Transportation in our cities is on the verge of an extraordinary revolution. New ride services such as Uber are growing, and vehicle connectivity and automation technology is rapidly developing. But with rumors and speculation filling the air, city leaders and planners face a minefield of contradictory predictions and extraordinary promises for the future of transportation.

Harmonize Mobility, a Toronto-based mobility solutions company, is providing an advanced New Mobility Workshop designed to provide a clear path for transportation and land use planners to prepare for significant coming changes. This full-day workshop covers the impacts of ride hailing, Mobility-as-a-Service (MaaS) systems, and vehicle automation from both general and local planning perspectives, arming cities with current, accurate information and guiding them through exercises to prepare for transformational changes in their communities.
WHAT MOBILITY CHALLENGES ARE IMPACTING YOUR CITY?

Many issues can benefit from New Mobility thinking

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>SOLUTION</th>
<th>PROBLEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAFFIC CONGESTION</td>
<td>FAIR ROAD PRICING</td>
<td>TRANSPORTATION REVENUE</td>
</tr>
<tr>
<td>LOCAL BUSINESS ACCESS</td>
<td>SCHOOL DROP-OFF</td>
<td>DATA COLLECTION / PRIVACY</td>
</tr>
<tr>
<td>PARKING REQUIREMENTS</td>
<td>SENIORS’ MOBILITY</td>
<td>FIRST/LAST-MILE SERVICE</td>
</tr>
<tr>
<td>PUBLIC TRANSIT DESERTS</td>
<td>DISABILITY MOBILITY</td>
<td>ENVIRONMENTAL IMPACTS</td>
</tr>
</tbody>
</table>

Modern Solutions to Real Problems

EVERY CITY faces unique challenges, but that doesn’t mean they need to face them alone. By discussing specific transportation issues and learning what has worked in other places, this workshop includes working to identify innovative **low-cost, low-risk options** available now.
Learn and Understand

• CURRENT TRENDS
  in evolving technologies and local transportation models
• VEHICLE AUTOMATION
  technology introduction
• ECONOMIC, ENVIRONMENTAL,
  AND SOCIAL IMPACTS
  of these changes on your city
• RISKS & OPPORTUNITIES
  for land use
• LOCAL BUSINESS & REVENUE
  effects from these changes

Be Ready for Changes & Opportunities

• SET EXPECTATIONS
  for when and how new transportation technologies will arrive
• DOCUMENT IMPACTS
  to land use and local economic interests
• IDENTIFY BARRIERS
  to the adoption of new transportation models
• GAIN STRATEGIES
  for nudging behavior
• EXPLORE PARTNERSHIP MODELS
  to make the most of city resources
• DISCOVER CHOICES AND OPPORTUNITIES
  available to your city that will help it reach its goals

Transportation affects everything.

Is your city prepared for the coming changes?
The Harmonize Mobility Team

BERN GRUSH
LEAD RESEARCHER & INSTRUCTOR
Author of reports, articles, book chapters and a book on vehicle automation. Transportation entrepreneur, patent holder and 40-year veteran of companies and systems in intelligent imaging, telemetrics for road pricing and parking pricing, and ISO transportation standards.

DAVID THURLOW
RESEARCHER & INSTRUCTOR
Planning strategist for Intelligent Transportation Systems with a background in Science & Technology Studies, unmanned systems, and technology policy. Committed to helping communities prepare for disruptive technological change.

JERRY BOYER
NEW MOBILITY INNOVATION
People, Technology and Change Leader – 30+ years leading technology, people and business – Dedicated to bringing workability to people through innovation and solving massive global challenges.

PAUL MINETT
RESEARCHER & INSTRUCTOR
Australia/New Zealand
Campaigner for improved transportation outcomes with a background in corporate strategy and finance. A world leader in shared mobility research.

To learn how your team can participate

Contact:

EUROPE & THE AMERICAS

Jerry Boyer
Harmonize Mobility
jerry@harmonizemobility.com
+1 416 274 3980

AUSTRALIA & NEW ZEALAND

Paul Minett
Trip Convergence Ltd.
paulminett@tripconvergence.co.nz
+64 21 289 8444

Complete workshop outline available upon request.