

Wednesday, November 7, 2018

University of Southern California

Reception: **5:00 pm, RGL 308**

Presentation: **6:30 pm, RGL 101**

RSVP: Lin Zhu

zhu113@usc.edu

RSVP required

The Future of Mobility: Access, not ACES

Jon Coleman, Director, Ford Smart Mobility



Over the past few years, the future of mobility has been defined by the acronym ACES: Autonomous, Connected, Electric & Shared. Following this definition, the evolution of mobility is being characterized as resolving some technical challenges. However, as any urban traveler can attest, moving throughout a city is much more about behavior change than technology adoption. And our behavior is driven by our need to get to what matters most or to have goods delivered to meet our needs. That behavioral human desire for access should be at the core of the future of mobility...It's access, not ACES.

Jon's view of sustainability goes far beyond "green" to include human rights, urban mobility and societal well-being, embracing the ideal that true sustainability involves "doing more good, not doing less bad."

Dr. Jon Coleman, Director, City Solutions, Ford Smart Mobility, LLC, leads Ford's mobility policy and strategy efforts to engage municipalities in their implementation of solutions that address growing urban mobility needs. He has been involved with sustainability at Ford for almost 20 years, working to embed advanced technologies into products and services.



**METRANS is dedicated to solving metropolitan and transportation problems
through
research, education, and outreach.**