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

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

- Digitization
- Sustainable Mobility
- Mobility Inside
The transport network is neither a streaming service nor an 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...
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 increase the modal share of public transport until 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
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
Thank you!

Dr. Florian Krummheuer  
Mobility inside  
c/o infra Dialog GmbH  
Leipziger Platz 8  
10117 Berlin  
krummheuer@mobilityinside.de