



Empowering Transit for the Mobility Revolution

APTA | April 10, 2018



Bus



Train



Car



Bike



Walk



Other

An aerial photograph of a city street, showing a mix of older brick buildings and modern glass-fronted structures. The street is lined with parked cars and has a few vehicles in motion. The lighting suggests late afternoon or early morning, with long shadows and a warm glow. The text is overlaid on the left side of the image.

86.3%

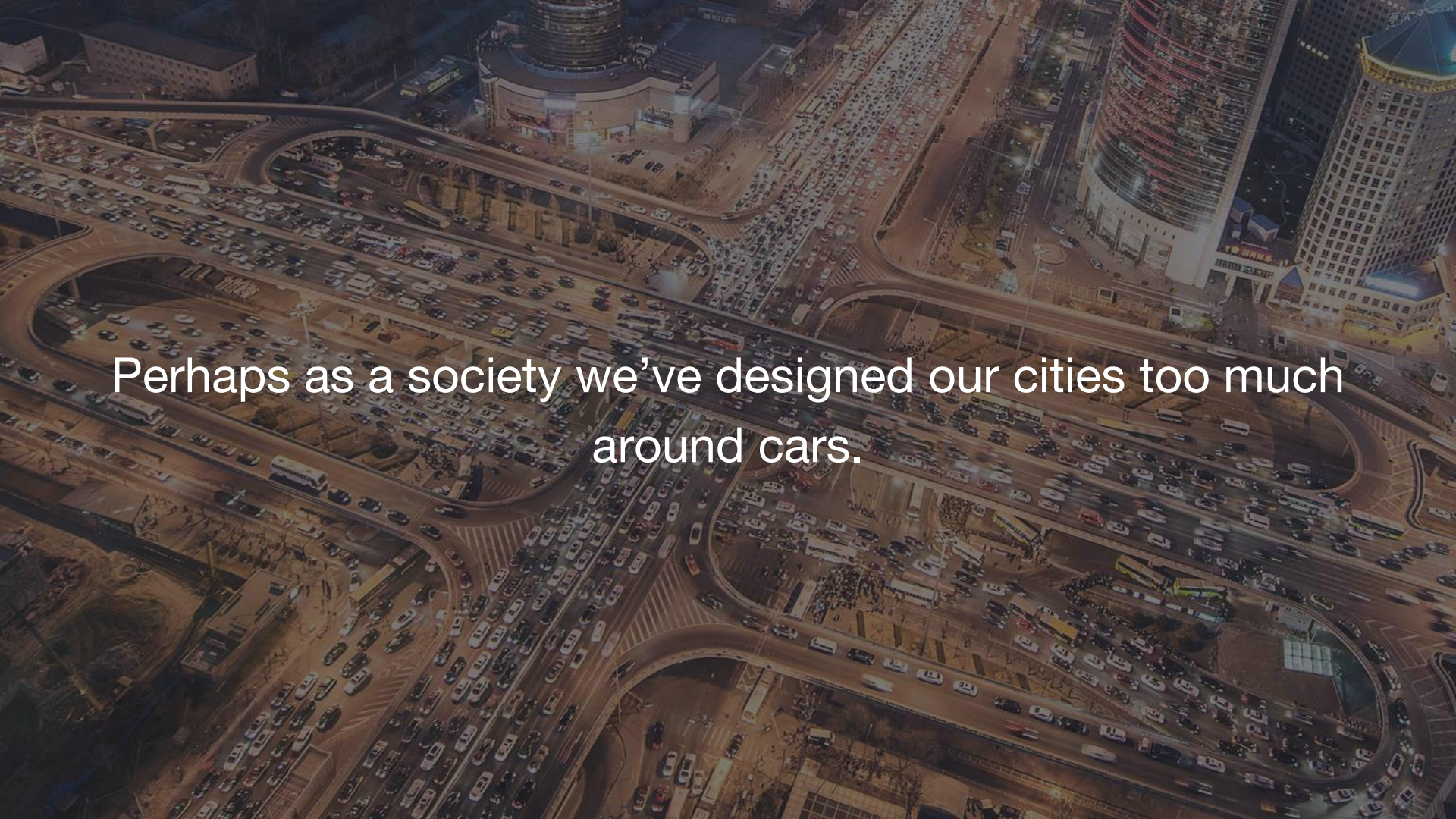
of the world's population is
expected to live in urban areas by
2022





We're an urban mobility company, making cities smarter.

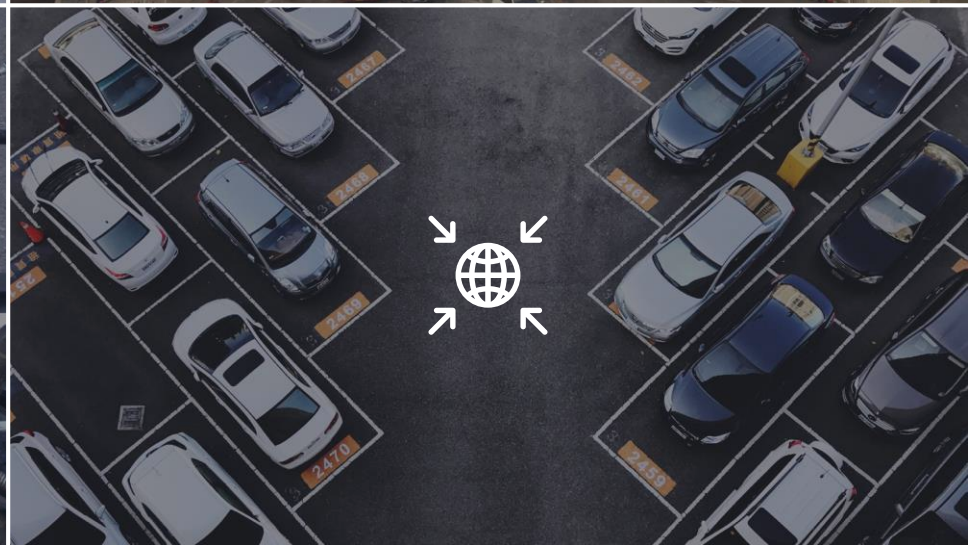
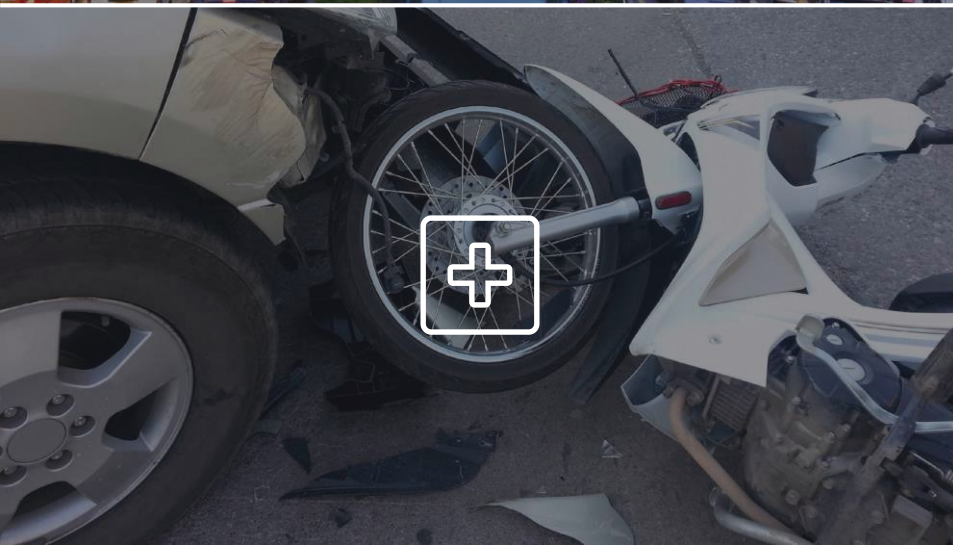
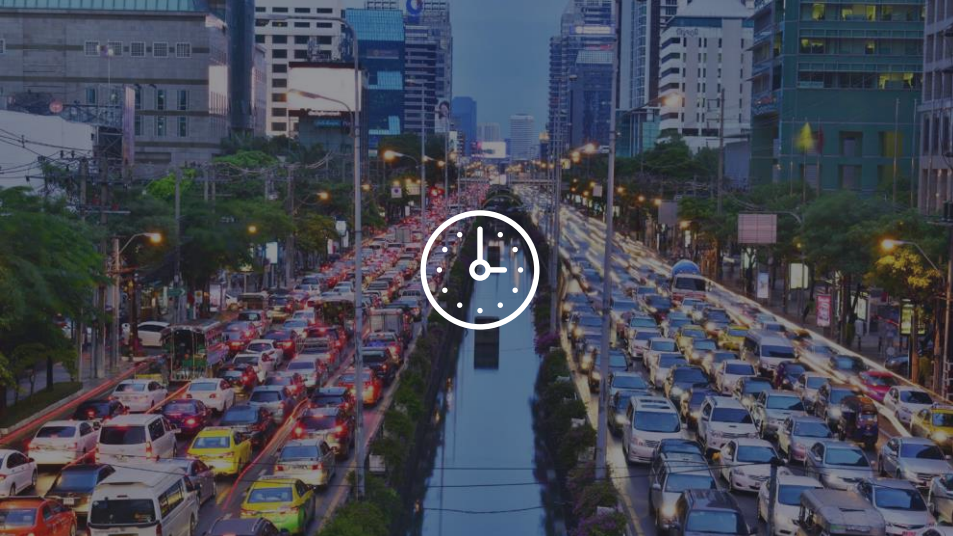


An aerial photograph of a massive, multi-level highway interchange in a city. The roads are packed with cars, trucks, and buses, creating a dense flow of traffic. Several tall buildings are visible in the background, including a prominent cylindrical skyscraper with a glass facade. The overall scene depicts a highly developed urban infrastructure designed for automobile travel.

Perhaps as a society we've designed our cities too much
around cars.



While individual mobility created opportunity,
it also produced unintended consequences.





Wasted Time in Traffic

In Mexico city, people spend around **5 working weeks a year in traffic jams.**



Air & Noise Pollution

Nearly one half of all Americans (an estimated 150 million) live in areas that don't meet federal air quality standards.



Traffic Accidents

Around **500,000** traffic fatalities occur on urban roads every year.



Lack of Urban Space

In Berlin, **parked cars take up the area of 64,000 playgrounds** — or 4 Central Parks.



Today, mobility in cities needs to be reinvented (again).

Connectivity, autonomous driving, the sharing economy, and electrification make reinvention of mobility possible



Connectivity

Less congestion
through real-time updates



Autonomous Driving

No traffic accidents from
human error



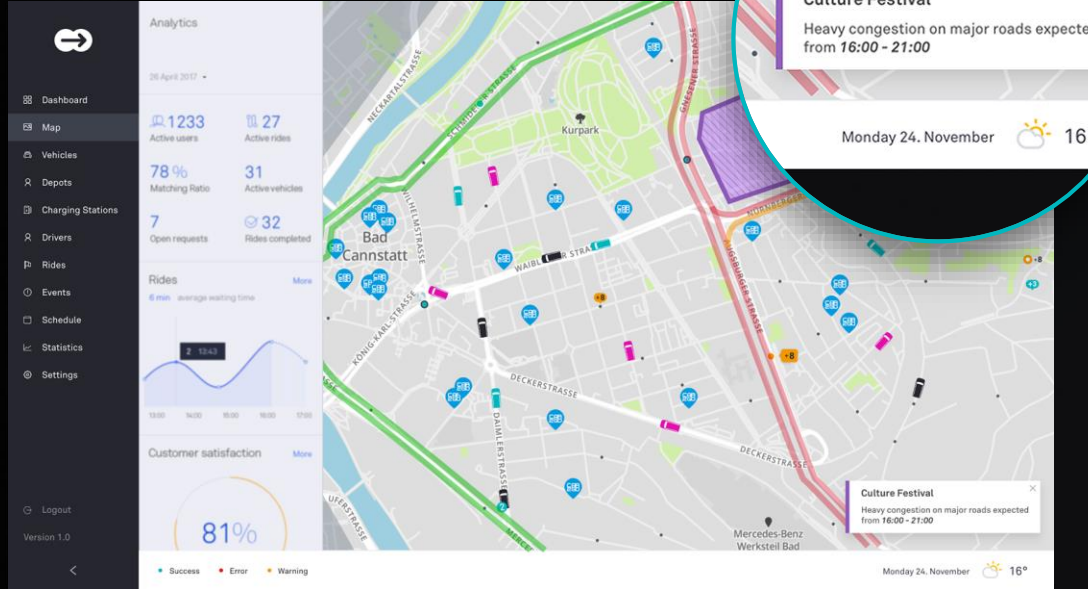
Sharing Economy

More people in fewer
vehicles on the road



Electrification

Cleaner means
of transportation

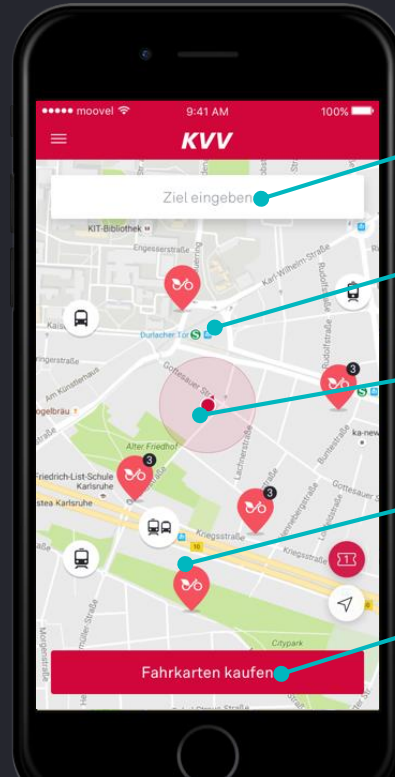
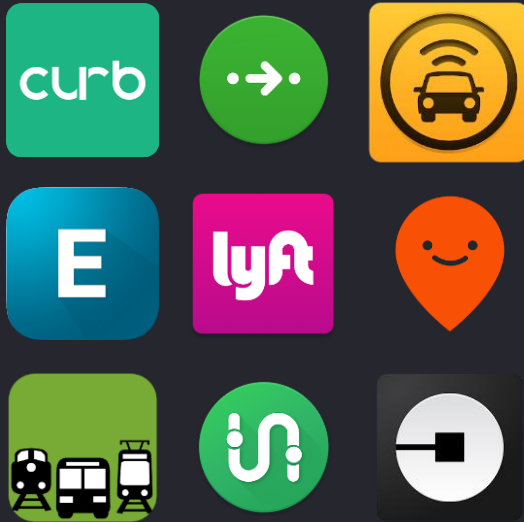


Imagine agencies equipped with **real-time mobility intelligence** to better manage demand and quality of service.



Aggregating mobility in one app

“Look, book and pay” with the Karlsruhe KVV Transit App



Places Search

Real-time public transit delays

Interactive map (Mapbox)

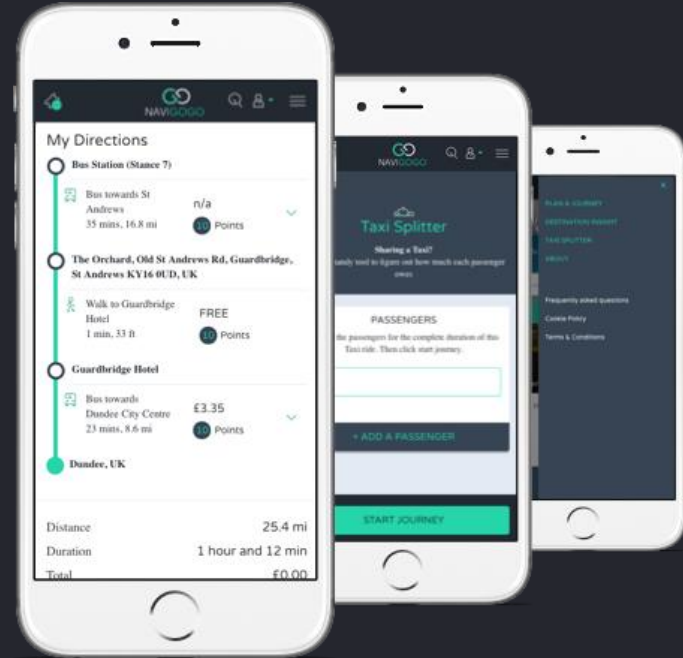
Look, book and pay capabilities for KVV and other integrated providers

moovel user account

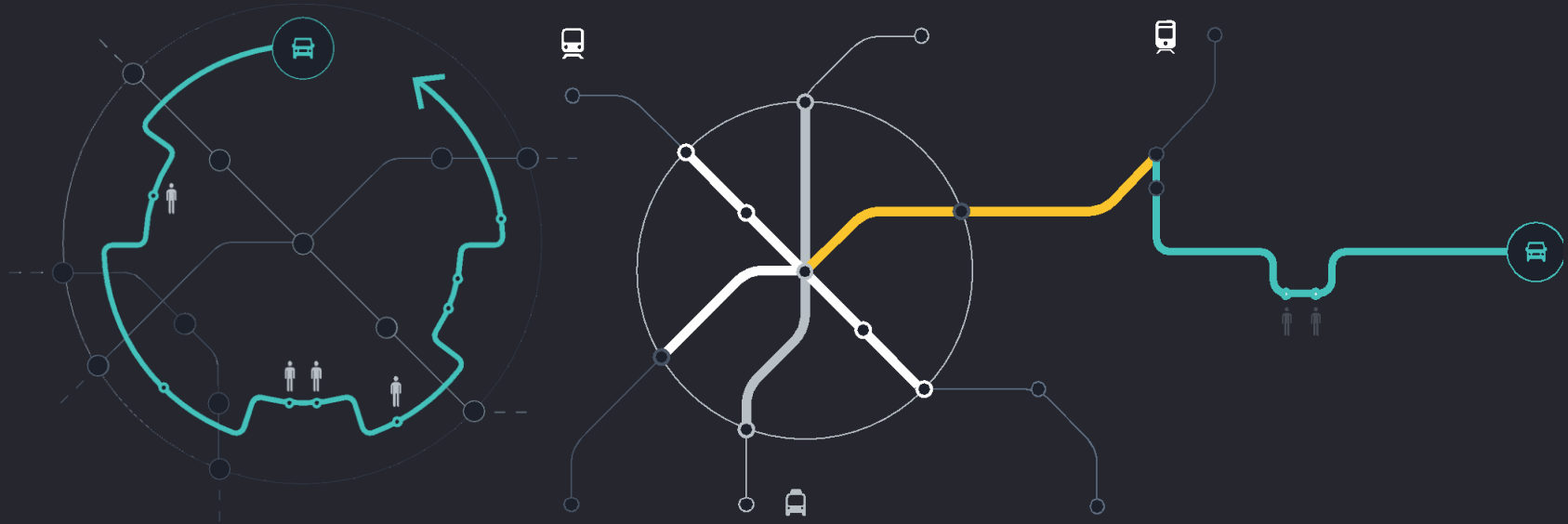
MaaS Scotland pilot: putting the rider first

Increasing safety, simplifying timetables and combining multiple modes of transportation for a seamless rider experience

- Personalized trip planner with fare calculator reflective of the user's profile and entitlements
- Journey payment and fulfilment platform
- Forum for user's comments and feedback on transportation options
- 'Deal Matcher' for intelligently matching individuals to deals and discounts
- Taxi splitter tool to ease the pain of calculating the cost of a taxi journey with friends
- 'Discover a Destination' database containing local transportation information and reviews
- Incentive points for healthy/sustainable choices through Young Scot rewards (biking/walking options)



The rise of On-Demand for first and last mile journeys



Inner-city micro-transit
(e.g., at nighttime)

Intermodal feeder for first mile/last mile transit

Benefits of on-demand services



For the **User**

- Quicker access to public transit system
- First mile / last mile
- Convenient real-time booking



For the **Public Transit Authority**

- Intelligent pooling increases degree of capacity utilization
- Seamless integration within public transit system
- Intermodality



For the **City**

- Improved quality of life
- Fewer traffic jams
- Improved air quality



Transit agencies have the opportunity
to help lead the future of MaaS.

Trip Planning with a Master Account

Go mobile with an
agency-branded,
scalable app.

Would your riders rather choose from
multiple apps, or one app to rule them all?



Multiple

Single



Equitable Fare Structure

Consider the future of payments and validation using combinations of multimodal service.

Are your payment options equitable and fair for all citizens?

Cash



Cashless

Open Data Standards

Evaluate your data standards.

Do you require open, non-proprietary systems that allow for modular components to drive innovation?



Open

Closed

Your Mission for MaaS

Define your agency's mission, role and objective in the new context of MaaS.

Are you a mobility manager: enabling your marketplace, and/or a mobility service provider: offering transportation services?

Marketplace



Operator







Thank you!

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