

ZuriMobil – More than an app



Mobility and transport in the urban environment

- Strong population growth without spatial expansion
- The city of Zurich has pursued a consistent transport policy for more than 20 years:
 - The proportion of environmentally friendly modes of transport is increasing
 - More people are travelling with multiple modes of transport
 - City initiatives have defined the goal of reducing motorised private transport by 33% in the Communal Constitution

Communal Council goal: active support of multimodality for flexible mobility – with public transport as the backbone



Key figures for the ZuriMobil pilot project



A strategic innovation project by the city of Zurich (main strategic focus: 'Future forms of integrated public mobility', 'SmartCity', 'City traffic 2025' and 'Strategy 2035 – digital city', part of the VBZ's strategy)



Joint city project and product of various divisions

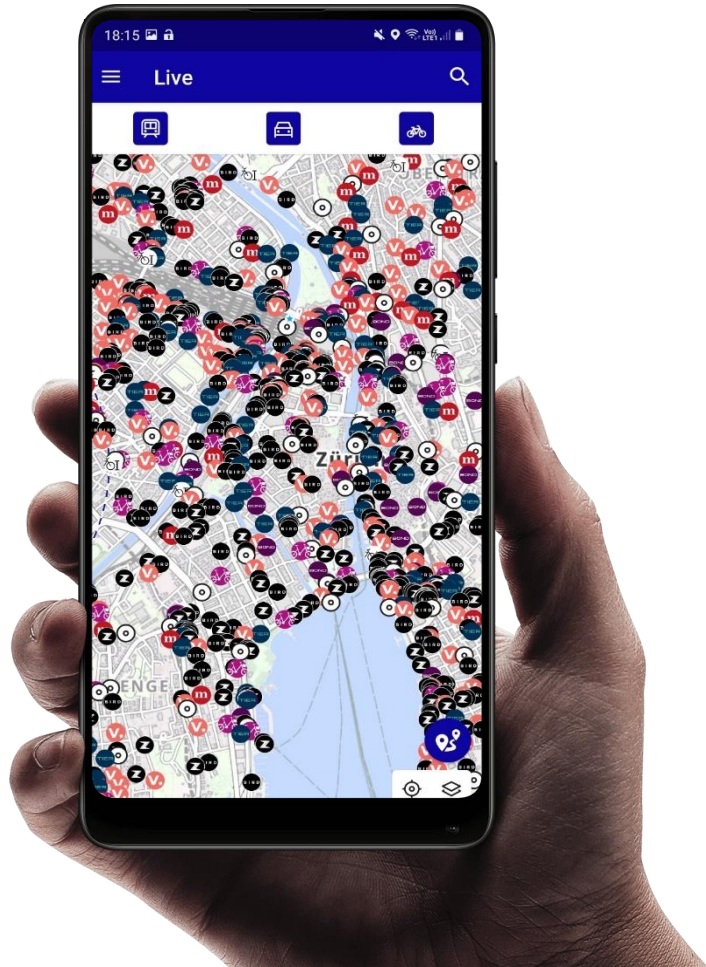
- City of Zurich's Tiefbauamt (TAZ) [Civil engineering department]
- The Dienstabteilung für Verkehr (DAV) [Traffic division]
- Zurich Public Transport (VBZ)



A simple, user-friendly information, planning and booking platform for the local mobility services and mobility hubs of the city of Zurich

- App and stations as the interface to the population of the city of Zurich, with a uniform brand
- A platform for the city as a key building block for the effective use of digitalisation and automation
- Pilot project until 2023
- Technology Partner is HaCon.

The ZuriMobil app – the **digital key** to mobility in Zurich



- Digital pooling of transport options in Zurich, because each mode of transport has its own unique advantages depending on the situation and mobility needs of the individual
- Travel information, planning and booking for all transport options in Zurich and beyond
- Integration of mobility-related services (e.g. public bicycle pumps)



ZüriMobil Station – the **visible transfer point** within the city landscape

- Physical pooling of transport options, ensuring availability and making transfers as easy as possible
- Located in public spaces, on private grounds and in the periphery, where public transport is less dense
- Integration of mobility-related services (e.g. public bicycle pumps or package drop-off points)



Lessons learned with ZuriMobil

App and stations



- Be bold and develop the app together with the users
- App: less is more
- Offer mobility hubs (public/private)
- Be flexible in terms of the level of integration (3rd level integration, implement immediately where possible)
- Think about agglomeration
- Enable B2B

Data



- A MaaS platform involves large quantity of data
- Make it clear how the data will be used
- Don't just collect data; analyse it; Mature data analysis – tool required
- Visualisation in the dashboard is key
- Flexible tracking tool

Mobility partners



- Cooperation and working together as partners
- Interfaces have different degrees of maturity and possible uses
- Ongoing communication required (high staff turnover 😊)

Technology partners



- Aim for development partnerships
- Proof of concept
- Agile approach, not only on the technical level but also in terms of partnerships

The future - ZüriMobil 2.0



Switzerland-wide digital pooling of sustainable transport options, including booking and payment



Reliable physical pooling of sustainable transport options in public spaces, at public transport hubs, on private grounds and in bordering municipalities, as well as temporary installations for major events or due to construction



B2C solution for private individuals travelling in the urban region in and around Zurich



Digital and physical B2B solution for companies and areal developers

Contact

Susanne Grün

Verkehrsbetriebe Zurich

ZuriMobil Product Owner

susanne.gruen@vbz.ch

+41 79 261 02 59

Geert Vanbeveren

Siemens Mobility/ Hacon

Sales Director

geert.vanbeveren@siemens.com

+49 174 152 50 37

<https://www.stadt-zuerich.ch/site/zuerimobil/de/index.html>

<https://youtu.be/smO7jYAOT9g>