



SMART NEIGHBOURHOOD MOBILITY AS KEY MEASURE FOR CITIES

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Short Description

Smart neighbourhoods are a future model for cities in which Mobility-as-a-Service can become an essential component and success factor. With Fluidtime's technology for the management of neighbourhoods, residents have the opportunity to transparently manage travels, test mobility alternatives and be incentivized to adopt an economical and eco-friendly approach in life.

Main part

While the MaaS market might be global, each geography will pose its own challenges. We have thus created a modular MaaS solution which can be adapted to enable different types of MaaS from the same or multiple MaaS providers. In this way, the necessary Transport Service Providers can be integrated and their products standardized depending on which business cases are pursued and each Mobility Service Provider (MSPs) offering can be tailored to a specific target group to ensure its success. Furthermore, the modular architecture allows end users to personalize the consumption of mobility services in such a way to best suit their needs. Advanced reporting and analytics allow MSPs or policy makers to create historical and live analyses, gain insights into transportation patterns and use those to come closer to their business, societal, ecological, etc. goals. With our smart neighbourhood app, we provide residents with a MaaS solution that they can use for multiple purposes. On the one hand, residents can search for nearby transport services such as public transport, bikesharing, and taxi. Furthermore, residents can collect mobility points from partner companies such as bakeries, hair salons or restaurants in the closer area in order to redeem them for the booking of mobility alternatives. In this way, residents are encouraged on the one hand to consume goods locally and on the other to utilize local mobility services. The app shows a list of local partner companies, their distances, and the amount of mobility points residents can collect with each visit. If, for example, the user chooses the nearby bakery, he can collect five mobility points for every purchase of more than five euros. The mobility points will be credited to the mobility account and can be used for the booking of mobility alternatives. As a further incentive to promote intelligent mobility in residential areas, our neighbourhood app provides residents with detailed information about rental products that support them in their everyday lives, such as a trolley for the transportation of purchases. Residents can use the app to view all available rental devices in the vicinity and borrow them for a specific date and time. In this way, they can bring the trolley directly to the nearby supermarket or simply take the shopping purchases by trolley from the multi-story car park to their apartment. This is a further step towards making a residential area car-free and efficient by providing MaaS.

What is new?

First, we show how Mobility-as-a-Service can be successfully deployed in a micro-mobility ecosystem (neighbourhood) that is part of a larger ecosystem (city) to promote sustainable and green mobility. Second, with the MaaS app, we not only provide access to new mobility options, but also activate people to act environmentally friendly by giving them mobility points that they can use for carsharing or bikesharing. Thirdly, we promote purchasing power in the neighbourhood and cohesion, as users receive these mobility points only if they buy from partner companies or use services in their own neighbourhood. We want to show users that they have an advantage if they consume and interact within their neighbourhood and don't use the car to buy a ladder or go shopping, for example.

What is transferable to other cities and regions?

In other cities and regions, more and more intelligent neighbourhoods will emerge where intelligent

local mobility will be an integral part of thinking and acting. The experience gained from our project in Vienna will be used in follow-up projects to better serve the end user and his needs with MaaS. Because MaaS is a user-centric approach that considers aspects such as accessibility, gender and age equally.

What are outcomes and conclusions?

The role of cities has not yet been clearly defined in the establishment of smart neighbourhoods. The public sector needs to cooperate with smart district planners and can participate, e.g. in the form of grants and subsidies for the provision of public transport or bike sharing stations, open spaces, parking areas for bicycles. The more people live in such residential areas and use the existing infrastructure, the more information can be gathered about their mobility usage and behavior. This information can be used by cities to plan data-driven mobility measures. In the long run, the road transport system will be decongested and a change in passenger transport will be triggered. For example, residents will buy less cars and relieve the road infrastructure “ a desirable condition for most cities today.

Who are the main target groups?

citizens of smart neighborhoods, public authorities of cities and regions, urban living planners and urban mobility experts.

And what now? - what will change? - what is the relevance for the future?

More and more cities and regions are realizing that it is not about banning cars from the modal split, that is simply not possible. Rather, it is about reducing the share of motorized cars and shifting to other mobility alternatives with solutions like MaaS. In order to reach this goal, we need above all the cooperation in the mobility ecosystem of all stakeholders, as well as a functioning incentive system for multimodal mobility, so that the population begins to use new ways of mobility and to adapt their behaviour in the long term. If this is achieved, we have a good chance of a CO2-friendly and more sustainable future in urban areas.

Link to the project

www.fluidtime.com/en/goldbeck/