Smart mobility solutions can keep cities on the move.

Whether you run a city, a bus system, a ride-share, or a pizza delivery service, you know that traffic is one of the biggest hurdles of urban life. Every day, nearly three-quarters of the metropolitan workforce must travel 90 minutes or more to their workplace.¹ Meanwhile, freight delays on U.S. roads cost $300 billion in 2016.² Our transportation challenges will only get worse—if nothing changes.

But change is possible. We can work with you to develop and implement a smart integrated mobility platform to optimize use of transportation across your community, increasing the throughput of people and goods without building more roads or adding more vehicles. An integrated mobility platform matches available modes of mobility to riders’ needs, using the best routes for conditions, all in real time. Incentive pricing based on current traffic can encourage travelers to choose off-peak hours, easing the strain on the overall system.

Ready to embark?
Making an integrated mobility platform work is complicated, but it’s doable, and we can help. A smart mobility solution may be one of the most promising ways to address the problem of congestion that has dogged our cities for so long. Can we afford to wait any longer when a solution is finally within reach?

You won’t be going it alone. An operating system that coordinates other mobility systems, from public transit to private ride-hailing, needs the cooperation of many. We can help you build bridges to other organizations needed to make the integrated mobility platform work. We can start with a pilot project and then scale. We can help participants identify where they fit in the integrated mobility platform and how they can benefit from a smart mobility solution. Finally, we can help design and build the complex system itself, connecting multiple modes of mobility with real-time traffic and users.

**Ecosystem design & implementation**

No one entity can bring an integrated mobility platform to life. Deloitte helps clients convene multiple stakeholders to implement projects ranging from pilots to full-scale platforms. By bringing together public and private transit operators, payment providers, technology innovators, government, and others, organizations learn to overcome hurdles to working together and to advance a smart mobility solution beneficial to all participants and the community.

**Business transformation**

To take advantage of a whole new way to manage mobility, government and private-enterprise clients across sectors can work with us to examine how the digital mobility platform may impact their operations and business models. Together, we identify growth opportunities and implement a strategy to realize them. Sectors include government, public and private transit, payment providers, and real estate and infrastructure.

**Analytics & digital solutions**

Building a complex system, a smart mobility solution involves many moving parts. We can design, build, and run digital mobility platform solutions with the analytics to create more efficient mobility for your community, featuring a user-friendly interface offering multiple mobility options. We can help develop every facet, including predictive and behavioral analysis, dynamic pricing, payment solutions, and cybersecurity protections.

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### Case study 1

**Driving mobility and other efficiencies at Cascais.**

**Ambition**

Cascais, Portugal, a midsized tourist destination outside Lisbon, set out to make mobility more convenient, available, and affordable by integrating multiple modes of transportation in the city into a single easy-to-use service; it launched in 2016.

**Action**

MobiCascais is a smart mobility service solution, integrating public and private players—including public transit, bike and moto sharing, carpooling, taxis, transport on demand, smart parking, and electric vehicle infrastructure. Users can manage and pay for these services with a daily, weekly, monthly, or yearly fee with a card connected through an app and web portal. The system manages real-time information on various transportation systems and traffic.

**Achievement**

MobiCascais, developed by the Portuguese Center for Excellence and Innovation in the Automobile Industry (CEiiA), is expected to save users 10% to 27% in mobility costs and has been adopted in several cities across the globe. Now, with Deloitte’s help, Cascais aims to integrate data and processes from 12 domains—including mobility, public infrastructure, and waste management—to offer analytics and near real-time collaboration as the operational brains for city management.
Case study 2

Reducing congestion in Central London.

**Ambition**
Under former London Mayor Ken Livingston, the city undertook the challenge in 2003 to reduce car congestion and to promote public transportation and bike and pedestrian traffic in Central London.

**Action**
The city charges cars that drive within a 21-square kilometer area in Central London. Over 600 cameras at entry and exit points record vehicles in the zone. The city bills drivers based on their license plate registrations. Today, payments take place via a direct auto pay option that collates monthly payments and charges the credit or debit card.

**Achievement**
The plan—the only one of its kind—addressed local transportation challenges by cutting congestion by 30% in the first year, and the scheme has since expanded to other parts of West London. From 2000 to 2014, car usage fell 53%, while bus and bike commuting usage rose 60% and 203%, respectively.2 London receives about $230 million2 a year in net revenue from congestion charging and has invested some of that into developing bus network, road and bridge improvement, walking, and cycling schemes.

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