Mobility data from MaaS-Platforms

Data in urban mobility

Henric Stönner, Better Mobility GmbH

better mobility

- Based in Aachen, Germany
- Agile spin-off from two investors from the public sector (ASEAG and regio iT)
- This makes us a communal start-up
- **Product: Mobility Broker, white-label mobility platform**

Status quo: Archipelagos of mobility providers

Many proprietary systems with very few interconnections

Platform economy → Sharing economy → Seamless Mobility

Scooter sharing | Public transport | Bike sharing

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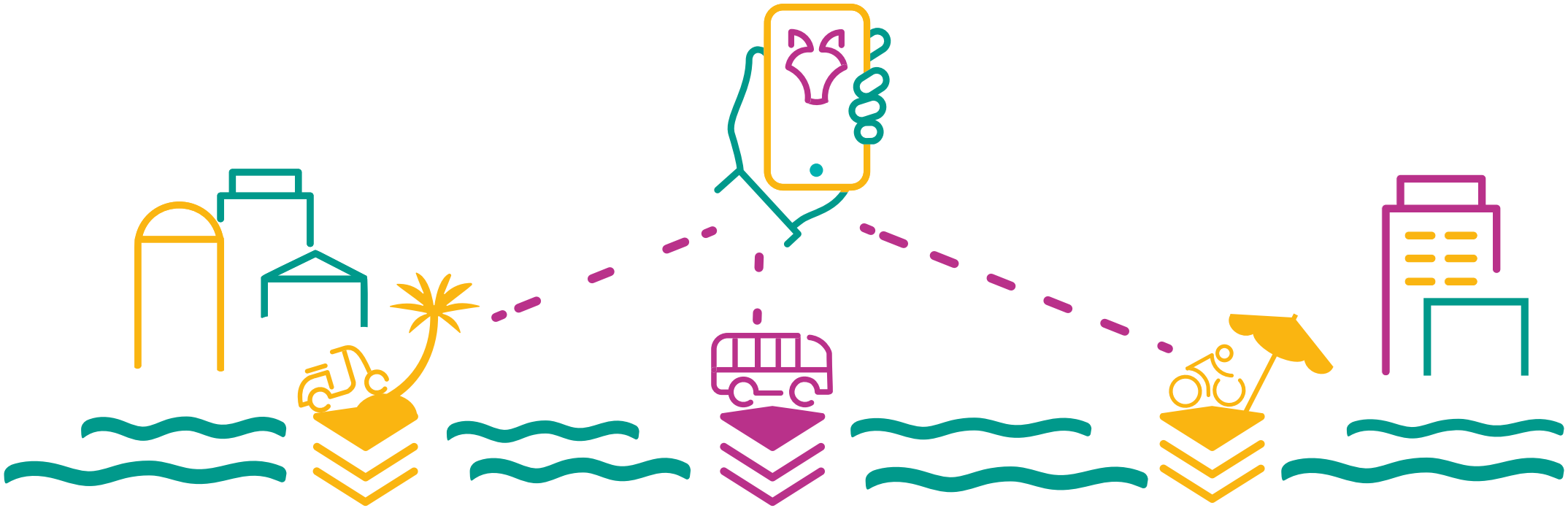

Scooter sharing | Public transport | Bike sharing

Mobility platforms by Better Mobility

Launched in cities and (semi)-rural areas

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Aachen

Ravensburg

Düsseldorf

Coesfeld

ASEAG tws Rheinbahn RVM WVG

Mobility platform solution

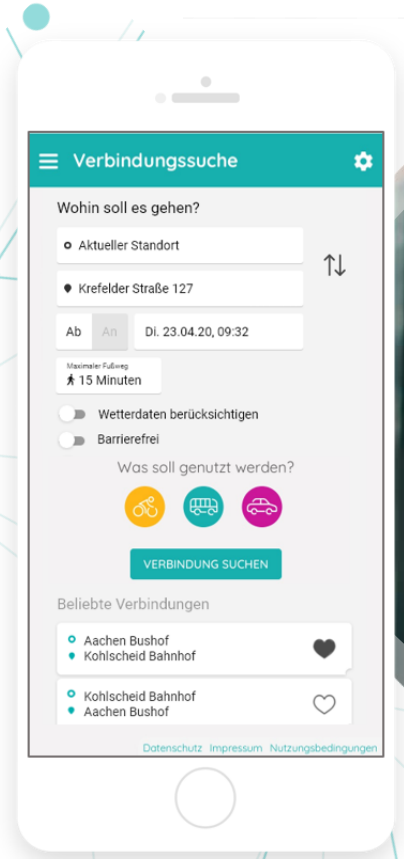
Search – Book – Pay in one comprehensive App

Public transport

Mobility provider

MISC

Taxi – on-Demand - Ridesharing



- Flexibility
- Convenience

- Mobility Data
- User behavior

- New products
- New business cases

What about mobility data?

Usage data: Modal split, Ticketing and Routes

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Use data to **see** **understand** **optimize** connected mobility

Making mobility usage more transparent

Booking data and app usage as first stepping stones

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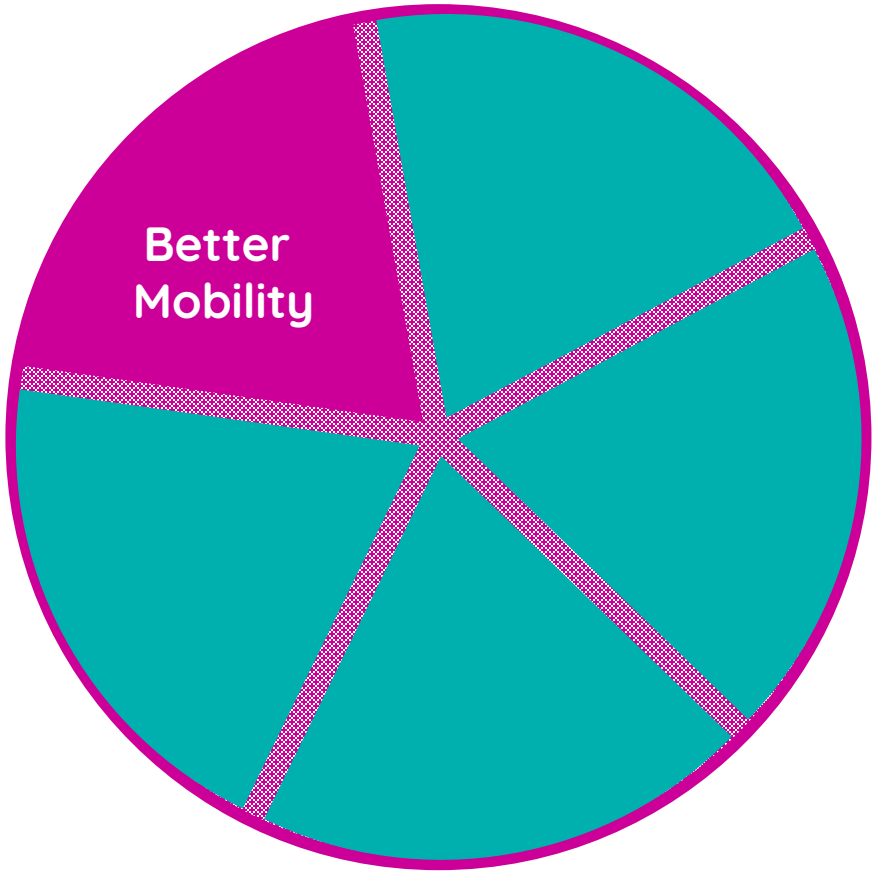

Starting point

- Many unlinked data sources
- Access can be a challenge
- Non-standardized quality and formats
- Sometimes costly

One step further: Trip detection

Upgrading consensually collected user data

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see

App-Data

Trip detection

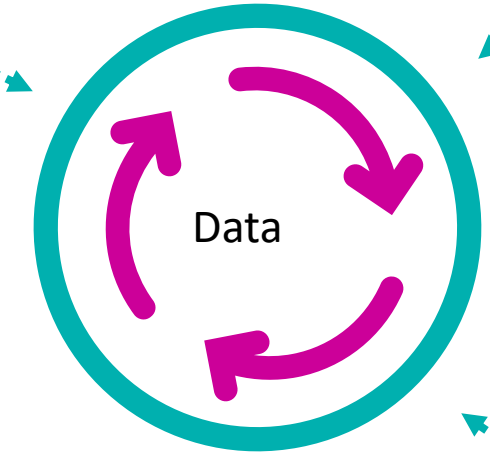
Usage data

Own data

Public transport,
Road data, POI,
P+R, Car parks

External data

Floating Data
Open Data



understand

Consolidate data sources

Identify and evaluate parameters

Sport trends and correlations

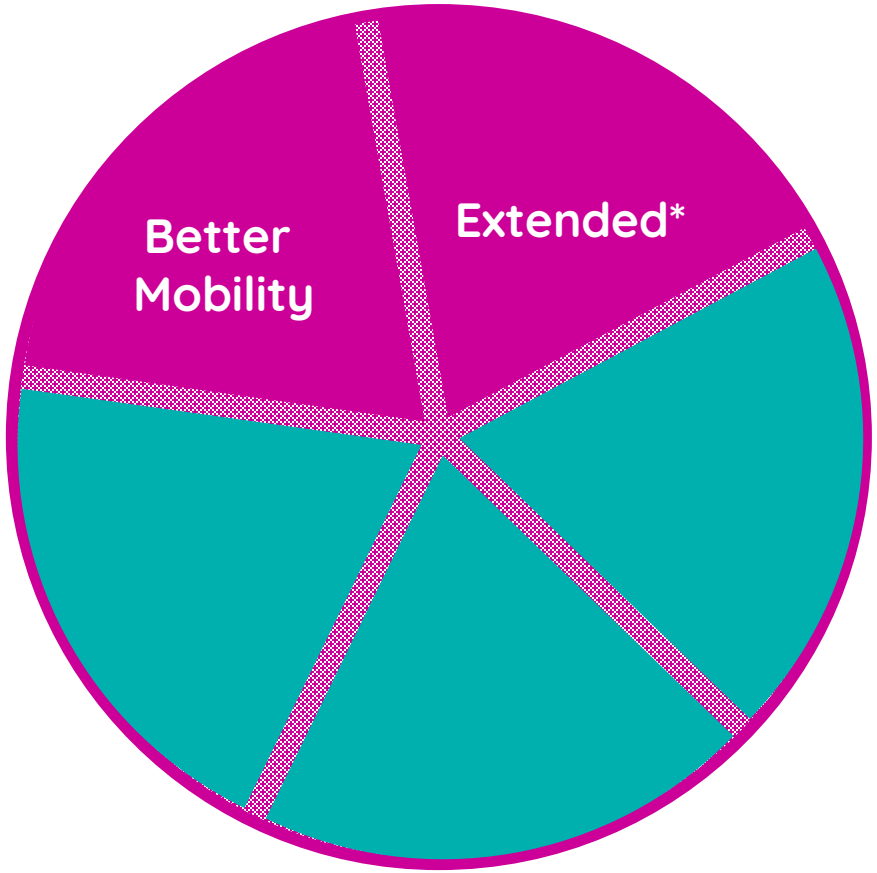
optimize

Find gaps in data structures

Derive policy recommendations

One step further: Trip detection

Upgrading consensually collected user data



Start-End matrices

see, where and how much traffic happens

Neighbourhoods

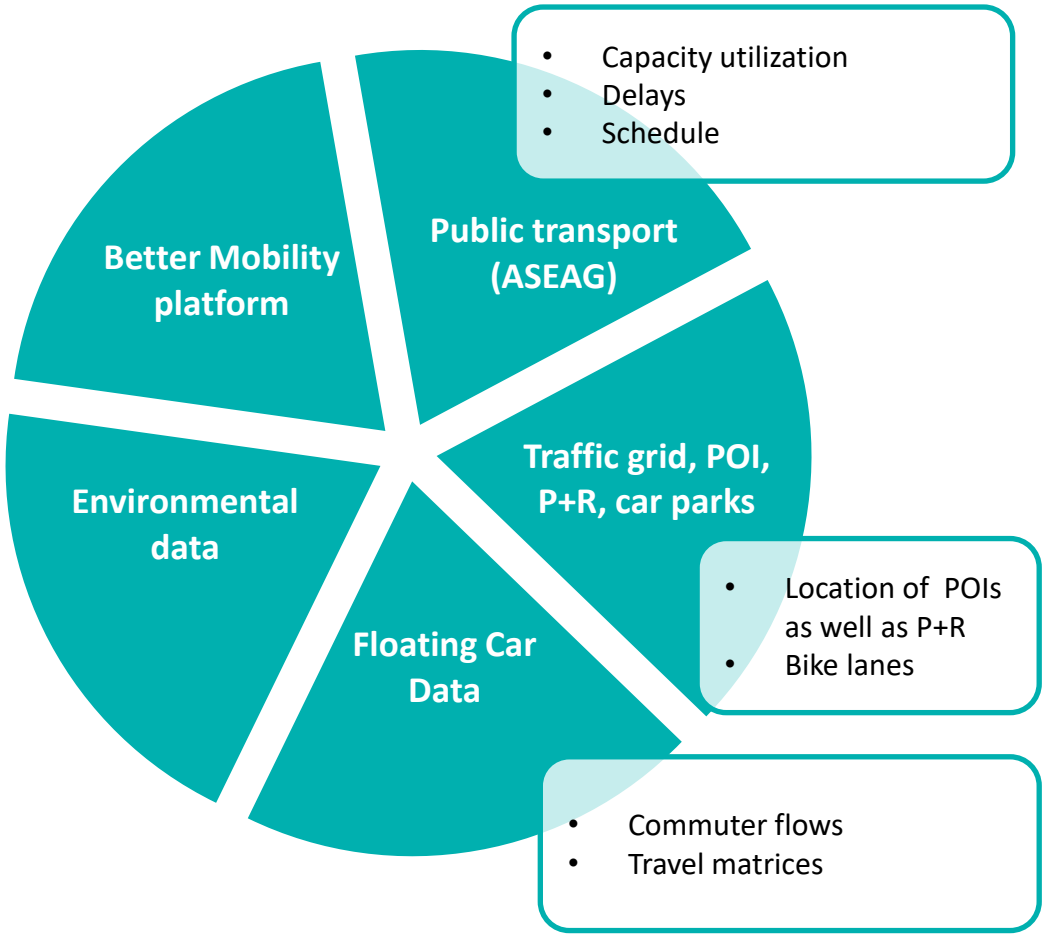
see, from where passengers come to the bus stop

First & Last Mile

see, where the modal split happens

Vision

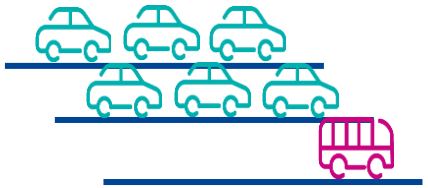
One comprehensive data lake out relevant data mobility streams



Demand oriented roll-out of bike lanes

Better links to P+R

Guarantee public transport flows

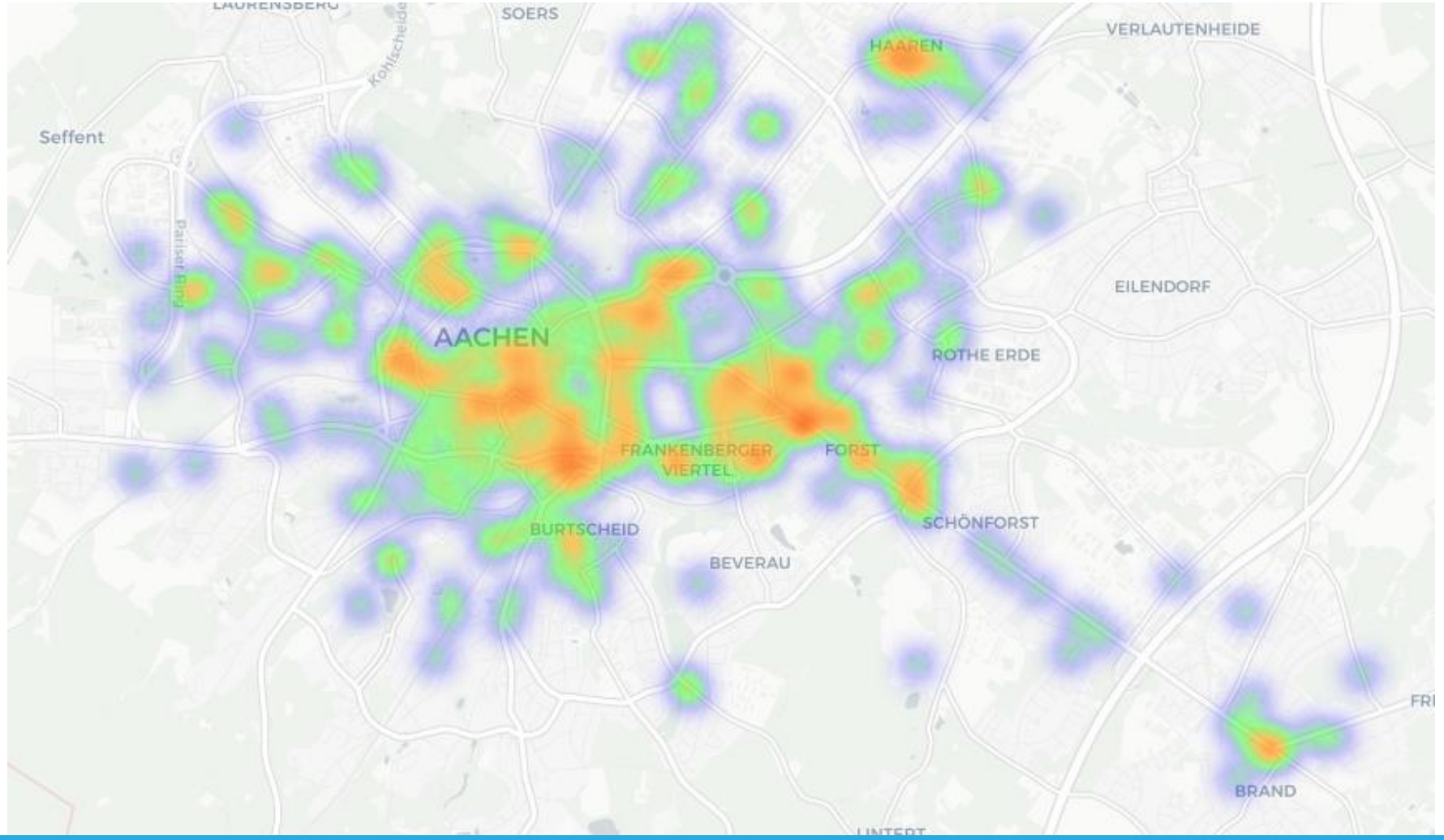


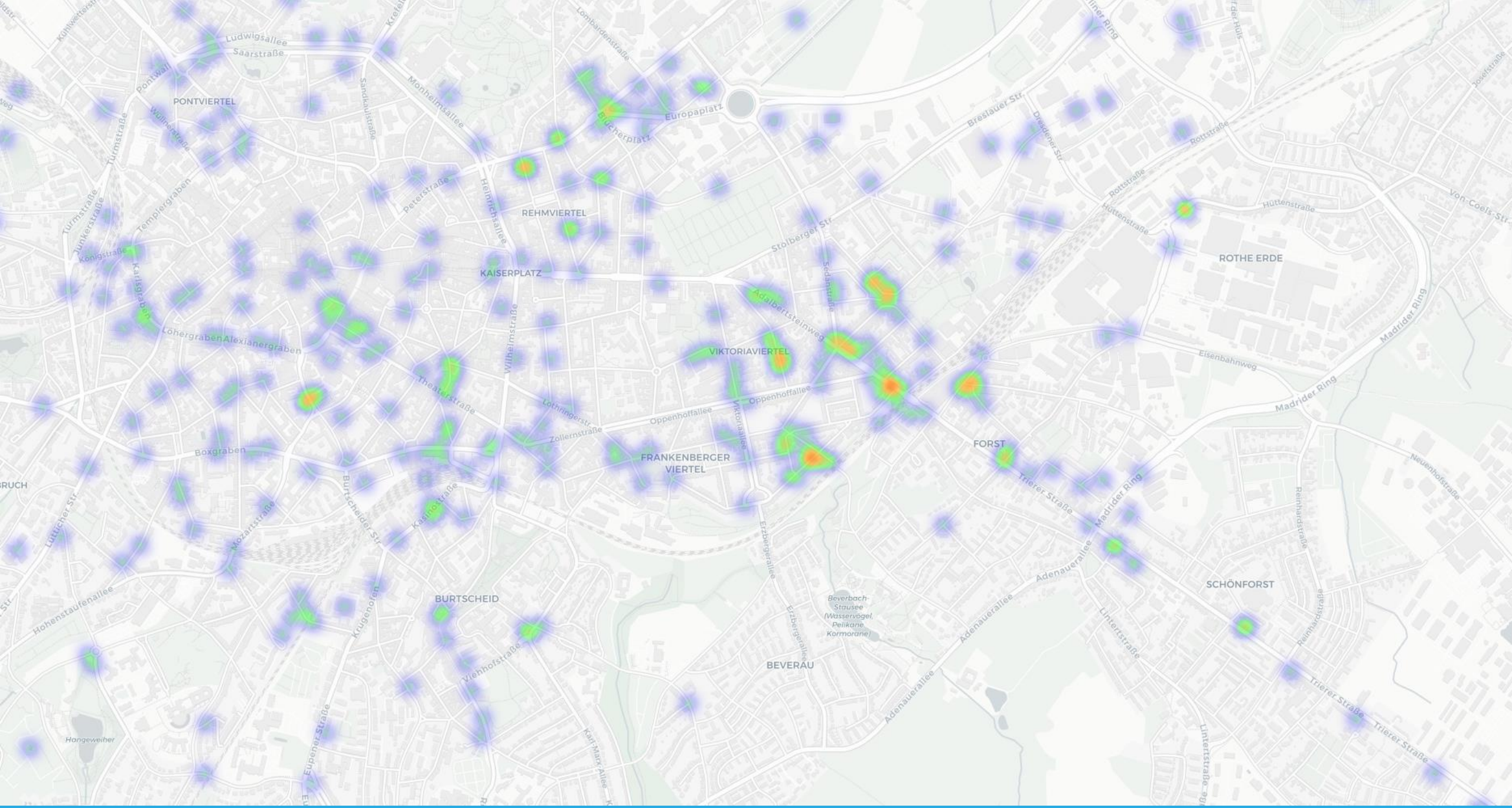
Close mobility gaps

Early Examples

Example from collected data

Scooter usage in Aachen




PONTVIERTEL
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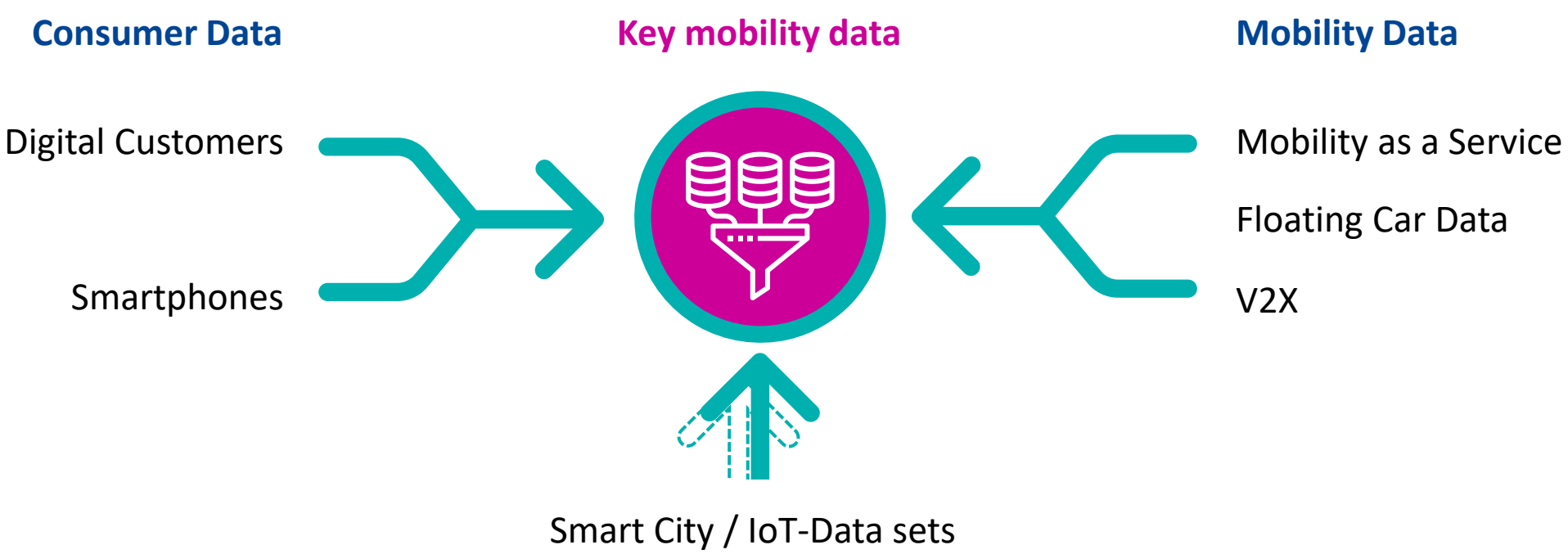
VIKTORIAVIERTEL
FRANKENBERGER VIERTEL
FORST
ROTHE ERDE
SCHÖNFORST
BURTSCHEID
BEVERAU
Europaplatz
Blücherplatz
Ludwigsallee
Saarstraße
Monheimsallee
Heinrichsallee
Peterstraße
Stolberger Str
Adalbertsteinweg
Oppenhoffallee
Theaterstraße
Lothringerstr
Zollernstraße
Wilhelmstraße
Boxgraben
Burtscheider Str
Mozartstraße
Kasinostraße
Viehhofstraße
Krugenofen
Hohenstaufenallee
Lütticher Str
Eupener Straße
Hangeweiher
Adenauerallee
Trierer Straße
Madrider Ring
Eisenbahnweg
Hüttenstraße
Rottstraße
Breslauer Str
Dresdener Str
Lombardenstraße
Sandkaulstraße
Pontwall
Wüllnerstraße
Turmstraße
Junkerstraße
Templergraben
Königstraße
Karlsgraben
Löhergraben
Alexianergraben
Erzbergerallee
Beverbach-Stausee (Wasservögel, Pelikane, Kormorane)
Lintertstraße
Reinhardstraße
Neuenhofstraße
Von-Coels-Str
Josefstraße

Data driven business opportunities as a 2nd-Layer

“Data is the new oil”



Data sources converge under digitalization: consumption and mobility.

Many data points are generated and are to be linked.

Thank you!

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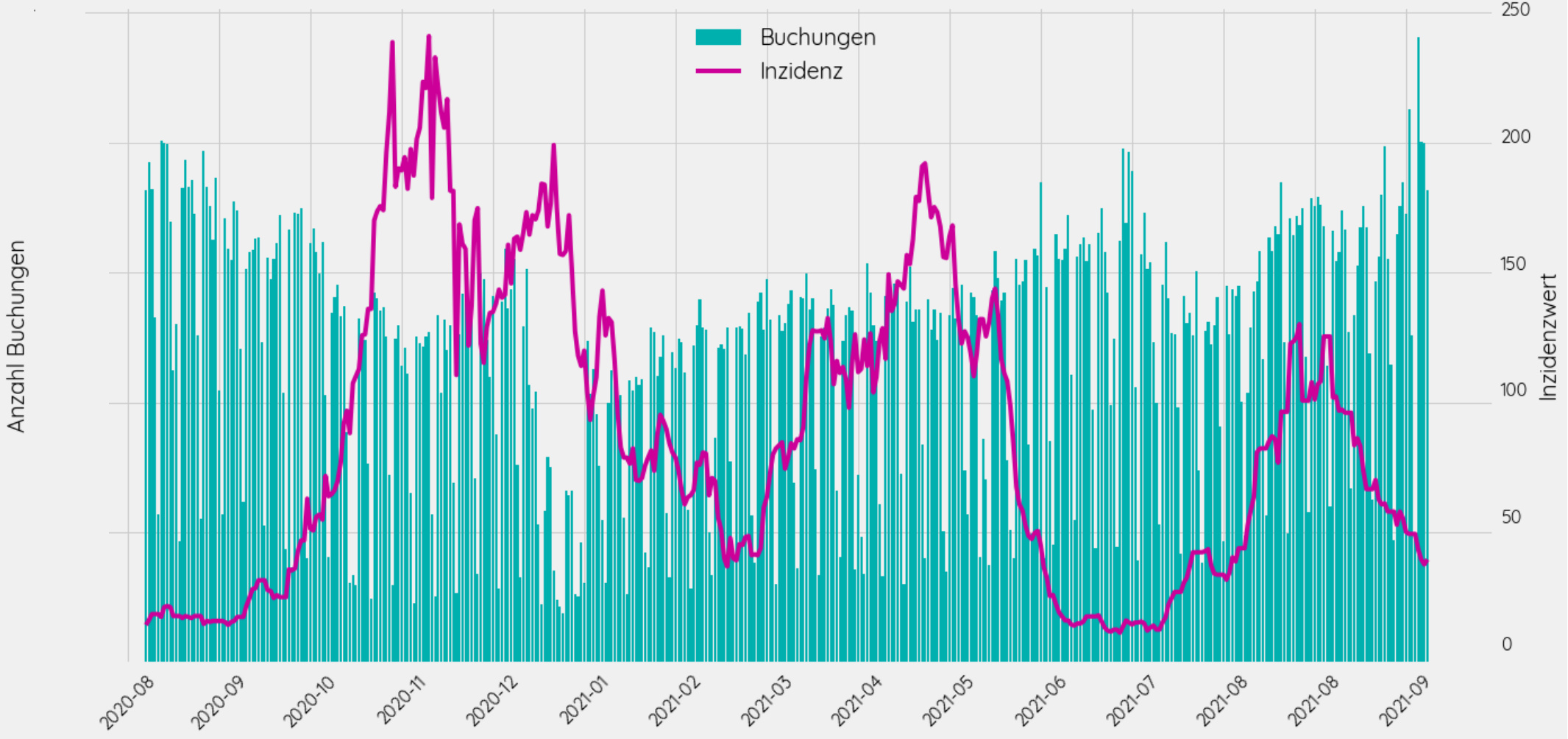
Visit us at www.bettermobilty.de

COVID19

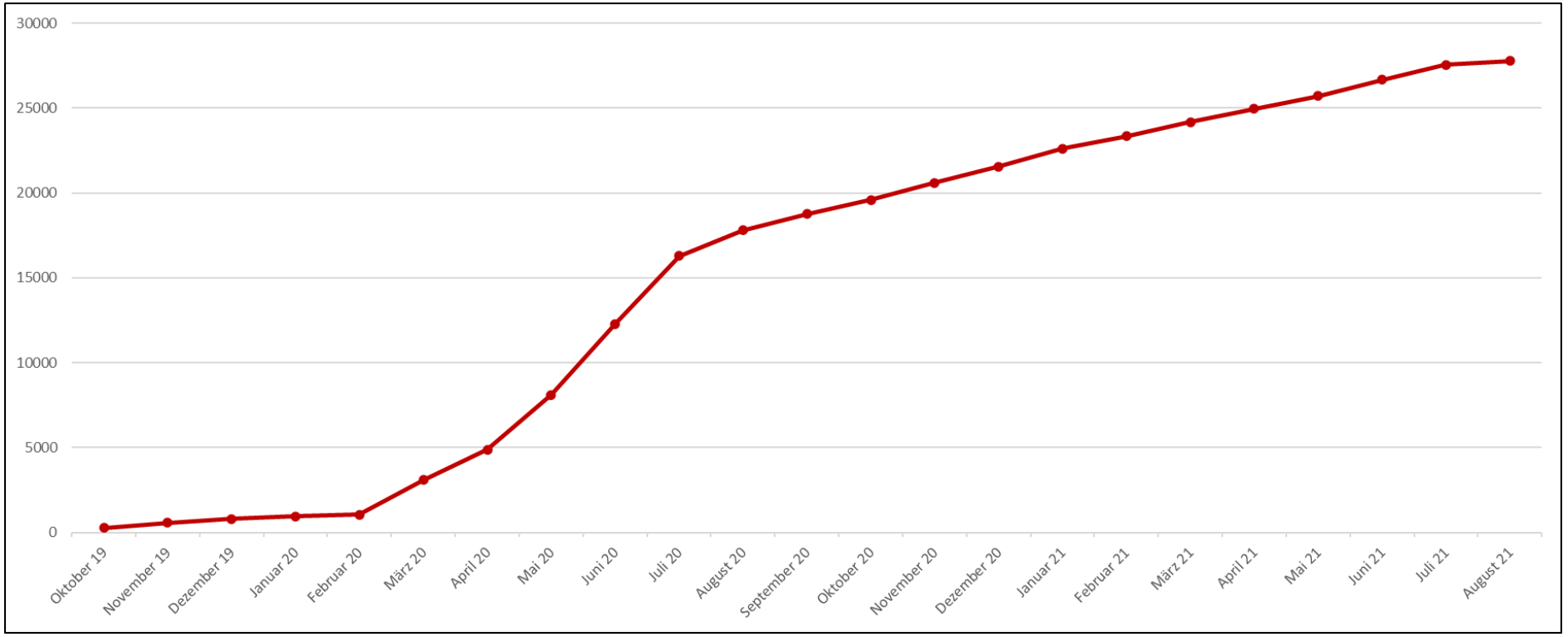
COVID in NRW 1/2

Public transport bookings vs incidence rate



COVID in NRW 2/2

Sales (Tickets via movA)



Increase in sales approx. 60 - 70 percent in comparison to before covid