# Digitizing Public Transport as a First Step towards a Sustainable Multimodal Urban Mobility System

**International Urban Mobility Dialogue - Berlin November 14th**
**Dr. Florian Krummheuer**



**Mobility** *inside*
alles einfach nutzen

# Agenda

- Digitization
- Sustainable Mobility
- Mobility Inside

Mobility *inside*
alles einfach nutzen

# The transport network is neither a streaming service nor a online store

- Asset heavy systems

- Long investment cycle

- Public funding

- Political governance

- Geographically limited within the city's boundaries – not scalable

- Risk-averse management

- Public procurement regulation

Digitized or not: Public transport is about moving people from a to b...



Mobility *inside*
alles einfach nutzen

# Lessons form Digitization: There only few really new solutions through digitization, existing services just became cheaper and more convenient (and maybe more fun)

Forces for Digital Business:

- Lower cost for computing

- Lower transaction costs

- Asset light

- Economies of scale

- „Perfect market" in platforms

- Cellphone as Customer Interface, and Sales infrastructure

- Pressure on wages

- More efficient usage of assets ("Sharing")

- Fueled by cheap VC's money

# The challenge: Less pollution, less Carbon Dioxide, less noise, less consumption of space … less cars, less traffic, less

**Will Digitization solve our problems?**

# The most powerful measures for sustainable urban mobility are not depending on digitalization issues

- Infrastructure for walking, cycling, PT (mass transit)
- Increase comfort, reliability and spatial extend of PT/Cycling/Walking Network
- Reducing car-ownership/usage (taxing, fees, …)
- Reducing speed in the road network
- Affordable housing within the city
- Transit oriented urban planning
- …

# Lot of work to do for German public transport companies to incrase the modal share of public transport untill 2030

**Focus on key activities:**

- Providing good (better) PT
- Building tracks and stations
- Hire and educate staff

**Pain points**

- Providing digital sales solutions
- Purchasing IT-Services
- Integration of partners (CS, BS, on-demand ...)
- Not enough staff with IT-skills
- Stay in touch with passengers
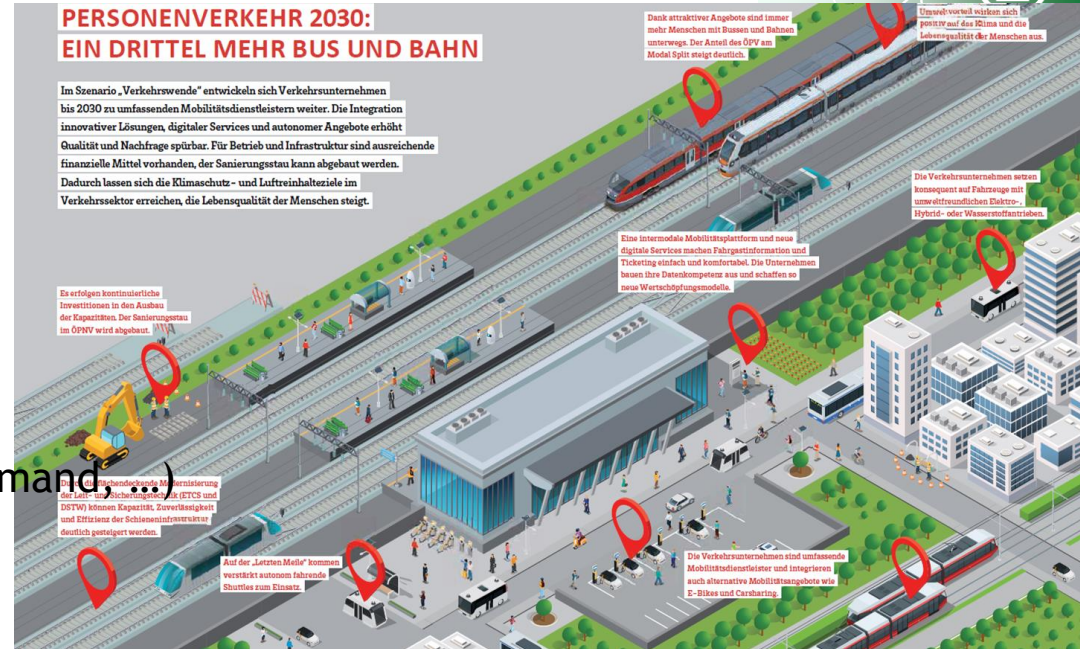
# Mobility inside – A carefree package for Public Transport companies

- Joint forces for a scalable platform

- White lable apps (journey planner plus ticketing)

- Interfaces to existing systems

- Standardized ticketing, sales and CRM-system

- Direct awarded by PT Companies (owned by the municipalities)

- Democratically controlled

Mobility *inside*
alles einfach nutzen

# Conclusions

- Digitization will not solve our transport problems

- Strong efforts are necessary for this task

- Digital business models might undermine a shift towards sustainable mobility

- Digital tools will help to transform the urban transport system

- The urban transport networks needs to be controlled by the Cities' citizens

Mobility *inside*
alles einfach nutzen

# Thank you!

Dr. Florian Krummheuer

Mobility Iniside

c/o infra Dialog GmbH

Leipziger Platz 8

10117 Berlin

krummheuer@mobilityinside.de