Mobility as a Service makes Smart Cities Smarter

Frank Kopas
Vice President, Worldwide Sales
frank@moovit.com

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Mobility is a basic human right for everyone
Moovit’s mission is to simplify urban mobility all around the world
Moovit simplifies Urban Mobility all around the World

For Consumers
World’s #1 urban mobility app

For Cities & Transit Agencies
Mobility as a Service (MaaS) Solutions
What cities do we want to live in?
The future lies in Mobility as a Service
Mobility as a Service

Multimodal Trip Planner
Transit data repository
People movement data repository
Book and pay

Parking spots  Public Transit  Hailing services  Taxi  Scooters  Dockless Moped  Cycling  Walking  Autonomous vehicle
Multimodal
Most powerful Multi-modal Trip planner

Combining all available means of transportation to serve door-to-door routes, instantly.
Reacting to changes such as service alerts & short term changes.
Adapting to needs and day-to-day preferences of all citizens.
Autonomous Vehicle Ready
Moovit AV.TOD - Predefined Routes and Corridors
Powered by Big Data
Case Study: Boston

The Problem:

- Decreased rail ridership and increased auto congestion into Boston during peak morning commute
Framingham/Worcester line and station analysis
Moovit Urban Mobility Analysis (MUMA)
MUMA Findings

After 8:00 a.m.

- 50% increase in auto traffic → congestion
- Large decrease of train riders → lost revenue
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Why?
- Parking lots are FULL at stations
- Poor First Mile transit options
Potential Solutions

- Build more parking lots
- Invest more in First Mile public transit
- Apply congestion fees
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- Promote/subsidize local shuttle or Uber/Lyft/Via service
MUMA Data is Available Now
Before we spend billions on new infrastructure, we should leverage data to better utilize current systems.
The future lies in Mobility as a Service
Thank you!

frank@moovit.com