



# ELISA SCHENNER

European Affairs

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## **To be or not to be:**

How to survive „Digital Darwinism“ as Public Transport Operator

Dr. Elisa Schenner, Head of European Affairs Office Brussels

30 November 2017, Brussels

# Overview

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## Starting bold:

Vienna's excellent public transport system



## Getting humble:

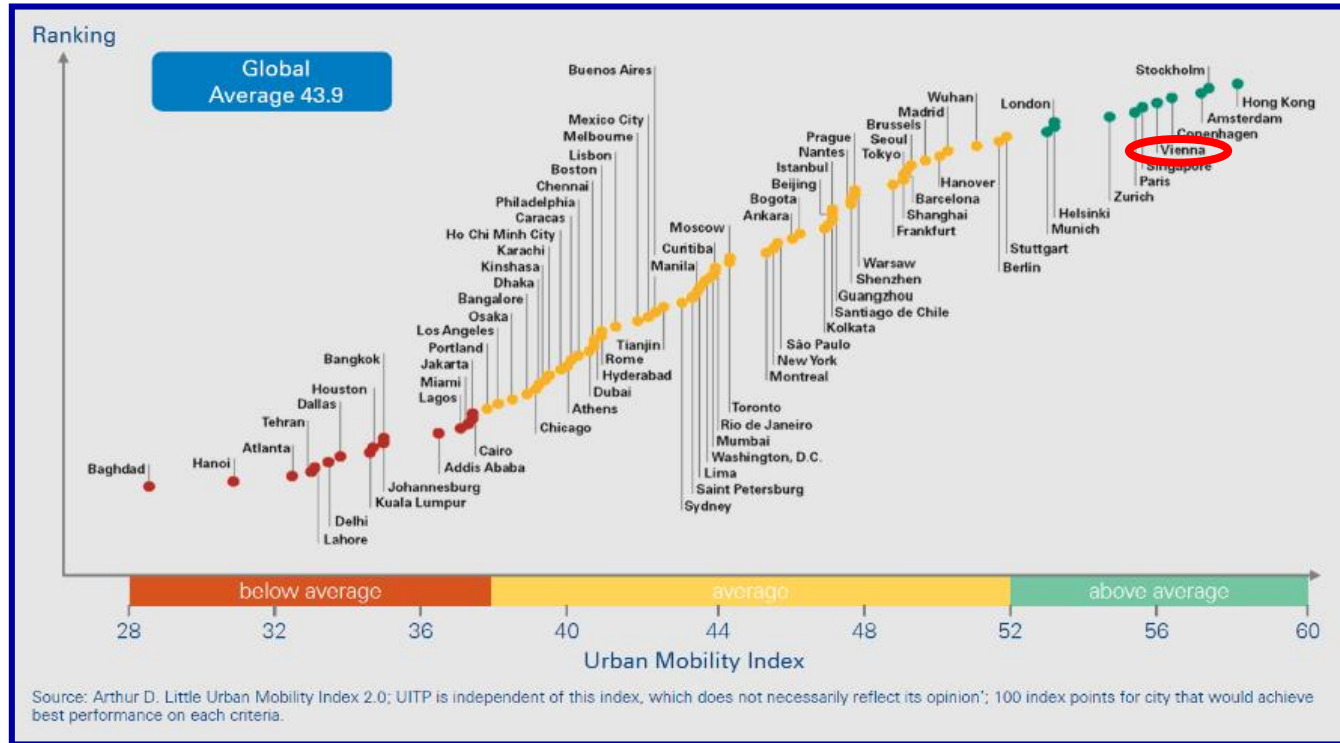
Adopt or die? - **Three theses** for (digital) survival



## Finishing ambiguous:

Lobby or die? - **Politics** as uncontrollable variable

# Vienna in the Mobility Ranking: above the average



## Vienna in the Personal Ranking: simply loved

**“Thank you for a fantastic, affordable public transport system. I miss you every day and I know someday we'll meet again.”**



Vienna underground train. Photo: Wiener Linien

### Woman writes love letter to Vienna public transport

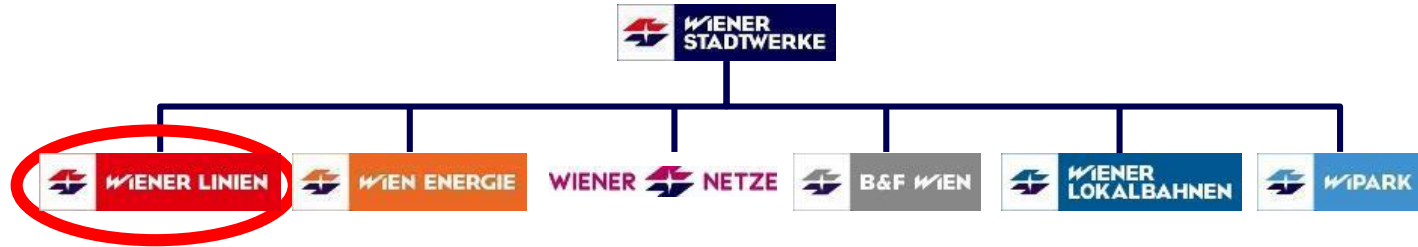
Published: 11 Feb 2016 10:25 GMT+01:00

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An Austrian woman who misses Vienna public transport after moving to Manchester in the UK has written a declaration of love to the Wiener Linien transport company on Facebook.

# Wiener Linien (WL): Vienna's public transport operator

WL belongs to Wiener Stadtwerke, which is 100% owned by the City of Vienna

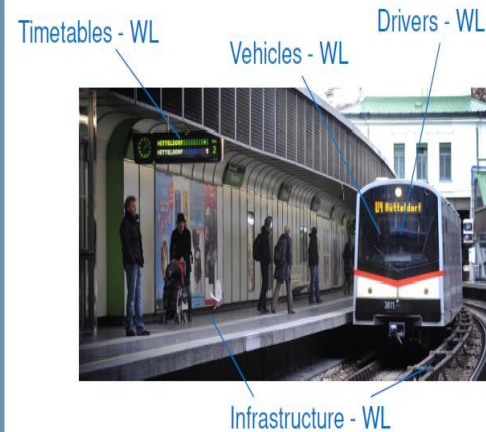
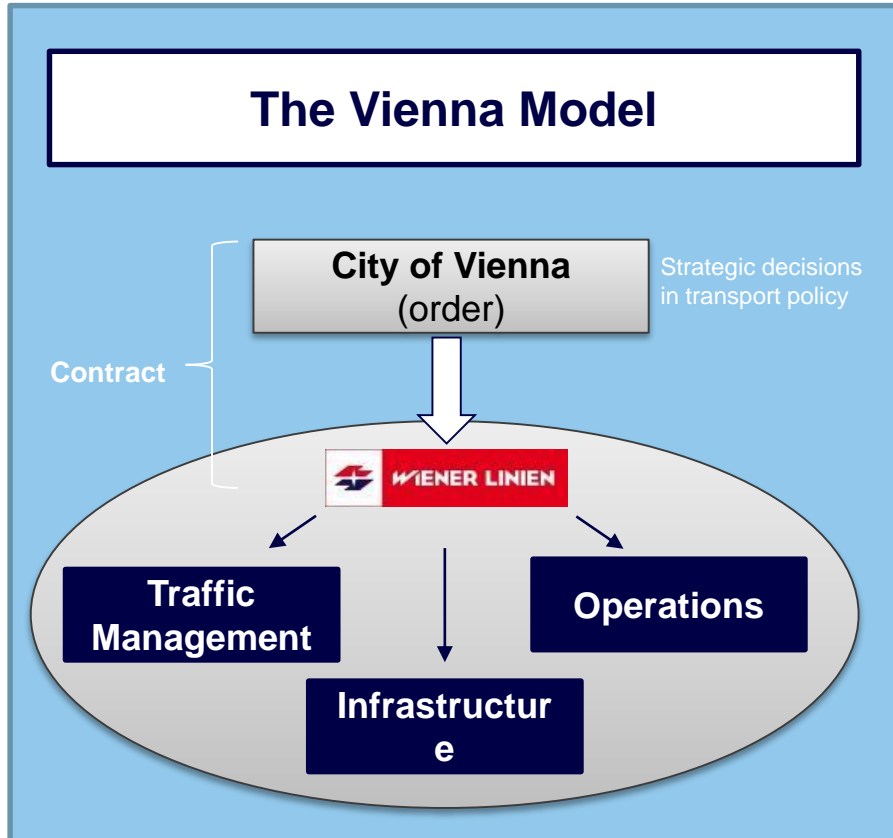


**Vienna: 2nd largest German speaking City after Berlin**

Population: 1,8 Mio. + 25,000 / year  
Area: 415 km<sup>2</sup> [1/2 size of Berlin]



# The Vienna Model: Vienna's integrated transport system

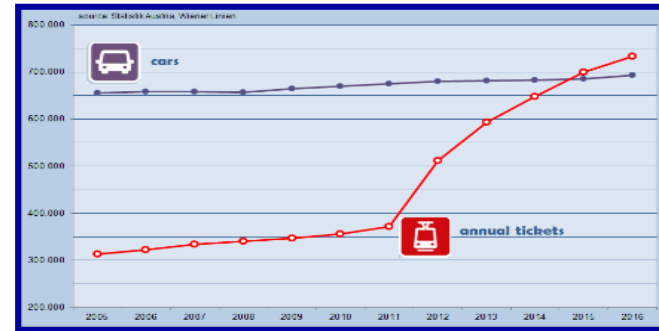


# The Vienna Model: some facts and figures

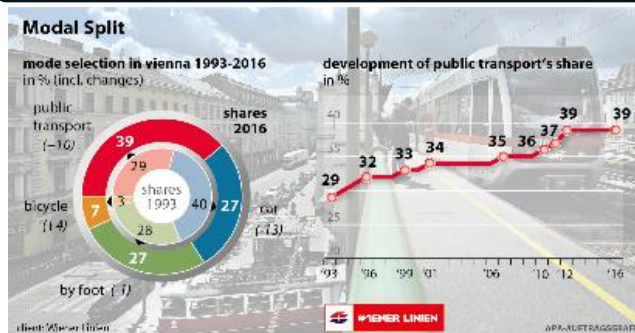
## Passenger Numbers



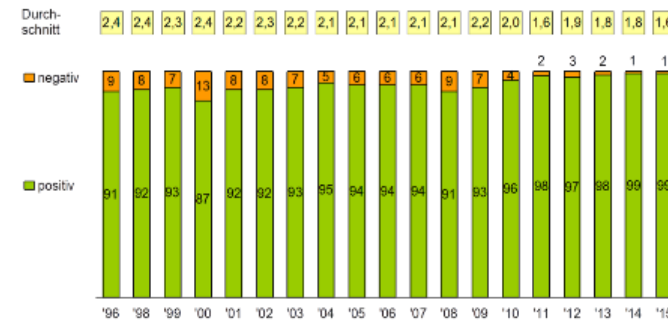
## Annual Season Tickets



## Modal Shift



## Passenger Satisfaction





# Success Factors of the Past: easily accessible PT network

## INTERNAL ORGANIZATION



## EXTERNAL EFFECTS

### 1. Legal stability:

- Direct awarding & long-term contract

### 2. Long-term political commitment:

- PT: cornerstone in wholistic smart city strategy\*
- PT goals: 40 % share in modal split, 1 billion passengers in 2020

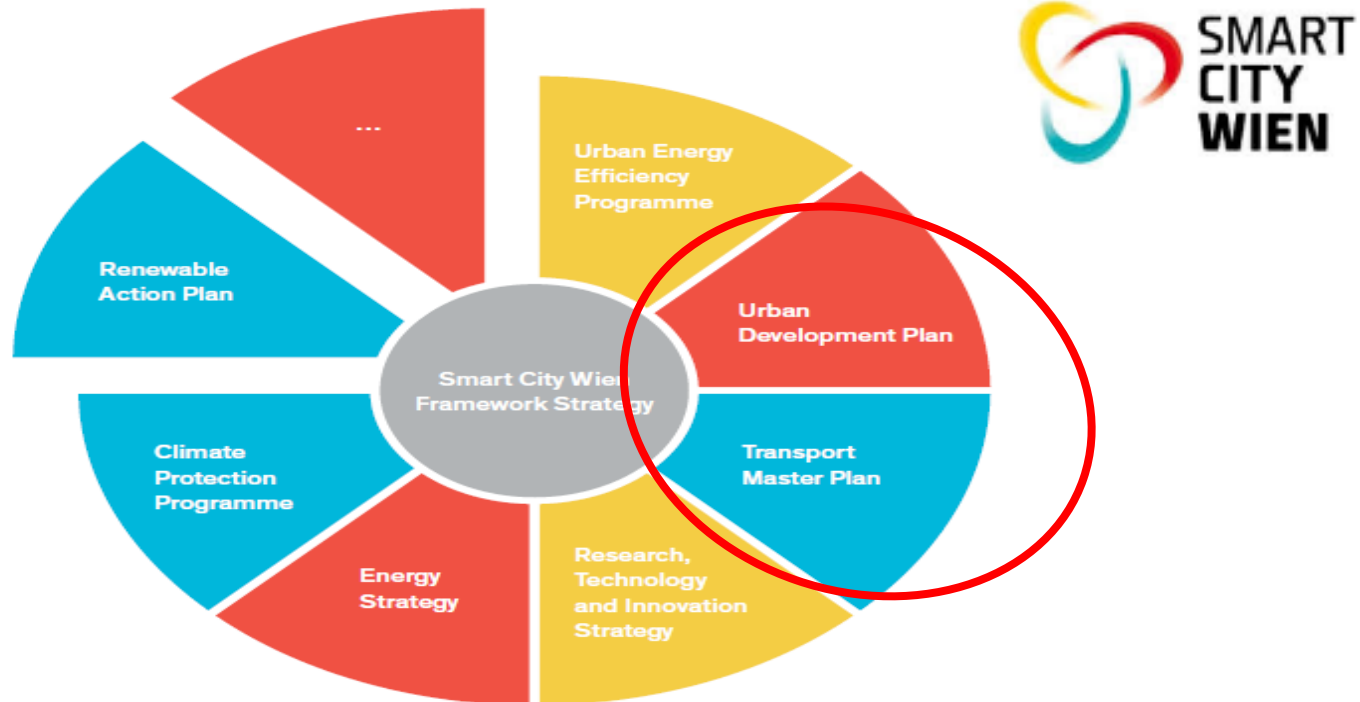
### 3. Cooperation between transport authorities:

- Traffic management (VOR)

Continuously **expanded and improved PT network**, which is

- easy to access and open to use
- integrated with few interfaces -  
>
  - **one ticket** for all modes & the whole City
  - **one ticket for whole City & beyond** district-borders (> 4 Mio. people)
- contributing to **sustainability goals** of city

# Smart City Strategy: PT as important cornerstone in mosaic



**Fig. 3** Interaction of Smart City Wien framework strategy with existing and future strategies

## Digital Disruption: clouds appearing in Vienna's bright sky?

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## Public Transport Operators in the Digital Era: obsolete?

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**We all know Darwin's theory: adapt or die!**

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**DEAD**



**ALIVE**




## Public Transport Operators: three theses on survival

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**Public transport operators can remain the backbone of future urban mobility,**

**IF:**

**Three conditions are met** 



**1. Cooperation & Integration**



**2. (Mutual) Sharing & Innovation**



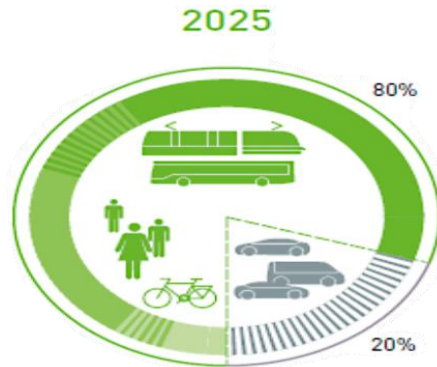
**3. The right regulatory framework**

# Lessons learnt from Vienna: integration via digitalization

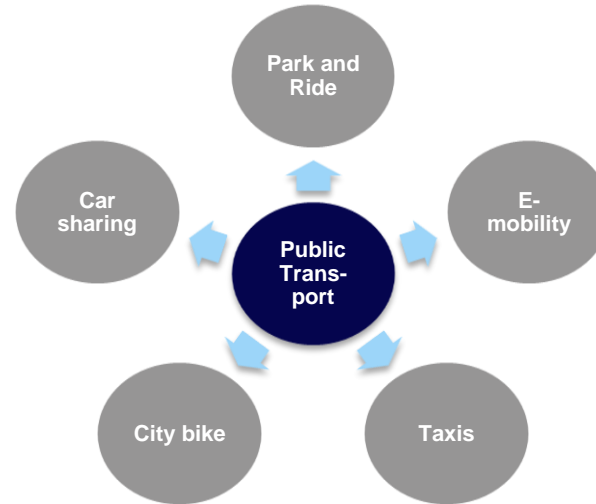
## City Targets:

2025: 80% sustainable modal split

2050: alternatively fuelled cars only



## Our role: Mobility Platform



**Our goal:** increase multi-modality

**Our tool:** Data & Digitalization

## Public Transport Data: our three step approach



**Step 1: Use** public transport data to improve comfort for passengers and increase multi-modality

Example: Our own digital applications:



**Step 2: Disseminate** and expand the concept beyond Vienna / Austria to improve multi-modality & seek remuneration



**Step 3: Correlate** public transport data with other data sets to develop new business models and to generate monetary benefits for the future

Example: Current project „big data – large scale“



## Stadtwerk establishes Start up: launched in April 2016

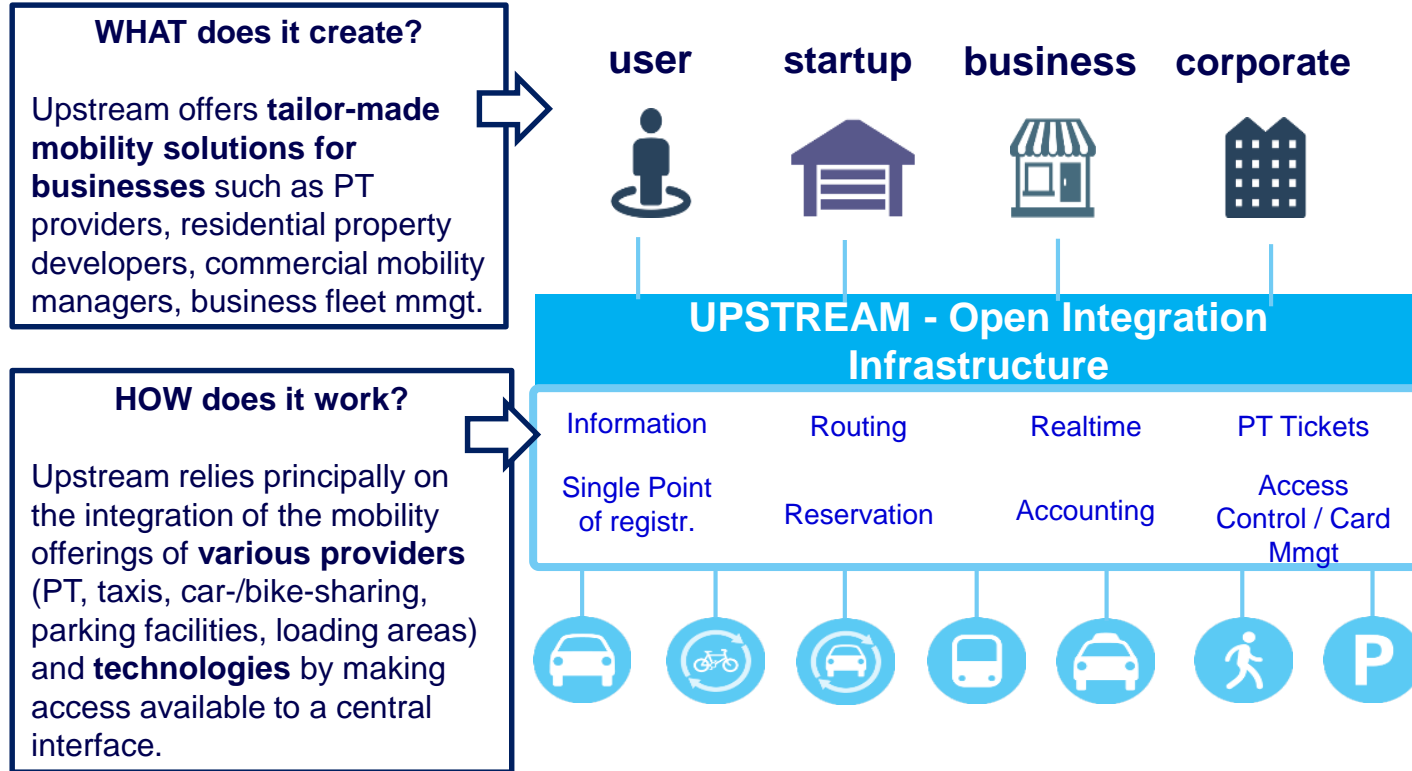
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### UPSTREAM – next level mobility

- Upstream is a **central IT-based mobility platform** for the integration of all urban mobility offerings
- The aim is to sustainably **increase the modal split by means of improving the digital planning of transportation**
- **Independent company** owned by: 51% Wiener Linien, 49% Wiener Stadtwerke

# One Platform for many Applications:



## Upstream: advantages of a local open service platform

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- ✓ **Achievement of transport policy objectives:** increase of modal split, improved traffic management and greater comfort for passengers
- ✓ **Stimulation of the local economy & competition:**
  - ✓ **Job opportunities for smaller developers (start-ups):**  
Due to the standardised structure of basic functions of the platforms smaller developers can create new and innovative applications
  - ✓ **Small companies** can make use of such services and cost-effectively exploit the advantages offered by intelligent transport systems (ITS)
- ✓ **Quicker digitalization of transport / deployment of ITS**



# Innovation beyond Data:

## Cooperative Intelligent Transport Systems (C-ITS)

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# Chances for Survival?

To guarantee high quality public transport in the future, **public transport operators NEED:**

⇒ change from within  
the company

⇒ support from  
(European) policy  
makers



1. Cooperation & Integration



2. Sharing & Innovation



3. The right regulatory framework

## Conclusion: sometimes the greatest danger is analogous

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### Internally - lessons from Vienna:



- Cooperate + integrate + innovate
- Use data to increase the comfort of passenger and to create new business models
- Revenues are needed for (digital) investments in the future

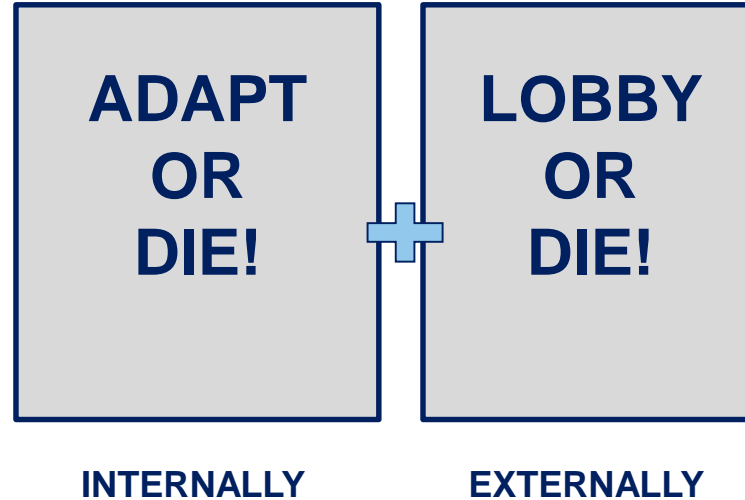
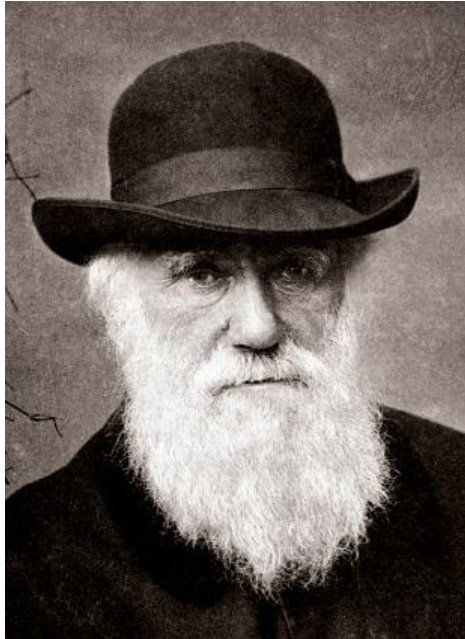
### Externally - bleak outlook:



- **Unfavourable regulatory framework for public utilities to develop business models** for the (commercial) use of their own data
  - **Public burden:** Investments in data infrastructure – no revenues
  - **Private benefit:** private companies use data - provided by the public - to earn money (sometimes without paying taxes in the EU)

## Conclusion: re-phrasing Darwin

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## Contact

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# Questions sur Wooclap ?

# Vragen op Wooclap ?



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## How to participate ?



1. Connect to  
**[www.wooclap.com/PROGRESS](http://www.wooclap.com/PROGRESS)**
2. You can participate



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