

Future of transport mobility

August 2017

How far will cities go to move cars off the roads?

As governments look for ways to tackle urban congestion, they are bringing forward the timing of mobility innovation.



**The better the question.
The better the answer.
The better the world works.**

Around the world, cities are shaping the smart mobility agenda. Vancouver met its 2020 50% 'active transit' target five years ahead of schedule, thanks to a massive investment in protected bike lanes and automated transit systems. Milan is paying commuters to bike to work. Dubai is mandating that public servants buy electric or hybrid vehicles. Oslo plans to ban personally owned cars from its city centre by 2019 – six years before Norway's country-wide ban will go into effect.

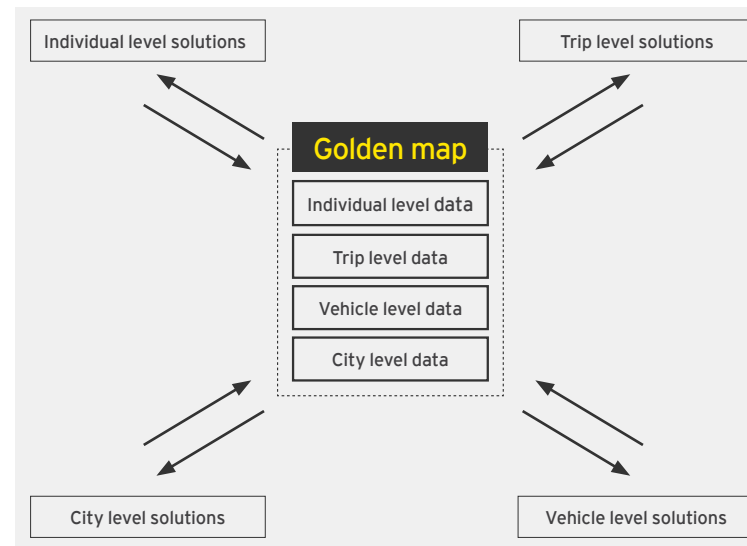
One European city is working with EY to conduct a smart parking pilot. Residents with parking permits use a booking app synced with a smart device in their car to find the nearest parking spot. Rather than penalising those who overstay, the system sends drivers reminders to either move their car or authorise an additional charge to extend their parking time. Although the pilot is not directly getting cars off its roads, the city is now experimenting with the data created by the system to improve traffic, parking patterns and speeding policies.



Data at the core

Given that data is the raw material that fuels smart mobility services, many mobility companies are seeking to own what we have termed the “Golden Map”: aggregated data from individual, trip, vehicle and city-level solutions that will enable a complete mobility ecosystem. But cities want to avoid multiple stacks of data owned by different parties. It’s in their interests to create an environment that fosters greater collaboration.

The most important thing cities can do to promote carpooling and public transport use is to encourage data sharing among all transport providers. Then the data from initial services can be re-applied to other applications, creating value by enhancing functionality and user experience.



City orchestration

This is why EY is working with cities around the world to identify new, city or state owned entities to improve the collective potential of a cross-sector ecosystem. This ‘City Orchestration’ creates a single front door to public services and regulators, easing policy making, catalysing collaboration, supporting growth and attracting innovation.

We believe cities that take this route will be first to develop smarter mobility ecosystems - improving access to services, jobs and markets; promoting economic growth and competitiveness; and boosting social equity and quality of life.

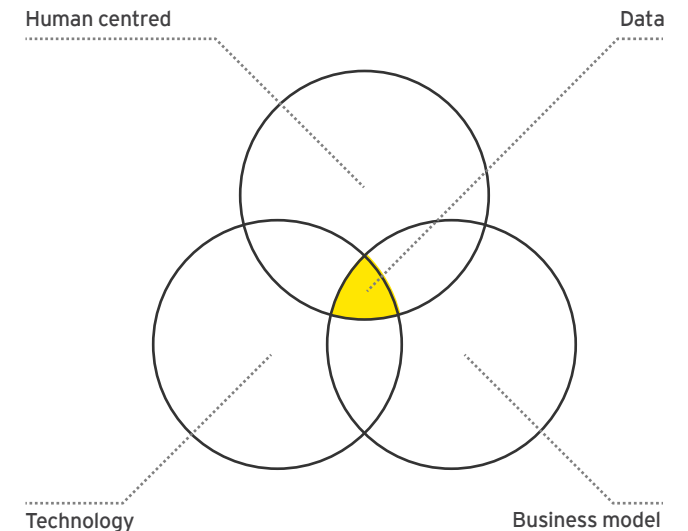
Three things you can do to prepare now for the future of transport mobility

1. Participate in the new Mobility ecosystem, not alongside it.

New mobility solutions that operate in isolation are less likely to be permitted by city authorities than solutions that support integrated movement.

2. Ensure you have the right data-led perspective to support decisions.

Depending on an organisation’s role in the ecosystem, leaders will need to determine whether existing capabilities allow them to deliver the value customers demand—and if not, how to build new strengths.



3. Work more closely with the “city as a customer.”

The enormous investment industry is making into vehicle technology and autonomy will not get close to its potential if there isn’t also investment in the ecosystem and intelligent network itself. The destiny of government and the auto sector has never been so entwined.

Start the conversation with EY

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