Navigating the future with MOBILITICS™

Taking the guesswork out of what comes next.

Transportation is evolving rapidly. Emerging technologies and behavioral trends are transforming our cities; the future is increasingly unsettled.

A customizable scenario-planning tool, Mobilitics™ was created to help clients prepare for uncertainties. Designed and used by our technical experts who apply the latest research and information about trends and technology, Mobilitics™ highlights opportunities so you can chart your best path forward and make informed decisions to achieve your communities’ goals.

Our scientific approach. Based in travel demand forecasting, Mobilitics™ delivers comprehensive scenario planning by considering each person’s everyday travel choices.

Our technical experts use Mobilitics™ to test multiple future scenarios, highlighting risks and opportunities, so you understand the potential impacts of:

- Behavioral & technology
- Infrastructure & facility design
- Policies
- Business Models
- Pricing Strategies
- Market-based Considerations
Charting your best course.

Taming Uncertainty: When the future presents a myriad of possibilities; **Mobilitics™** helps you chart the best course for your community.

Working to Scale: **Mobilitics™** works across a range of scales, from specific sites to statewide networks and beyond.

**Mobilitics™** is a comprehensive tool encompassing traditional transportation impacts while delivering information and insights that can influence: infrastructure improvements, policy analysis, zoning and land use planning, financial planning, and transit services.

We invested our financial resources and technical expertise to develop the comprehensive tool that is **Mobilitics™**

Modeling Interactions and Dependencies: Changing technologies and evolving behavior trends are interrelated. **Mobilitics™** is the only tool that accounts for these interactions from AVs to EVs and everything in between.

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