



**WHO IS HERE?**

**ENVIRON-  
MENTALISTS**  
18%

**ACADEMICS**  
16%

**BUSINESS**  
15%

**TRANSPORT  
PROFESS**  
13%

**GOVT**  
6%

**ENTRE-  
PRENEURS**  
6%

**WRITERS**  
6%

**STUDENTS**  
5%

**NGOs**  
4%

**ARTISTS**  
3%

**CONSUL-  
TANTS**  
2%

**MEDIA**  
2%

**DESIGNERS**  
1%

**VENTURE  
CAPS**  
1%

**ASSNS**  
1%

## ATTENDING IN THE HOPES OF...

<b>FACTOR:</b>	<b>ENTIRE</b>	<b>BUS</b>	<b>ACAD</b>	<b>TRANS</b>	<b>GOVT</b>
<b>LEARNING NM PRACTICE</b>	<b>4.32</b>	<b>4.21</b>	<b>4.27</b>	<b>4.22</b>	<b>4.25</b>
<b>LEARNING NM RESEARCH</b>	<b>4.03</b>	<b>4.05</b>	<b>4.01</b>	<b>3.88</b>	<b>4.00</b>
<b>CONNECTING W COLLABORATORS</b>	<b>4.03</b>	<b>4.16</b>	<b>4.09</b>	<b>4.16</b>	<b>4.38</b>
<b>CONTRIBUTING TO NM</b>	<b>3.95</b>	<b>3.95</b>	<b>3.68</b>	<b>4.11</b>	<b>4.00</b>
<b>INVOLVEMENT IN SMART PROJECTS</b>	<b>3.36</b>	<b>3.21</b>	<b>3.35</b>	<b>3.38</b>	<b>3.75</b>
<b>HELPING OTHERS TOWARD NM</b>	<b>3.22</b>	<b>3.00</b>	<b>3.75</b>	<b>3.43</b>	<b>4.00</b>
<b>INVOLVEMENT IN SMART RESEARCH</b>	<b>3.22</b>	<b>2.72</b>	<b>3.62</b>	<b>3.18</b>	<b>2.88</b>
<b>ADVANCING MY PROJECT OR INNOVATION</b>	<b>3.10</b>	<b>3.00</b>	<b>2.90</b>	<b>3.50</b>	<b>2.88</b>

# WHAT IS IMPORTANT FOR THE TRANSITION?

Factor:	Entire	Bus	Acad	Trans port	Govt
Policy	4.58	4.42	4.76	4.67	4.75
Funding	4.39	4.47	4.38	4.22	4.13
Partnerships	4.34	4.22	4.38	4.35	4.38
Marketing	4.15	3.89	4.18	4.05	4.13
Knowledge	4.14	4.17	4.27	3.94	4.14
Research	4.07	4.06	4.10	3.88	3.63

**NEW MARKETS**

**NEW RISKS**

**NEW COSTS**

**NEW LIABILITIES**

**NEW PRODUCTS**

**NEW SERVICES**

**NEW BUSINESS  
MODELS**

**NEW  
PARTNERSHIPS**

**NEW  
TECHNOLOGIES**

**NEW GROWTH  
POLES**

**NEW  
STRATEGIES**

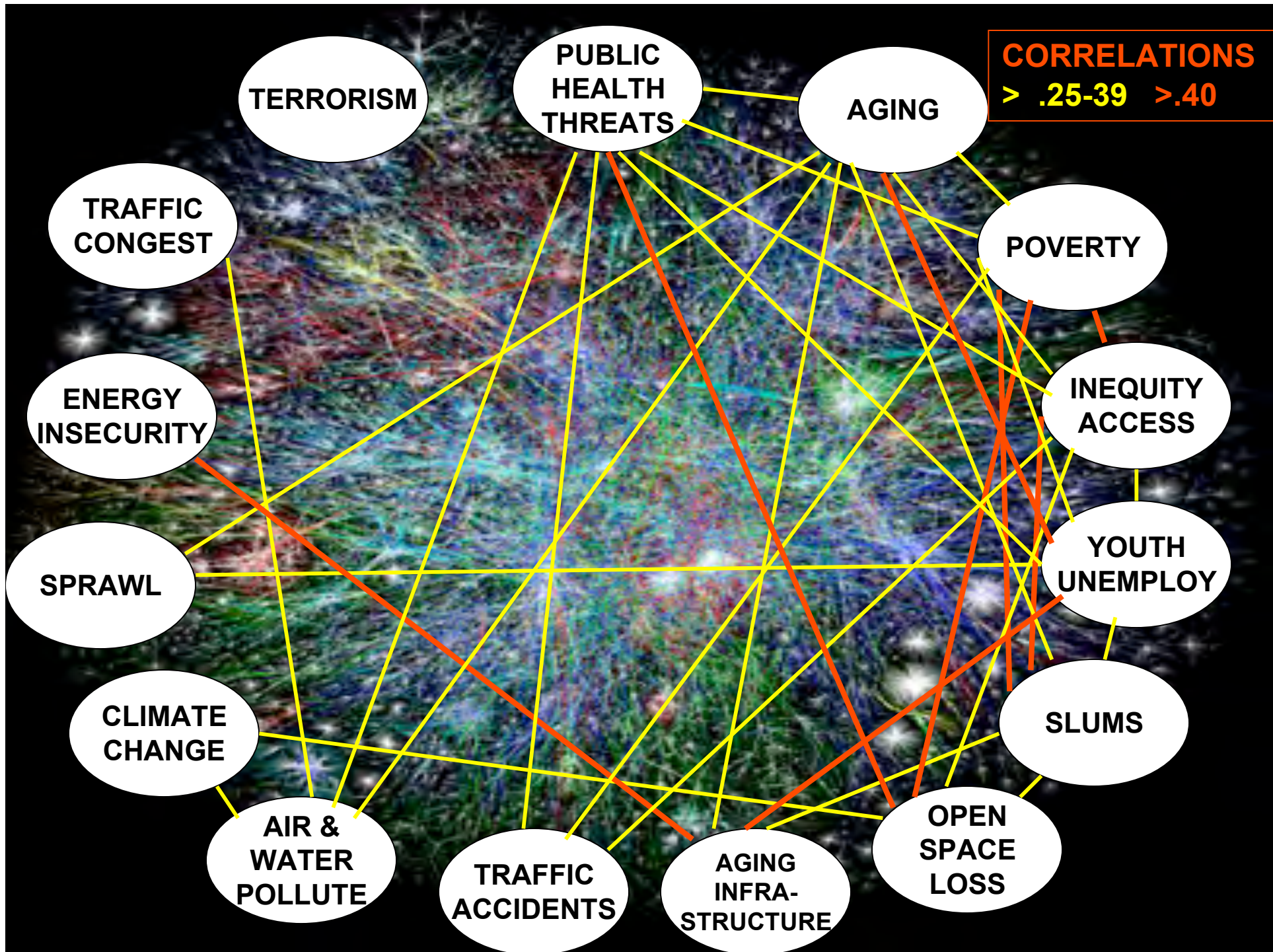
**NEW  
RESPONSIBILITIES**

**THE BIG CHANGES**



## DRIVERS OF NEW URBAN MOBILITY (MEANS)

Factor:	Entire	Bus	Acad	Transport	Govt.
Climate Change	4.76	4.53	4.64	4.61	4.50
Energy Insecurity	4.49	4.37	4.57	4.65	4.86
Air & Water Pollution	4.32	4.47	4.36	4.28	4.38
Inequitable Access	4.14	3.95	4.25	3.76	4.00
Traffic Congestion	4.13	4.15	4.09	4.16	4.63
Low Density Sprawl	3.98	3.82	4.19	3.81	4.29
Loss of Open & Green Space	3.93	3.63	4.19	3.65	3.86
Persistent Poverty	3.91	3.61	3.90	3.31	3.57
Aging Infrastructure	3.75	3.68	3.52	3.76	4.43
Public Health Threats	3.67	3.57	3.85	3.24	3.17
Traffic Accidents & Deaths	3.61	3.74	3.57	3.71	3.43
Burgeoning Slums	3.54	3.28	3.52	3.06	3.00
Aging of Population	3.49	3.26	3.67	3.35	3.29
Youth Unemployment	3.03	3.06	2.95	2.63	3.29
Terrorist Attacks	2.71	2.74	2.67	2.94	3.29



# “Core Organizing Principles” of New Urban Mobility

[5= Extremely Important, 1= Not Important]

<b>Accessibility</b>	<b>4.43</b>	<b>Modal Diversity</b>	<b>4.05</b>
<b>Eco-Friendly</b>	<b>4.42</b>	<b>Flexibility</b>	<b>4.04</b>
<b>Connectivity</b>	<b>4.34</b>	<b>Security &amp; Safety</b>	<b>4.00</b>
<b>Renewability (Energy)</b>	<b>4.34</b>	<b>Public Health Enhance</b>	<b>3.86</b>
<b>Time/Space Efficiency</b>	<b>4.31</b>	<b>Community Building</b>	<b>3.80</b>
<b>Walkability/Bikeability</b>	<b>4.27</b>	<b>Collaborative</b>	<b>3.77</b>
<b>Affordability</b>	<b>4.22</b>	<b>Near Term Impacts</b>	<b>3.63</b>
<b>Social Justice/Fairness</b>	<b>4.17</b>	<b>Self-Replicating</b>	<b>3.53</b>
<b>Resilience/Robustness</b>	<b>4.13</b>	<b>Entrepreneurial</b>	<b>3.40</b>
<b>Opportunity &amp; Freedom Enhancing</b>	<b>4.07</b>	<b>Info-Intensity</b>	<b>3.36</b>

# Benefits of the Emerging New Mobility Economy

<b>Benefit:</b>	<b>Entire</b>	<b>Bus</b>	<b>Acad</b>	<b>Trans port</b>	<b>Govt</b>
<b>Quality of Life</b>	<b>80%</b>	<b>75%</b>	<b>80%</b>	<b>85%</b>	<b>89%</b>
<b>Sustainable Markets</b>	<b>67%</b>	<b>63%</b>	<b>60%</b>	<b>70%</b>	<b>89%</b>
<b>Business Opportunity</b>	<b>57%</b>	<b>54%</b>	<b>52%</b>	<b>65%</b>	<b>89%</b>
<b>Job Creation</b>	<b>54%</b>	<b>46%</b>	<b>52%</b>	<b>50%</b>	<b>56%</b>
<b>Social Equity</b>	<b>54%</b>	<b>38%</b>	<b>48%</b>	<b>45%</b>	<b>56%</b>
<b>Revitalize Local Economies</b>	<b>49%</b>	<b>38%</b>	<b>40%</b>	<b>45%</b>	<b>56%</b>
<b>Save Public Money</b>	<b>36%</b>	<b>33%</b>	<b>28%</b>	<b>50%</b>	<b>44%</b>
<b>Poverty Alleviation</b>	<b>33%</b>	<b>21%</b>	<b>24%</b>	<b>25%</b>	<b>22%</b>