# A Smart(ER) Approach

Our Smart(ER) Mobility experts work with communities to prioritize mobility choice, contextualize solutions, merge land use decisions with transportation investments, and leverage emerging technology to realize an equitable and resilient mobility system. We focus on integrating policy, planning, and design, to help cities, regions, and states realize their visions.

When looking through the lenses of [Sm]art + [E]quity + [R]esilience, these principles guide the development of a Smart(ER) Mobility approach:

STN		STN		STN
Sm	+	**E**	+	**R**
Smart		Equity		Resilience
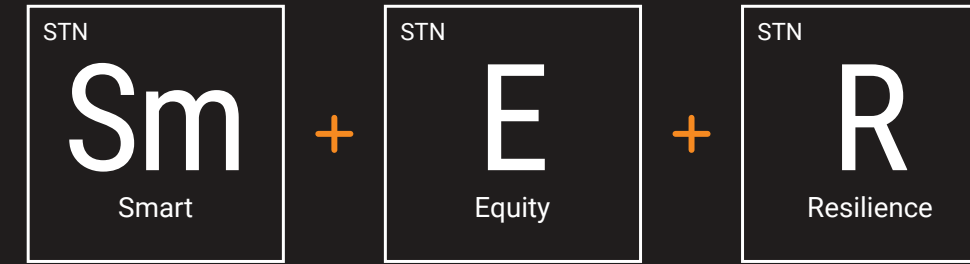
Smart(ER) Mobility

■ People First

Policy making, budget allocation, and design must prioritize people over vehicles. This means focusing on safety and leveraging data responsibly to support access to mobility options through infrastructure investments with system resilience in mind.

■ Inclusive

Everyone deserves to have access to mobility options that are safe, reliable, convenient, affordable, and comfortable, which must be informed by inclusive community engagement.

■ Innovative

Innovation must be more than just technology; it is also rethinking governance, processes, and approaches to how we plan, design, procure, and engage with decision-makers and the community.

■ Responsive

Innovation-minded projects must go beyond just urban settings; creating context-specific opportunities for suburban, rural, and tribal projects, where access to transportation is critical, is necessary for an equitable and resilient mobility ecosystem.

■ Clean

Solutions must move towards not emitting pollutants or greenhouse gases at the point of use and in the production of energy to meet zero-emissions targets.

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■ Shared

Shared mobility must be incentivized, starting with public transit, where possible, while also fostering partnerships focused on demand-responsive solutions.

■ Multimodal

Investments must be prioritized to provide diverse modal options, particularly considering how cultural norms, demographics, and ability levels can influence mode choice.

■ Value-Based

Transportation decisions must consider the societal and climate impacts of building and maintaining infrastructure, as well as user access to, and understanding of, social benefits from offering sustainable modal choices.

■ Implementable

Projects must merge creative and innovative solutions with an actionable plan for implementation that considers existing infrastructure and access to funding.

■ Climate Adaptive

Policy, planning, and design must evaluate climate change impacts to inform decision-making and ensure mitigation measures are integrated into mobility projects.

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