



**INSPIRED LEADERS
SHAPING CITIES**

Urban Mobility

A 2018 TOP ISSUES COUNCIL EXECUTIVE SUMMARY

Urban place management organizations (UPMOs) can have a positive impact on urban mobility in their communities in a variety of different ways, from direct involvement to policy advocacy. This report looks at public transportation, the growing demand for bike infrastructure, and the emergence of technology-driven changes to how people traverse urban places in the 21st century. Additionally, this report provides suggestions and case studies meant to demonstrate what role UPMOs can play in the context of urban mobility.

Public transit is the backbone of urban mobility

and continues to be an important means of travel. The intersection of UPMOs and public transit authorities offers an opportunity for collaboration. With proper management, a mutually productive relationship between these entities can develop, helping to ensure successful transit projects. As partners, the two organizations can collaborate on projects ranging from installing new transit stops to better maintaining and beautifying existing ones.

Additionally, forward-thinking UPMOs, bike advocacy organizations, and planning agencies are looking at **bike mobility as an essential part of a city's infrastructure or transportation system**—not simply an “amenity.” As a result, today, many auto-oriented cities like Cleveland, Charlotte, Denver, Atlanta, and Pittsburgh are working to get more residents, workers, and visitors on bikes. In their position as the link between stakeholder groups and various governmental agencies, UPMOs play a key role in retrofitting downtown streets to better accommodate cyclists.

Finally, **transportation will be undergoing rapid technology shifts in the coming years**, driven by automated vehicle technologies, app-based ridesharing services, and expanding fuel source options. UPMOs need to stay informed about the changes happening in this space and be prepared to advocate for policies that will best equip their downtowns to adapt to these changes.

Resurgent urbanization is rapidly changing urban mobility.

Fortunately, many UPMOs have already taken the first step of being proactive. Organizations are leading extensive engagement campaigns to ensure that transit and bike improvements respond to broader needs of downtown business viability, user safety, enhanced placemaking, and improving equity.