



MoMobility Print + Play

Thank you for your interest in MoMobility!

NUMO is thrilled to bring you this delightful card game. We hope you will have so much fun that you will want to share **MoMobility** and your experience playing this game with your friends around the world.

The goal is to start constructive conversations, provoke collegial debate and inspire players to rethink our perceptions and attitudes around creating sustainable, equitable and joyful cities and transportation for all.

Caution: this game is addictively fun. We guarantee that after just one game, your friends, family, neighbors and strangers off the street will want to play **MoMobility**.

Want to help spread the word about **MoMobility**? Download the official social media kit at <http://bit.ly/MoMoSocial!>

Here's how to print **MoMobility**...

How to Print MoMobility

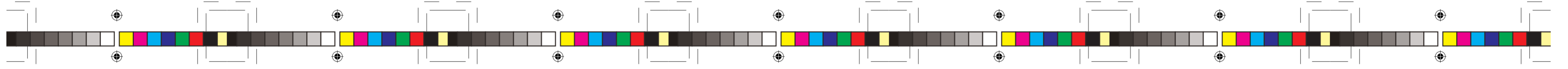
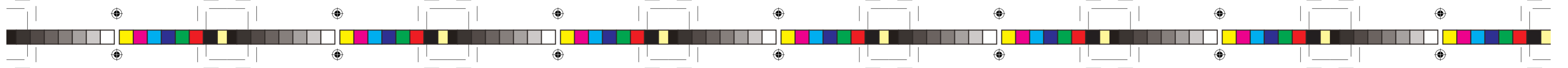
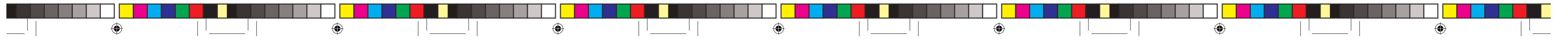
This PDF of MoMobility is a print-ready file to be used by a professional printer.

If you've never had something printed professionally, this file may look a bit odd, but it's exactly what a printer needs to get started!

We recommend printing the deck in 300gsm (a thicker paper best for cards) and with a glossy finish.



Have Fun!



How to Play

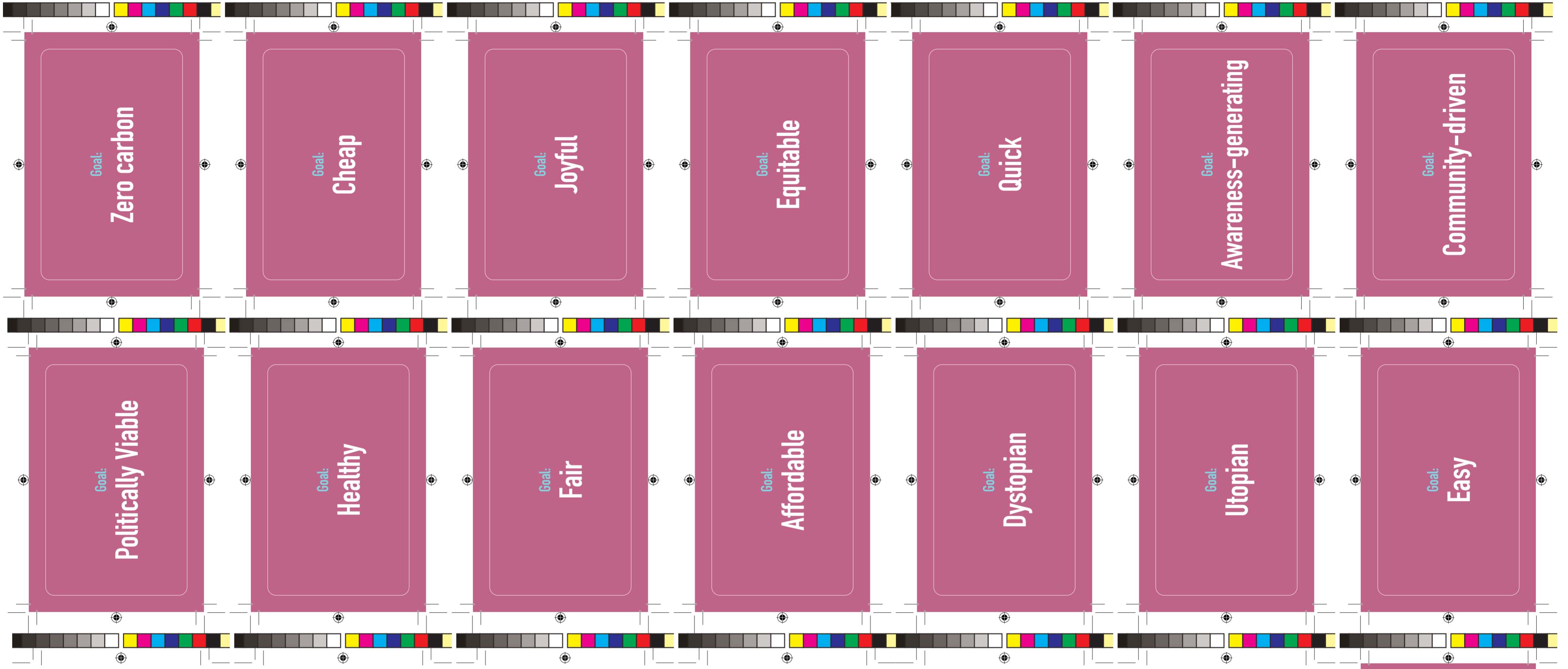
1. Separate *Goal* and *Idea* cards. Shuffle! Deal 6 *Idea* cards to each player. Dealer gets no cards and acts as the *Judge*. Place undistributed *Idea* cards face down, next to the stack of *Goal* cards.
2. The *Judge* chooses a *Goal* and places that card face up on the table; players choose one *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 change the way we 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.





Superblocks

Create neighborhoods where no motorized traffic is allowed (except for delivery or safety vehicles)

#SMP1
Plan Cities & Mobility Together

No More Parking Minimums

Let developer (the market) decide how much parking is needed

#SMP1
Plan Cities & Mobility Together

Alpine Slides

Strategically place a few transit slides in hilly areas

#SMP1
Plan Cities & Mobility Together

Water Transit

Deploy river-based mass transit

#SMP1
Plan Cities & Mobility Together

The Shared Mobility Principles (SMP):

1. We plan our cities and mobility together.
2. We prioritize people over vehicles.
3. We support the shared and efficient use of vehicles, lanes, curbs, and land.
4. We engage with stakeholders.
5. We promote equity.
6. We lead the transition towards a zero emission future and renewable energy.
7. We support fair user fees across all modes.
8. We aim for public benefits via open data.
9. We work towards integration and seamless connectivity.
10. We support that autonomous vehicles in dense urban areas should be operated only in shared fleets.

www.sharedmobilityprinciples.org

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.

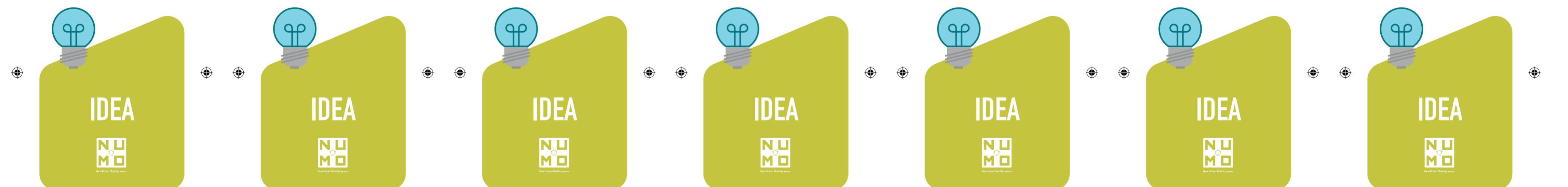
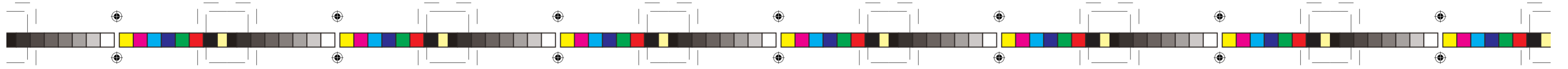
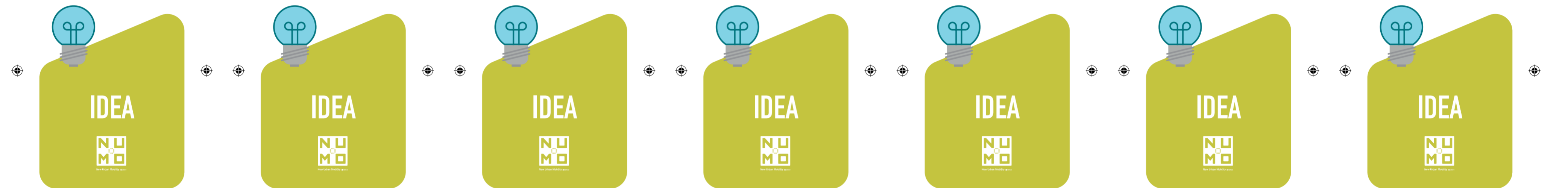
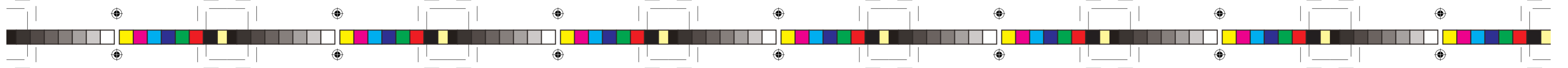
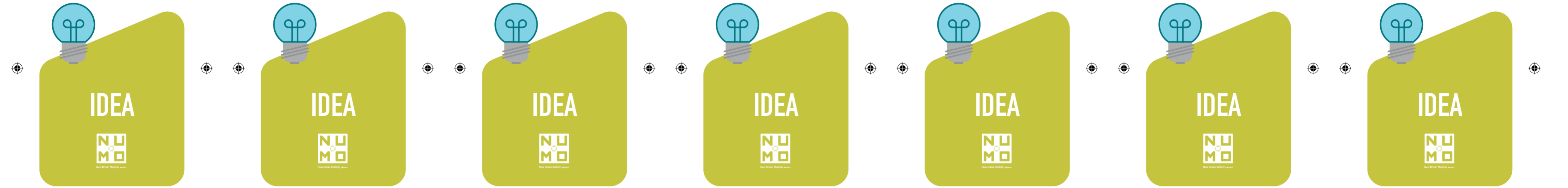
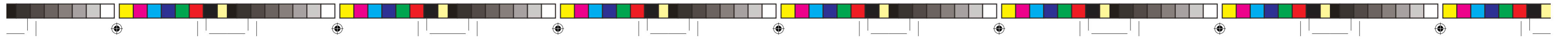
5. Players replenish their hand to six cards by drawing from the pile, and pass their hands to the left. The player to the left of the previous *Judge* becomes the next *Judge*.

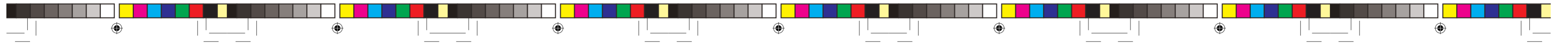
6. Play as many rounds as desired. Player who has won the most cards is declared the *Most Persuasive Player*.

Note: You will find that some interventions don't 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.







Play Streets

Neighborhoods choose a play street for closure one weekend a month

#SMP2
Prioritize People over Vehicles

Reduce Speed Limits

Adjust speeds to max 20mph/32kph in city, and slower near schools

#SMP2
Prioritize People over Vehicles

Automated Speed Constraints

Equip cars with speed governors limiting speeds to those posted

#SMP2
Prioritize People over Vehicles

Urban High Occupancy (HOV3+) Corridors

On main thoroughfares, require all cars to carry at least 3 people

#SMP2
Prioritize People over Vehicles

Rush-Hour Car-Ban Corridors

Assign corridors of high demand for bus-only access during rush hour

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

School Zone Play Streets

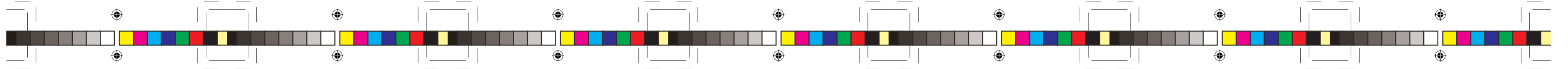
Close streets in front of schools after school and before evening rush hour for play

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

Sunday Street Openings

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

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



Nightlife Streets

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

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

Lighting Improvements for Safety

Use innovative street lighting to reallocate streetspace and make it safer for vulnerable users

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

Repurpose Parking Lots

Allow nighttime & weekend programming in empty parking lots

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

Efficient Use of Curbs

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

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

Park & Ride Hubs

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

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

Quick Traffic Calming

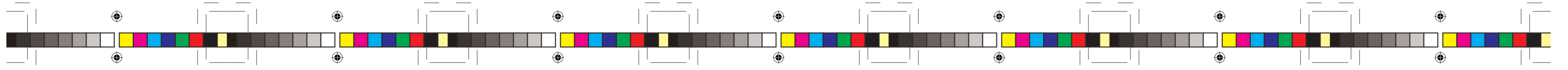
Use paint & temporary barriers to narrow crosswalks or create micromobility lanes

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

Street Reallocation

Redefine street space in dense areas to have no parking and make space for bike & transit-only lanes

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



Transit Umbrella Share Program

Encourage bad weather ridership (& customer love) by stocking umbrellas on transit lines

#SMP4
Engage with Stakeholders

Paratransit Ridehailing

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

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

Transit Signal Priority

Increase frequency of green lights for buses approaching intersections

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

Remove Elevated Highways

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

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

Bike Lane Snow Removal

Prioritize bike lane & sidewalk snow removal

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

Electric Bike Loans

Employers guarantee portion of monthly payments allocated for e-bike purchases

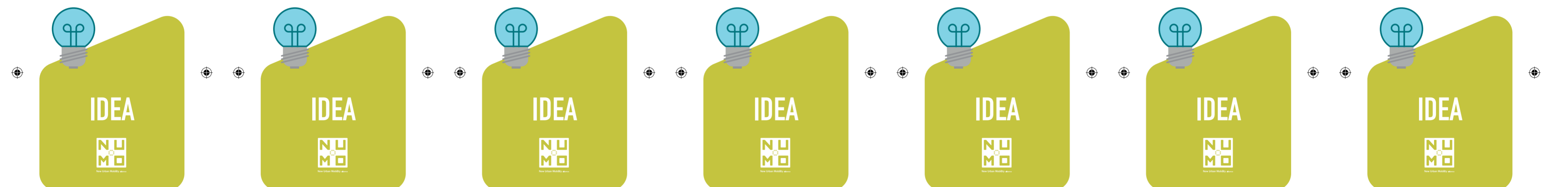
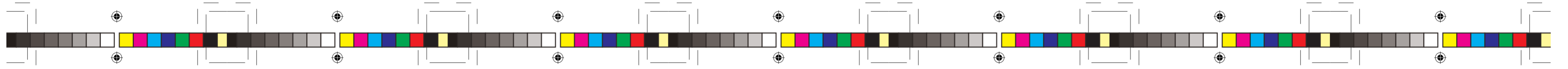
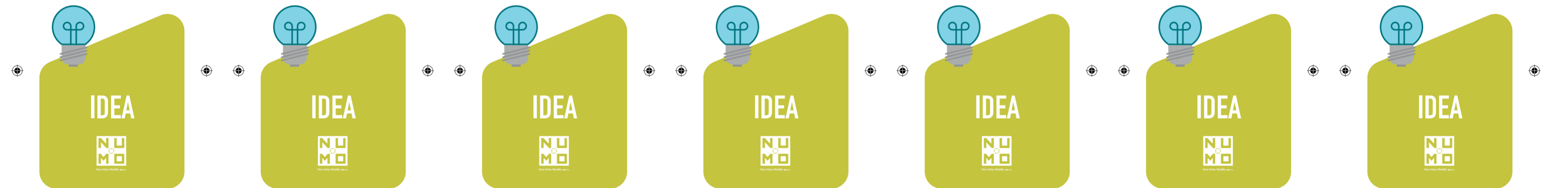
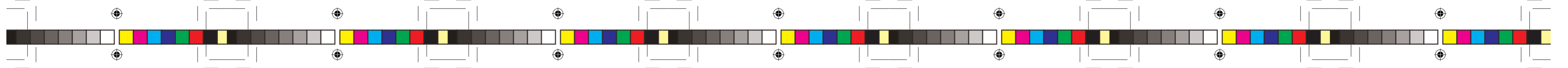
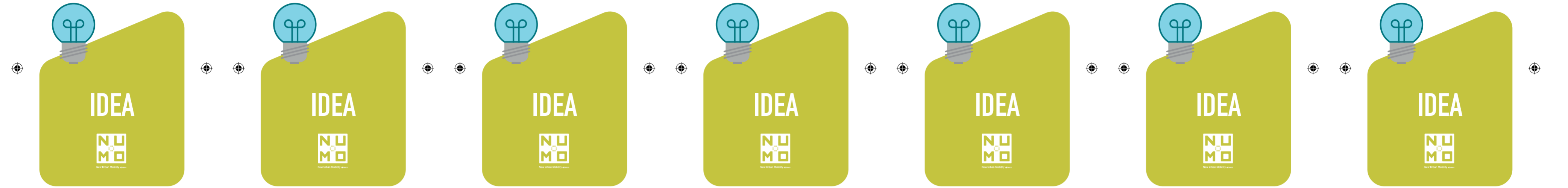
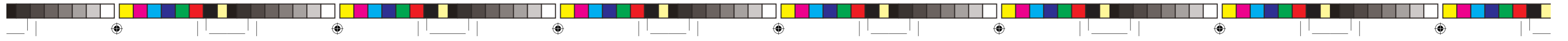
#SMP3
Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

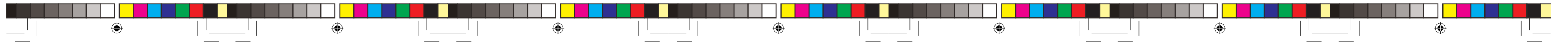
Angled Parking

Change parking lanes from two-sided parallel to one-sided angled in order to slow traffic

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







Retailers With No Car-Parking

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

#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 "little park"

#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)

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

Micromobility Parking Near Transit

Have bicycle and scooter parking near public transport stations for commuters

#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)

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

Low Tech Registration for Services

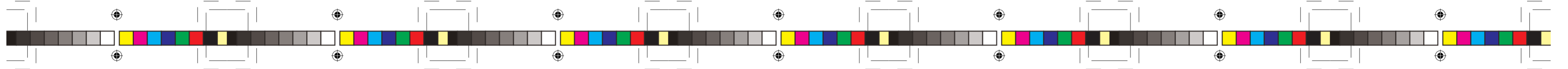
Develop options for mobility service registration for those without bank accounts or cellphones

#SMP4
Engage with Stakeholders

LEGO® Street Planning Workshops

Use LEGO®s to engage community in planning

#SMP4
Engage with Stakeholders



"Streetmix" Sessions with Community

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

#SMP4
Engage with Stakeholders

Street Redesign Sketch Battle

Urban planners backed by resident teams compete to redesign a corridor

#SMP4
Engage with Stakeholders

Public Air Quality Index

Display air quality data and visuals publicly in congested intersections

#SMP4
Engage with Stakeholders

Bicycle Education in School

Standardize school curriculum on safe riding, road rules, and pedestrians-first principles

#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

#SMP4
Engage with Stakeholders

Singing in the Rain

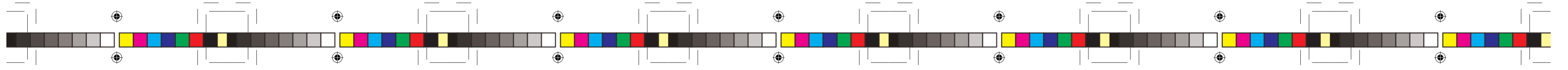
On a rainy day, give a large prize to the pedestrian with the most inspiring choreography

#SMP4
Engage with Stakeholders

Bike Riding 101

Classes on riding a bicycle and rules of the road

#SMP4
Engage with Stakeholders



In-Street Art

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

#SMP4
Engage with Stakeholders

Unleash Public Space

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

#SMP4
Engage with Stakeholders

Full Moon Parties

City/retail/community programming scheduled for full moon evenings/nights

#SMP4
Engage with Stakeholders

Porch Music Festival

Periodic events where residents offer up their porches to local musicians

#SMP4
Engage with Stakeholders

Transit Tardiness Pass

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

#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

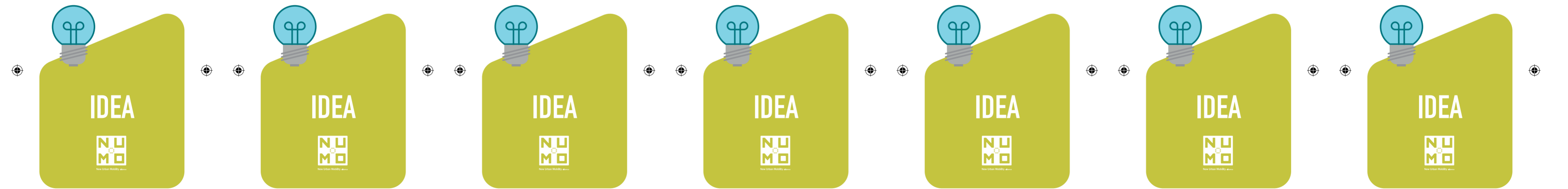
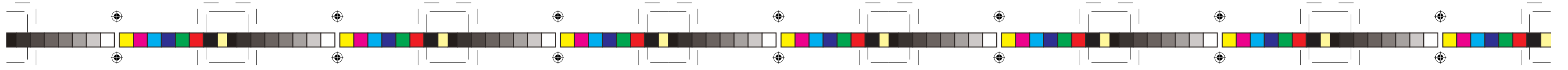
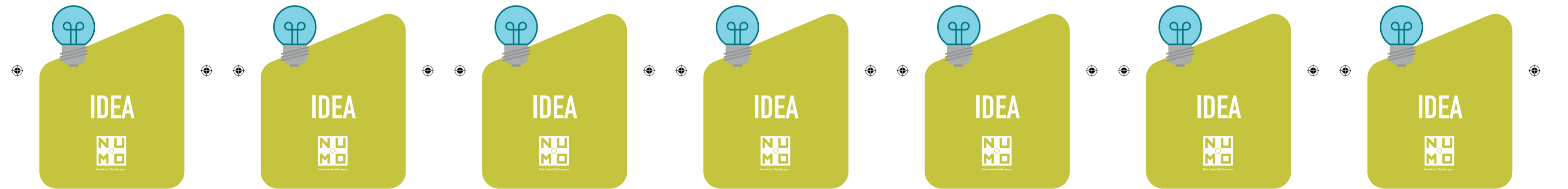
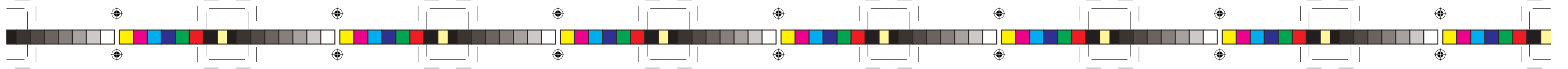
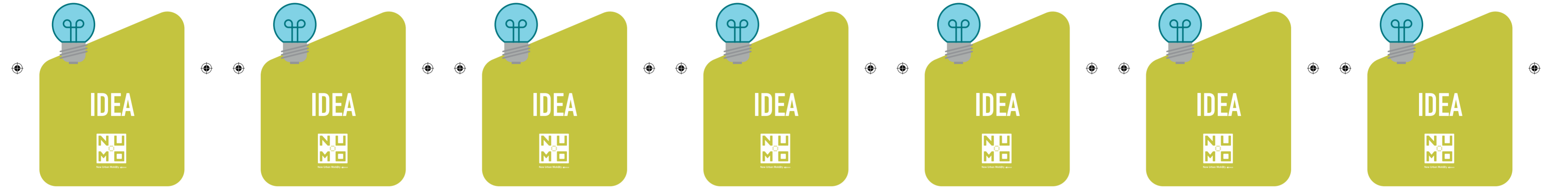
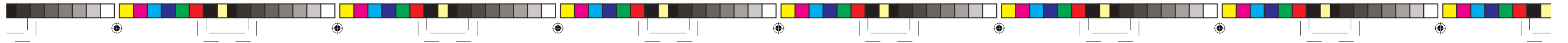
#SMP4
Engage with Stakeholders

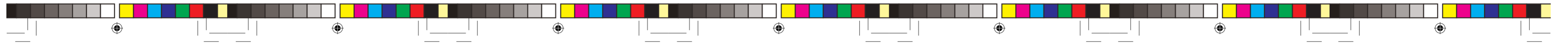
Equity in Transport Financing

Pass regulation requiring funds for transport to be spent on interventions that reduce deaths and pollution and increase access for lower income population

#SMP5
Promote Equity







Congestion Pricing

Charge cars along congested streets to reduce congestion and encourage use of other modes

#SMP7
Fair User Fees Across all Modes

Left-Turn Ban

Ban left turns in specific intersections to reduce congestion and improve safety

#SMP7
Fair User Fees Across all Modes

Distance-Based User Fees

Implement a charge to pay for use of streets per mile or kilometer driven

#SMP7
Fair User Fees Across all Modes

Tax for Free Transport

Make transit free for all to ride, supported by a citywide transit tax

#SMP7
Fair User Fees Across all Modes

Transit Station Sponsorship

Offer local businesses a formula to fund development and maintenance of transit/ bus/bike stations

#SMP7
Fair User Fees Across all Modes

Bus Lane Enforcement

Enforce bus lane violations with license plate readers on buses

#SMP7
Fair User Fees Across all Modes

Stop Fuel Subsidies

Cancel any existing subsidies to oil and fuel

#SMP7
Fair User Fees Across all Modes



Parking Cash Out

Convert employees' parking allowance into monthly cash payment useful for any other mode choice

#SMP7
Fair User Fees Across all Modes

Market Rate On-Street Parking

Implement market-based on-street parking rates

#SMP7
Fair User Fees Across all Modes

Surge Pricing For Travel

Charge more to travel in peak times

#SMP7
Fair User Fees Across all Modes

"Give Your Data to Transport" Day

Use authorized, aggregated and anonymized data for all travel on one day for city planning

#SMP8
Public Benefits via Open Data

City-Run Text Message Channel

Launch public text message service to communicate traffic/transit closures & street events

#SMP9
Work towards Integration & Seamless Connectivity

Seasonal Transit Bus Swap

Pair cities with inverse seasonal ridership to share buses based on relative demand

#SMP9
Work towards Integration & Seamless Connectivity

90 Minute Transit Rides

Implement one single fare for any transit ride, regardless of number of transfers

#SMP7
Fair User Fees Across all Modes



Integrated Services

Users can pay for all forms of transport with their cellphones or smartcards

#SMP9
Work towards Integration & Seamless Connectivity

SOV-Only Lane

Single occupancy vehicles are given an exclusive lane (but can only use that one)

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

Rollerskates

Implement measures to encourage use of rollerskates as a mode of transport

#SMP9
Work towards Integration & Seamless Connectivity

Mimes For Rules Of The Road

Have mimes (lots of them!) teaching us right from wrong in traffic

#SMP4
Engage with Stakeholders

Jail time for Traffic Offenders

Impose long sentences on those who kill another person while driving

#SMP5
Promote Equity

Outside Escalators

Build escalators as transport for steep hills

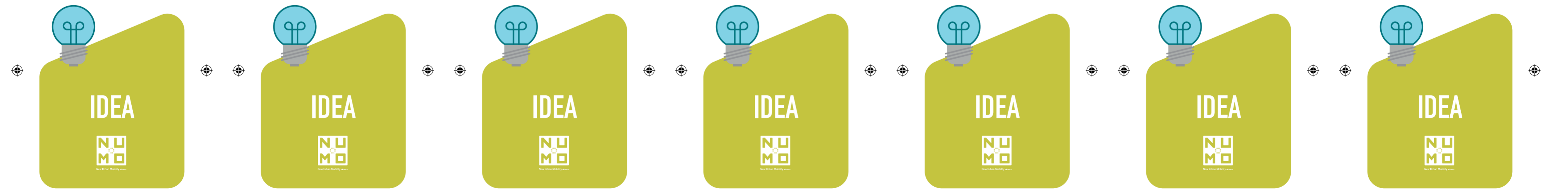
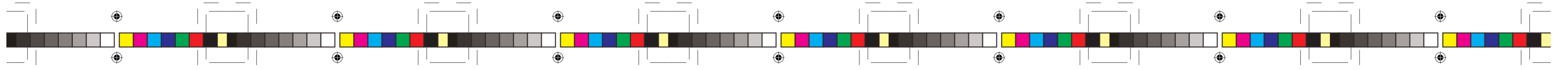
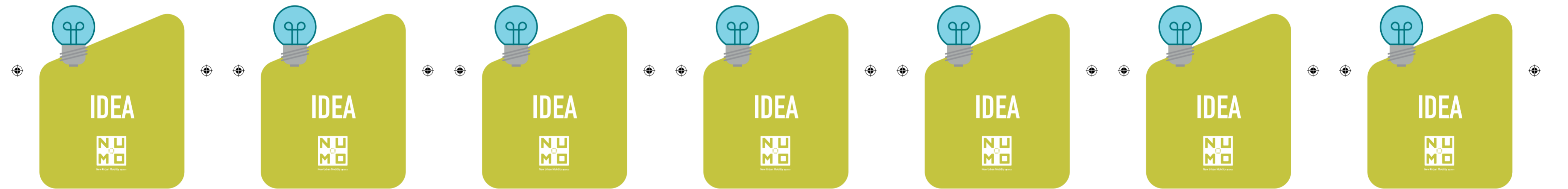
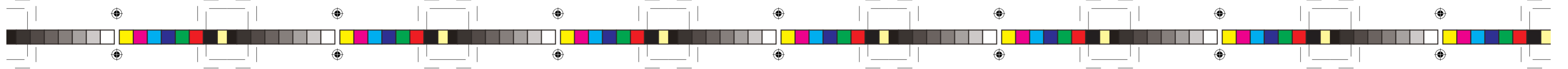
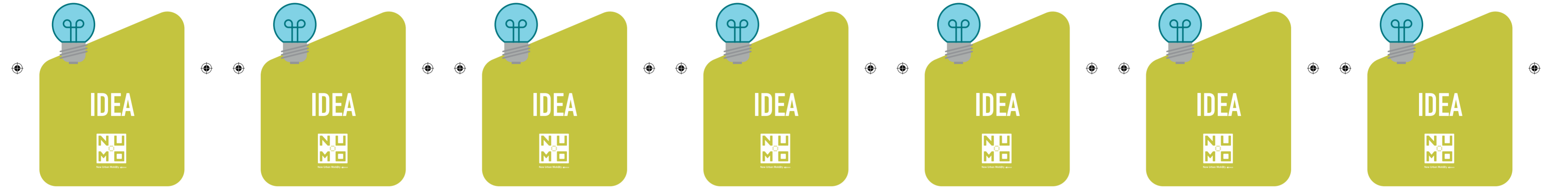
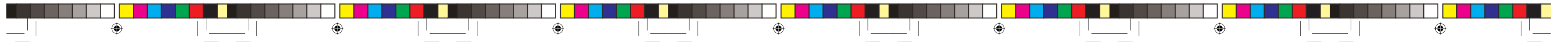
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Shared & Efficient Use of Vehicles, Lanes, Curbs, and Land

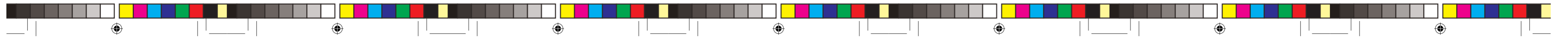
Cable Cars

Build cable cars as transport for steep hills (and a nice view)

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







Transport Transparency Campaign

Condition funding awards on availability of transparent information about use and impacts of funds

#SMP4
Engage with Stakeholders

Trikes & Cargo Bikes

To increase ridership, offer vehicles with greater stability and capacity

#SMP4
Engage with Stakeholders

Children-led Street Design

Redesign a street exclusively with feedback from children

#SMP4
Engage with Stakeholders

Bikes On Street Closures

Lend bikes to residents during planned street closures

#SMP4
Engage with Stakeholders

Bike Repair Classes

Provide classes on basic bike maintenance (from flats to chain fixes and gear adjustments)

#SMP4
Engage with Stakeholders

Dream Street

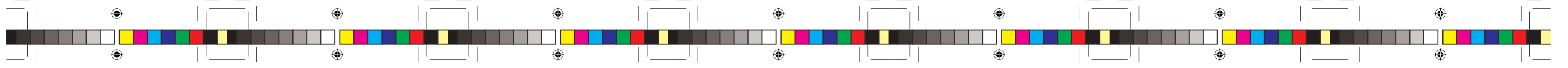
Do a workshop to define "what is your dream street?"

#SMP4
Engage with Stakeholders

On-the-Spot Funding

Walk the streets asking pedestrians for improvement ideas and fund/implement the best idea you hear

#SMP4
Engage with Stakeholders



Vulnerable Population Street Design

Redesign a street exclusively with feedback from vulnerable population

#SMP4
Engage with Stakeholders

Weekly Telecommute

Work 1 day per week from home

#SMP5
Promote Equity

Car Ownership Hurdles

Make owning and parking a car in the city expensive and hard

#SMP7
Fair User Fees Across all Modes

Smartphones For Transport

Give smartphones to lower income population to enable access to shared vehicles, transit information and payments

#SMP5
Promote Equity

Women as Public Transport Drivers

Implement a policy to increase women drivers to at least 50%

#SMP5
Promote Equity

Mobility Wallet

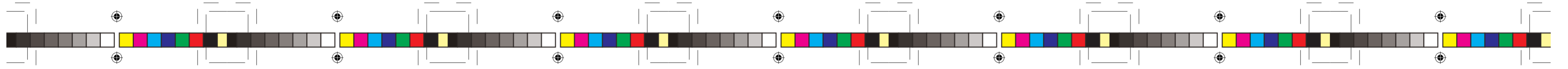
Give people rewards based on the mode of transport they use

#SMP4
Engage with Stakeholders

Micro-housing

Build small affordable housing close to city centers for single people & couples

#SMP1
Plan Cities & Mobility Together



Regenerative Braking in all Electric Vehicles

Have all electric vehicles (bikes, cars, trains) implement braking that recharges the vehicle

#SMP6
Transition Towards a Zero Emission Future & Renewable Energy

Encourage Telecommuting

Increase public awareness of telecommuting benefits and rights

#SMP4
Engage with Stakeholders

Telecommuting Toolkit

Create a best practices document for employers to optimize telecommuting productivity

#SMP6
Transition Towards a Zero Emission Future & Renewable Energy

Off-Peak Commuting Work Hours

Stagger work hours to avoid peak congestion periods

#SMP6
Transition Towards a Zero Emission Future & Renewable Energy

Micromobility Delivery

In dense areas, require small package delivery to be by bike or trike

#SMP6
Transition Towards a Zero Emission Future & Renewable Energy

Safe Bicycle Network

Create a network of high quality bike lanes

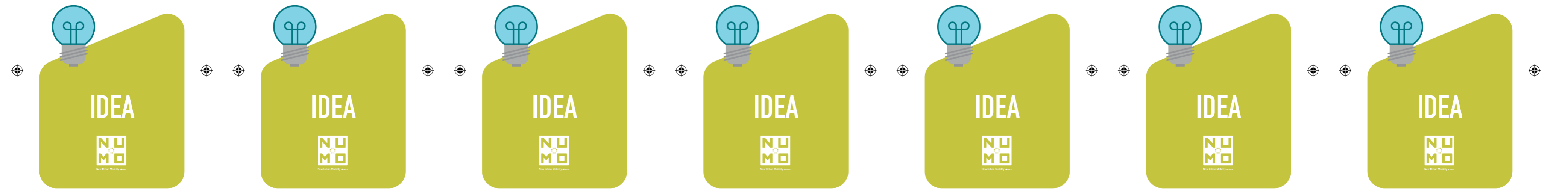
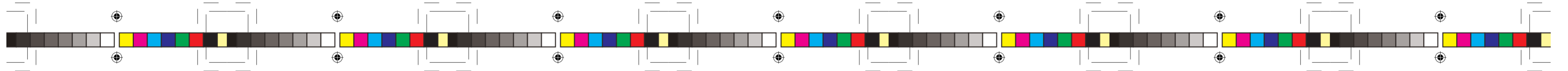
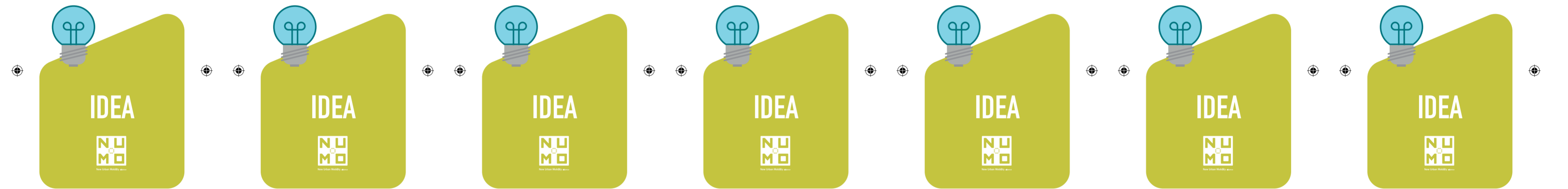
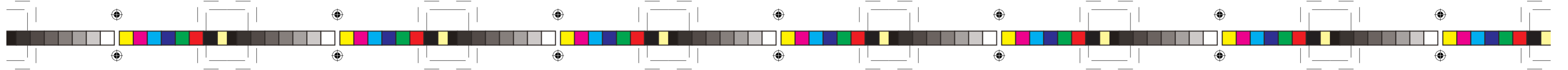
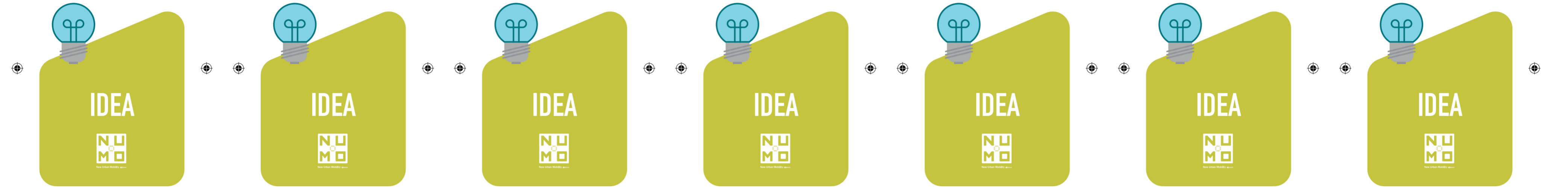
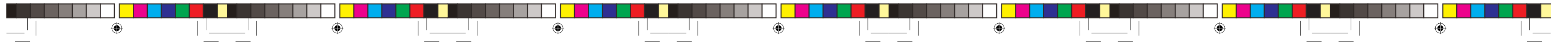
#SMP6
Transition Towards a Zero Emission Future & Renewable Energy

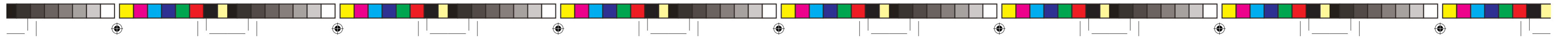
Gridlock Cameras

Catch & penalize drivers of vehicles that block intersections or run red lights

#SMP7
Fair User Fees Across all Modes







Better Maps and Wayfinding

Create better signage for people to find where they need to go

#SMP4
Engage with Stakeholders

Food Trucks & Pushcarts

Expand availability of food and other services to increase jobs and access

#SMP5
Promote Equity

Transit Oriented Development

Densify housing, offices, retail near public transit and implement mixed land uses

#SMP1
Plan Cities & Mobility Together

Complaint Hotline

Implement a phone number for citizens to voice their concerns about transport

#SMP5
Promote Equity

Maps in Braille

Put Braille on all transit station maps and wayfinding signs

#SMP5
Promote Equity

Far Away Parking

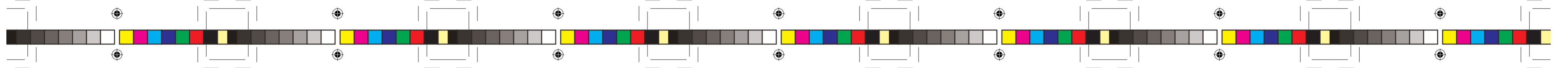
Implement parking lots far from housing and public transport

#SMP5
Promote Equity

FAVES Card

Autonomous vehicles in dense urban areas are only allowed as part of Fleets of AVs that are Electric and Shared

#SMP10
Autonomous vehicles electric and shared



Free Autonomous Shuttles

Provide free rides on public transport through automated shuttles

#SMP10
Autonomous vehicles electric and shared

Transit Lottery

Give lottery prize money to a transit rider once a year

#SMP7
Fair User Fees Across all Modes

Hyperloop

Build an underground, high-speed tunnel-based transport service for cars

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

Car Purchase Coupon

Give low income households \$1000 reduction on the price of a car

#SMP7
Fair User Fees Across all Modes?

Lexus Lane

Guaranteed speeds on highways by dynamically raising tolls to reduce the number of vehicles

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

Drones As Transport

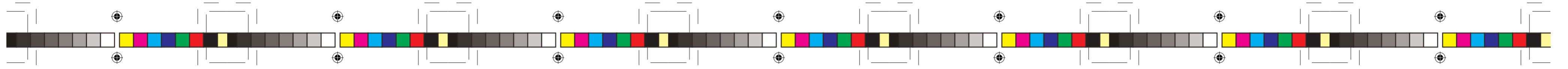
Add drones to the mix of transport for people or for package delivery

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

Elevated Highway For Cars

Double the amount of space dedicated to single-occupancy motorized vehicles

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



Underpass For Cars

Submerge the space dedicated to single-occupancy motorized vehicles

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

Cancel Public Transport

Remove all public transport services

#SMP9
Work towards Integration & Seamless Connectivity?

Mandatory Helmets for Pedestrians

Aim at reducing deaths of people walking by making helmet use mandatory

#SMP5
Promote Equity?

WILD CARD!

Come up with your own idea and assign a relevant Shared Mobility Principle.

#SMP?
Assign one

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