

The background is a solid green color with a repeating pattern of white line-art icons. The icons are arranged in horizontal rows and include buses, bicycles, and pedestrians. The text "Mobility of the Future" is centered in the middle of the image in a large, white, sans-serif font.

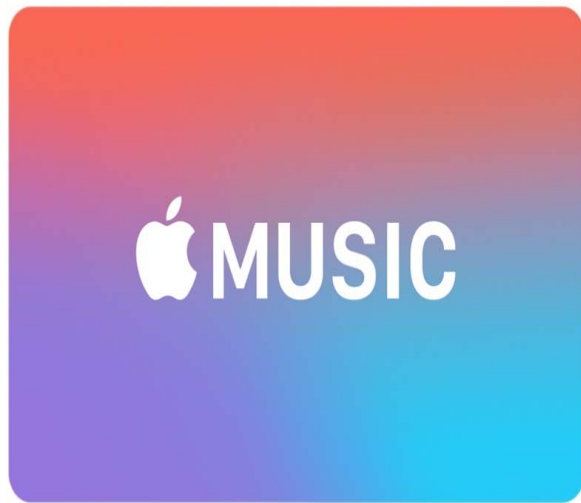
Mobility of the Future

Dahlia



Apple Music vs Spotify? Let's Compare

- Apple Music



- Spotify

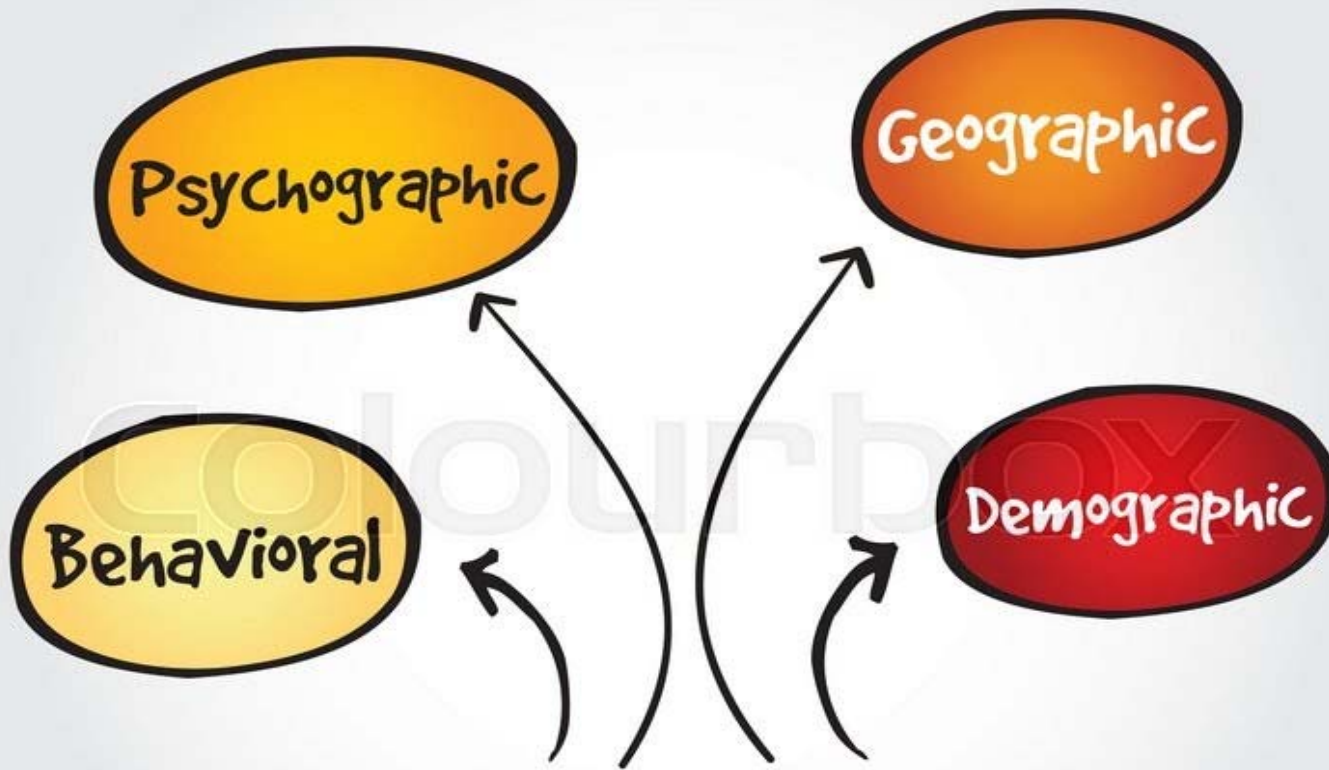


- Apple Music



Now: Individual Modes

• Spotify



MARKET SEGMENTATION



Next: People Centered/market specific

External Conditions

Climate Change



Exploding demand for walkable places



Growing Inequality

The Boston Globe

SERIES STORIES ▾



BOSTON. RACISM. IMAGE. REALITY.



BY THE SPOTLIGHT TEAM

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IMAGE & REALITY

**BOSTON. RACISM. IMAGE. REALITY: THE SPOTLIGHT TEAM
TAKES ON OUR HARDEST QUESTION**

SEAPORT

**A BRAND NEW BOSTON, EVEN
WHITER THAN THE OLD**

HOSPITALS

**COLOR LINE PERSISTS, IN
SICKNESS AS IN HEALTH**

COLLEGES

**LOST ON CAMPUS, AS
COLLEGES LOOK ABROAD**

SPORTS

**THE BIGOT IN THE STANDS,
AND OTHER STORIES**

POWER

**FOR BLACKS IN BOSTON,
A POWER OUTAGE**

SOLUTIONS

**A BETTER BOSTON?
THE CHOICE IS OURS**

Transportation Choices:

- Shared
- Electric
- Autonomous



Opportunities:

- Dynamic pricing
- Smart expansion/improvements
- Competition
- Loyalty

It's Our Move





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