



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."*



*"I want to pay for things when I use them."*



*Car ownership is on the decline*



*Driving is now a distraction to texting instead of the other way around.*





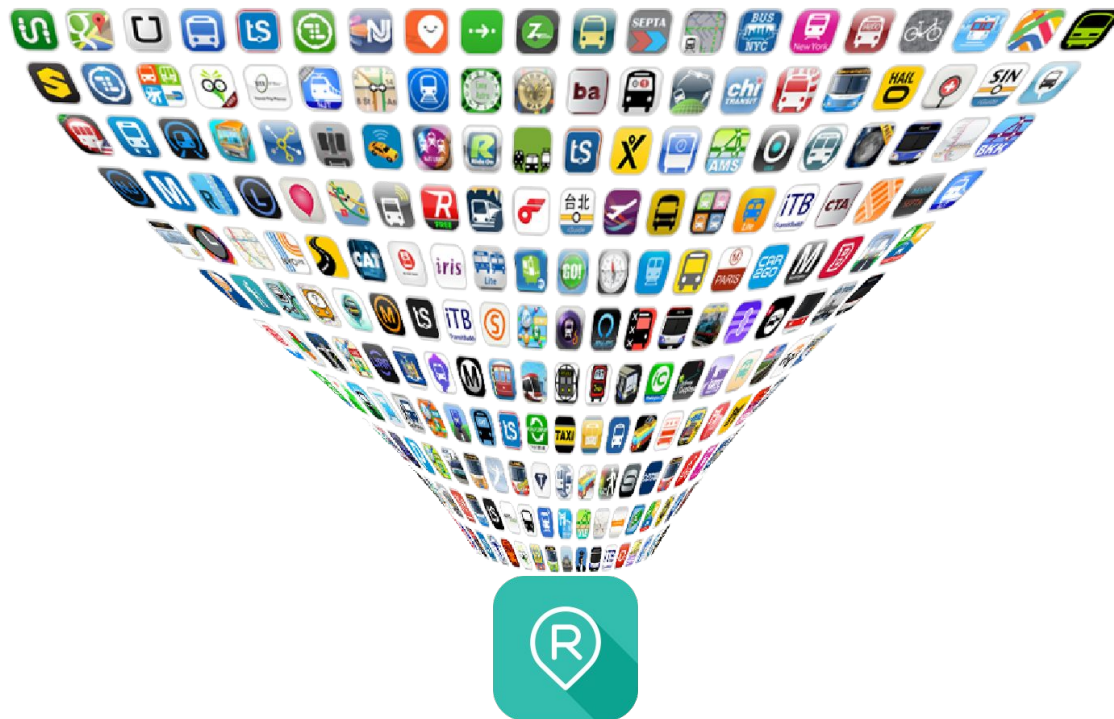
# Transportation market today

1. Consumer

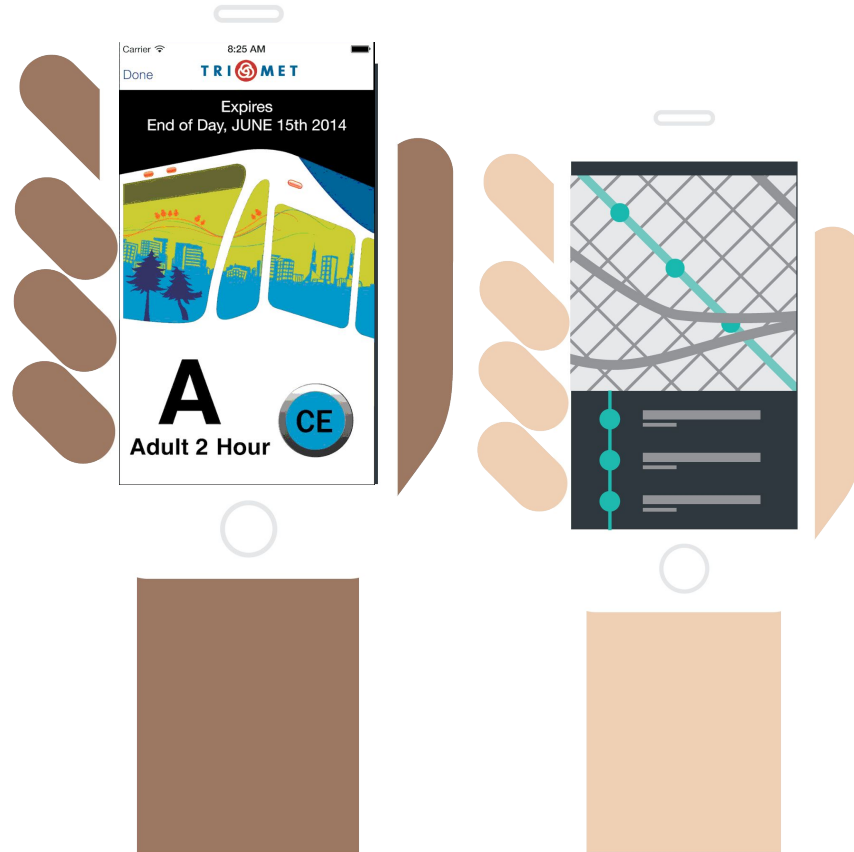
2. Ride Providers

3. Municipalities





# Mobile ticketing & transit commerce



# Mobile ticketing: Current customers and pipeline

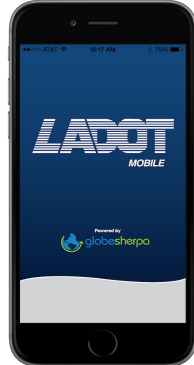
Current  
Cities:



Portland



Washington, D.C.



Los Angeles



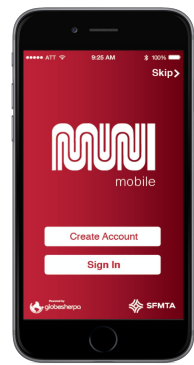
Portland



Phoenix



Chicago



San Francisco

Future  
Cities:

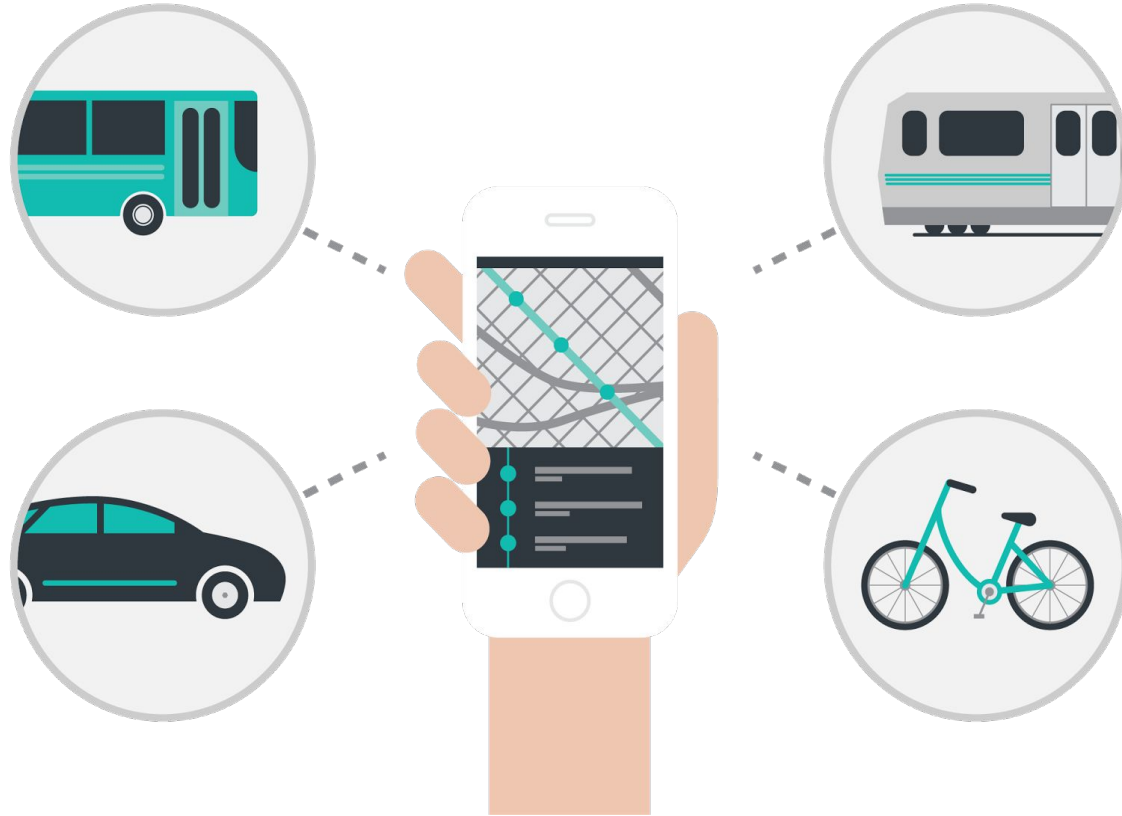
Other major urban center transit agencies in contract negotiation phase, and others in final stages of RFP

# Enabling seamless mobility through connected platforms





# Connecting first and last mile solutions



# Thank you

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