“SUPERHUB: a new approach for building intelligent, multi-modal and smart mobility systems”

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AGENDA

- A new mobility concept
- The SUPERHUB project
- A user centric approach
- A look inside SUPERHUB
- The next steps
A NEW MOBILITY CONCEPT

- the era of private cars is over; we need a better quality for our lives;

- a new EC “Mobility Pack” is coming.

- mobility is a right and a necessity;

- let’s exploit heterogeneous and integrated transport modes!
SUPERHUB: THE PROJECT

Keywords:
- smart innovation;
- people needs and wishes;
- HUB (share, integrate and cooperate);
- behaviour changes.

Main goals:
- build an open platform and App’s;
- engage citizens to be part of the solution;
- provide support to urban mobility policies

20 partners of 6 Countries and 3 pilot cities
SUPERHUB: THE CONCEPT

User centric creation of a new urban mobility services ecosystem

multimodal smart metropolitan mobility systems

The idea is to create a new ecosystem of urban and metropolitan mobility services.

+ mobility services able to:
- address users mobility needs
- redesign transport route options
- foster behavioural changes

open source platform combining mobility offers in real time
SUPERHUB: AN INNOVATIVE BUSINESS MODEL

SUPERHUB will move from research to the exploitation stage, taking into account:

- multimodal and shared mobility as a driver of new forms of business in the fields of:
  - transports;
  - mobile technologies;
  - web.

- the opportunity to offer new technology driven products/services

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<th>Business model:</th>
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Source: Arthur D. Little Lab
SUPERHUB: INPUT AND OUTPUT

Integrate in real-time heterogeneous mobility resources

Environmental impact data

User preferences & needs

Provide user-tailored mobility services presenting a number of route options to end-users: adoption of the most ‘green’ route options

Provide policy-makers with data facilitating the planning of adequate corrective measures on public transport offer with innovative tools using simulation for policy definition

- SUPERHUB will foster the creation of a sustainable ecosystem around urban mobility services via Open APIs

- new sources of mobility data can be added when available

- third-parties will be able to deploy mobility-related applications
SUPERHUB: THE RESEARCH

Citizens and stakeholders are designing the App

Anu needs to go to the hospital
SUPERHUB: THE RESEARCH

Citizens and stakeholders are designing the App

The SUPERHUB multi-modal journey planner works!
SUPERHUB: THE TRIALS

1 PLATFORM

6+ added value SERVICES

3 TRIALS:

- more than 1,100 users already involved in Milan during the first steps of the recruitment activity and 300 active participants in Milan to the 2° PILOT TEST (September 2013);

- 2,000 volunteers will take part to the 3° PILOT TEST (2014): they’ll be “mobile sensors” of their journeys
TRAFFIC PREDICTION from cellular and social nets

BIG SNOW

Monday 11/02/2013 - Tuesday 12/02/2013

Wednesday 13/02/2013 - Thursday 14/02/2013

People Count: 9,000 (3G V1 IMSI)
(75,000 total spectators)

Users Flow on Milan Subway (MM1) – Big Snow Day
Monday 11/02/2013 - CELLID 30693 / Lat: 45.50105708 Lon: 9.22189861

Total events:
2158 tot. events
3430 tot. events
3159 tot. events

Events/hour:
719 events/h
571 events/h
1053 events/h

Traffic Indexes:
4: impossible
3: congested
2: heavy
1: free flow

Map of Milan showing traffic patterns and congestion levels.
SUPERHUB: FIRST INTEGRATED PROTOTYPE

End-user perspective

- Features available to the end-user through a multi-lingual Web UI and a Mobile App.
SUPERHUB: AN HELP FOR MOBILITY POLICIES

Mobile App
- Multimodal trip planning
- Eco-game

Urban Travel Manager
- User customization
- Trip recommandation

Mobility Policy Framework
- Policy definition
- Policy optimization

Web Tool
- Policy simulation
- Policy monitoring

Urban Data Access and Processing Platform
SUPERHUB: NEXT STEPS

- SUPERHUB will foster the creation of a **sustainable ecosystem** around **urban mobility services via Open APIs**

  - new sources of mobility data can be added when available

  - third-parties will be able to deploy mobility-related applications
Create a new project supported facilitating Open Data and Enable interoperability of systems/services

Transport Operators,
Transport Authorities,
Commercial companies,
Public Administrations,
Fundations.

Support open data harmonization & system availability beyond project lifetime.

Support research on mobility / continuous dev.

Apps / start-ups competitions connected with Sustainability, local growth & new service creation.
Facilitate the development of new services
Segmented by target
B2B vs B2G vs G2C
Segmented by type of business
Citizen, Logistic, Tourism, Hospital
THANK YOU FOR YOUR ATTENTION

http://www.superhub-project.eu/

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