



Reimagining Urban Mobility

A SHARED JOURNEY

Mobility is one of the toughest challenges facing cities, with more than 56% of people living in urban areas and the amount of travel in cities expected to triple by 2050. As a result, mobility systems are under tremendous pressure:



As we recover from a devastating worldwide pandemic and with the latest report from the IPCC saying drastic action is needed to avoid devastating increases in global warming, tackling these challenges is more important than ever. Cities must embrace the once-in-a-generation opportunity to build greener, smarter, safer and more accessible urban and regional mobility networks.

The good news is policy progress is well under way. By 2050, the European Green Deal is expected to achieve a 90% cut in emissions with a focus on delivering an irreversible shift to zero-emission mobility. Many cities have already invested billions of euros to create hundreds of kilometres of cycle lanes and handed over entire neighbourhoods to pedestrians.

Yet there remains a lot to do. Europeans are turning to private cars, as ridership on public transport remains significantly below

2019 levels across the continent. And despite progressive policies and infrastructure bills, emissions in urban areas are still rising.

As representatives from the mobility sector, civil society and governments, we have a collective responsibility to ensure there is no return to business as usual. We must seize the moment and work together to reimagine, rebuild and revolutionise the way cities move. In partnership with cities, we believe digital technologies have the potential to help transform the way we get from A to B, making urban and regional mobility safer, smarter, more sustainable and accessible.

Today, we are committing the organisations we represent to six key principles we believe hold the key to rebuilding urban and regional mobility for the 21st century. We urge European policymakers to ensure that current and future challenges are guided by these guardrails, and for others to sign up to these principles.

1 Access to mobility for all:

quick, affordable, and easy access to mobility networks should be a universal right regardless of where people live or their socio-economic status. Safe, smart, sustainable and accessible mobility services must serve all areas of a city, with designated space for all modes, including public transport, shared EVs, bikes and pedestrians.

We commit to

working with cities to increase access to all shared modes of urban mobility while striving to make electric and shared mobility more affordable than owning a car.

2 Public transport at the core:

public transport must remain the backbone of urban mobility networks and built around shared, electric or alternative fuel modalities. Public transport agencies could expand their toolbox and leverage new technologies (e.g. on-demand routing, integrated ticketing, driverless fleets etc) to reduce costs, create operational efficiencies and maximise ridership. We believe public transport and its complementary modes should increasingly be driven by data, not diesel.

We commit to

work across the public and private sectors to complement and extend the reach of public transport with integrated mobility services and applications that give people the ability to switch seamlessly from one mode to another, both within and between cities.

3 Rapid decarbonisation:

net zero emissions from urban mobility must be achieved to meet the Commission's Fit for 55 goals. There is no time to waste. Ambitious but achievable targets require public support at all levels to help bridge initial costs. Efforts must be made to support land use and infrastructure conducive to transit use, walking, and biking. Electrification is at the heart of this effort but other solutions should be embraced, such as alternative fuel technologies like hydrogen, with investment in charging infrastructure brought forward.

We commit to

full decarbonisation of our mobility services by 2035 at the latest, and faster should the policy conditions allow

4 Safety first:

to ensure urban mobility is safe for everyone, mobility policies must be grounded in Vision Zero and follow the principle that no death is acceptable, leveraging a safe systems approach. This means implementing a range of policies such as appropriate speed limits, road safety education, improved infrastructure to meet greater use of modes such as (e-) bikes, e-scooters and walking. Cities must also embrace new technologies that can prevent safety incidents from happening in the first place, such as automated features utilising AI that can detect and prevent crashes, and develop regulations to aid the safe deployment of autonomous vehicles and flying taxis.

We commit to

Vision Zero with safe streets for all, ensuring the latest passive and active safety technology is integrated into all modes of transport manufactured and operated on our platforms.

5 Smart and responsible use of data:

data-based technologies can help make urban and regional mobility more responsive, better connected and drive down costs. This includes solutions like on-demand route matching, dynamic pricing and data-driven traffic management to help reduce congestion. However, data-based technology must be implemented responsibly, using safe, secure and transparent algorithms, with products working as intended. Data-driven systems should never affect people's fundamental right to privacy.

We commit to helping cities leverage our technologies to build smart, safe and more sustainable urban mobility networks, with transparency of our systems and without ever compromising user privacy.

6 Future-proof and resilient:

as we rebuild mobility networks to address the challenges of today, we must also ensure they serve the needs of tomorrow. With the pandemic accelerating changes in the way people live and move in cities and regions, transport networks must be built with spare capacity to accommodate population growth and be sufficiently adaptable to embrace new, innovative technologies and solutions that serve public policy goals.

We commit to working with policymakers and regulators to help inform the development of safety-based regulations that allow for the introduction of transformative modalities like autonomous vehicles and flying taxis.

ARRIVAL

Avinash Rugoobur
President
Arrival

Aurora

Chris Urmson
CEO
Aurora

LILIUM

Daniel Wiegand
CEO
Lilium

Lime

Wayne Ting
CEO
Lime

Uber

Dara Khosrowshahi
CEO
Uber