROL TINT SOLAR SCREENING GLASS** / Glare control and energy generation from glazing allowing for electricity feedback into the grid.
- ③ **AUTOMATED CAR FRIENDLY** / Guide strips and cutting edge streetscape which are easily navigable by autonomous vehicles to ensure compatible design.
- ④ **PARKING METER DATA COLLECTORS** / bluetooth sensors in parking meters tracking street activity and utilization
- ⑤ **ACTIVE WEARABLES** / District monitoring through sign-up of residents, visitors, and workers, building a body of data for district improvements and programming.



