The Mobility Opportunity
How Cities Can Improve Community Mobility Through Public Private Partnerships

Presented by Tony Tom, moovel North America CBDO
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moovel is an urban mobility company, making cities smarter.
Our core mobility ticketing platform

1. Rider App (Mobility App)
2. Rider Web
3. TOMS - Transaction & Operations Management System
4. Inspector Application
5. Fare Connect™
Mobility Convergence

Transit agencies and cities are evaluating ways to provide greater mobility within their community.

User
- Seamless access to a whole range of mobility services
- Booking & payment included

Cities
- Insights into different mobility patterns
- Insights for city planning purposes

Transit Agencies
- Operational efficiencies
- Route optimization
- New markets needs
- Focus on Customer Experience

Daimler
- Dynamic data showing how people move in cities
- Insights into different mobility patterns
How people are accessing mobility

- **7% Decrease in Desktop Usage in 2017**
- **8% Increase in Mobile Usage in 2017**
- **17% Increase in Mobile & Online Transport Ticketing Users in 2017**

By 2020 there will be **6.1 billion** smartphone users globally.

*6.1B Smartphone Users Globally By 2020, Overtaking Basic Fixed Phone Subscriptions. Ingrid Lunden*
Bridging Public / Private Interests to Drive Innovation

Public Private Partnerships
- Co-investment from the private sector
- Shared risk
- Greater flexibility

Testing New Concepts
- Prove technologies / services
- Meeting new market needs
- Replicable solutions
Common P3 pilot challenges

Technology Barriers
- Legacy / proprietary systems
- Lack of commonly accepted app standards
- Lack of compatibility / APIs
- Open source is not so “open”

Payment Processing
- Seamless payments and exchanges aren’t available
- Payment processors aren’t flexible

Data Sharing
- We’re not getting the data we thought we would
- We won’t own the data
Successful moovel pilots

1. Android Pay
   - Partnering with TriMet, Google, INIT and CH2M to create the world's first implementation of stored value virtual transit cards using Smart Tap

2. SSB On-Demand Stuttgart
   - Partnering with the SSB to test on-demand shuttle service, “Flex Pilot,” to help give city residents additional mobility options

3. Helping the Environment/Traffic
   - Addressing the particulate matter alert in Stuttgart, Germany
Successful public private partnerships

**Smart Columbus**

Major partnership leveraging USDOT’s investment and received more than $500 million in additional investment from the private sector.

**Los Angeles Metro**

In 2016 LA Metro amended their P3 program, prompting various changes: procurement simplification, open solicitation processes, and created an Office of Extraordinary Innovation.
Thank you