

9292

GOEDE PLANNING ■ GOED GEVOEL ■ GOEDE REIS



How to entice cardrivers for a change to Public Transport

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9292 is de merknaam van REISinformatiegroep bv

partner
van

NEDERLAND
BEREIKBAAR



Main activities of 9292

Our Four Markets:

Consumers

PT-companies

Governments

Corporations

- 9292 helps consumers to plan their door to door trips
- 9292 helps PT companies to market PT
- 9292 helps governments to realise travel management policy objectives
- 9292 helps corporations to manage mobility
- 2010: over 125 M itineraries by
 - 1 callcenter
 - www.9292ov.nl
 - <http://routeplanner.9292ov.nl>
 - <http://mobiel.9292ov.nl>
 - Mobile services; iPhone and Android apps



Market Situation 2011

- Car use is 8 times higher than PT
- Cardrivers are a nice market for public transport
- Cardrivers do not plan their trip on internet
- They take the car and the navigation system tells them what to do
- Public transport is from another “planet”

How to Entice the car-captives?

- Try to penetrate in the world of the cardriver
- Make PT as simple as car driving
- Solution: Public Transport Information in a car navigation system
- But...
- Suppliers (TomTom, Navteq, etc) are demanding for a European of Worldwide PT service

Technology and markets are changing

- **Market changes: free navigation by Google, navigation on smartphones**
- **Experiments with developers platform of navigation suppliers**
- **In the Project Sensor City Assen TomTom (1 of the 14 partners in the project) allowed us to use their experimental Androidplatform**
- ***Future, will there be a market for ad-on apps for navigation?***

Overview

Floating car data



Fixed grid data



Sensor 1
GPS

Sensor 2
Mobile
network

Sensor 3
Camera

Sensor 4
Bluetooth

Modeling
Data fusion
Traffic simulation
Evaluation

Back office
Data center
Reserve + Pay
Customer care

Smart Traffic
Lights



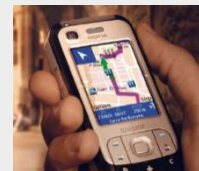
Dynamic Traffic
Management



Multimodal
travel assistance
with carpooling



Parking
guidance
service



Pay How
You Drive



Technical infrastructure

Market opportunities for endusers

- **Carparking in cities is expensive**
- **Congestion charges**
- **Traffic Jams**
- **Driving time in the car is not working time**
- **Certain about time of arrival**
- **Change to PT is cheaper**
- **One bill for transport (leasecar and public transport is possible)**

Market opportunities for PT operators and serviceproviders

- **Probably a self supporting profitable businesscase for a new channel**
 - **Possible (small) income from the distribution of the app**
 - **Extra income for Public Transport Companies when customers change from car to PT**
 - **Answer on demand of public authorities**

