Mobility Transformation

A Collaborative Program between Rocky Mountain Institute and the Austin Community

ROCKY MOUNTAIN

April 12, 2016

Creating a clean, prosperous, and secure low-carbon future

Introduction to RMI

OUR PURPOSE

Rocky Mountain Institute transforms global energy use to create a clean, prosperous, and secure future.

WHAT WE DO

RMI advances market-based solutions and engages businesses, communities, cities, and institutions to cost-effectively shift to efficiency and renewables.
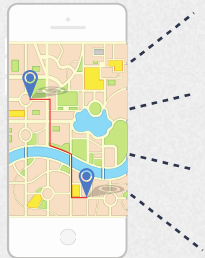
WHAT DIFFERENTIATES US

- Our whole-systems expertise unlocks market-based solutions that can be replicated and implemented now.
- As an independent, non-partisan nonprofit, we convene and collaborate with diverse partners—business, government, academic, nonprofit, philanthropic, and military—to accelerate and scale solutions.
- We boldly tackle the toughest long-term problems—challenges often ignored by those held to short-term results.
- We've been a leader in energy efficiency and renewables for over 30 years.

Mobility of the Future

01. **MOBILITY AS A SERVICE**

02. **THAT IS ELECTRIC AND AUTONOMOUS**

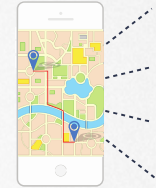**03.** **IN CITIES DESIGNED FOR IT.**

How: Projects	When: 2016 Outcomes	What
Mobility (Commuting) as a Service	better mobility options tested and new, integrated commuting solutions deployed with employers	
Interoperable Transit Data	transit data offering more options and providing improved experience for users readily available	**MOBILITY AS A SERVICE…**
Fleet Electrification	electric vehicles deployed in for-hire vehicle fleets	
Autonomous Vehicles	autonomous-friendly regulatory environment and infrastructure initiated	**THAT IS ELECTRIC & AUTONOMOUS…**
Mobility-Oriented Development	most advanced U.S. city planning and development framework created	**…IN CITIES DESIGNED FOR IT.**

ROCKY MOUNTAIN

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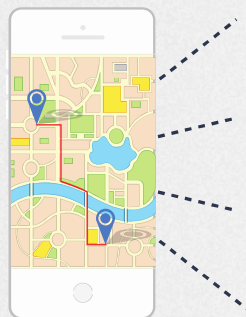
Mobility (Commuting) as a Service

- Partnering with Movability to deliver downtown commuting service
- Demand: Whole Foods, GSD&M, Athena Health, Home Away, SXSW, Cirrus Logic, City of Austin
- Supply: CapMetro, Uber, Lyft, GetMe, SuperShuttle, WeDriveU + Bliss Transit, other
- Globally-scalable commuting solutions "marketplace" exploration underway – above partners on board

Interoperable Transit Data

- Transit data requirements development (so users know their options and can pay for them)
- Globally-scalable Austin transit data portal/platform design
- Partners: UT-Austin, data.austintexas.gov, Uber, Lyft, CapMetro, cities (SF's 511.org), consumer app developers (Apple, Ridescout, Transit App, Transloc, Hacon, etc.)

Fleet Electrification

- Electrification business model developed
- Austin leading candidate to be next market for Evercar, EV rental service for Uber/Lyft drivers
- Pursuing Austin taxi electrification
- City and Austin Energy aligned around providing charging and incentives for electric fleet vehicles
- Globally-scalable marketplace exploration underway

Autonomous Vehicles

- Initial pilot exploration with Google, GM, CapMetro, Car2Go
- Regulatory review to identify barriers

Mobility-Oriented Development

- Best practice land use code collection and synthesis
- Working with Portland, MIT