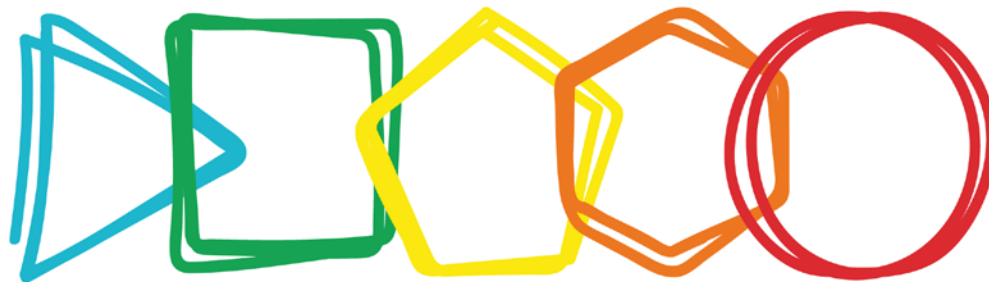


SMARTCITY
EXPO WORLD CONGRESS
14-16 NOVEMBER 2017
BARCELONA


Fira Barcelona

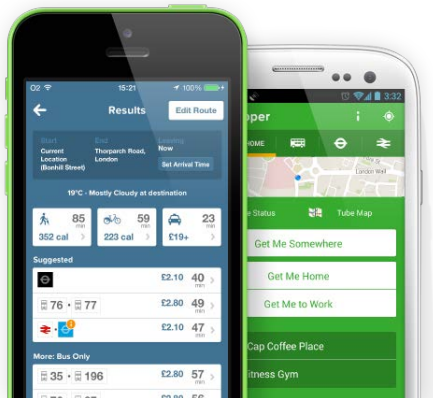
www.smartcityexpo.com
#SCEWC17     



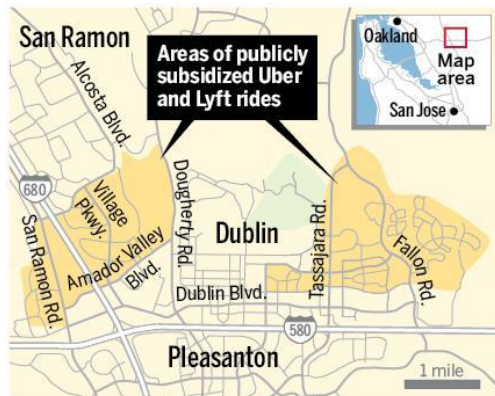
EMPOWER **CITIES.** EMPOWER **PEOPLE.**

DISRUPTIVE TRENDS IN URBAN MOBILITY

DIGITAL INTEGRATION &
INTERMEDIATION



ROUTE-SHORTENING &
MULTI-STAGE TRIPS



DEMAND-SIDE ENGAGEMENT

Want more information
about the commute home
on Cubs game nights on
weekdays?

Join our test program by texting
CTAJAIN to **89883** from your
mobile phone to opt-in to receive
reminders about evening Cubs
games. To make your commute
better, messages may suggest
traveling on the Red Line earlier
than 5pm or after 6pm.

Riders may also in some cases be offered incentives for riding the
Red Line during certain times. Participation in the program, as well
as choosing a different time to travel, is completely voluntary. You
can opt out of receiving Night Game Alerts at any time. For more
information about CTA Night Game Alerts, visit
transitchicago.com/CubsGameAlerts.





DIGITAL INTEGRATION & INTERMEDIATION

- APIs for (almost) everything, often free to consume
 - Timetables
 - Route-planning BUT Less so for booking & payments
 - Service status
- API users occupying space between providers and customers & winning trust/attention
- Emerging Mobility-as-a-Service business model enabled by digital intermediation

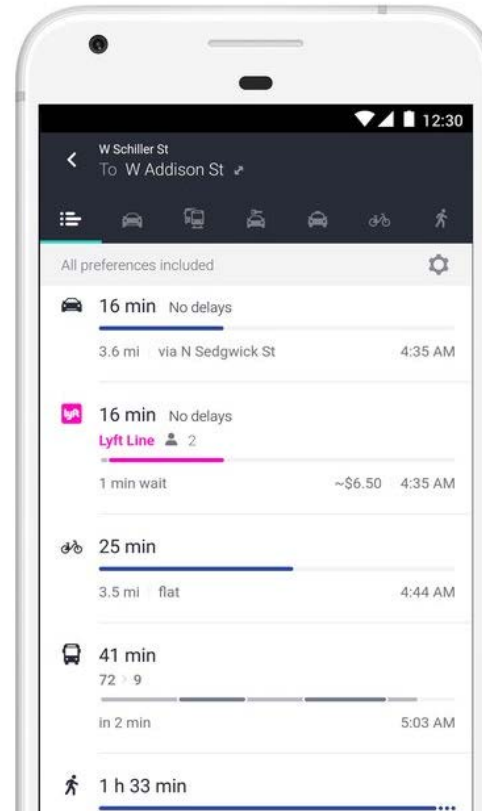


Image shows HERE Technologies
Wego consumer trip planning app



mastercard



ROUTE-SHORTENING & MULTI-STAGE TRIPS

- Simple to plan & purchase complex trips e.g.:

DRIVE ➡ PARK ➡ RAIL ➡ RIDE-SHARE

- Complexity decrease = increase in mode changes
- Riders prefer direct-to-door services for first/last-mile
- Bus networks becoming uneconomic at city margins
- TNCs accelerating trend with cross-subsidy deals

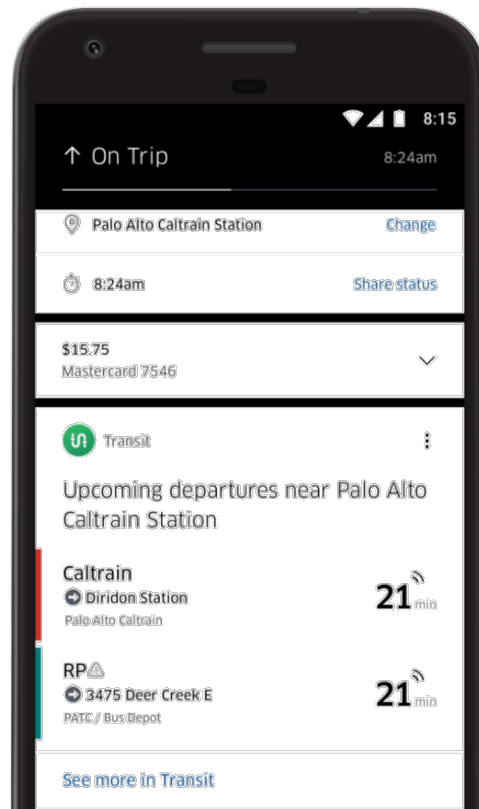


Image shows Uber ride-share e-hailing app



mastercard.



DEMAND-SIDE ENGAGEMENT

- Digital engagement to flatten peak demand
- CTA pilot summer 2017 – “CTA Night Alerts”
 - Mastercard + City Digital + Ideas42 + City Digital
 - Syniverse SMS solution
 - 15.7% reduction in peak-hour ridership with fare rebates
- Key result – importance of timely actionable “asks”
- If scalable – could be more cost-effective than funding extra transport capacity

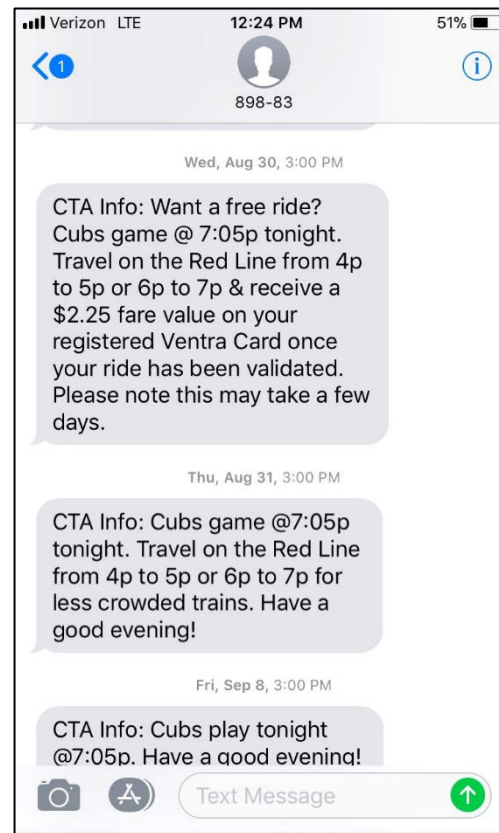


Image shows CTA Night Alerts demand
shift messages delivered by Syniverse



mastercard

SMARTCITY

EXPO WORLD CONGRESS

