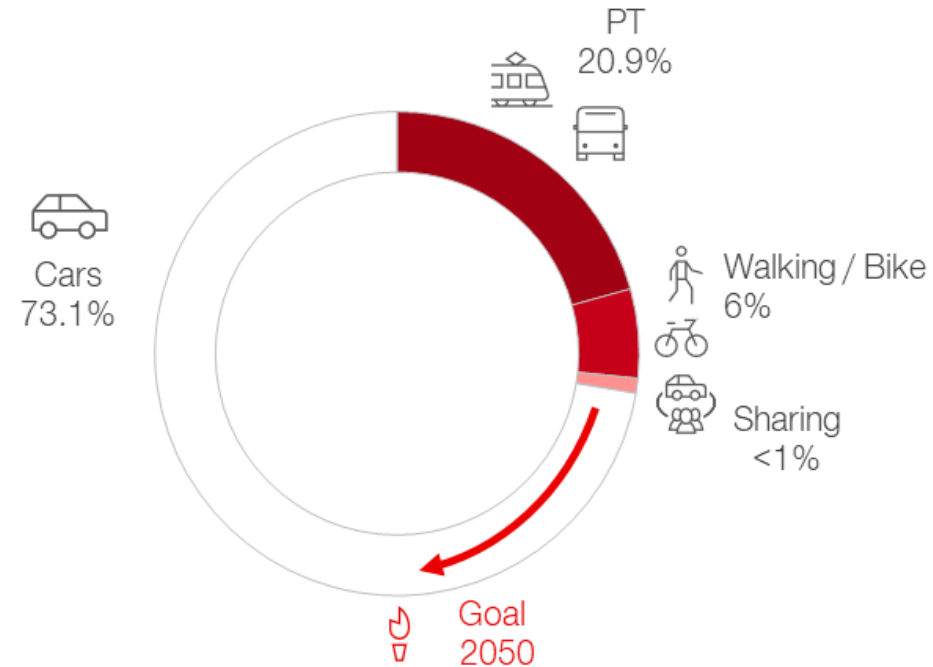


# Supporting SMC's in the Mobility Transformation

Julian Moritz Renninger  
30.11.2022

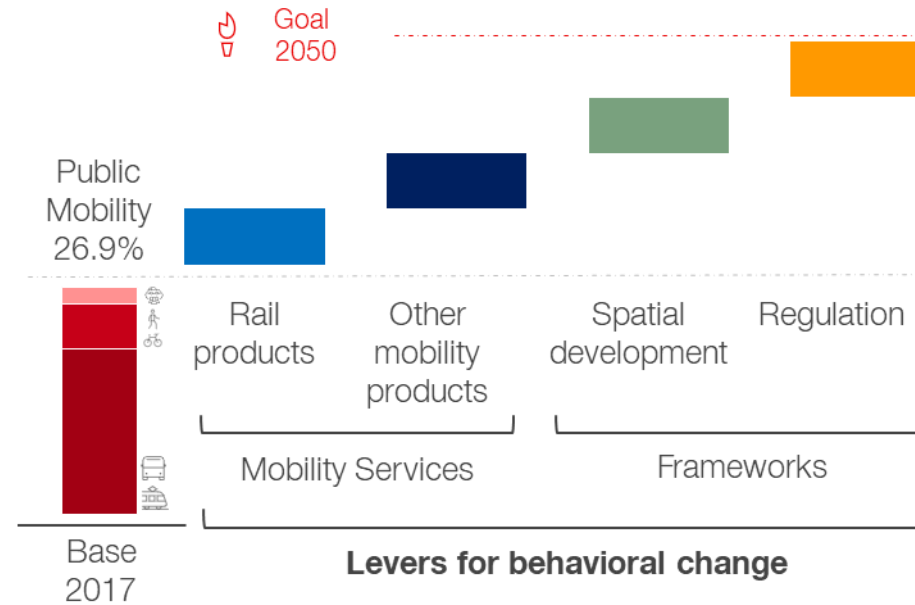
# The Mobility Transformation is more than rail vs. road



Modalsplit nach Pkm

Quelle: Verkehrsperspektiven 2050, 2017 (ARE)

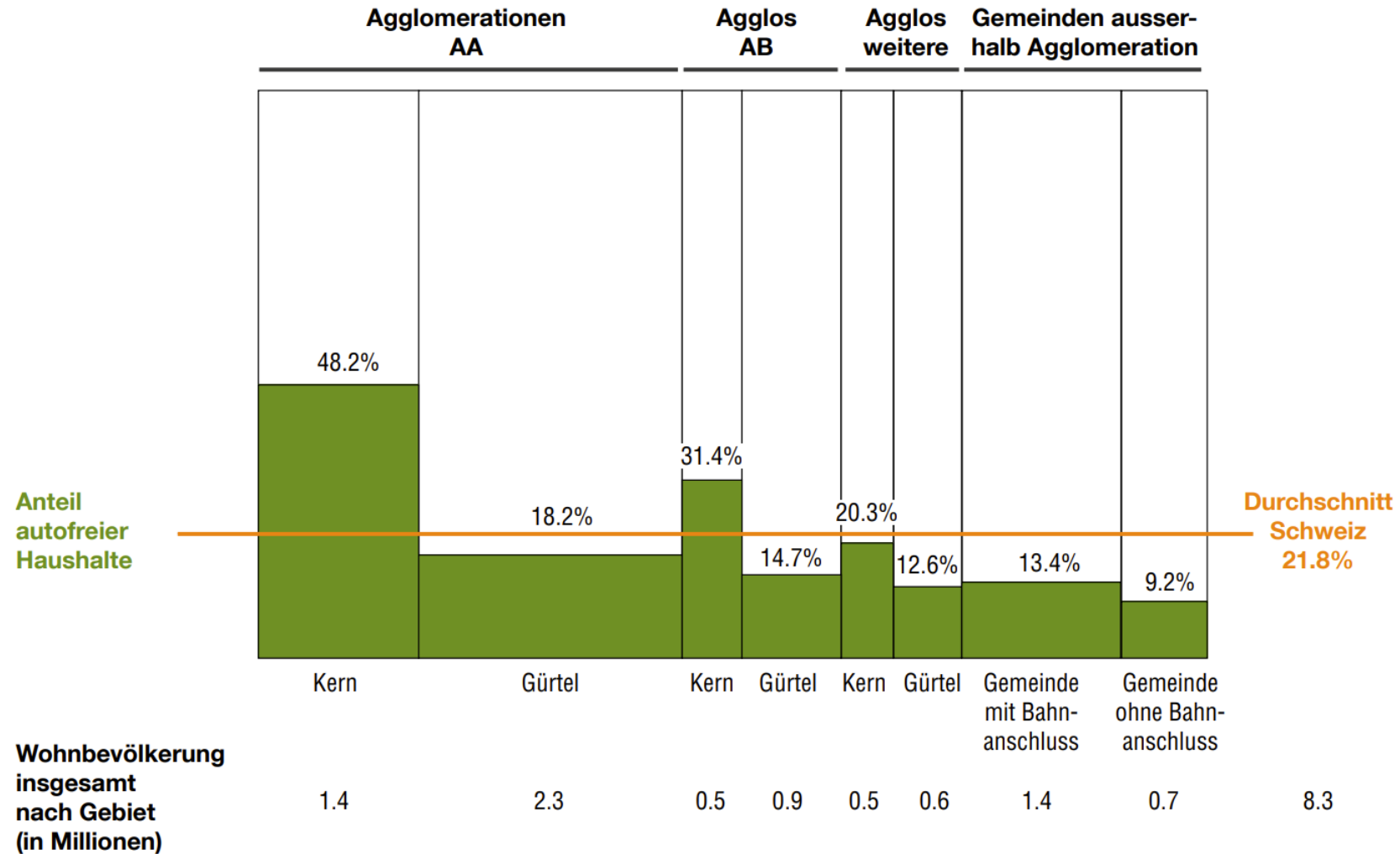
# Four Levers for the Mobility Transformation



Hebel zur Erhöhung Modalsplit

Quelle: SBB Studie (MP-FV-APL) im Auftrag des BAV zu Bahn 2050 Kernsatz 3 (angepasst)

# On the peripheries by car

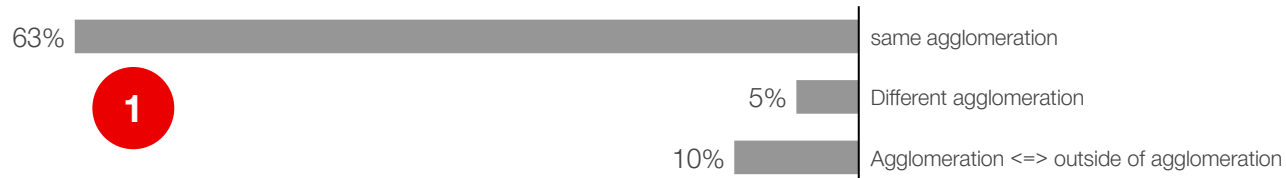


Quelle: Citec Ingénieurs SA (2021). Perspektiven zur Erhöhung des Modalsplit des öffentlichen Verkehrs – Mehr Agilität für die Zukunft. Im Auftrag des VÖV.

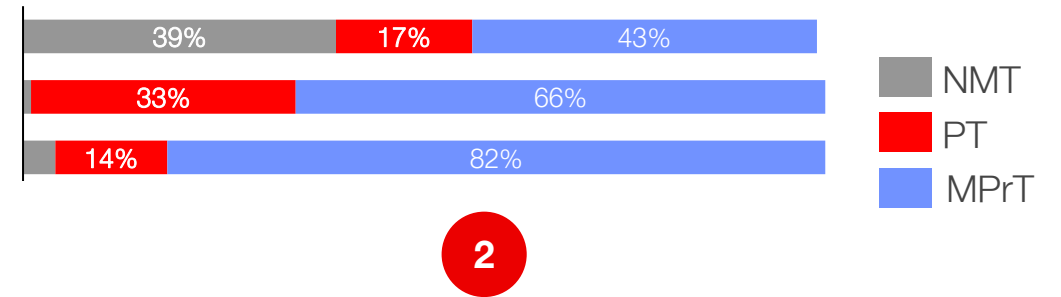


# Public transportation to and inside agglomerations is weak.

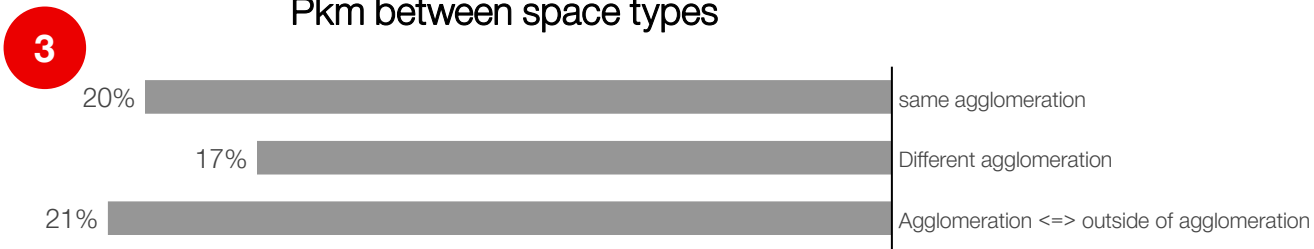
### Number of trips between space types



### Modal split by trips between space types



### Pkm between space types



### Modal split by Pkm between space types



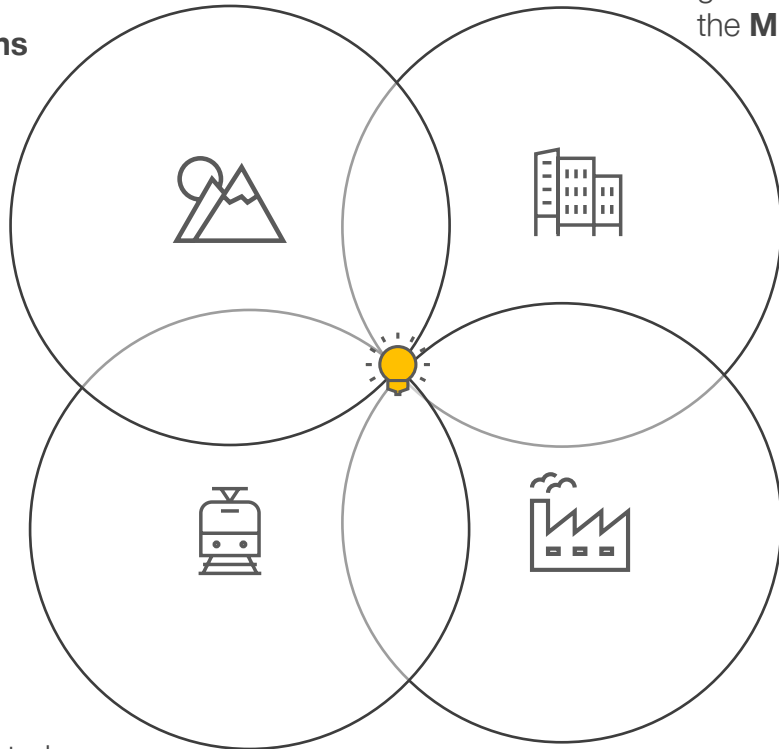
■ NMT  
■ PT  
■ MPrT

# It gets exciting once things are connected

## Four players

Sustainable  
**leisure**  
Destinations

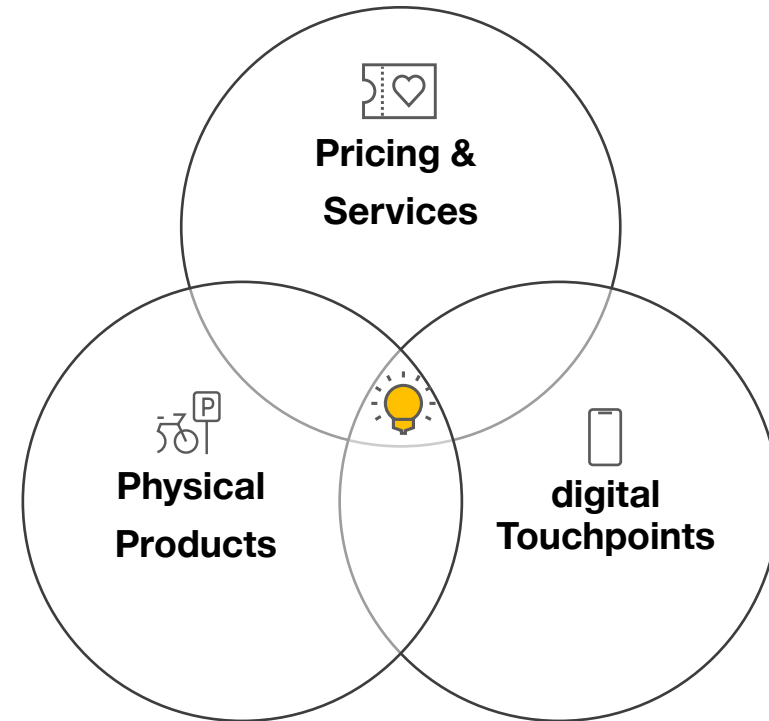
Ambitious mobility  
goals of  
the **Municipalities**



Connected  
**PT** Products


Sustainable mobility  
management in **Firms**

## Three layers



  
**Pricing &  
Services**

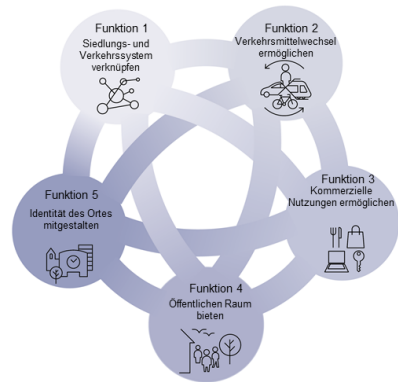
  
**Physical  
Products**

  
**digital  
Touchpoints**

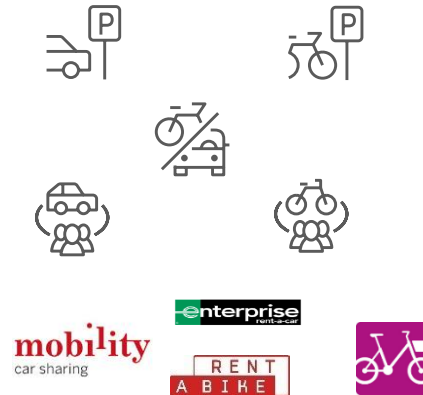


# With mobility in mind, we strengthen communities and sustainable transportation.

## Multimodal transportation hubs



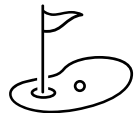
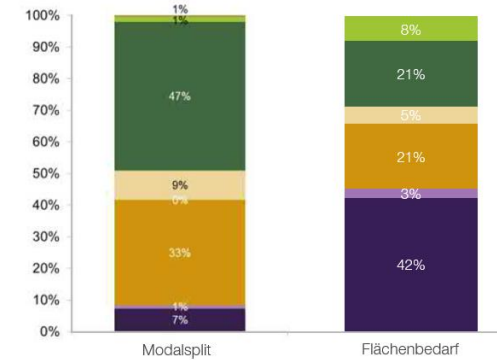
## Mobility expertise



## Digitale Touchpoints

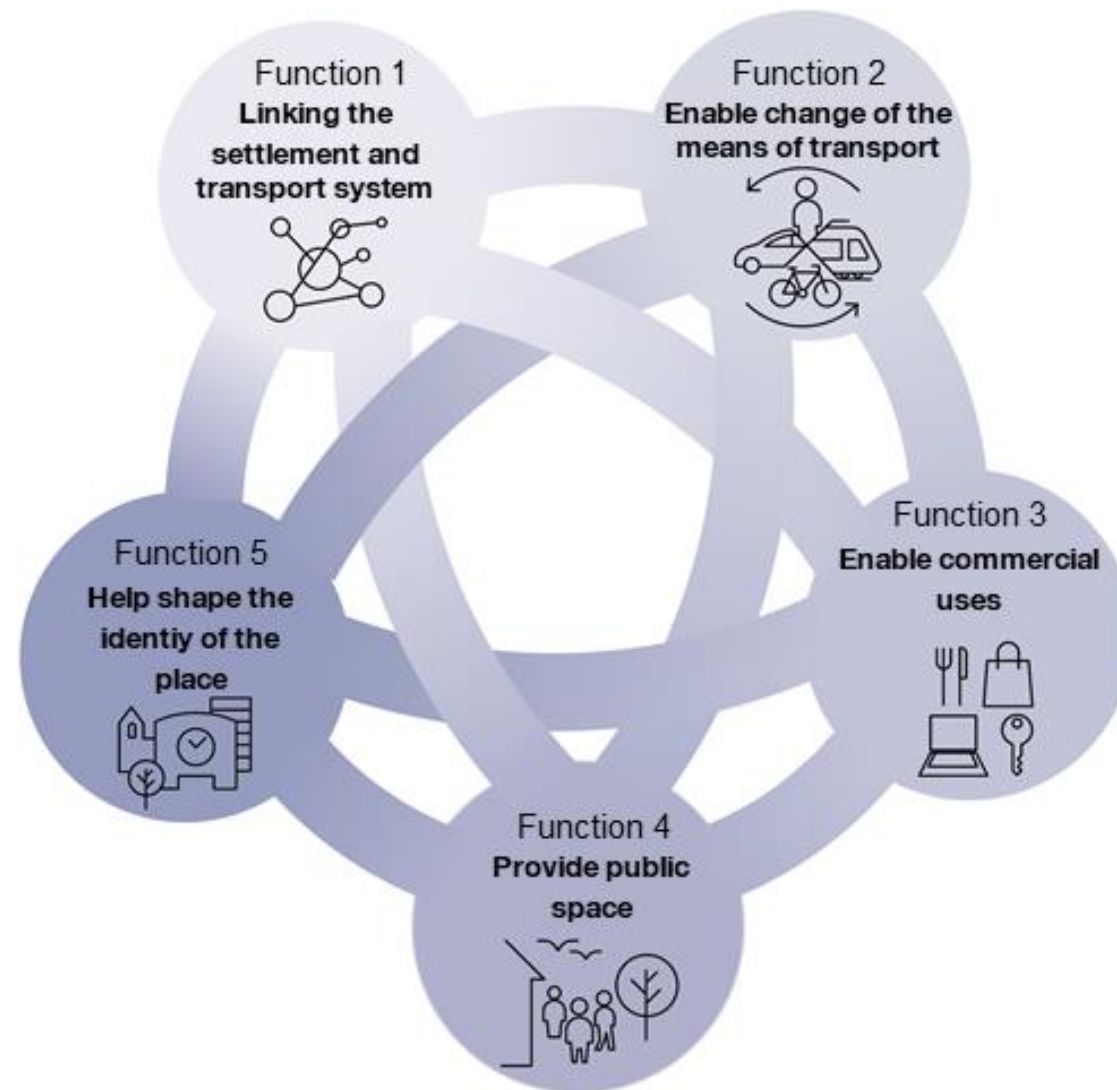


## Impuls



**Am Anfang:** We are still at the beginning of thinking in terms mobility and municipalities. Because it goes from our station projects to site developments to mobility concepts and traffic planning.

# Multimodal transportation hubs as an opportunity and a spark for change.





# Approach your local PT provider!



Danke, merci  
& grazie.