



# Redefining Downtown Vibrancy

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# Shared Mobility Principles for Liveable Cities

The future of mobility in cities is multimodal and integrated. When vehicles are used, they will be right-sized, shared\*, and zero emission. These principles guide urban decision-makers and stakeholders toward the best outcomes for all.



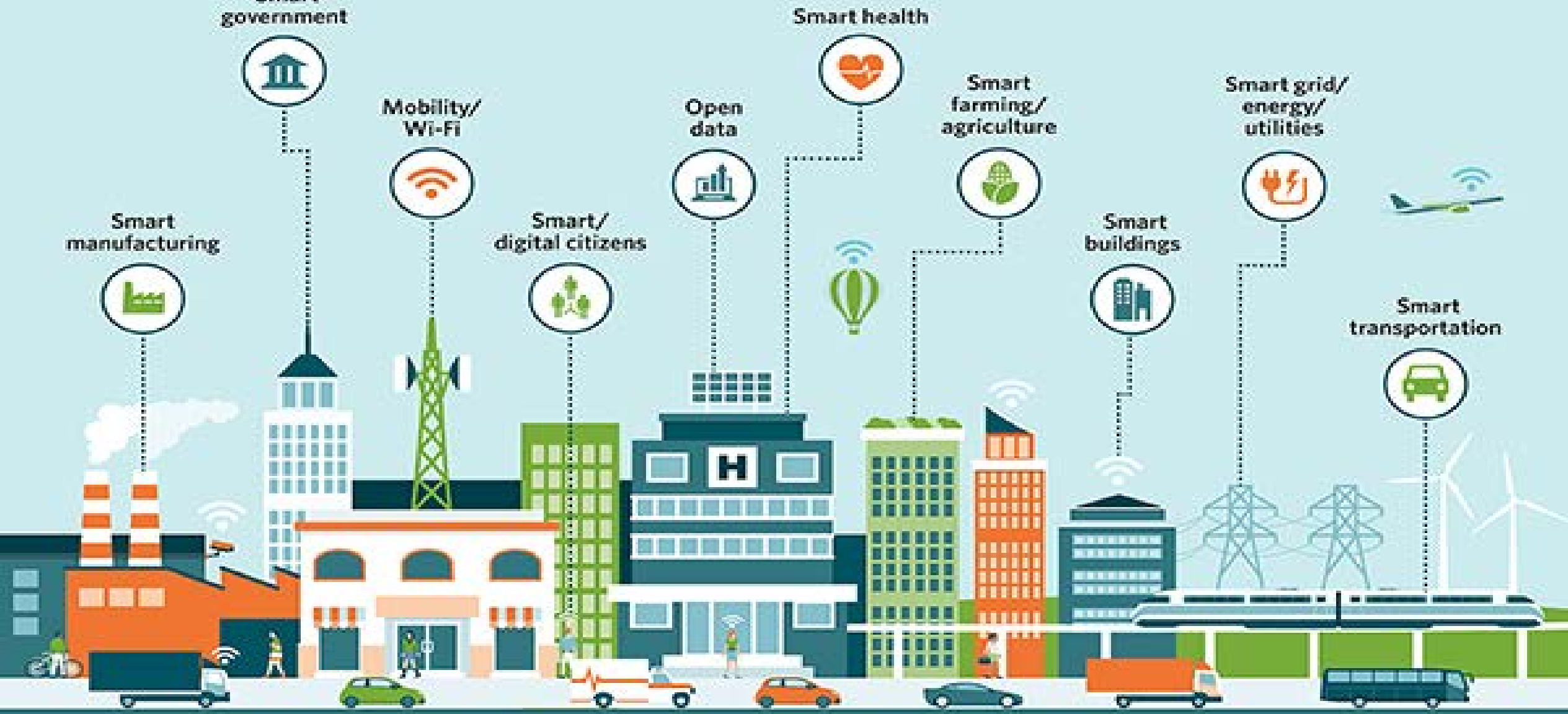
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**Plan cities  
and mobility  
together**









# SMART CITY COMPONENTS





# MACRO SHIFTS REQUIRE A NEW APPROACH

## **TRADITIONAL STRATEGIES**

### **System-Centric**

*Economic driver = **Atoms***

*Rate of change = **Decades***

- Real estate
- Permitting/regulatory streamlining
- Tax incentives
- Community amenities

+

## **CRITICAL NEW DIMENSION**

### **People-Centric**

*Economic driver = **Bits***

*Rate of change = **Years***

- New relationships between government and innovators
- Network of digital infrastructure
- Modern, market-responsive talent development

**REGIONAL  
= ECONOMIC  
DEVELOPMENT**



CHIROPODIST

STARK  
SHOES

TALENT TOSSON REAL

WINE & LIQUOR

**Thank You**