

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

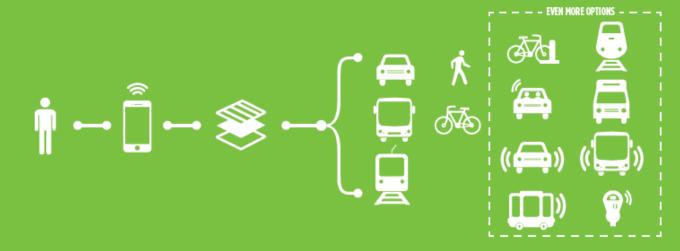
Perception of Limited Options - Personally-owned car often the default option



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 Halling - Car ownership separated from car use



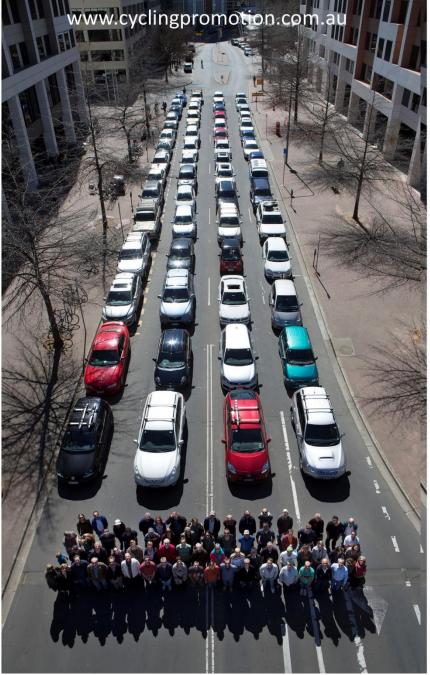
Mobility as a Service - Use mobile device to select among many options and seemlessly book and pay for them

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

Courtesy: Nelson\Nygaard







Transportation Network Companies

Autonomous Vehicle

Single Occupancy Vehicle





