Smart Mobility in Tehran

International Department of Smart Tehran, Tehran Municipality
Introduction

Smart Tehran Program

Mobility Perspective on Smart Tehran

Conclusion
80 million (18th in the world, 2th in MENA)
1,648,195 km² (18th in the world)
42% of population is in 20-39 range
60 % live in Cities

Source: SCI
# Tehran at a Glance

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Area (Hectare)</td>
<td>61,562</td>
</tr>
<tr>
<td>Population</td>
<td>8.6 M</td>
</tr>
<tr>
<td>No. of Residential Units</td>
<td>2.8 M</td>
</tr>
<tr>
<td>Men’s Population</td>
<td>4.3 M</td>
</tr>
<tr>
<td>Population Density</td>
<td>141</td>
</tr>
<tr>
<td>(number of inhabitants per hectare)</td>
<td></td>
</tr>
<tr>
<td>Women’s Population</td>
<td>4.3 M</td>
</tr>
<tr>
<td>Household Dimension</td>
<td>3</td>
</tr>
<tr>
<td>No. of Households</td>
<td>2.9 M</td>
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</tbody>
</table>
Tehran: Challenges of a Mega City

- Urban Crisis
- Air Pollution
- Sustainable Revenue streams
- Energy Consumption
- Building Security
- Green Spaces
- Traffic Congestion
- Social & Cultural Problems
- Parking Spaces
- Water Resources
Introduction

Smart Tehran Program

Digital Economy Perspective on Smart City

Conclusion
Smart Tehran is a sustainable city that creates urban value with these smart technologies.
Smart Tehran Vision in 2025

Smart Tehran is a livable city with engaged collaborative citizens and a city with higher quality of life, more efficient transportation systems and integrated infrastructure with an effective urban management and dynamic economy.
Smart Infrastructure
Smart Environment
Smart Governance
Smart Mobility
Smart Living
Smart Economy

Smart Tehran Dimensions
Introduction

Smart Tehran Program

Smart Mobility on Smart Tehran

Conclusion
Smart Tehran Strategic Pillars

- Transparency and Citizen Engagement
- Citizens Satisfaction
- Sustainable Urban Development
- Partnership and Co-creation
- Digital Transformation
- Urban Innovation
Perspective of transportation and traffic of

Quality Improvement
Life and Residents’ activity

Applicability

Ubiquity

Providing optimum service

Integrated

Safe

Convenient

Clean

Comfortable

Accessible
Core Factor: Mobility, Implementation Plan

Citizen-experimenting mobility Service
1. Activate share-based mobility services and provide mobility of own car level
2. Secure safe and convenient move services through implementation of self-driving mobility
3. Provide connected door-to-door passage through different integrated mobility services
4. Provide safe pedestrian services and form a safe and clean environment

Mobility convergent road and spatial planning
1. Road network connecting ground use & shared transit parking planning
2. Secure safe & convenient move service through implementation self-driving mobility
3. Collect convergent spatial planning to realize mobility service

Mobility ecosystem construction
1. Construct mobility ecosystem base through implementation of it
2. Form a smart mobility governance system
3. Control smart mobility regulation base

BENEFITS
1. Reduction of traffic congestion to and from work
2. Commute time reduction of more than 40 minutes: before 100 minutes → 60 minutes
3. Emission and fine dust reduction leads to clean city air
4. Fossil fuel use reduction such as gasoline/diesel
5. Parking lot space reduction and use for multiple purposes
6. Traffic accident ratio reduction through self-driving

Source: Delloite Co.
## Smart Tehran from Mobility Perspective

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Activities Resources</th>
<th>Urban Services</th>
<th>Citizen</th>
</tr>
</thead>
</table>

<table>
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<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
</table>
Value Proposition: Smart City Services

- Everything that can be digital, will be digital
- Urban Services to become Digital
- Ultra Personalization
My Tehran

my.tehran.ir
Enriched Map with 250 layers of city Data
Positioning with online traffic feature
Talking route advisor in Persian language
Providing information about public places of the city
3D map of buildings in the city
Buildings Information
iLink: Smart Tehran Kiosks

- Traffic & Roads conditions
- Free public Wi-Fi
- E-Payment Services
- City Directory
- Location Based Services
- Emergency Services
Tehran Observatory
Transparent Tehran
shafaf.tehran.ir
Global Digital Services vs Iranian Players
<table>
<thead>
<tr>
<th><strong>Start-up Ecosystem Key Players</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digikala</strong>&lt;br&gt;Digitkala is the biggest e-commerce business in Iran with more than 90 percent of online retail.</td>
</tr>
<tr>
<td><strong>Fidelio</strong>&lt;br&gt;Fidelio is the biggest online bookstore in the country that recently has raised money from Digitkala.</td>
</tr>
<tr>
<td><strong>Arpeyek</strong>&lt;br&gt;Arpeyek is the biggest delivery platform in Iran with more than 60 percent of online delivery share of the market.</td>
</tr>
<tr>
<td><strong>Divar</strong>&lt;br&gt;Divar is first and biggest listing companies in Iran startup ecosystem.</td>
</tr>
<tr>
<td><strong>ZoodFood</strong>&lt;br&gt;ZoodFood was Iran biggest online food ordering platform changed its name to SnappFood recently.</td>
</tr>
<tr>
<td><strong>Cafe Bazaar</strong>&lt;br&gt;Cafe bazaar is the biggest Android app market in Iran with more than 80 percent market share between Android users.</td>
</tr>
<tr>
<td><strong>Snapp</strong>&lt;br&gt;Snapp is the biggest ride-hailing player in Iran backed by Rocket Internet launched near four years ago and now is handling around 1 million ride per day.</td>
</tr>
<tr>
<td><strong>Kordeler</strong>&lt;br&gt;Kordeler is the first and biggest Groupon clone in Iran ecosystem launched in 2011 and has approximately 70 percent of group buying market in Iran.</td>
</tr>
<tr>
<td><strong>Bimito</strong>&lt;br&gt;Bimito is the market leader in online insurance selling facing a big competition from BimehBazaar and AP.</td>
</tr>
<tr>
<td><strong>AP, Asan Pardakht</strong>&lt;br&gt;AP, Asan Pardakht payment application, is market leader in online top-up bill payment having more than 15 million downloads and processing more than 1 million transactions per day.</td>
</tr>
</tbody>
</table>
Urban Innovation & Engagement Platform

- Open Platform of Urban Innovation & Engagement
- Cooperation on Innovation:
  - Citizens
  - Accelerators, Tech Parks, and Incubators
  - Start-ups
  - Investment companies
  - Municipality and governmental entities

baham.tehran.ir
مسائل ویژه شهر تهران

دنبال چه موضوعی هستید؟
Established 2 Centers for Development of Smart Mobility
Stakeholders Engagements
# Smart Cities from Digital Economy Perspective

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Revenue Increase and Cost Optimization
New Business Models for the City

- Data Monetization
- Lower Transaction Costs
- Better Asset Utilization
- Data Driven Urban Taxation
Smart Transportation and Traffic Management

- 2 M passengers per day
- 5500 Buses
- 7 Metro lines, 250 Stations
- 26 M E-Cards
- 1200 Cameras
- 7 M Images Processed Per Day
Integrated Tender and Contract Management

- Aggregating all transactions
- Making transparent process of transactions
- Cost Reduction
- Data Analytics
THE SMART Tehran OPPORTUNITIES

- For companies and financiers, smart cities represent major opportunities, given that some of urban markets are larger than entire nations.

- In order to partner with cities and operate effectively there, companies will need to adopt the City DNA and mindset of serving people, not just a market. They may be able to find new business models by looking for specific ways to help cities deliver a better quality of life.
Conclusion

• New Definition of Municipal activities and services
• Collaboration and Partnership is the Key
• Innovation Ecosystem is the Driver
• Smart Business Models for the City
Upcoming 3rd Smart Tehran Event 2019
You're invited too

3rd Smart Tehran Congress
December 9-10, 2019 | Tehran, Iran
Thanks for your attention

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