



## 3rd party providers: How cities can regain control of their mobility network

Experiences from  
a 100-city journey

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Cities are flooded  
with a plethora of new mobility services  
by private companies



# Lime

## Electric Scooter Sharing, San Francisco

CREDIT: BLOOMBERG



# Grab

Ride-hailing & ride sharing, Singapore,  
Asia wide





# eCooltra

Scooter sharing in Barcelona, Madrid,  
Lisbon, Rome, and Milan

CREDIT: MOTOR1.COM



# Bike sharing

## Xiamen, China

CREDIT: REUTERS





# Dollar vans

## New York City

CREDIT: EDU BAYER FOR THE NEW YORK TIMES

A blue-tinted photograph of a FlixBus. The bus is white with a green stripe and the word 'FLIXBUS' in white letters. A group of people, mostly seen from the back, are standing in front of the bus, some with luggage. The scene is outdoors with trees in the background.

# FlixBus

## 1€ bus travel in Europe and the United States

CREDIT:WALTER BIERI



An aerial photograph of a parking lot filled with several self-driving cars. The cars are of various colors, including white, black, and silver. They are equipped with sensor domes on their roofs. Some of the cars have "UBER" written on their sides. The parking lot is paved and has white lines. In the background, there is a grassy area and a fence.

# Shared self-driving cars In development, Pittsburgh

CREDIT: ANGELO MERENDINO — AFP/GETTY IMAGES

# Low prices

Drive consumption

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\*Ratacluding the 500  
minute disk.



Electric Vehicle Sharing

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Ride Anywhere

\$1 to Start



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Grab

A photograph of a person sitting at a control desk in a city operations center. The desk is equipped with multiple computer monitors displaying various data and maps. The person is seen from the back, looking at the screens. The room has a curved wall with more monitors and a grid-like ceiling. The entire image is overlaid with a blue tint.

The way cities currently  
operate...

gettyimages®  
Fran May



# ...is challenging

1

**Internal data  
silos**

2

**Lack of  
communication  
between city  
departments**

3

**Struggle to  
regulate 3rd  
party providers**

CREDIT: JASON LEE/REUTERS



Overall issue = no full control  
over new mobility services



NEW YORK



BARCELONA



LONDON



SINGAPORE



BOGOTA



OSLO



# Leading cities use Operational Intelligence

to know what is happening & act on it in real time

1  
**DIGITIZE**

Connect assets  
& infrastructures

2  
**MONITOR**

Gain actionable  
insights

3  
**PREDICT**

Achieve operational  
efficiency

4  
**ACT**

Make better, faster  
decisions

5  
**ENGAGE**

Involve citizens in the  
process



# OneMind<sup>W</sup>

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# How cities can regain control

1

## **Collect the data**

From own and the systems of 3rd party providers

2

## **Regulate**

3rd party operation in exchange for data

Incentivizing by subsidized licensing to share data

3

## **Understand the impacts and act**

Implement regulation

Adapt the services

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