**How to Play**

1. Separate Goal and Idea cards to each player. Dealer gets no cards and acts as the Judge. Place undistributed Idea cards face down, next to the stack of Goal cards.

2. The Judge chooses a Goal and places that card face up on the table; players choose one Idea from their hand that best meets the Goal and give their Idea to the Judge face down. When all players have contributed, the Judge reveals the cards one at a time.

3. Once a player's card is revealed, they have to convince the Judge of the Idea in less than 30 seconds. Other players can counter the arguments if they wish. The Judge can stop them if they're taking too long.

**What is the game?**

The MoMobility card game is intended to work as a mind-opening tool for anyone thinking about transport. It has been developed to spark interest, awareness, and discussions around different ways we can get around our cities, with ideas ranging from the traditional to tech-disruptive to jokes, with the underlying foundation of the Shared Mobility Principles.

MoMobility was conceived by Robin Chase and developed together with Mitch Turck and Carlos Pardo of NUMO.
4. The Judge decides which Idea best meets the Goal and gives the Goal card to the winner, who puts them aside until the end. All losing Idea cards are placed in a discard pile.

5. Players replenish their hand to six cards by drawing from the pile, and pass their hands to the left. The player to the left of the previous Judge becomes the next Judge.

6. Play as many rounds as desired. Player who has won the most cards is declared the Most Persuasive Player.

make much sense and are sometimes contrary to the Shared Mobility Principles. After all, this is a game! NUMO doesn’t endorse or promote all of these interventions.

Have an idea for a card? Send it to cards@numo.global.

The Shared Mobility Principles (SMP):

1. We plan our cities and mobility together.
2. We prioritize people over vehicles.
3. We engage with stakeholders.
4. We promote equity.
5. We lead the transition towards a zero emission future and renewable energy.
6. We support fair user fees across all modes.
7. We work towards integration and seamless connectivity.
8. We support that autonomous vehicles in dense urban areas should be operated only in Superblocks.
9. We plan Cities & Mobility Together
10. We support that autonomous vehicles should operate only in Superblocks.
Play Streets
- Prioritize People over Vehicles
- Neighborhoods choose a play street for closure one weekend a month

Reduce Speed Limits
- Adjust speeds to max 20mph/32kph in city and slower near schools

Automated Speed Constraints
- Equip cars with speed governors limiting speeds to those posted

Urban High Occupancy (HOV3+) Corridors
- On main thoroughfares, require all cars to carry at least 3 people

Rush-Hour Car-Ban Corridors
- Assign corridors of high demand for bus-only access during rush hour for play

School Zone Play Streets
- Close streets in front of schools after school and before evening rush hour for play

Sunday Street Openings
- Make streets car-free on Sundays to increase freedom of movement (walk, bike, dance)

Nightlife Streets
- In the evenings, ban cars from streets with theaters, bars, cafes and restaurants

Lighting Improvements for Safety
- Use innovative street lighting to reallocate streetspace and make it safer for vulnerable users

Repurpose Parking Lots
- Allow nighttime & weekend programming in empty parking lots

Efficient Use of Curbs
- Improve curb use (parking, delivery, pickup/dropoff, bikes) based on serving number of people, not cars

Park & Ride Hubs
- Create central Park&Ride lots to drop off cars outside of a transit/pedestrian-friendly zone

Quick Traffic Calming
- Use paint & temporary barriers to narrow crosswalks or create crosswalk-free zones

Street Reallocation
- Redeline street space in lanes away from no-parking and make space for bikes & transit-only lanes

Transit Umbrella Share Program
- Encourage bad weather ridership & customer love by stocking umbrellas on transit lines

Paratransit Ridehailing
- Improve transport service for special needs population by redirecting customers to accessible taxis and hailing apps

Transit Signal Priority
- Increase frequency of green lights for buses approaching intersections

Remove Elevated Highways
- Remove elevated highways and replace them with surface streets that have green space

Bike Lane Snow Removal
- Prioritize bike lane & sidewalk snow removal

Electric Bike Loans
- Employers guarantee payments of monthly/weekly payments allocated for e-bike purchases

Angled Parking
- Change parking lanes from two-sided parallel to one-sided angled in order to slow traffic
Retailers With No Car-Parking

Work with retailers to rethink their business models and land use to eliminate need for parking.

References: #SMP3 Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

Parking To Parklet

Make it legal for a retailer or homeowner to turn an on-street parking space into a "parklet".

References: #SMP3 Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

Micromobility On Transit

Assign space for bicycles and scooters on transit (bikes on buses, bikes in trains)

References: #SMP3 Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

Micromobility Parking Near Transit

Free bicycle and scooter parking near public transport stations for commuters.

References: #SMP3 Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

Shared Electric Bikes & Scooters

Deploy micromobility options to increase use of "person-sized" vehicles for short trips (instead of cars).

References: #SMP3 Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

Low Tech Registration for Services

Develop options for mobility service registration for those without bank accounts or cellphones.

References: #SMP4 Engage with Stakeholders

LEGO® Street Planning Workshops

Use LEGO®s to engage community in planning.

References: #SMP4 Engage with Stakeholders

"Streetmix" Sessions with Community

Community members use web-based platform to redesign their street without the need of experts.

References: #SMP4 Engage with Stakeholders

Street Redesign Sketch Battle

Urban planners tasked by resident teams compete to redesign a corridor.

References: #SMP4 Engage with Stakeholders

Public Air Quality Index

Display air quality data and visuals publicly in congested intersections.

References: #SMP4 Engage with Stakeholders

Bicycle Education in School

Standards for school curriculums on safe riding, road rules, and pedestrians-first principles.

References: #SMP4 Engage with Stakeholders

“How Many Passengers?” Sign

Install a sign showing how many people have moved in a bus lane, car lane, and bike lane in real-time.

References: #SMP4 Engage with Stakeholders

Singing in the Rain

On a rainy day, give a large prize to the pedestrian with the most inspiring choreography.

References: #SMP4 Engage with Stakeholders

Bike Riding 101

Classes on riding a bicycle and rules of the road.

References: #SMP4 Engage with Stakeholders

In-Street Art

Create murals & art in crosswalks & streets to cause drivers to slow down.

References: #SMP4 Engage with Stakeholders

Unleash Public Space

Make public spaces easy to reserve & multi-purpose on a moment’s notice (markets, galleries, play, dancing).

References: #SMP4 Engage with Stakeholders

Full Moon Parties

Citywide/community programming scheduled for full-moon evenings/nights.

References: #SMP4 Engage with Stakeholders

Porch Music Festival

Periodic events where residents offer up their porches to local musicians.

References: #SMP4 Engage with Stakeholders

Transit Tardiness Pass

Create technology to validate that an employee’s late arrival was due to transit issues.

References: #SMP4 Engage with Stakeholders

Applaud Shared Mobility Users

Implement a campaign that literally applauds people coming into transit stations, riding bikeways or walking on sidewalks.

References: #SMP4 Engage with Stakeholders

Equity in Transport Financing

Pass regulations requiring funds for transport be spent on interventions that reduce deaths and pollution and increase access for lower-income populations.

References: #SMP5 Preserving Equity
Fair User Fees Across all Modes

- **Congestion Pricing**: Charge cars along congested streets to reduce congestion and encourage use of other modes.
- **Left-Turn Ban**: Ban left turns in specific locations to reduce congestion and improve safety.
- **Distance-Based User Fees**: Implement a charge to pay for use of streets per mile or kilometer driven.
- **Tax for Free Transport**: Make transit free for all to ride, supported by a citywide transit tax.
- **Transit Station Sponsorship**: Offer local businesses a formula to fund development and maintenance of transit/bus/bike stations.
- **Bus Lane Enforcement**: Enforce bus lane violations with license plate readers on buses.
- **Stop Fuel Subsidies**: Cancel any existing subsidies to oil and fuel.

- **Parking Cash Out**: Convert employees’ parking allowance into monthly cash payment usable for any other mode choice.
- **Market Rate On-Street Parking**: Implement market-based on-street parking rates.
- **Surge Pricing For Travel**: Charge more to travel in peak times.
- **“Give Your Data to Transport” Day**: Use authorized, aggregated, and anonymized data for all travel on one day for city planning.
- **City-Run Text Message Channel**: Launch public text message service to street events.
- **Seasonal Transit Bus Swap**: Pair cities with inverse seasonal ridership to share buses based on relative demand.
- **90 Minute Transit Rides**: Implement one single fare for any transit ride, regardless of number of transfers.

- **Integrated Services**: Users can pay for all forms of transport with their cellphones or smartcards.
- **SOV-Only Lane**: Single occupancy vehicles are given an exclusive lane that can only use that lane.
- **Rollerskates**: Implement measures to encourage use of rollerskates as a mode of transport.
- **Mimes For Rules Of The Road**: Have mimes (lots of them!) teaching us the rules of the road.
- **Outside Escalators**: Build escalators as transport for steep hills.
- **Cable Cars**: Build cable cars as transport for steep hills (and a nice view!).

- **Stop Fuel Subsidies**: Cancel any existing subsidies to oil and fuel.
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