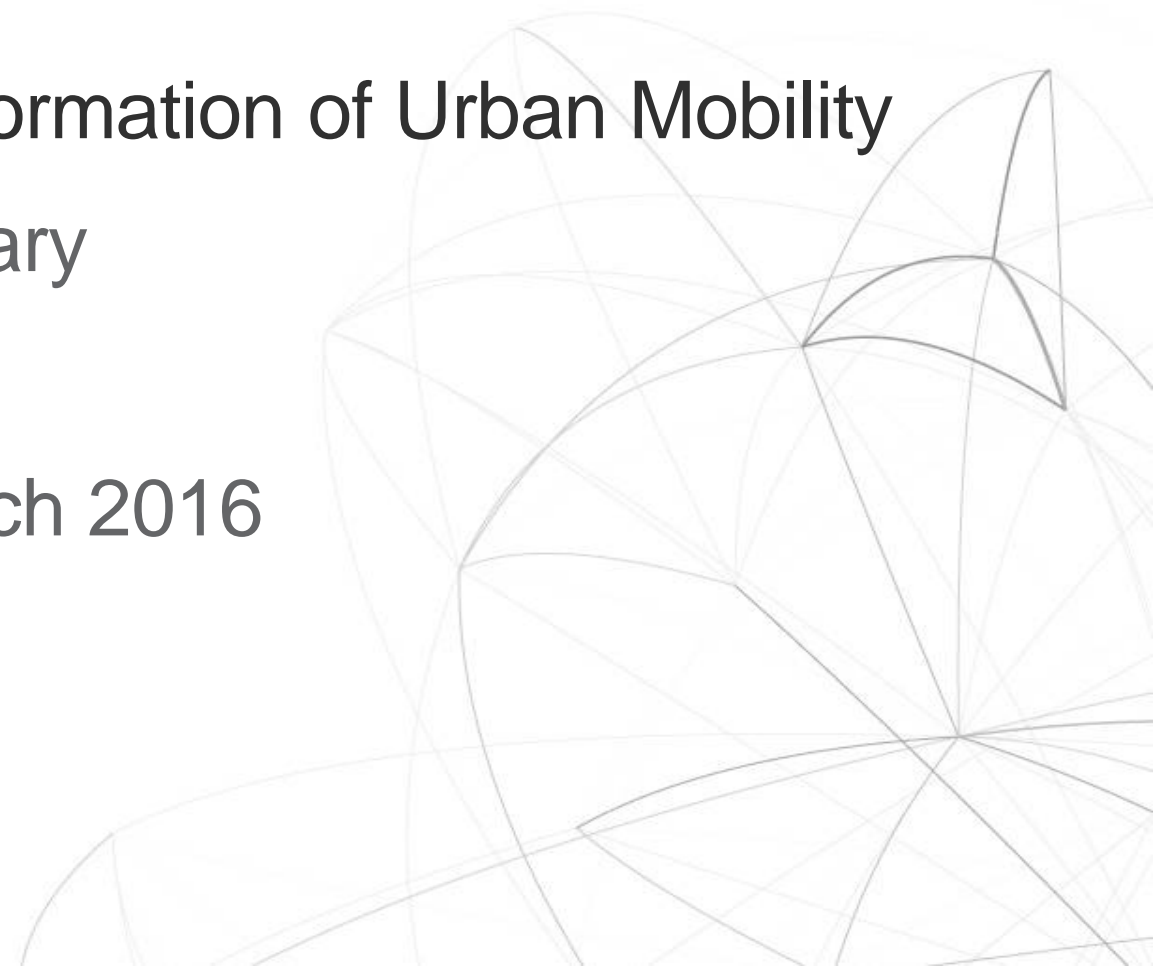


Shaping the Transformation of Urban Mobility

Roundtable Summary

San Diego, 31 March 2016



Shaping the Transformation of Urban Mobility

March 31st, 2016

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Roundtable in San Diego – participants (1/2)



Name	Title	Organization	Country
Allan Stejskal	SVP & Chief Information Officer	Autonation Inc.	USA
Andreas Mai	Director, Product Mgmt. Smart Connected Vehicles	Cisco Systems	USA
Andreas Raptopoulos	Chief Executive Officer	Matternet Inc.	USA
Andrew J. Ginther	Mayor of Columbus	City of Columbus	USA
Anthony R. Foxx	United States Secretary of Transportation	US Department of Transportation	USA
Arun Sundararajan	Professor of Business; Rosen Faculty Fellow	New York University	USA
Assaf Biderman	Chief Executive Officer	Superpedestrian	USA
Blair Anderson	Deputy Administrator	NHTSA	USA
Byron Foster	EVP, Johnson Controls Automotive Seating	Johnson Controls Inc.	USA
Chris Borroni-Bird	Vice President, Strategic Development	Qualcomm Incorporated	USA
Christoph Jentzsch	Founder & CTO	Slock.it	Germany
Chuck Holland	Vice-President, Industrial Engineering	UPS	USA
Cory Kendrick	Head of Research, Urban Mobility	Uber	USA
Derek Aberle	President	Qualcomm Incorporated	USA
Devin de Vries	Co-founder	Where Is MyTransport	South Africa
Dmitri Alperovitch	Co-Founder and Chief Technology Officer	CrowdStrike Inc.	USA
Ed Lee	Mayor of San Francisco	City and County of San Francisco	USA
Gary Hallgren	President, Connected Car	The Allstate Corporation	USA
Gil Perez	SVP, Industry Cloud & GM Connected Vehicles	SAP SE	Germany
Gregory Curtin	Founder and Chief Executive Officer	Civic Resource Group	USA
Hajime Kumabe	Executive Director, Driving Assist & Safety	Denso Corporation	Japan
Hans-Martin Hellebrand	SVP Innovation & Cooperation	RWE New Ventures LLC	USA
Harry Lightsey	Executive Director, Global Connected Customer	General Motors Company	USA
Hugh Martin	Chief Executive Officer	Sensity Systems Inc.	USA
Jack Weekes	Operations Vice President	State Farm Insurance Companies	USA
Jan Hellåker	Program Director	Drive Sweden	Sweden
Jean-Luc Paola-Galloni	Group Corporate VP, Sust. Dev.and External Affairs	Valeo	France
Jeff Randolph	Director of Real Estate World Wide Operations	Amazon.com	USA

Note: EVP = Executive Vice President; GVP = Group Vice President; SVP = Senior Vice President; CTO = Chief Technology Officer; GD = Global Director; GM = General Manager

Roundtable in San Diego – participants (2/2)



Name	Title	Organization	Country
Jonathan Matus	Co-Founder & CEO	Zendrive Inc	USA
Jongdon Lee	Director of Industrial Policy	Gyeonggi Provincial Government	Rep. of Korea
Julia Steyn	VP of Urban Active	General Motors Company	USA
Justin Ginsburgh	VP of Business Development	Motivate	USA
Kent Helfrich	VP and CTO of Flextronics Automotive	Flex	USA
Kevin Webb	Lead, Flow Platform	Sidewalk Labs	USA
Kiva Allgood	VP, Global Market Development and Smart Cities	Qualcomm Incorporated	USA
Leah Treat	Director, Portland Bureau of Transportation	City of Portland	USA
Lilian Coral	Chief Data Officer	City of Los Angeles	USA
Mark Dowd	Deputy Ass. Secretary, Research & Technology	US Department of Transportation	USA
Mark Gorenberg	Managing Director	Zetta Venture Partners	USA
Mary Casillas Salas	Mayor of Chula Vista, California	City of Chula Vista	USA
Matthew George	Chief Executive Officer	Bridj	USA
Matthew Grob	EVP and CTO	Qualcomm Incorporated	USA
Mitch Bainwol	President and Chief Executive Officer	Alliance of Auto.Manufacturers	USA
Nikolaus-Sebastian Lang	Senior Partner and Managing Director	The Boston Consulting Group	Germany
Philipp von Hagen	Member of the Executive Board	Porsche SE	Germany
Richard Thomas	Mayor of Mount Vernon, New York	City of Mount Vernon	USA
Robbie Diamond	Founder and President	Securing America's Future Energy	USA
Robert Lloyd	Chief Executive Officer	Hyperloop Technologies, Inc.	USA
Robin Chase	Founder and Chief Executive Officer	Meadows Networks	USA
Ryan Klem	Program Director	Toyota Mobility Foundation	Japan
Sly James	Mayor of Kansas City	City of Kansas City	USA
Stephen Adler	Mayor of Austin	City of Austin	USA
Steve Firestone	SVP and General Manager, Security	CA Technologies	USA
Steven S. Cliff	Senior Advisor to the Chair, Cal. Air Resources Board	California EPA	USA
Susan Zielinski	Managing Director, SMART	University of Michigan	USA
Ulrich Quay	Managing Director	BMW i Ventures LLC	USA
W. Spencer Reeder	Senior Program Officer, Climate & Energy	Vulcan Inc.	USA
William Peduto	Mayor of Pittsburgh	City of Pittsburgh	USA

What we discussed – Agenda

08:30 – 10:00	<i>Assessing the Current Situation</i> <ul style="list-style-type: none">— Welcome by Derek Aberle, President of Qualcomm— Opening and introductory remarks by Anthony Foxx, U.S. Secretary of Transportation— Global approaches to tackling urban mobility by mayors and innovators— Key principles to improve urban mobility	Plenary
10:00 – 12:00	<i>Vision for Mobility</i> <ul style="list-style-type: none">— Developing a 2025 mobility story for a day in life of a citizen in the city (“mobility hero”)— 6 different profiles of mobility heroes representing different challenges of mobility— Presentation on urban mobility scenarios during report-back	Breakout
12:00 – 13:00	<i>Innovators Panel (Lunch Session)</i> <ul style="list-style-type: none">— Panel discussion with Anthony Foxx, U.S. Secretary of Transportation, Robin Chase, Founder and CEO of Meadows Networks and Robert Lloyd, CEO of Hyperloop Technologies	Panel
13:00 – 14:00	<i>Making the Vision Reality</i> <ul style="list-style-type: none">— Developing a plan to achieve the envisioned mobility scenario for the mobility hero	Breakout
15:00 – 15:00	<i>Wrap-up and next steps</i> <ul style="list-style-type: none">— Report back on “Making the Vision Reality”— Results of the Mobility Poll— Next steps: World Economic Forum’s Urban Mobility Initiative— Concluding reflections from Anthony Foxx, U.S. Secretary of Transportation	Plenary


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March 31st, 2016


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Breakout Group “La Jolla”: City Characteristics 2016

 **Population** 800k – 1 mill. people (city)
 1.8 – 2.0 mill. people (metro area)

 **Density** 3,200 – 3,700 people / sq. mile
 (11% – 13% the density of New York City)

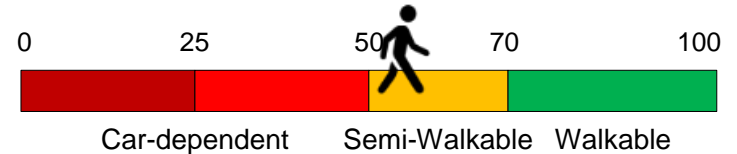
 **Household Income** \$44k – \$50k USD per household

 **Unemployment rate** 3 – 5% %

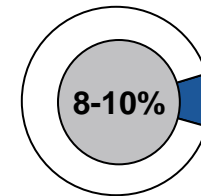
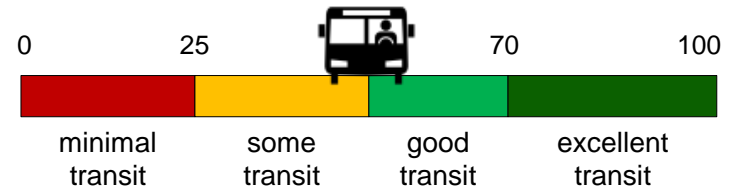
 **Private car ownership** 1.5 – 1.7 Vehicles per household
 5% – 10% Carless households

 **Safety** 55 – 60 Fatal accidents per year

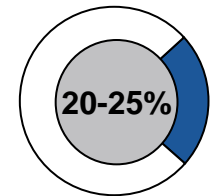
Walk Score



Transit Score



of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Bike Sharing



Car Sharing



E-Hailing / Ride Sharing



EV Charging Infrastructure



Public Bus

Breakout Group “La Jolla”: Rebecca’s Mobility Story in 2025

Mobility Hero Rebecca



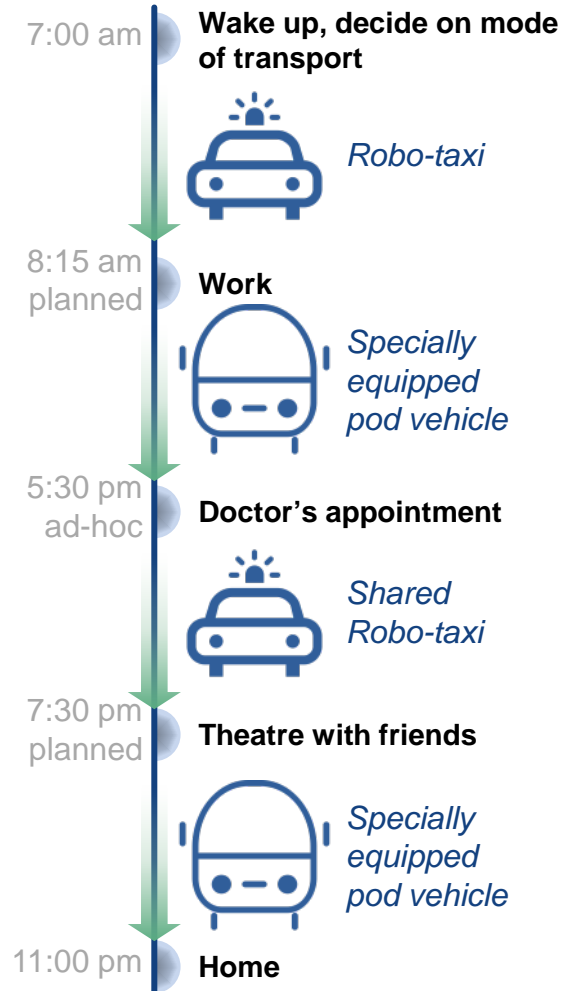
Sociodemographics

- Age: 31
- Single, no children
- Degree in accounting
- Occupation: Senior Tax Analyst
- Annual income: \$ 67,000
- Works in the city center
- Lives in the urban area (6 miles away from city center)
- Requires a wheelchair for mobility

Background and values

- Prefers individualized consumption
- Interested in fashion, art and culture
- Socially responsible and active in charitable initiatives


Mobility Story





Details


- Trip planner / personal mobility assistant incl. multi-modal transport solutions tells Rebecca:
 - "it will take you x% longer if you leave at 8am, consider leaving 15min later to save time."*
 - "it will cost you \$x to get into town with means xyz"*
- Low cost robo-taxi (e.g. at \$0.25 per mile to be even cheaper than public transport)
- Specially equipped pod vehicle (e.g. wheelchair friendly vehicle entry and special seating) through peer-to-peer sharing
- On the way Rebecca orders groceries
- Robo-taxi and app that enables ride sharing.
- Rebecca picks up all her friends before heading to the theater
- Possibly subsidized transport
- Vehicle has Rebecca's groceries already pre-delivered on board
- On the way she stops at a hub to pick up small online purchases at her deposit box / hub


Breakout Group “Torrey Pines”: City Characteristics 2016

 **Population** 800k – 1 mill. people (city)
 1.8 – 2.0 mill. people (metro area)

 **Density** 3,200 – 3,700 people / sq. mile
 (11% – 13% the density of New York City)

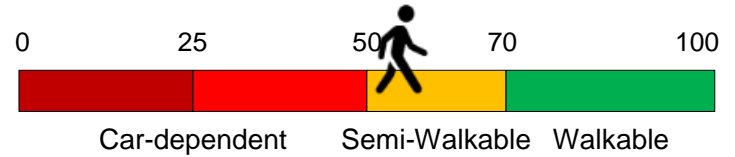
 **Household Income** \$44k – \$50k USD per household

 **Unemployment rate** 3 – 5% %

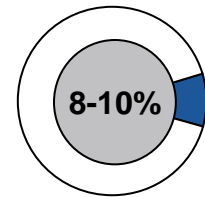
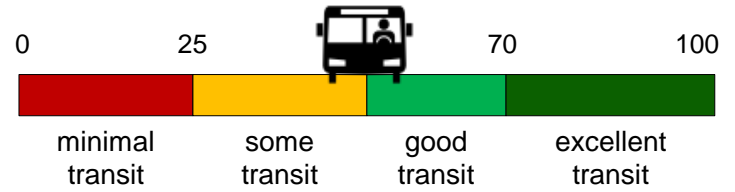
 **Private car ownership** 1.5 – 1.7 Vehicles per household
 5% – 10% Carless households

 **Safety** 55 – 60 Fatal accidents per year

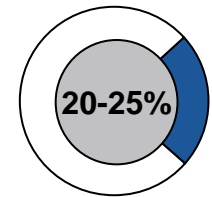
Walk Score



Transit Score



of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Bike Sharing



Car Sharing



E-Hailing / Ride Sharing



EV Charging Infrastructure



Public Bus

Breakout Group “Torrey Pines”: Robert’s Mobility Story in 2025

Mobility Hero Robert



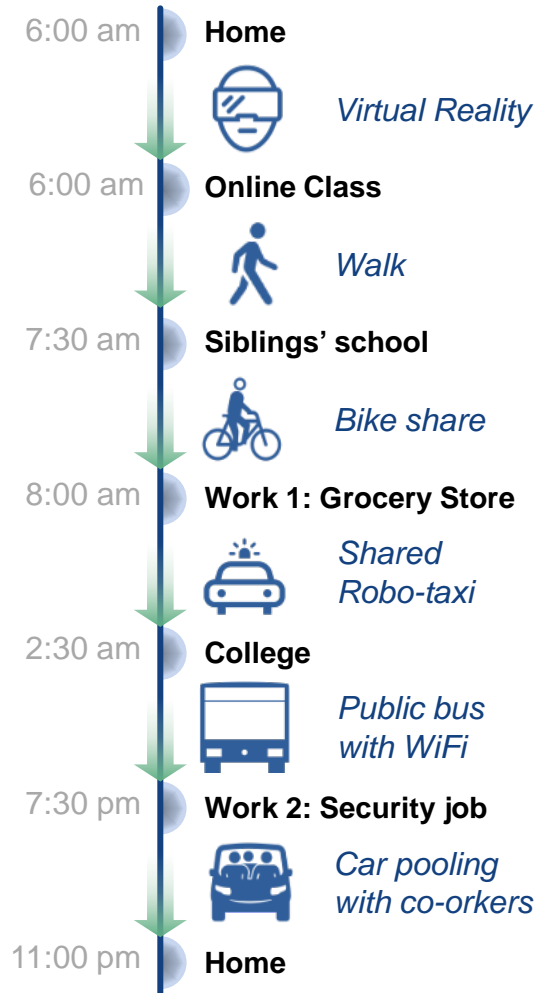
Sociodemographics

- Age: 24
- Single
- Attending a trade college
- Occupation: Two part time jobs in a grocery store and as security
- Annual income: \$ 16,000
- Lives in an urban neighborhood, 7 miles outside of city center

Background and values

- Can only afford living together with parents and younger and older siblings
- Family-oriented, supports his parents and younger siblings
- Interested in sports and arts


Mobility Story





Details


- Consults his integrated mobile app to plan the transportation according to meet budget (max. \$10 per day, preferably \$5 per day)
- Attends an online class using a subsidized VR set
- Walks siblings to school in the neighborhood
- Uses bike-sharing to get from school to his job in the neighborhood
- Pays for bike-sharing automatically with the integrated mobile app / smart card (single source)
- **Alternative:** Works as driver for ride-sharing / e-hailing with his own car
- Last trip is automatically adjusted by the ride-sharing application to get him to college on time
- During a long commute Robert uses his VR set to attend a missed lecture at college
- **Alternative:** Drives his own car which was lent in peer-to-peer sharing during college hours
- Integrated transport app matches Robert with co-workers to car-pool back home and split the cost of transport
- **Alternative:** Robert provides the car-pooled ride for the co-workers reducing his cost of operation


Breakout Group “Carlsbad”: City Characteristics 2016

 **Population** 800k – 1 mill. people (city)
 4.5 – 5.0 mill. people (metro area)

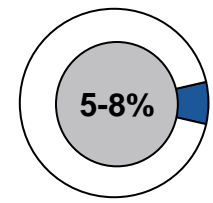
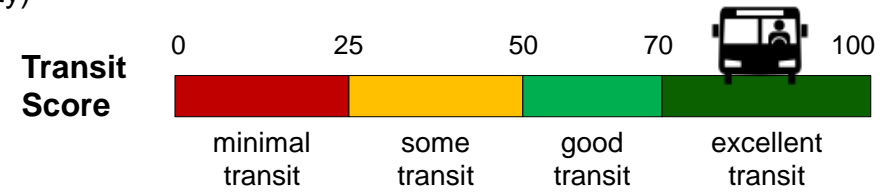
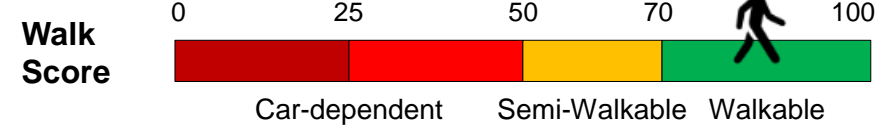
 **Density** 15 – 20,000 people / sq. mile
 (53% – 71% the density of New York City)

 **Household Income** 60k – \$70k USD per household

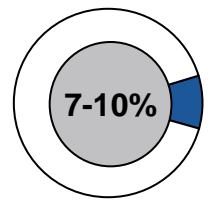
 **Unemployment rate** 3 – 5% %

 **Private car ownership** 1.0 – 1.3 Vehicles per household
 30% – 35% Carless households

 **Safety** 30 – 35 Fatal accidents per year

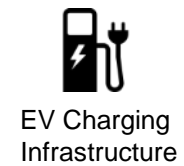


of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Breakout Group “Carlsbad”: Julia’s Mobility Story in 2025

Mobility Hero Julia



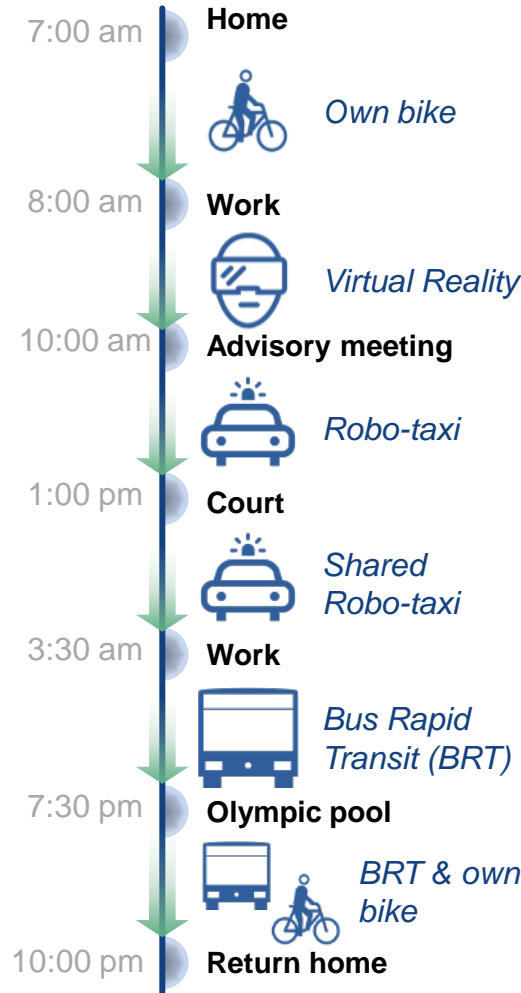
Sociodemographics

- Age: 29
- Single, no children
- College degree
- Occupation: Paralegal
- Annual income: \$52,000
- Bright prospects for professional development & income level
- Works in the city center
- Lives in the urban area (4 miles away from city center)

Background and values

- Trend-setter attitude, focus on joy & fun
- Cosmopolitan, young, flexible
- Balance between work, leisure, social contacts, sports
- Prefers individualized consumption


Mobility Story





Details


- Owns a bike but no car
- Leaves her bike at a bike parking pod at a bus station next to work
- Uses electric bike-sharing on “lazy days“
- Uses robo-taxi on bad weather days
- “Tele-commutes” – advisory meetings via video-conferencing and virtual reality
- Uses an individual robo-taxi as a fastest way to get to court in a no-car zone in city center
- Takes a shared robo-taxi back to work after court appointment to save money for the firm
- Orders groceries online to be delivered to her personal “locker“ at a store-front next to her home
- Uses BRT to attend a training at an Olympic pool on the city outskirts
- Integrated payment (app / smartcard) for all transport means
- Uses BRT to get back to the work bus station and takes her own bike for the last mile back home
- Picks up dry cleaning and groceries at the locker at a store front next to home (automatic payment with smart phone)


Breakout Group “Coronado”: City Characteristics 2016


 **Population** 400k – 500k. people (city)
 2.0 – 2.2 mill. people (metro area)

 **Density** 2,000 – 2,200 people / sq. mile
 (7% – 8% the density of New York City)

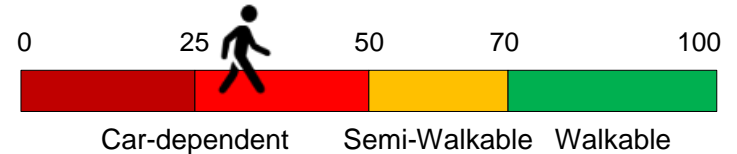
 **Household Income** \$45k – \$50k USD per household

 **Unemployment rate** 3 – 5% %

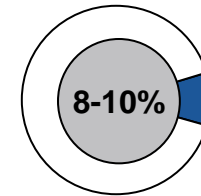
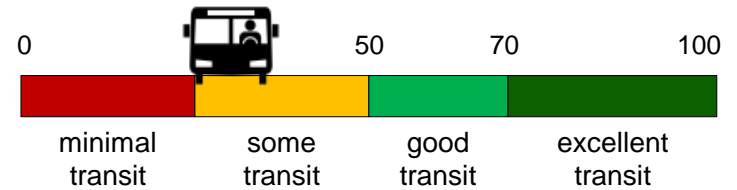
 **Private car ownership** 1.5 – 1.7 Vehicles per household
 10% – 15% Carless households

 **Safety** 45 – 50 Fatal accidents per year

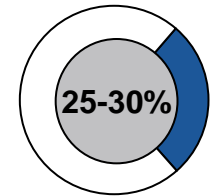
Walk Score



Transit Score



of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Bike Sharing



Car Sharing



E-Hailing / Ride Sharing



EV Charging Infrastructure



Public Bus

Breakout Group “Torrey Pines”: Joel’s Mobility Story in 2025

Mobility Hero Joel



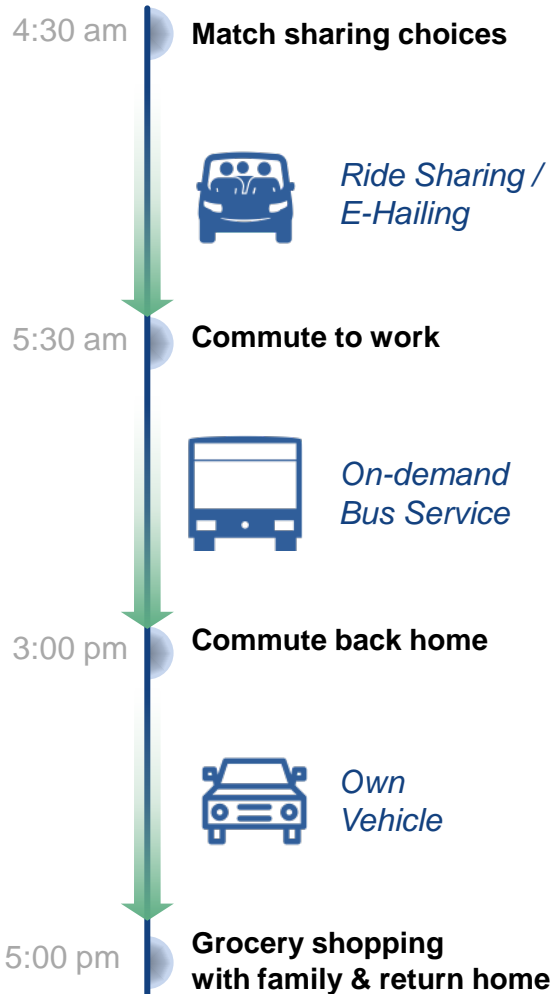
Sociodemographics

- Age: 43
- Married, two children 7 and 11
- Community college education
- Occupation: Assembly line worker
- Annual income: \$ 34,000
- Works at an assembly plant, 14 miles outside of city center
- Lives in the suburban area of the city

Background and values

- Homeowner, the only home the family could afford is on the opposite side of the city from work
- Family-oriented, investing in the future opportunities for the children
- Strongly price conscious, going for economical, value-for-money choices

Mobility Story




Details


- Family moves from a 2 car household to a 1 car household by 2025
- A digital platform allows Joel to identify co-workers who live in his area and work the same shift, and to share transportation costs
- Joel’s wife uses the family car for the more variable nature of transportation with their children


- On-demand bus transport, e-hailing, car-pooling, etc. are predictable and low-cost means of getting to and from work each day


- Family vehicle used as balance between cost-efficiency and convenience to get around with two adults and two kids


Breakout Group “Solana Beach”: City Characteristics 2016

 **Population** 300k – 400k people (city)
2.2 – 2.3 mill. people (metro area)

 **Density** 2,200 – 2,500 people / sq. mile
(8% – 9% the density of New York City)

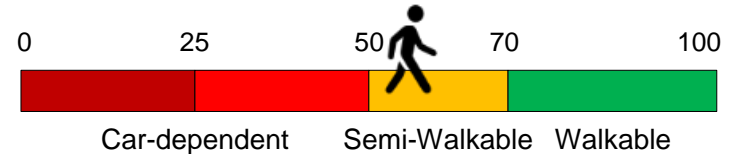
 **Household Income** \$45k – \$50k USD per household

 **Unemployment rate** 4 – 6% %

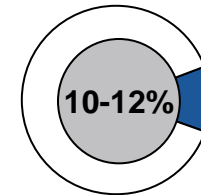
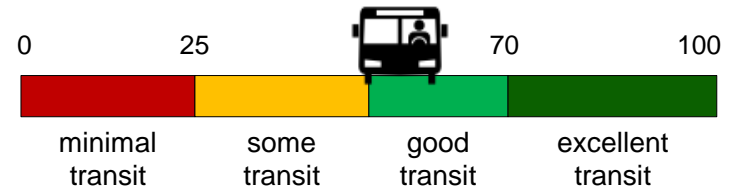
 **Private car ownership** 1.0 – 1.3 Vehicles per household
25% – 30% Carless households

 **Safety** 20 – 30 Fatal accidents per year

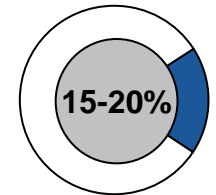
Walk Score



Transit Score



of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Bike Sharing



Car Sharing



E-Hailing / Ride Sharing



EV Charging Infrastructure



Light Rail



Public Bus

Breakout Group “Solana Beach”: Lisa’s Mobility Story in 2025

Mobility Hero Lisa



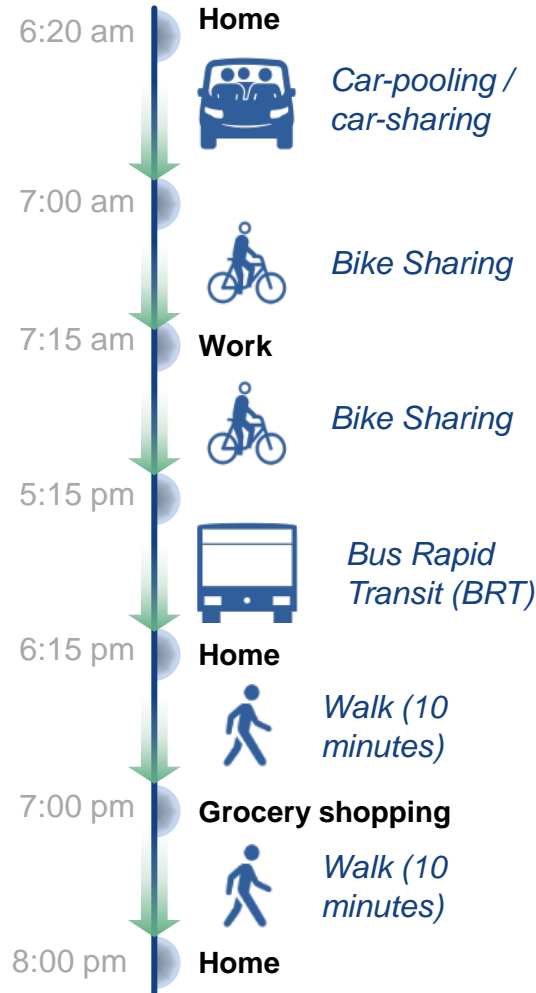
Sociodemographics

- Age: 47
- Single mother, two children 15 and 21 years old
- High school education
- Occupation: Service
- Annual income: \$ 25,000
- Works in the city center
- Lives at the outskirts of the city (suburban area)
- Suffers from diabetes

Background and values

- Left the city due to lack of affordable housing, but her job remains in the city center
- Favors quiet, family-oriented life
- Social responsibility, family and community oriented


Mobility Story





Details


- Lisa still has to spend a significant amount of her already low income on transportation
- Uses car-sharing or car-pools with other commuters to get to the city center in the morning
- Uses bike sharing for the last mile
- **Alternative:** Bike sharing for the entire commute on good days to improve her health
- Takes bike sharing to get to a BRT station within the city center (mobility hub)
- **Alternative:** Bike sharing for the entire commute on good days to improve her health
- **Alternative:** New mobility mode as a local crowd-sourced service to organize journeys with a similar starting point and destination, e.g. through social media (Facebook), hyper local solutions
- Walks to a grocery store to save money on transportation
- Easy access to H&T (housing and transportation) cost information provides Lisa with a monthly overview which portion of her income is bound / available to her


Breakout Group “Del Mar”: City Characteristics 2016

 **Population** 500k – 700k people (city)
2.3 – 2.8 mill. people (metro area)

 **Density** 3,900 – 4,400 people / sq. mile
(14% – 16% the density of New York City)

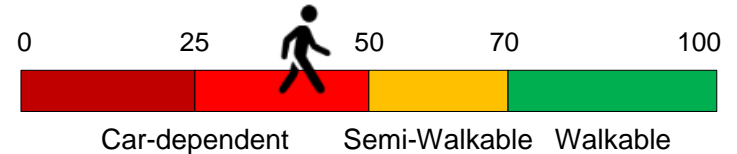
 **Household Income** \$50k – \$60k USD per household

 **Unemployment rate** 3 – 5% %

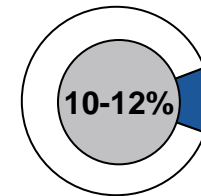
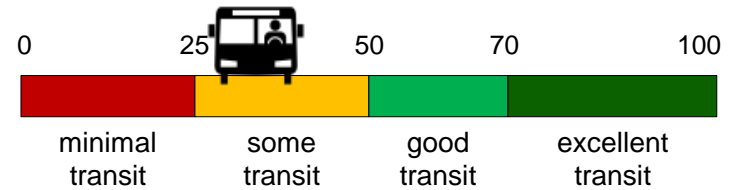
 **Private car ownership** 1.5 – 1.7 Vehicles per household
10% – 15% Carless households

 **Safety** 35 – 40 Fatal accidents per year

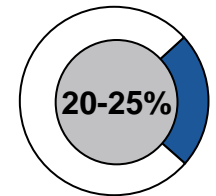
Walk Score



Transit Score



of all commuters living in poverty



of public transport commuters living in poverty

Major Transportation Offering



Bike Sharing



Car Sharing



E-Hailing / Ride Sharing



EV Charging Infrastructure



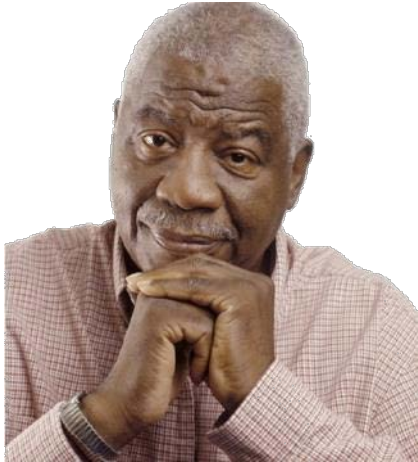
Light Rail



Public Bus

Breakout Group “Del Mar”: Carl’s Mobility Story in 2025

Mobility Hero Carl



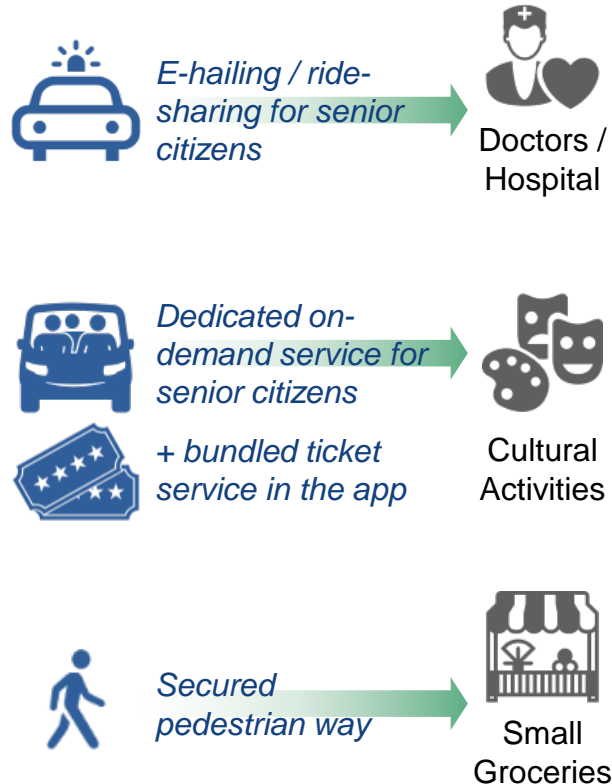
Sociodemographics

- Age: 81
- Married, one grown-up daughter, two grand children
- College degree
- Occupation: Teacher, retired
- Annual income: \$46,000 (pension and social security)
- Lives in the suburban area
- Multiple medical chronic conditions

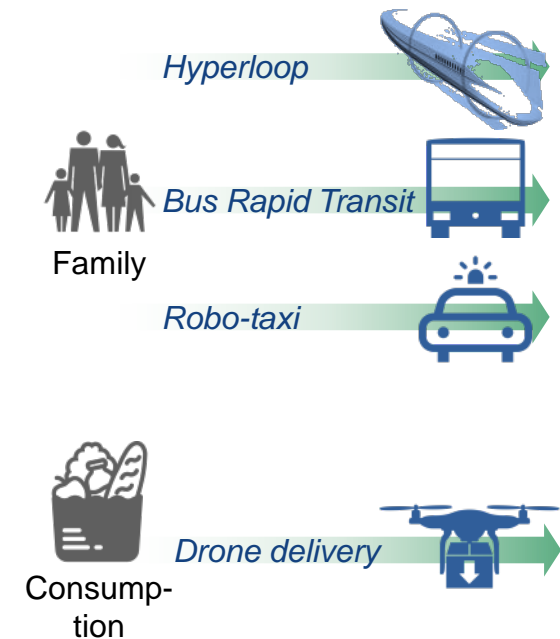
Background and values

- Community oriented
- Interested in cultural activities (theatre and music), chess, literature
- Volunteers in the community

Carl → Places



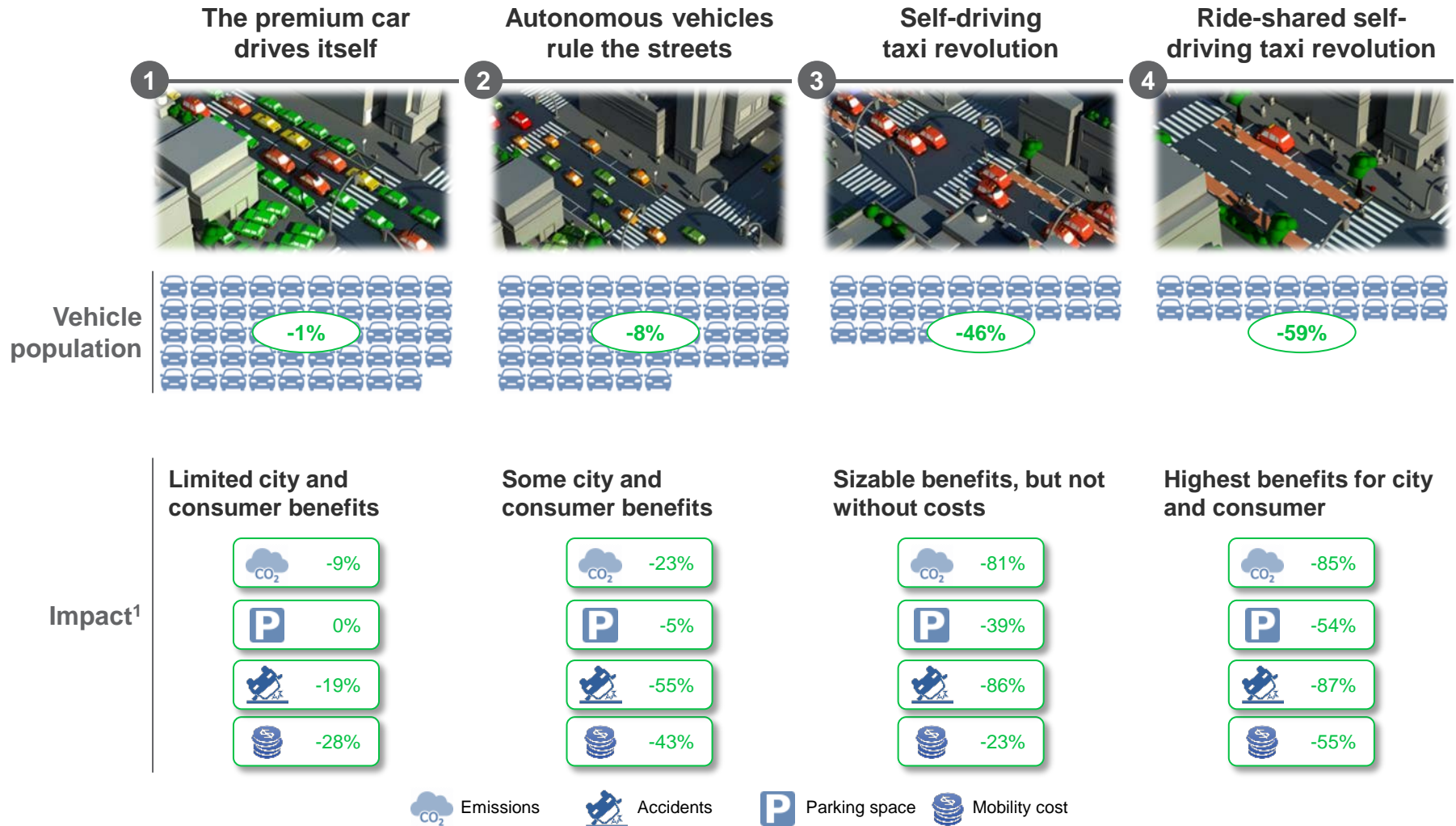
People & Goods → Carl



The Forum modelled four scenarios for future mobility enabled by Self Driving Vehicles (SDVs)

	1 The premium car drives itself	2 Autonomous vehicles rule the streets	3 Self-driving taxi revolution	4 Ride-shared self-driving taxi revolution
Primary ownership model	<i>Private ownership of vehicles</i>	<i>Private ownership of vehicles</i>	<i>Fleet ownership by mobility broker</i>	<i>Fleet ownership by mobility broker</i>
City policy	No major city involvement	Cities promote self-driving vehicles	City disincentivizes private car ownership and promotes electric vehicles	City disincentivizes private car ownership and promotes electric vehicles
Description	SDVs complement existing mobility offer <ul style="list-style-type: none"> — Consumers own and use SDVs like traditional cars — Increasing share of electric vehicles 	SDVs replace most traditional cars <ul style="list-style-type: none"> — Private SDVs replace most traditional cars and some bus public transport — Increasing share of electric vehicles 	Electric SDV taxi is primary mobility option <ul style="list-style-type: none"> — Private cars rare within city; citizens use shared, electric mobility, SDVs replace some buses 	Ride-shared electric SDV taxi is primary mobility option <ul style="list-style-type: none"> — Private cars rare, self-driving, electric taxi rides are shared, most buses are replaced

City and consumer benefits highest in scenarios 3 and 4



In year 10; Note: calculations based on model city with tidal-style traffic and approx. 5M inhabitants and 1.34M taxis and private vehicles, modeled over a 10 year horizon; assumes that 30% of privately owned self-driving vehicles are zero emissions vehicles and that 90% of self-driving taxis are zero emissions vehicles

Source: World Economic Forum; BCG analysis

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A number of action fields have been identified to enable inclusive, clean, safe & secure transportation in 2025



MOBILITY MODELS

- **Dedicated mobility solutions** for citizens in need, e.g. senior citizens, vehicles specifically equipped for handicapped citizens
- **Transportation offerings** bundled with citizen needs, e.g. healthcare, education, cultural offerings
- **Integration of goods delivery and personal mobility models**, e.g. personal deposit “lockers”, purchases deposited in vehicles on return routes, etc.
- **Adopt sharing culture**, also in terms of making data available
- Equipping mobility solutions for an **integrated cross-regional payment method**



FINANCIAL ENABLERS

- **Mobility subsidies** (“transportation stamps”) as means to support citizens in need (e.g. dedicated education & employment programs, senior citizens, handicapped citizens)
- **Subsidizing smart phones** to provide access to new mobility modes for underprivileged citizens
- **Redistribution models** in public-private collaboration, e.g. e-hailing operator offering models for underprivileged citizens / incorporating mobility subsidies as pre-requisite to obtain permission to operate, parking permissions, etc.



URBAN DESIGN

- **Policy instruments to include underserved neighborhoods into the planning for autonomy and shared mobility**, e. g. parking permits, charging & road infrastructure
- **Reallocation of job centers and services** (education, healthcare, culture) **to underserved neighborhoods** to prevent long commutes
- **Mobility hubs** to enable physical connection between transport modes



DIGITAL ENABLERS

- **One integrated mobility application covering all modes of transport:** integrated planning & ordering / hailing, integrated payment, cost optimization, access to H+T (housing and transportation) cost information
- **Data integration** between public and private sources to digitize real-time transport service information
- **Subsidized technology** for employment & educational programs (e.g. smart-phones, virtual reality headsets, etc.)
- Ensure adequate **measures for personal security and cybersecurity** are in place (develop privacy framework)

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Participants called for broad multi-stakeholder cooperation at both the city-level and the international-level

Key issues to be resolved with respect to **urban mobility overall**

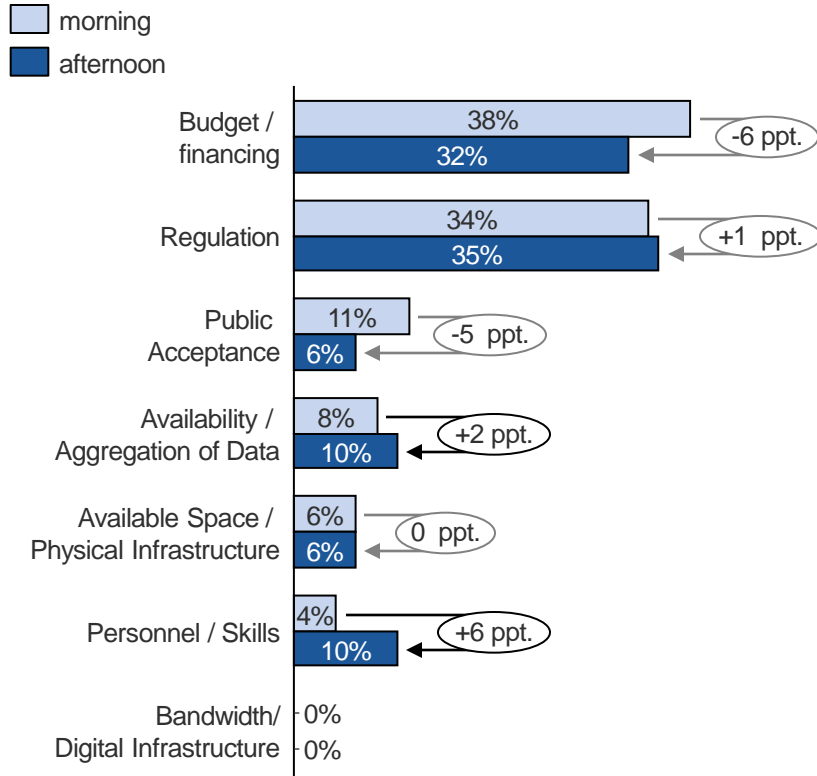
- *Financing & payments*: How to finance new mobility and how to develop a single payment platform across all means of transport?
- *Connection to land use*: How to take trips off the road by improving land usage and urban design?
- *Data & analytics*: Need to involve public to better understand how much and which data citizens are willing to share in exchange for certain mobility services.
- *Political will*: Need to ensure political commitment to the cause across multiple governing cycles and changing leadership

Key issues to be resolved with respect to **new mobility models**

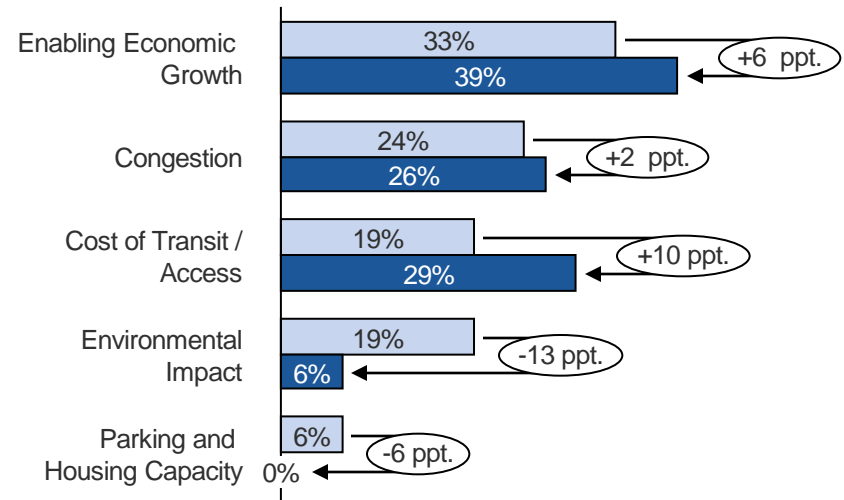
- *Increasing density in cities*: Need to leverage underutilized assets to create more mobility throughput. Cities need to think about land use choices alongside transport decisions
- *Autonomy & sharing models* are a strong enabler to make mobility cleaner, more accessible and affordable, however negative consequences to be prevented:
 - Significant risk of increasing vehicle miles travelled: e.g. empty self-driving vehicles picking up the dry-clearing, etc.
 - Emergence of retail vehicles: e.g. cheaper to have a car as a store than to rent real estate
 - Impact on labor and city revenue: e.g. reduction of driver's license fees, parking tickets, fuel tax revenue, etc.

Participants answered two questions on mobility showing the group's pulse around biggest barriers and challenges to address

What is the biggest barrier to improving urban mobility?



In addition to safety, which of the following mobility challenges should be the first to tackle?



Participants were consistent in their beliefs that financing and regulation were greatest barriers to urban mobility, and enabling economic growth should be of highest priority when addressing transportation challenges

In 2016 the Forum's expert networks and the SDV working group will work closely with one selected city to revise their transportation plan

Our 2015 project achievements



This year, we accomplished the following three project objectives

- Gained an in-depth understanding of **future customers' needs** in 10 countries
- Conducted a series of city interviews to understand **city perspective on new mobility**
- Developed and detailed **future mobility concepts** and their impact on cities

Still to be accomplished

- Test and refine conceptual models** in one real-life city to develop recommendations **for all cities**

Open questions to address in 2016 onwards

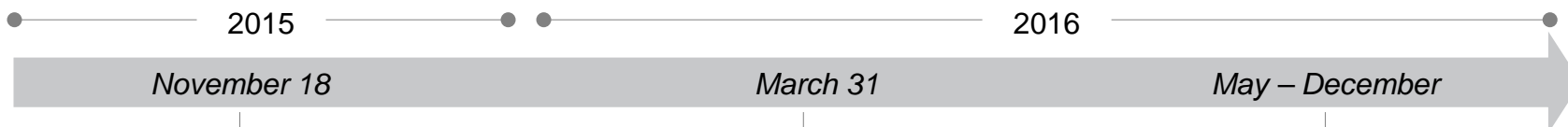
- How can cities prepare for future mobility if they haven't **revised their transportation plans** to account for car sharing, bike sharing, ride sharing, data platforms, etc.?
- How can cities plan for SDVs in isolation when it requires a **discussion with other linked parts** of the mobility system?
- How will consumers react to a **real experience of a SDV**?
- Which specific **regulatory changes** will be required?
- What is the required operating model and infrastructure for a real-life roll-out?

Path to Discovery

Support a city in revamping their overall transportation plan to incorporate new technologies

Support a city in planning and implementing a self-driving vehicle pilot as one element of the transportation plan

Next Step: The Forum will select one applicant city to engage on the mobility platform in depth



First roundtable

- Chair: Mark Fields, Ford CEO and President
- Participation of Anthony R. Foxx, U.S. Secretary of Transport
- 30 participants
- San Francisco



Second roundtable

- Chair: Anthony R. Foxx, U.S. Secretary of Transport
- 60 participants, including 8 US city mayors
- San Diego



Project on urban mobility

- Support a city in revamping its overall transportation plan
- Support a city in planning and implementing a self-driving vehicle pilot as one element of the transportation plan

For city application, please refer to: <http://bit.ly/23znO15>

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The logo for the World Economic Forum features the words "WORLD", "ECONOMIC", and "FORUM" stacked vertically in a bold, grey, sans-serif font. A blue arc, resembling a stylized globe or a partial circle, is positioned behind the text, starting from the top left of the word "WORLD" and curving around to the bottom right of the word "FORUM".

WORLD
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