

Challenge Card



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Technology companies start dictating policy direction to government



Population doubles every 10 years



A new autonomous vehicle service starts operating



Traffic on roads doubles every 5 years



A new Mobility as a Service offer undercuts current operators



New laws reduce safety requirements for transport operators



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Major logistics
company
makes entire
fleet
autonomous



All cars are
banned from
city centre
streets



Technology
protest groups
form national
protests



New target to
eliminate
transport CO2
emissions in 5
years



Government
departments
abolished, with
powers going
to regions



Virtual mobility
(e.g. virtual
reality) is more
popular than
travelling



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International border controls eliminate international travel



City transport network is devastated by regular city-wide flooding



Expansion of public transport in and between cities



Major cyber attack shuts down all communication systems



Public sector involvement in public transport becomes illegal



Big investment in global mega projects at the expense of small schemes



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Significant investment in walking and cycling infrastructure



Cut transport services for people with mobility difficulties



Integrated ticketing becomes a legal duty for operators



Transport costs rise at a rate higher than earnings



It becomes harder for rural residents to use transport services



First hyperloop line is built, and operates successfully



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New law
passed to make
all vehicles
electric by 2025



Professional
drivers start to
go on strike to
protest against
automation



Electricity grid
to only be
supplied by
renewables by
2030



Political party
for tough
regulation of
tech companies
wins election



Transport
technology
companies in
area moving
elsewhere



Austerity in the
public sector
continues



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Local Councillor



Local Member
of Parliament



Minister for
Transport



Town or Parish
Councillor



Political
Advisor



Councillor with
responsibility
for transport



Persona Card



Persona Card



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Persona Card



Persona Card



CEO of a tech
start-up



Owner of a
local bus
company



Owner of a
local bicycle
shop



Manager at a
car dealership



Sales Advisor



Community
Transport
Operator



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Chair of the
Civic Heritage
Society



Environmental
campaigner



Member of a
transport user
group



Head Teacher
at a Primary
School



Head of the
Chamber of
Commerce



Trade Union
Co-ordinator



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Local paper boy
or girl



Delivery driver



Museum
curator



Artist of many
talents



Member of a
local rock band



Best-selling
science fiction
writer



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Civil Engineer



ITS Traffic
Technician



Road
maintenance
worker



Construction
worker



Teenager



Civil Servant



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Local Highway
Authority
Director of
Transport



National
Government
Permanent
Secretary



Chief Executive
of Rail
Infrastructure
Provider



Chief Executive
of Strategic
Highway
Authority



Ambulance
Service
Dispatcher



Fire Station
Manager



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Disability
Advocate



Social Justice
Advocate



Community
Group Leader



Lobbyist



Professor at
local university



Police Chief
Constable



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Owner of a
major sports
team



Doctor



Judge



Single Parent



Unemployed
person



Immigrant into
the area



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Blind person



Deaf person



Mental health
charity co-
ordinator



Social Worker



Chair of the
Parent-
Teachers
Association



Elderly couple



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Persona Card



Town Planner



Taxi Driver



Religious leader



Scout or Guides
Group Leader



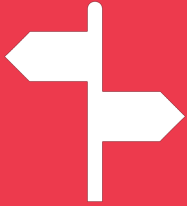
Financial
Advisor



Cycle
Campaigner



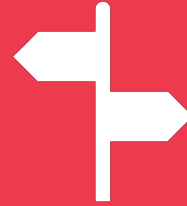
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Host a summit



Go on strike



Work with
others towards
a common goal



Campaign for
or create new
laws



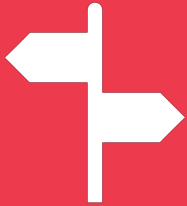
Educate others



Ask others



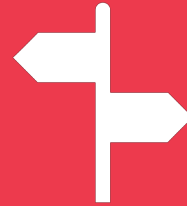
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Build new
roads



Launch a
campaign



Raise funding



Lobby for your
cause



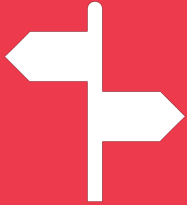
Build cycle
tracks



Build public
transport
infrastructure



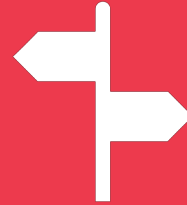
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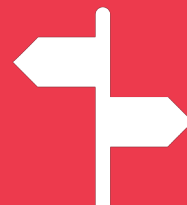
Action Card



Action Card



Action Card



Research
something new



Create a new
technology



Create a new
commercial
service



Completely
change your
business model



Bring on staff



Move into new
areas or
activities



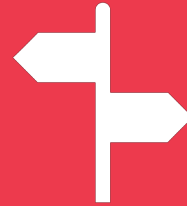
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Move premises



Establish a new
business



Organise a
protest



Create a new
project



Spoil another
players action



Set up an
advocacy group



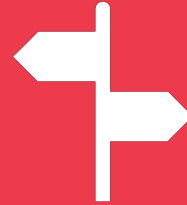
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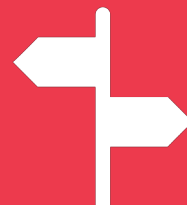
Action Card



Action Card



Action Card



Ruin a
competitor



Negative
publicity
campaign
against
someone



Create an
online
campaign



Lobby against
someone else



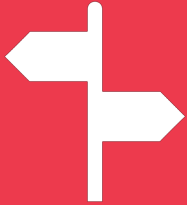
Run for public
office



Offer
something for
free



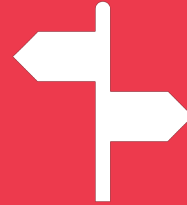
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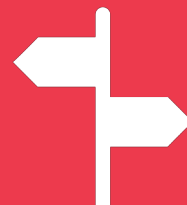
Action Card



Action Card



Action Card



Block another
players move



Collaborate
with another
player



Create a new
data analytics
tool



Create
something that
is made freely
available



Release your
data for free



Create a new
mobility
solution



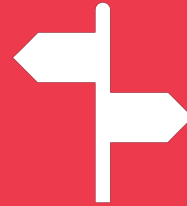
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Do something
for a vulnerable
group



Launch a
political
campaign



Campaign for
or enact a tax
cut



Provide a new
service



Train others



Change how
you operate



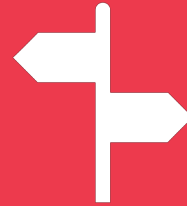
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Wildcard



Wildcard



Wildcard



Wildcard



Wildcard



Wildcard



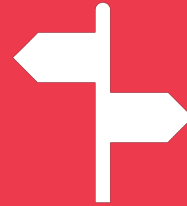
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Organise a
community
event



Change how
you travel



Change where
you spend your
money



Buy more
ethically



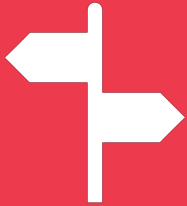
Start an action
group



Form a new
alliance



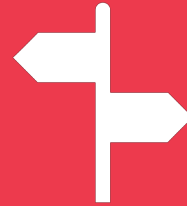
Action Card



Action Card



Action Card



Action Card



Action Card



Action Card



Do something
illegal



Share your
expertise



Start a political
group



Invest in new
technology



A new
investment
priority



Turn the public
against another
player

