

PREPARING CITIES FOR A

TRANSPORTATION REVOLUTION

WORKSHOP FOR TRANSPORTATION AND LAND USE PLANNERS

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

TRAFFIC CONGESTION

FAIR ROAD PRICING

TRANSPORTATION REVENUE

LOCAL BUSINESS ACCESS

SCHOOL DROP-OFF

DATA COLLECTION / PRIVACY

PARKING REQUIREMENTS

SENIORS' MOBILITY

FIRST/LAST-MILE SERVICE

PUBLIC TRANSIT DESERTS

DISABILITY MOBILITY

ENVIRONMENTAL IMPACTS

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.

WHAT WILL YOU TAKE AWAY FROM A NEW MOBILITY WORKSHOP?

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, telematics 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.

