

BVG multimodal mobility management - Berlin



Markus Lübeck & Nikolina Kotur

Connected Mobility Milestones



- Cluttered side walks
- Limited view on market
- Regulatory uncertainty
- Unclear administrative responsibilities
- Small political support

Bike Sharing



- Even more cluttered side walks
- Even more limited view on market
- Regulatory uncertainty
- Unclear administrative responsibilities
- Small political support
- Dangerous riding and accidents

Scooter Sharing



Paris Scooter Referendum



2017



2019



2023

Regulatory Landscape



Situation today

Locally regulated individually per city

Legal basis special use permits, voluntary agreements, tenders

Content Parking rules, fleet size, fees, data exchange

Responsibility for ordinance authorities, (parked vehicles) police (moving vehicles)

mobility Department (definition of rules) PTO (infrastructure)

Parking Dense network of parking spaces with parking space management

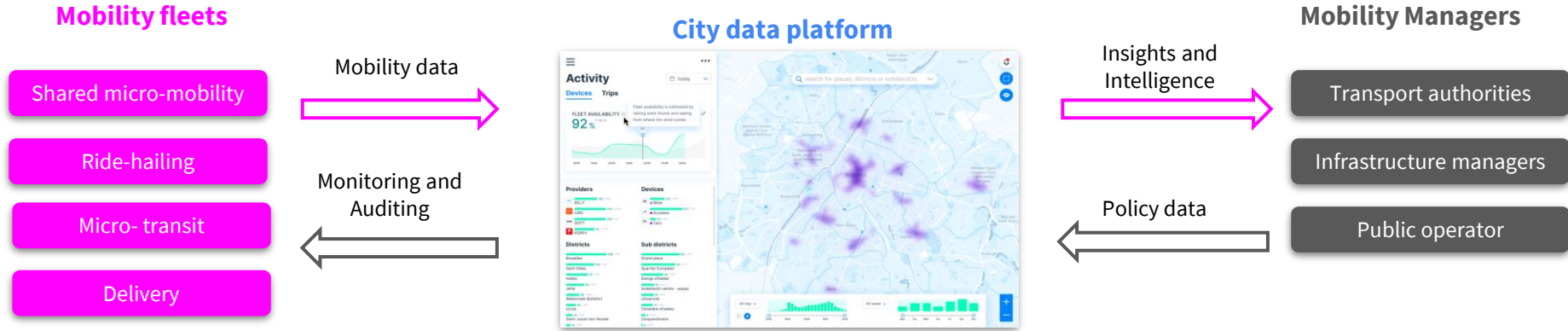
Responsibility between the city and public transport

Problem Limited political support, unclear responsibilities, unclear market perspective, conversion from free floating

Examples : Düsseldorf, Frankfurt, Berlin, Erlangen

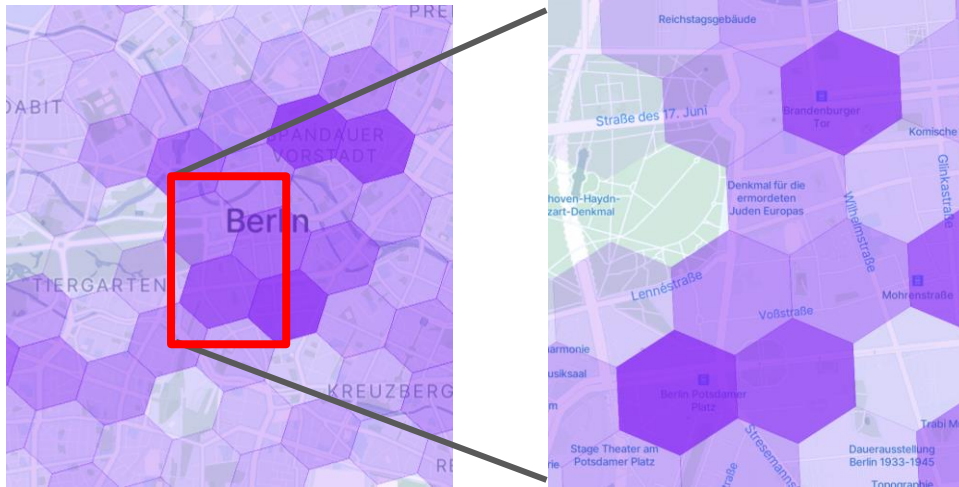


Trusted third-party for secure data-sharing



- **Bilateral exchange of information: mobility data vs. city geofenced regulations**
- **Standardised mobility formats (MDS, GBFS, CDSM) for repeatable data sharing with cities**
- **50+ operators' data agreements with Vianova to facilitate data provisioning**
- **GDPR compliant data collection and processing with Vianova leading expertise**
- **Unique insights from advanced aggregation and ML based intelligence**

Multi Modal Infrastructure



Berlin - BVG

1. Definition of responsibility
2. Integration and analysis of operator data
3. Identification of very high volume areas
4. Identification of location and size
5. Export of data and scoring of the individual areas
6. Rolling out clusters from top scoring areas
7. Real-time monitoring
8. Impact assessment

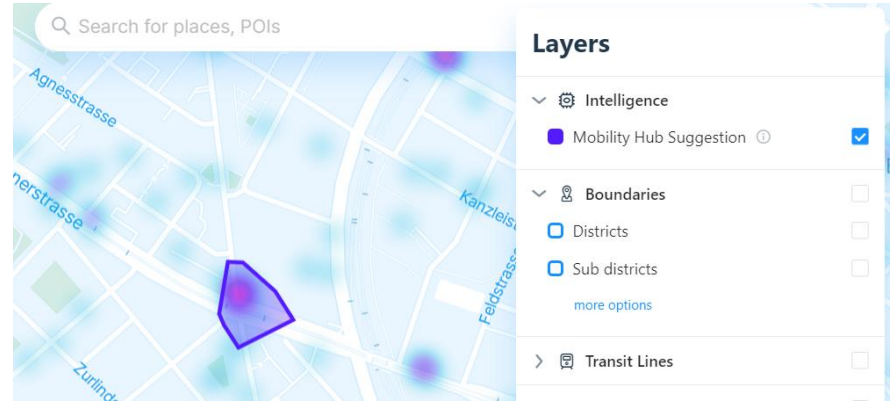


Find The Right Hub Location

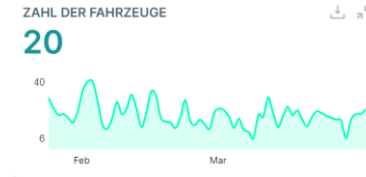


Zurich

- Vianova algorithm identifies suitable zones
- Zones in the vicinity of which many trips are started and ended and in which a particularly large number of vehicles are parked
- Based on these suggestions, 10 concrete areas were selected for hubs and implemented as hubs



Stadt Zürich



voi. TIER

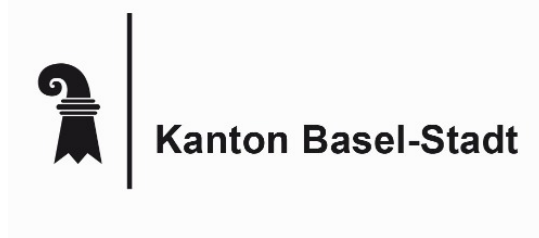
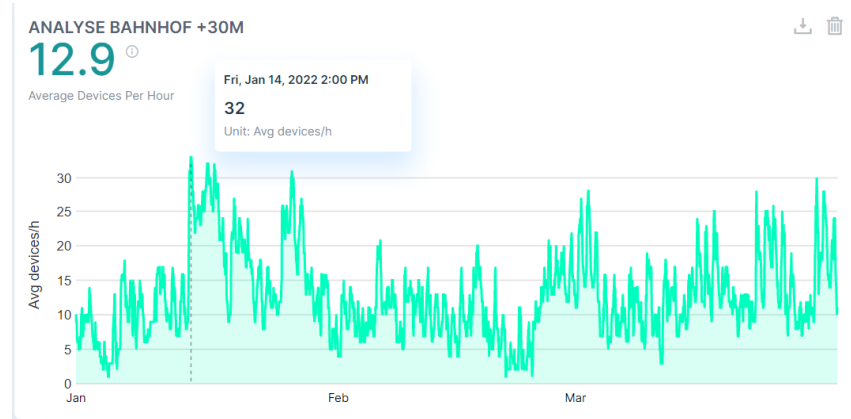


Finding a Good Dimension



Basel

- To strengthen multimodality, parking of shared offers should be bundled at one hub at one station
- Analysis of the area with different radii of 10 - 100 meters
- Analysis based on data over 18 months
- Identification of how many vehicles show up there during seasonal peaks



Evaluate Performance



Berlin

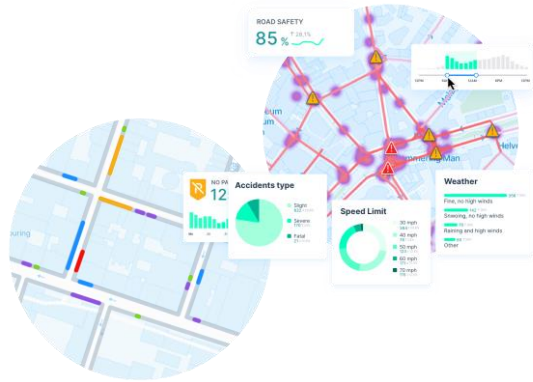
- Evaluation of existing Jelbi Hubs
- Integration of bike, car and scooter sharing
- Evaluation of the demand of the vehicles on the hubs
- Identification of demand peaks and troughs
- Identification of popular destinations and origins



BIG OPPORTUNITIES

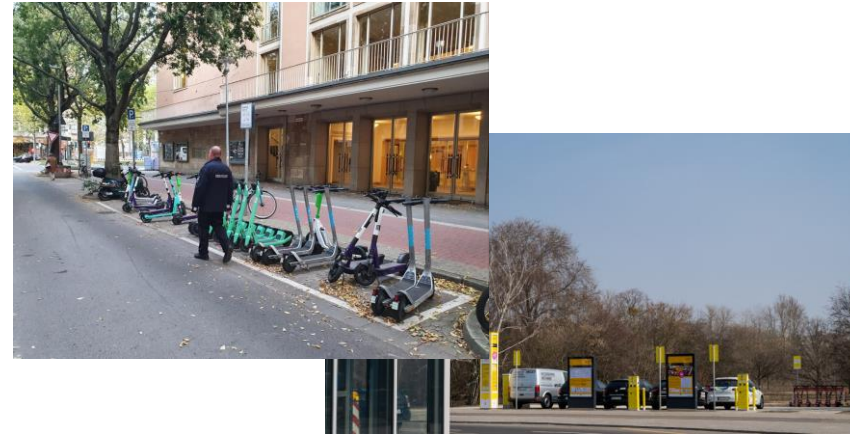


Data driven decisions



- Use culture of data sharing in micro mobility
- Logistics, road safety, car parking, future modes
- Evidence based decisions
- Automation of mobility management

Future proof infrastructure



- Dedicated infrastructure to park, present and integrate new mobility
- Reliable offer to mobility providers
- Improved multimodal connections
- Integration with logistics