

# Ride-Hail Company



## ***Your Role***

You represent a ride-hail company (also known as a For Hire Vehicle or a Transportation Network Company), similar to Uber and Lyft. You have experienced a lot of growth in the past 5 years, even though you are operating at a loss. After your recent IPO you have significantly more financial resources.

## ***Your Goal***

Your goal is to expand operations in the City.

## ***For Discussion***

What is my strategy for gaining riders and/or expanding operations?

Is the service I'm providing helping the City meet its goals? If not, why is it difficult to better align my goals with City goals?

What other mobility options can I add to my app?

How do I make sure there are enough drivers available when people want them?

## City of Cambridge Goals

**Equity and Accessibility:** Ensure a diverse set of travel options that meet the access and mobility needs of people of all ages, abilities, and incomes.

**Reliability and Efficiency:** Ensure people and goods can reliably move within Cambridge and around the region, and encourage space-efficient transportation choices like walking, biking, transit, and carpooling.

**Safe and Active Transportation:** Eliminate traffic fatalities and serious injuries while encouraging active living and improving comfort for people of all ages and abilities.

**Connectedness and User-Friendliness:** Create an easy-to-understand, integrated, continuous, and comfortable transportation network for all people.

**Community Character and Vitality:** Ensure that the city's transportation system supports shared community spaces and enhances neighborhood streets.

**Climate Mitigation and Resilience:** Achieve a carbon-neutral transportation system and adapt to climate change.

**Climate Action:** Achieve carbon neutrality by 2050.

**Climate Change Preparedness:** Protect the lives and livelihoods of the Cambridge community from the impacts of climate change.

# AV Shuttle Company



## ***Your Role***

You represent a company that provides autonomous vehicle shuttles, and already have pilots at a few university campuses in the US.

## ***Your Goal***

Your near-term goal is to demonstrate the viability of AV shuttles in Cambridge by implementing a pilot.

Your long-term goal is to provide fleets of AV shuttles across the US.

## ***For Discussion***

How would I be able to pilot one of my AV shuttles in Cambridge?

What types of users would I target?

What are the opportunities or gaps in the current mobility ecosystem that AV shuttles could address?

*Above picture of a new AV shuttle pilot being used within the City of Gainesville, Florida. The City has entered into a 3 year operating contract with Transdev to run the AV shuttle from the campus to the city downtown.*

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# Dockless Scooter Company



## ***Your Role***

You represent a company that provides a dockless scooter-share service. The City has not yet granted a license because state law prohibits your vehicle type from operating on MA streets.

## ***Your Goal***

Your goal is to introduce, then expand, operations in the City.

## ***For Discussion***

How do I convince the City that electric scooter-share helps them meet their goals?

What is my strategy for becoming the most-used scooter service in the region?

How do I prevent my riders from getting injured while riding?

At what point will I become profitable?

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# Existing Public Transportation Operators



## ***Your Role***

You operate **buses and subways**. Like almost all public transit systems, you struggle to maintain ridership with limited funding.

## ***Your Goal***

Your goal is to provide safe, efficient, and equitable transportation.

## ***For Discussion***

What are the biggest challenges to meeting my goal and how do I address them?

How am I going to increase ridership in the face of ride-hail competition?

What can I provide as a benefit that no one else is providing right now?

What will my critics say about me?



## ***Your Role***

You operate **Bluebikes**. Your system is successful and you struggle to keep up with demand.

## ***Your Goal***

Your goal is to increase station density and expand into more communities in the future.

## ***For Discussion***

What are the infrastructure challenges to expanding the system?

How can we balance growing the system ridership without overwhelming demand on the system?

Should I bring other cities into the system, and/or introduce e-bikes to the system?

What is the biggest challenge facing my riders today?

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# Policy Makers



## ***Your Role***

You are a policy maker for the City, MADOT, and MBTA.

## ***Your Goal***

Your goal is to ensure that residents, workers, and visitors can get around in an affordable, convenient, reliable, and healthy way.

## ***For Discussion***

Do any of these New Mobility Service advance your goals, and/or how do they need to be implemented to meet the goals?

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