

# Mobility management and the quest for innovation

*A prize to promote innovative mobility solutions in China: “Better Mobility, Better Life”*

[www.bettermobilitybetterlife.com](http://www.bettermobilitybetterlife.com)

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***“Mobility management is a general term for strategies that result in more efficient use of transportation resources, as opposed to increasing transportation system supply by expanding roads, parking facilities and other motor vehicle related facilities”,***

Todd Litman, 2004, GTZ GmbH

# A paradigm shift

- A new paradigm shift since the 90': mobility is not about moving vehicles but about moving people
- Emphasize shouldn't be put only in expending transport infrastructures – often too costly – but in promoting efficient solutions to improve the level of mobility – often cheap to develop and to operate
- We go from a transport offer economy, putting face to face public transport systems and the automobile system, to an economy of mobility services
- Impact: classic transport stakeholders are pushed to reposition their activities, their business models and the way they coordinate to implement a comprehensive and efficient mobility system

# A geographical convergence

- **Industrialized countries (IC)** and **emerging countries (EC)**, like China, are at a crossroad today that makes mobility management a convergence point, if some dynamics are totally different:
  - IC: infrastructures down / EC: infrastructures up
  - IC: low mobility growth / EC: high mobility growth
  - IC: ICTs up / EC: ICTs up

=> *More comparable situations*

- For **industrialized countries**, mobility management means making the best use of existing transportation systems ; for the **emerging countries**, it means finding solutions for limiting higher – and unsustainable – investments for more infrastructures

=> *Different starting point but same objective*

rideamigos ridematcher

From\*

(e.g. "99 2nd Ave, New York")

To\*

(e.g. "JFK Airport" or "Murray Hill, NY")

Ride Type\*

One Time  Recurring

Date\*

Desired Arrival Time\*

Find a Match

Ride Matching:

- Free online tool that matches people going the same way at the same time
- Saves passengers time and money by sharing rides
- Measures positive environmental impact with built-in CO2 calculator

Corporate Transportation:

- Isolated employee-only, safe and secure ridesharing system
- Offers cost-cutting online reservation system for Eco-Luxury chauffeured employee transportation
- Customized private-labeling, branding, and design

Green Event Planning:

- Facilitates rideshares to and from events for guests
- Generates direct link for customized Event Page
- VIP Packages available for eco-luxury transportation, sponsorship, and branding



How It Works

- Step 1: Enter your desired ride in the rideamigos ridematcher at left
- Step 2: Contact a matching amigo, or post your own ride if no match is found
- Step 3: Wait for a response and then enjoy your shared ride, while saving money and reducing pollution!

# Carpooling service in NY: Rideamigos.com

# Carpooling service in Shanghai: Chexing.net

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http://sh.chexing.net/

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 3000-4000字租小半一个月, 最好是...  
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 求职买车一辆  
 求职租小轿车, 自驾

新人搭车, 结交朋友, 徐汇区 梅陇...  
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 教师不是做VIP会员了  
 欢迎最新vip司机会员--吴天宇12...  
 欢迎最新vip司机会员--方敦发狂...  
 6月16或17日去黄浦桥, 有同去的吗?  
 欢迎最新vip会员--得蒙(VIP...  
 找朋友一起去光华山徒步

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Bike rental system in Paris

Bike rental system in Hangzhou



# A need for innovation

- Innovation becomes a core concern : how can we think beyond traditional models (public transport model / car system)? How can we think out of the box?
- Interrelated processes of innovation : the convergence pushes IC and EC to look at each other (source of inspiration).
  - For IC, EC are interesting labs for promoting diversity (innovation behind informality and a different context)
  - For EC, IC are interesting labs for organizing diversity (innovation in management and control)
- The need is as much for technological innovation (new type of vehicles) as for **organizational innovation** (new services and new forms of transportation organization)

# The example of the car system (as we know it...)

- Regarding the car system, the paradigm shift means optimizing the number of people benefiting from the car system while decreasing the number of cars and car related facilities
    - For IC, it means minimizing individual car dependence
    - For EC, it means avoiding individual car dependence
  - The goal is not so much to reduce automobility but to transform automobility
    - Indeed, the car in some situations has an advantage on other modes that improve the level of mobility
    - But the individual use of cars has too many negative effects on society
- => From an individual based automobility to a collectively organized automobility: sharing the cars



# Comparative issue on sharing cars: social acceptance

- Social acceptance is a big issue when wanting to go from an individual based automobility to a collectivity based automobility
  - Reformulating relations to the car
  - Reformulating relations to others
- Sharing a vehicle has not the same level of social acceptance in emerging countries and in developed countries
  - How can IC learn from EC?
  - How can EC learn from themselves?

# Comparative issue on sharing cars: transport governance

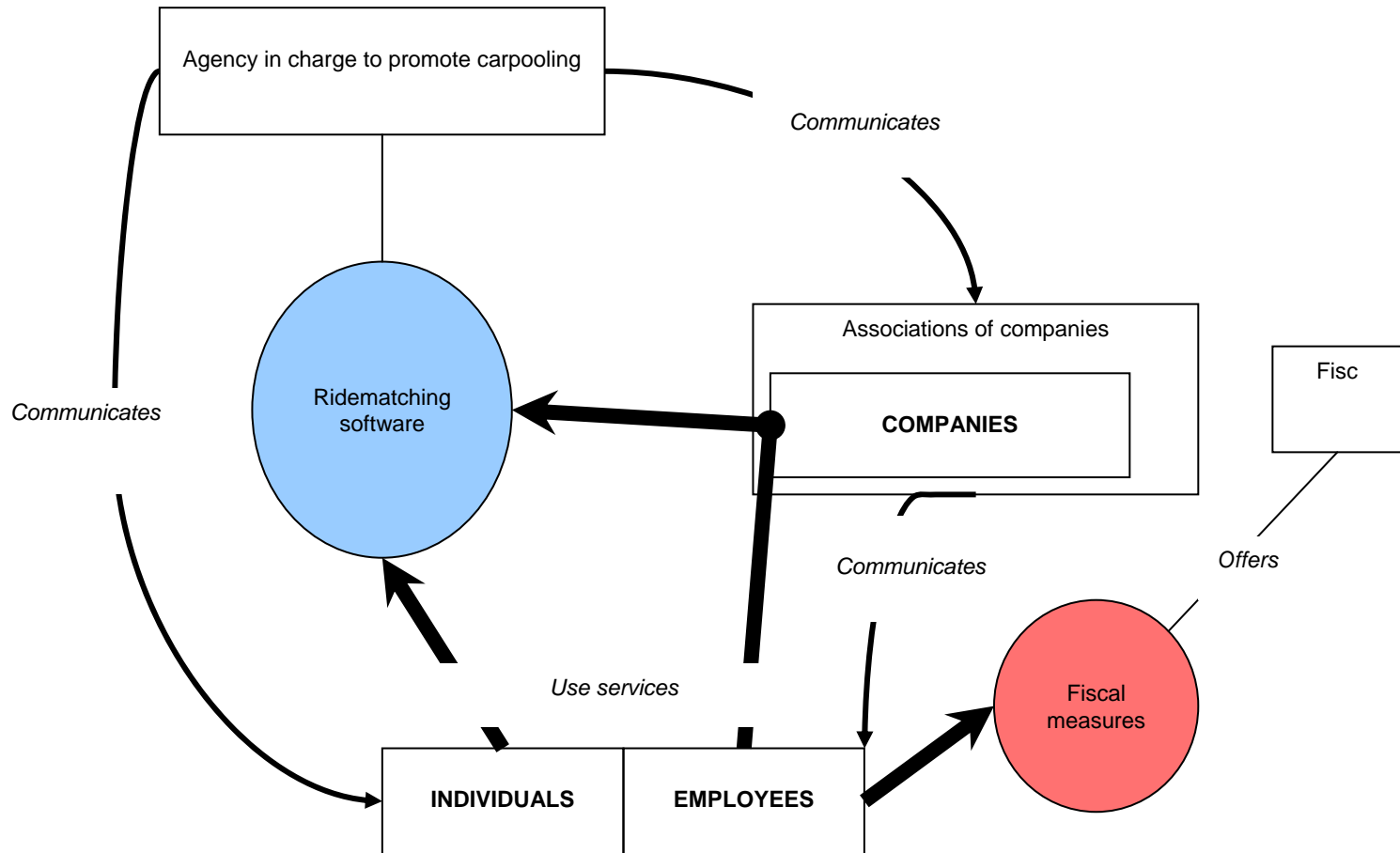
- From a political perspective, innovative solutions for sharing cars face both the resistance of traditional systems and the slow reactions and weak support of public policies
  - Either the systems are difficult to adapt (car insurance, for instance)
  - Either the solutions are found illegal (taxi service from private individuals, for instance)
  - Either the solutions, because they are little integrated in an overall metropolitan mobility system, have little impact
- Example of carpooling programs

# Differentiated carpooling systems

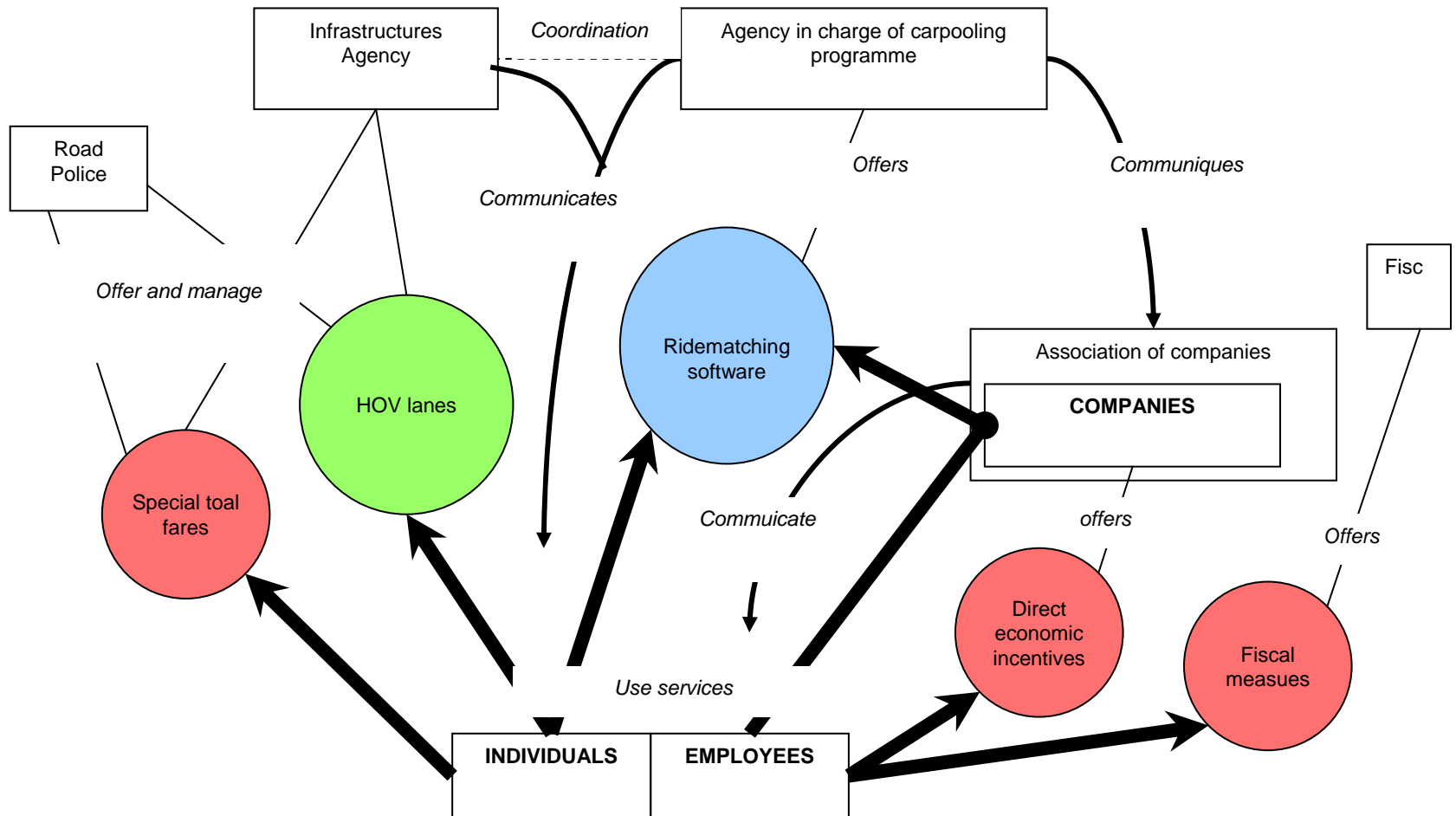
- Based on a comparative study of European and American cities (PREDIT/ADEME)
- How carpooling programs are integrated in metropolitan transportation systems?
- 3 types:



# Type 2: some integration



# Type 3: optimum integration



# Conclusion

- Mobility management is a new and exciting concept both for developed countries and emerging countries
- To work, this concept requires that the society is open to innovation and that the different stakeholders are very open-minded and willing to change
- However, most of the times, we have to face a high degree of resistance of existing systems
- Therefore, the most important question could be: how to create the right environment for innovation and innovation acceptance?
- To tackle those issues, the Institut pour la ville en mouvement (City on the move) is launching a prize in China called “**Better mobility, better life**” to promote innovative solutions in urban mobility

