Connecting City Transportation
Boston University Initiative on Cities
Transportation Nudges
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Cities face a number of transportation challenges

- Many city transit systems operate under capacity
- Infrastructure is aging and needs repair
- 76% of the cars on the road only have one person in them
- Commuters are seeking new ways to get to work
Mobility preferences are rapidly evolving

“I want to see my options in real time.”

“Car ownership is on the decline.”

“I want to pay for things when I use them.”

“Driving is now a distraction to texting instead of the other way around.”
Transportation market today

1. Consumer  
2. Ride Providers  
3. Municipalities
The evolution of RideScout
Mobile ticketing & transit commerce
Mobile ticketing: Current customers and pipeline

Current Cities:
- Portland
- Washington, D.C.
- Los Angeles
- Portland
- Phoenix
- Chicago
- San Francisco

Future Cities:
- Portland
- Los Angeles
- Phoenix
- Chicago
- San Francisco

Other major urban center transit agencies in contract negotiation phase, and others in final stages of RFP
Enabling seamless mobility through connected platforms
Connecting first and last mile solutions
Thank you

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