

Changing Mobility Behaviour

What are Current Market Developments?

What are the Effects?

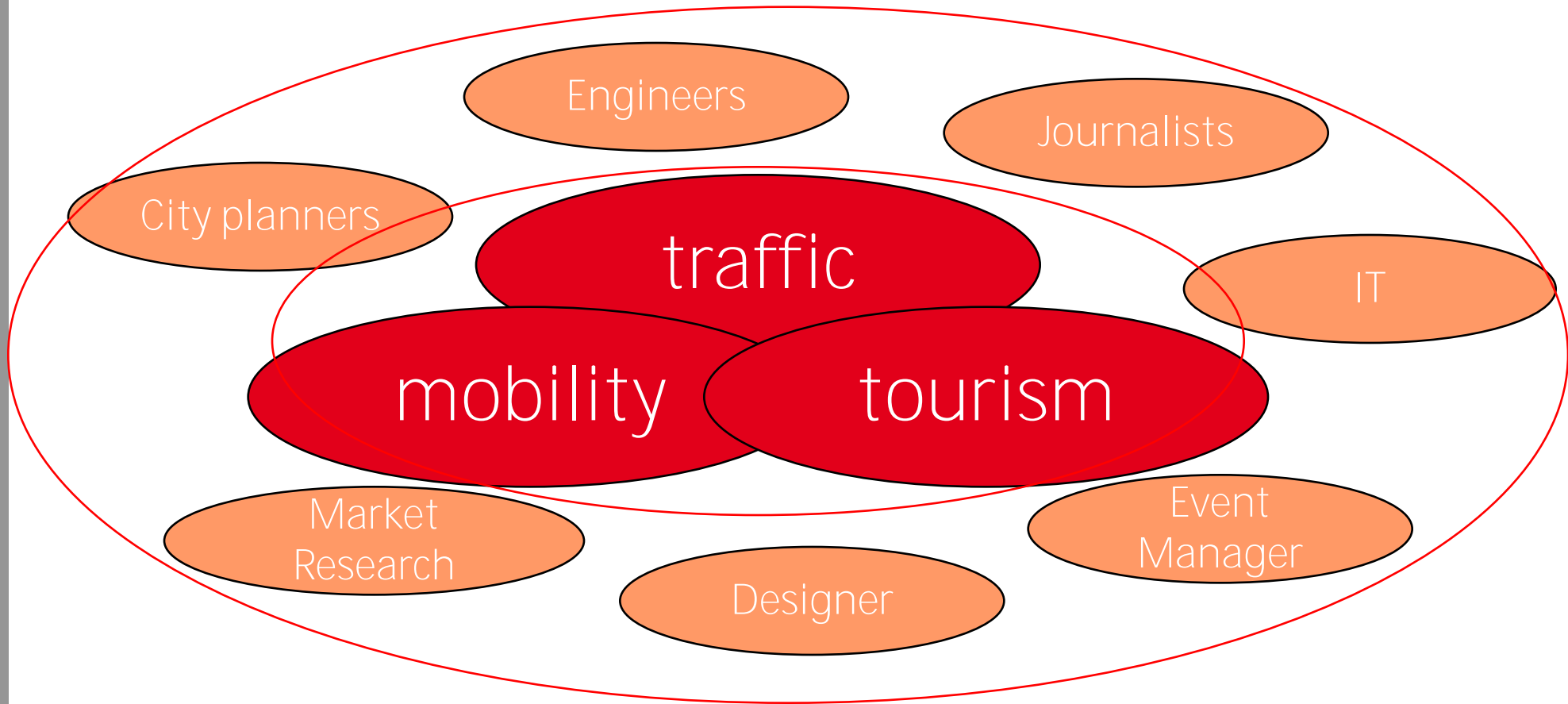
How to deal with it in Mobility Management?

ECOMM 2012, Frankfurt- June 2012

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Prof. Udo Becker, TU Dresden

Developing new services for 10 years now.

team red



Who owns urban space?

62%
more pedestrian traffic

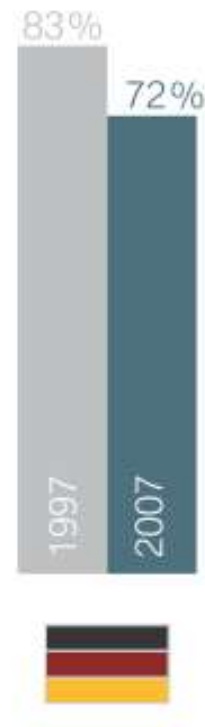


600%
more staying activity

a place where all transport
modes are welcome
– but where the pedestrian is king



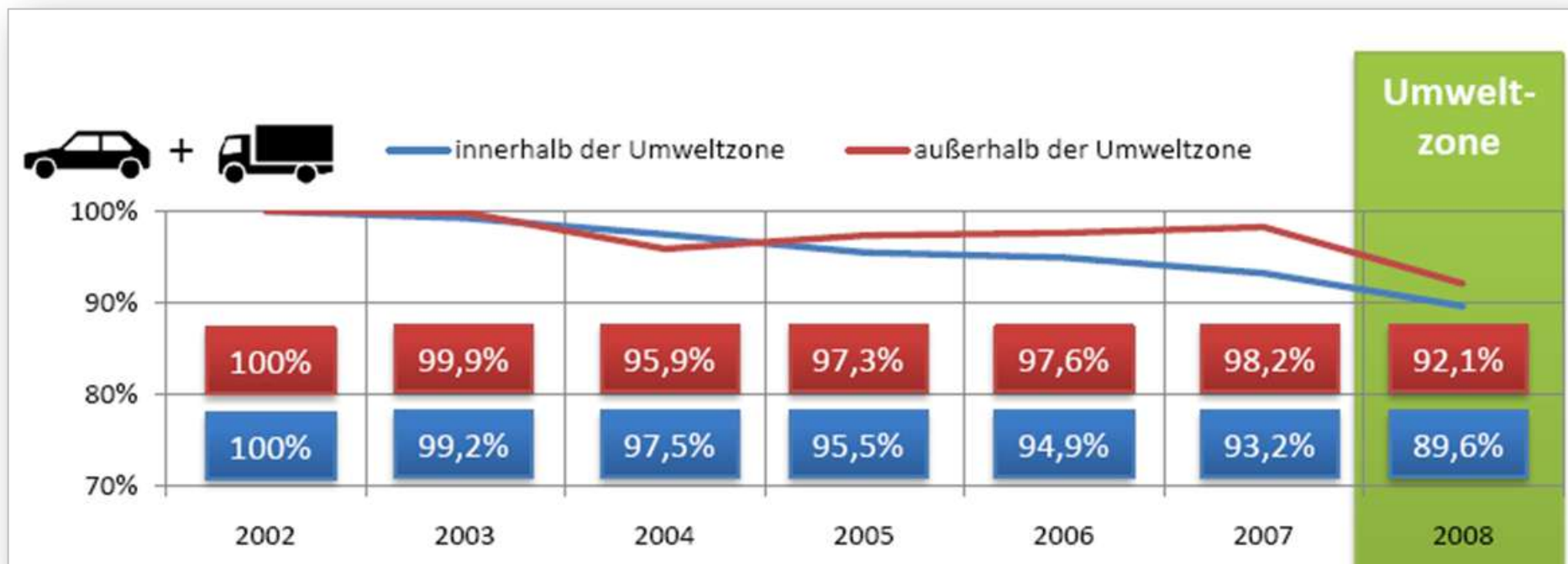
Gehl Architects for Brighton, UK



20 – 29 years old
with drivers license and car in the household



20 – 29 years old
share of car trips
for trips longer than 50 kilometer



Quelle: Senatsverwaltung für Stadtentwicklung
24/7-Zählungen von 380 Detektoren im Hauptnetz

Covered river in 1976

**“successful industrialization
and modernization”**



1976

Restoration of the river in 2005

**“revitalize the economy
of metropolis Seoul”**



2005

- New York – Broadway: Pedestrian Area!
- Paris: 20.000 Bicycles for Rent, E-Cars for Rent, bus lanes!
- Amsterdam / Zürich: Highest Car-Sharing Density in Europe
- Copenhagen: Highest Share in Bicycle Ridership in Modal Shares
- London: First “Shared Space” Street in a European Capital
- Berlin: 1.000 car2go!



OWNERSHIP

CONSUMES

SPACE

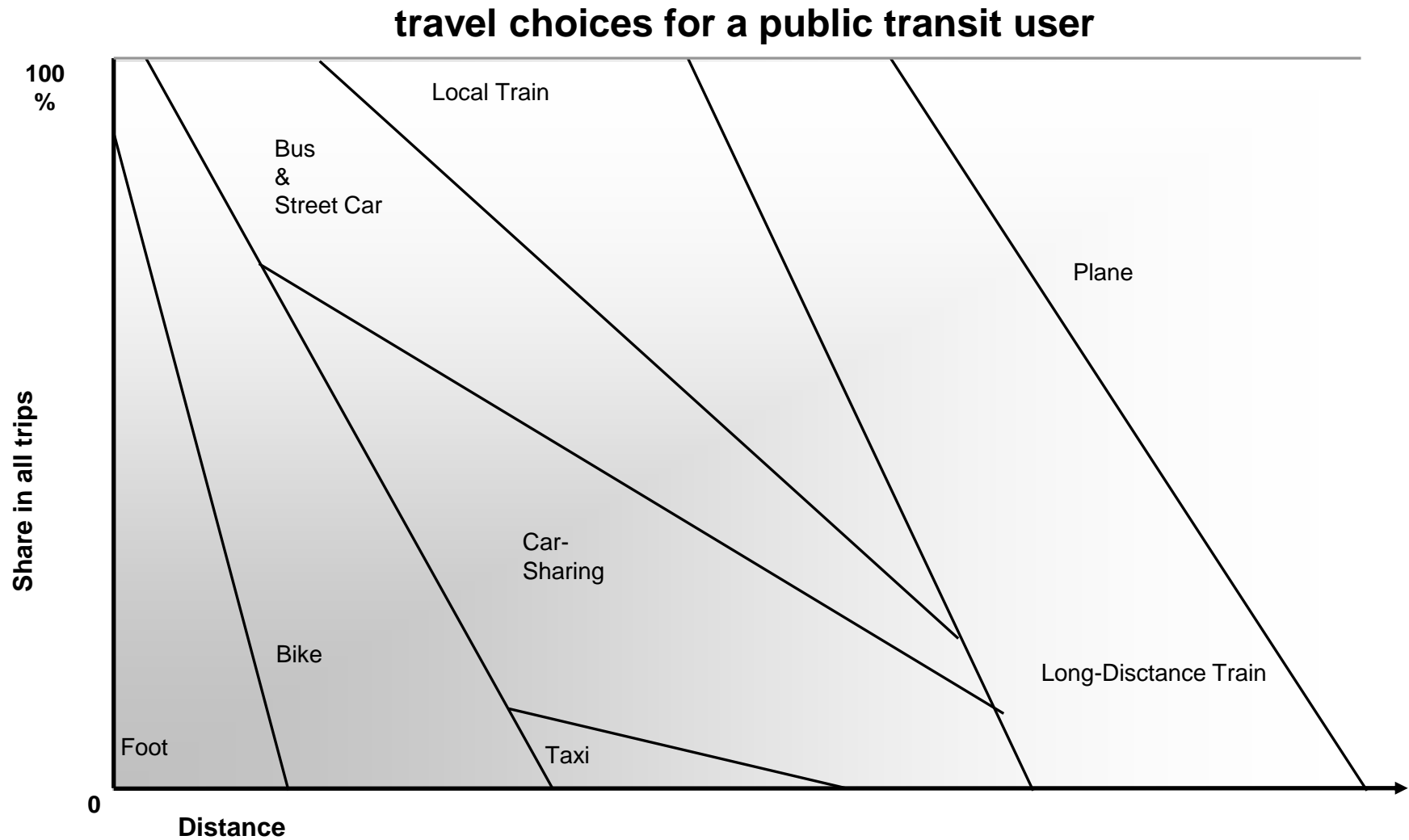


A „clever“ service

Offering more flexibility

Reducing costs

Clever services reduce the need for space!



- High Speed Mobile Internet
- Flatrates
- Routing and Mapping at no costs
- Fast INTEGRATION of data (e.g. location + travel information)
- EASE OF USE: IPHONE and ANDROID -APPS



The Web provides you with a peer group – a community – of likewise minded people.



Used mainly by young people!

Neu ab 01.11.2004



Erweitern Sie Ihren Fuhrpark
Die ganze Welt der Mobilität auf einer Karte



- Get access with one card to
 - Public Transit
 - Car-Sharing
 - Taxi
- More Cities to go: Stuttgart, Düsseldorf, Köln, Osnabrück, Berlin, ...



- Find your car with a Mobile App
- Cars all over the city
- Just hop in, travel to your destination and leave the car for the next user
- Pay by the minute
- car2go, DriveNow, Multicity

- „private car rental“
„neighbourhood car rental“
- Makes use of Mobile Apps





- People sharing a car on a single ride
- „virtual hitch-hiking“
- „dynamic ride sharing“
- Matching driver / passenger
- Instant use by Mobile Apps
- Integration of „flinc“ into „DriveNow“



- Easy 2 use electric mobility
- Small vehicles such as Segway and Pedelecs
- Available in rental systems without a need to own



SERVICES REPLACE OWNERSHIP + REDUCE SPACE CONSUMPTION IN URBAN AREAS

RECOMMENDATIONS FOR MOBILITY MANAGEMENT

INTEGRATE TECHNOLOGY!

INTEGRATE YOUNG PEOPLE!

INTEGRATE NEW SERVICES!

THINK LONG TERM !!

Come and see us at the red sofa ☺