

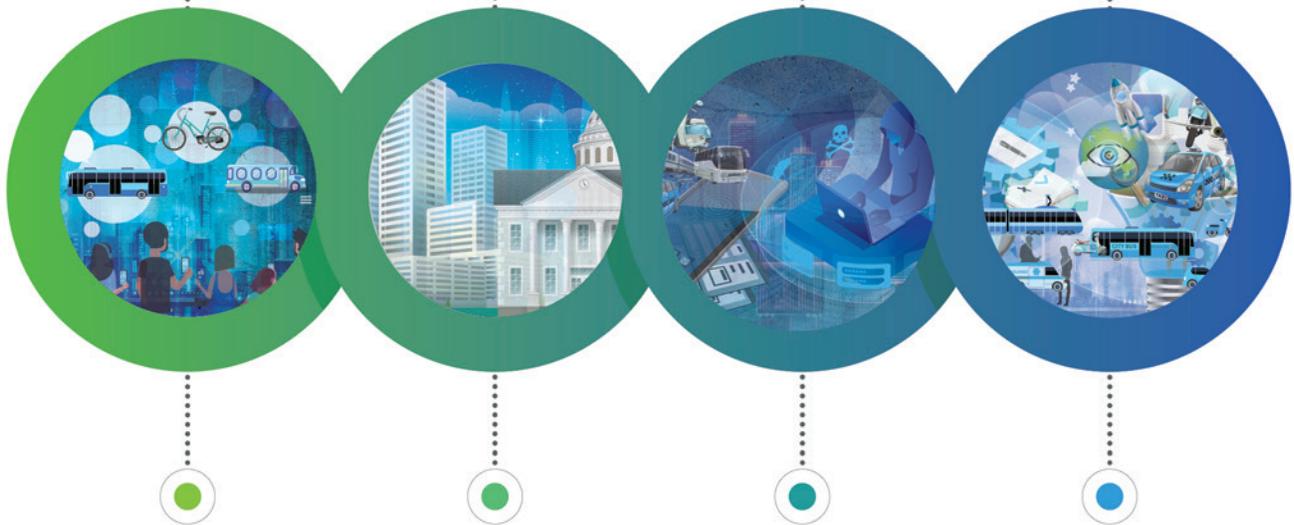
The journey to seamless integrated mobility

Activating a Seamless Integrated Mobility System (SIMSystem) may be the key to building a convenient, well-connected, inclusive and fast transportation system in your city



Innovations in mobility might exacerbate the system-wide challenges of congestion, sustainability and access. Avoiding these negative system-wide impacts will require a more holistic approach and the ability to shape consumption choices.

Strategic choices on the journey to activation



Individual journeys vs. system-wide optimization

Cities must decide what they are optimizing: an individual's ability to choose his or her preferred trip, or the efficiency and throughput of the overall system.

Public-sector leadership vs. private-sector leadership

Cities have a critically important voice in determining the role played by the public and private sectors and how to balance competing priorities, incentives and capabilities.

Data openness and transparency vs. privacy and security

Cities are increasingly confronted with fundamental issues concerning how data should be collected, shared, governed, protected and used.

City-regulated vs. market-led innovation

Cities must decide how to create incentives for all players to have a stake in the system while creating a receptive environment for innovation and meeting city goals.

To explore these **strategic choices** and more, the World Economic Forum partnered with Deloitte Consulting LLP to examine ten cities' journeys towards the activation of their **own seamless integrated mobility systems**. Read the executive summary and dive into the considerations that guide how to **navigate these choices**.



Get in touch to learn more: FutureOfMobility@Deloitte.com

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