



Making Mobility Matter





How can I **objectively measure** the impact of new mobility offers?

How do I collect a **continuous data** for strategic city development?

How do I **motivate** people to use environmentally friendly means of transport?

How do I **fairly allocate** the Klimaticket revenue between public transport operators?



Making Mobility Matter



About MOTIONTAG

- 15 experts from the fields of transportation, geodata, machine learning, and data analytics
- Company established in 2015
- A solution helping blue chip clients since several years
- Full compliance with GDPR standards and with solutions focused on transparency towards users



 SBB CFF FFS



Bundesministerium
für Bildung
und Forschung

 Bundesministerium
für Umwelt,
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



 swisscom



infas

 ETH zürich

 otpg

 BVG

 stadt aachen

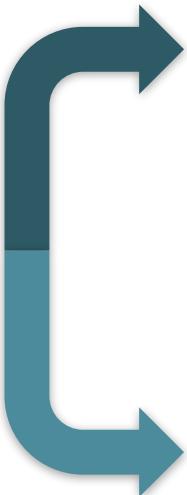
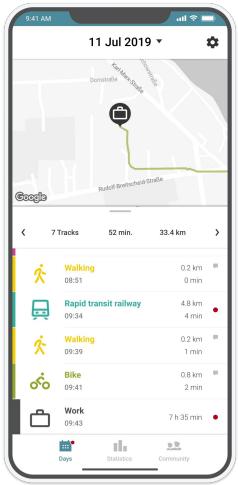
 EPFL

 Alliance Swiss
Pass

This is what MOTIONTAG offers

Automatic detection of

- Transport modes
- Travel motives
- Public transport lines and operators
- CO₂ Footprint



Apps and Integrations

- Digital travel diary
- Loyalty Program
- Integrations (SDK) in Mobility-Apps

Mobility Insights

- Dashboards
- Data exports

Understand how, when, where and why People move from A to B



Home



0 kg CO₂



0 kg CO₂



RE1

1.9 kg CO₂



0 kg CO₂



S7

0.4 kg CO₂



0 kg CO₂



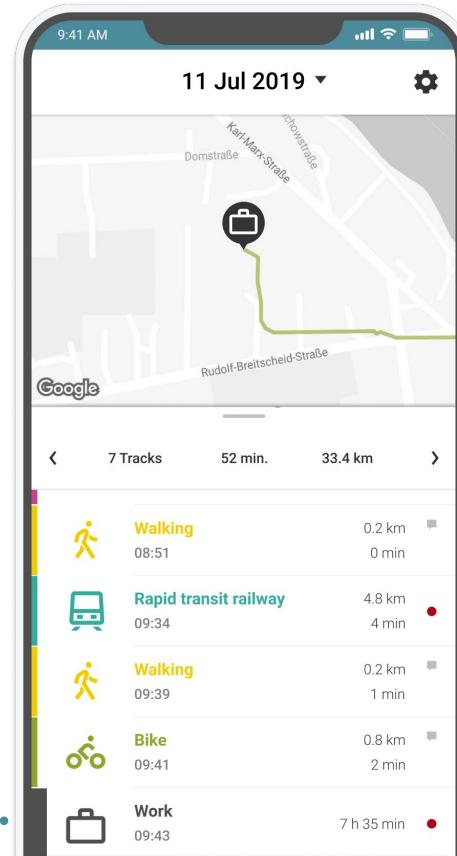
0 kg CO₂



Work

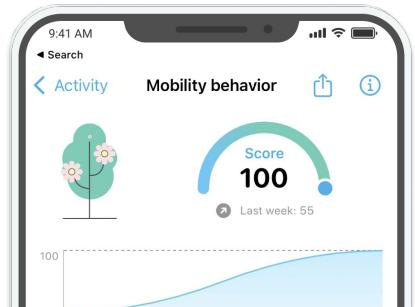
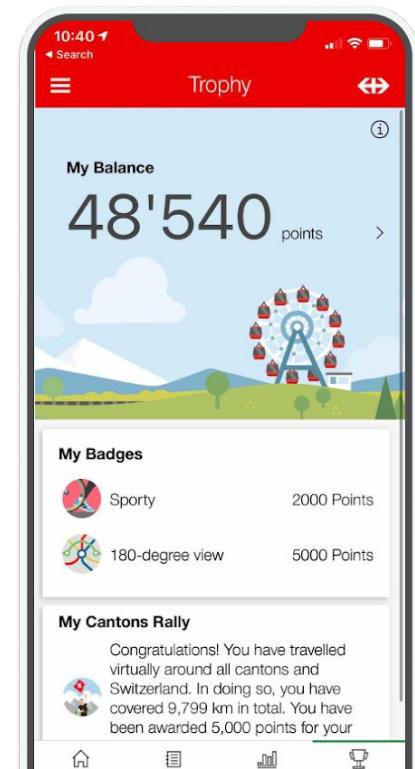
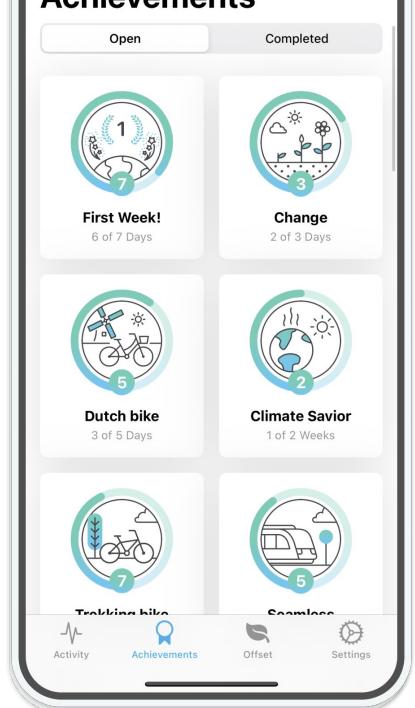
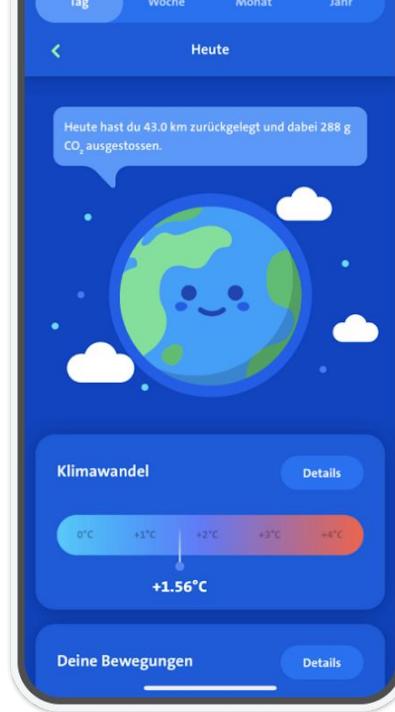
Automatic
transport mode
detection

Automatic POI
and stay
detection



Just 2,5%/h battery
usage during the
journey, otherwise no
consumption

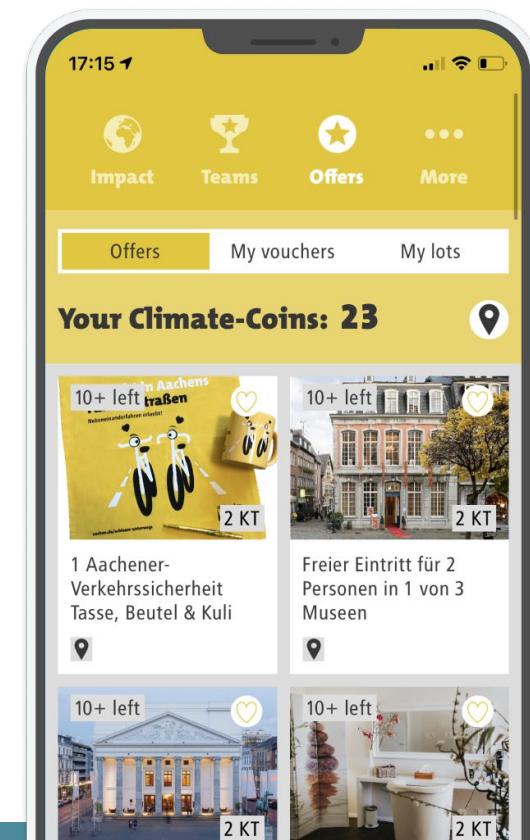
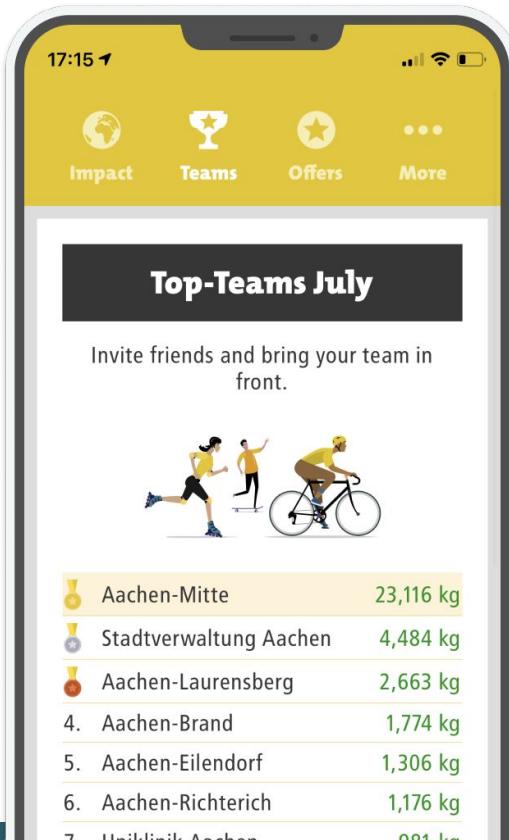
High precision
trajectories und time
stamp, GDPR
conform



Attractive Services motivates to greener mobility

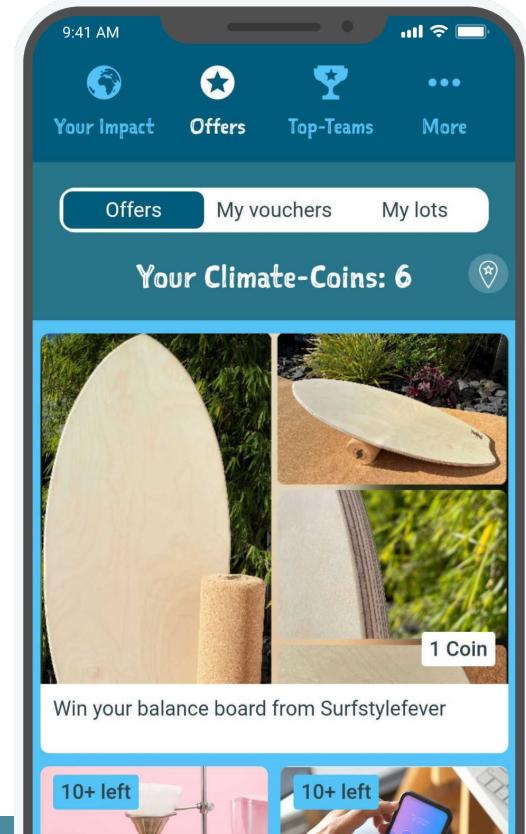
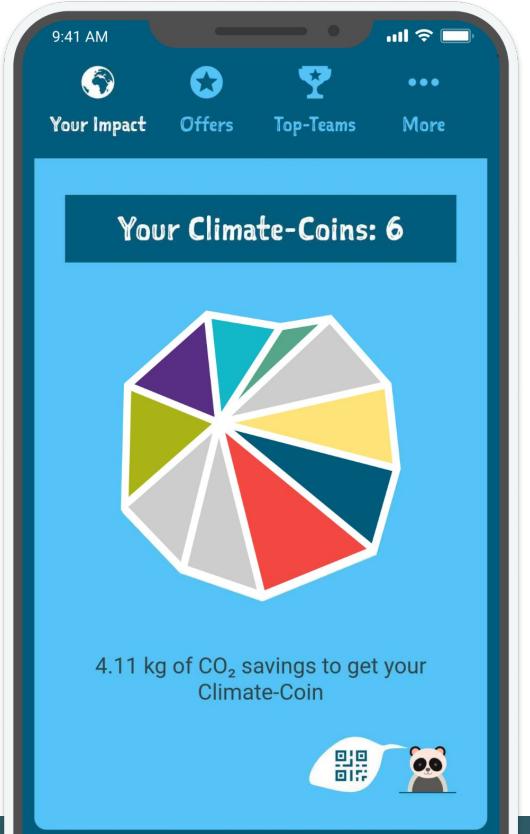
Stadt Aachen - aachen.move

Rewards for green mobility



Klima-Taler

Rewards for green mobility in whole Germany



The Klima-Taler Network

Hamm:



MÜNSTERLAND



Wissenschaftsstadt
Darmstadt



MEININGEN



Klima-Taler

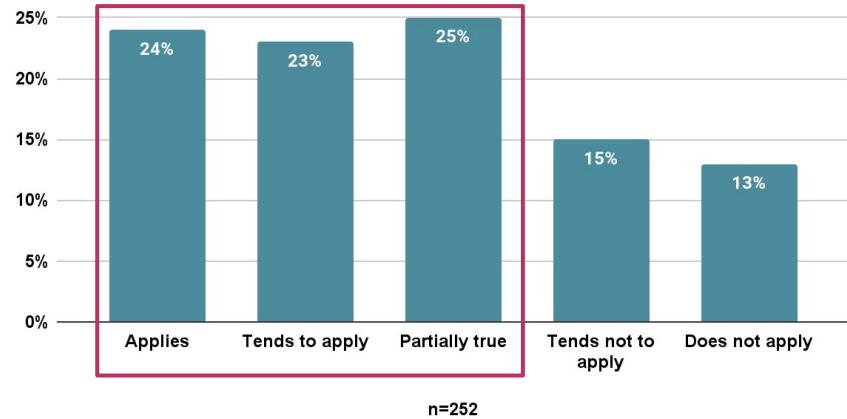
Evidence for behavioral change from Gladbeck - Germany

91% have access to a car

51% don't have a public transport subscription

72% report using more environmentally friendly mobility

Since using the Klima-taler app, I have been moving around in a more environmentally friendly way (e.g. cycling, walking, public transport).

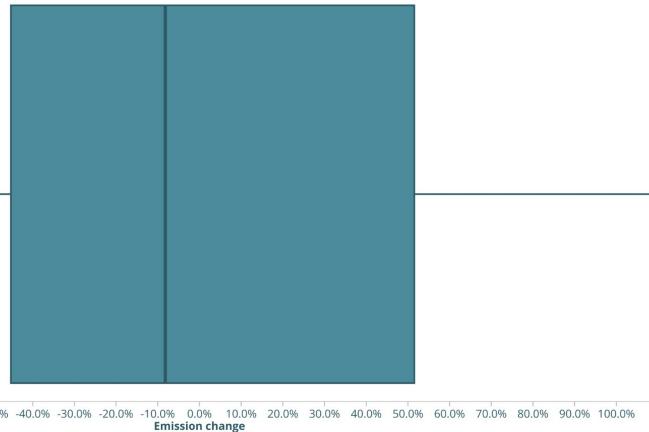


Klima-Taler

Evidence for behavioral change from Aachen - Germany

Distribution of emission change by user

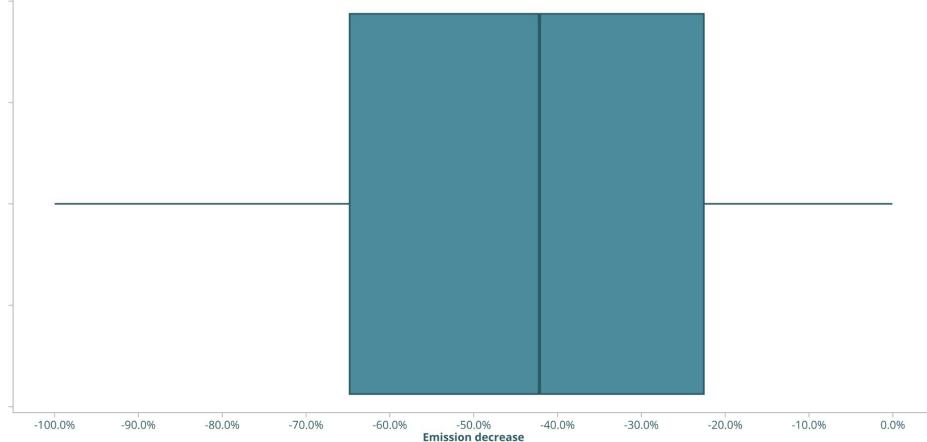
First 4 vs last 4 weeks of tracking



-8% median reduction in carbon footprint for overall users

Distribution of emission decrease by user

First 4 weeks vs last 4 weeks of tracking - only includes users that show a decrease in total emission



-40% median reduction in carbon footprint for those having decreased theirs (55% of all users)



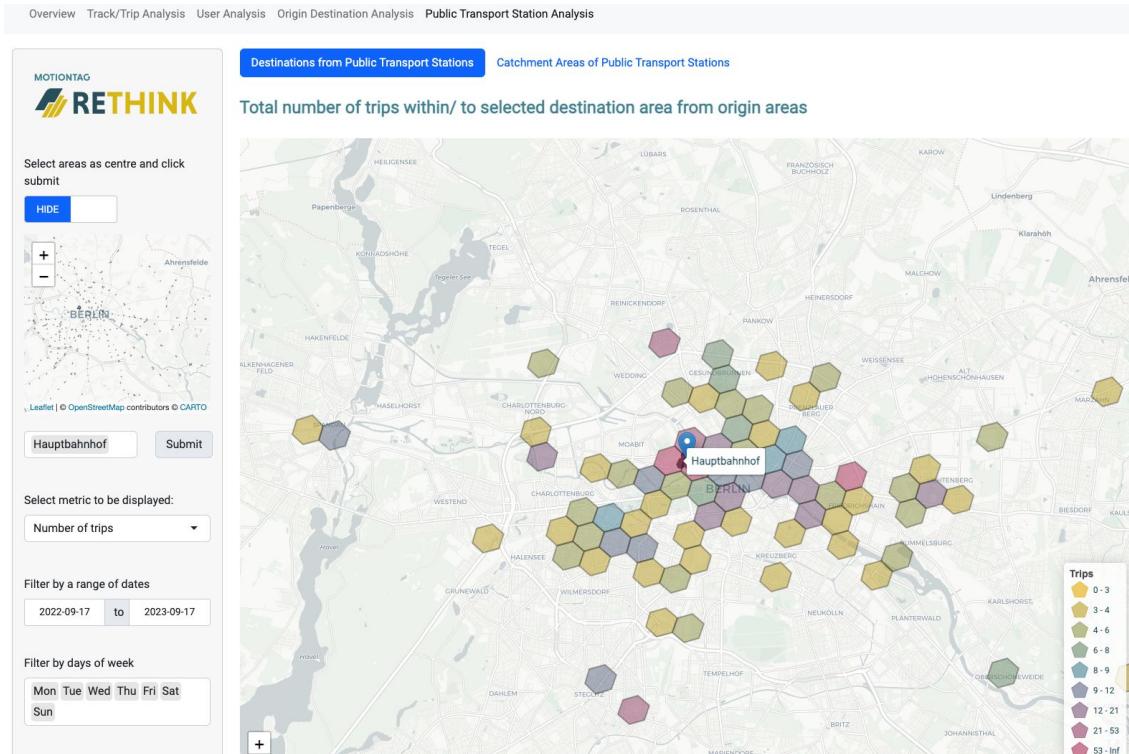
Highly granular insights
allow more efficient
transport systems

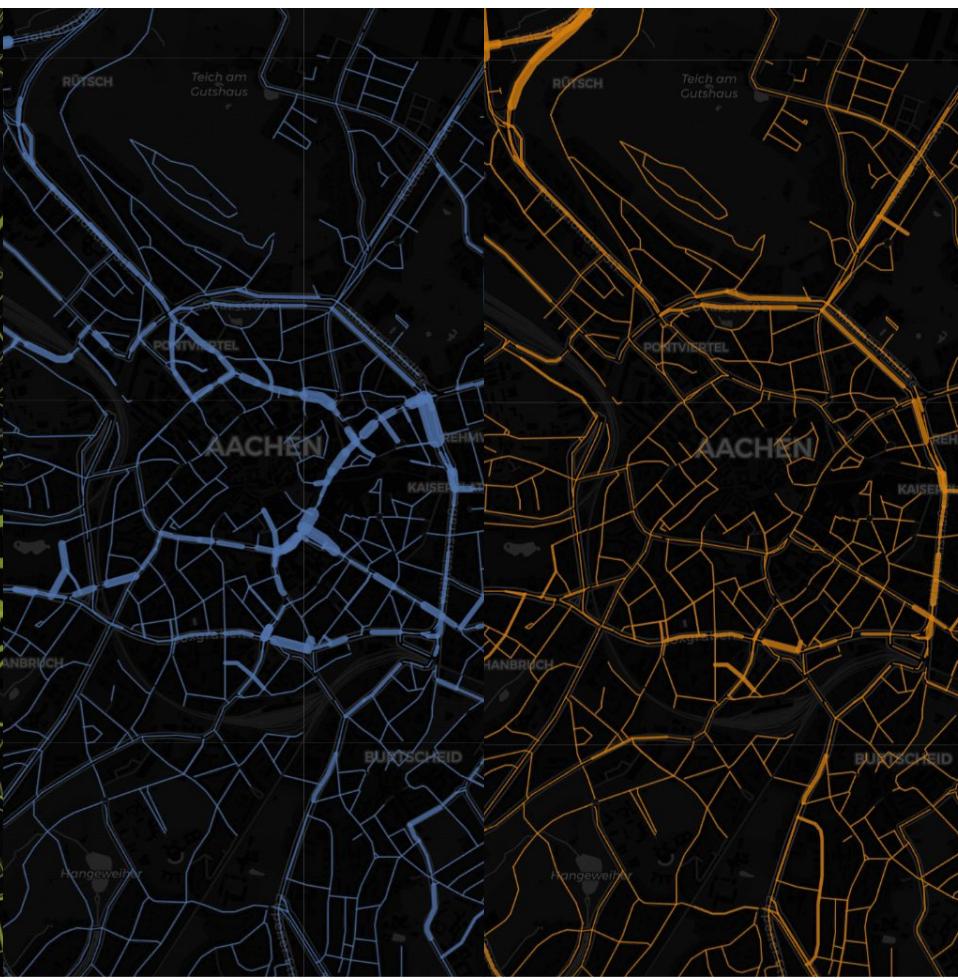
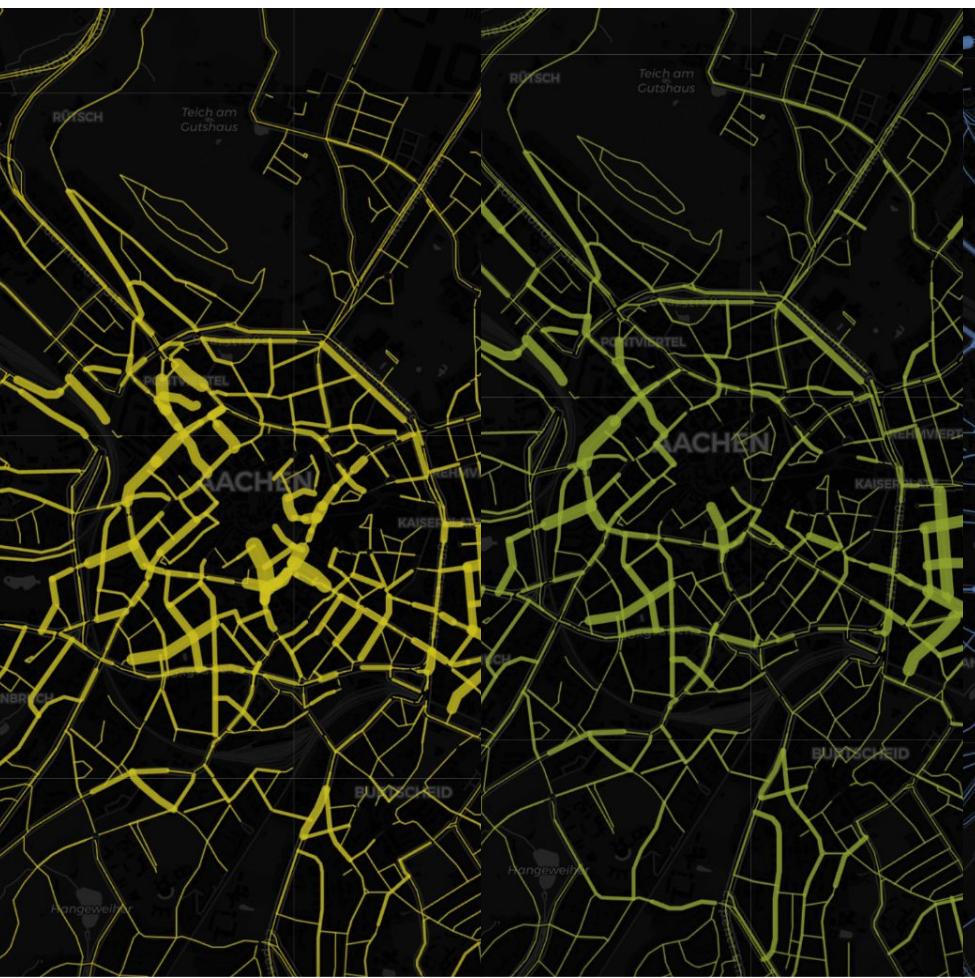
RETHINK Dashboard

- On-demand interactive insights
- Customize data ranges and aggregations

Meaningful insights

- Origin-destination matrices
- Modal splits
- Diurnal curvey
- CO2 Emissions
- and more





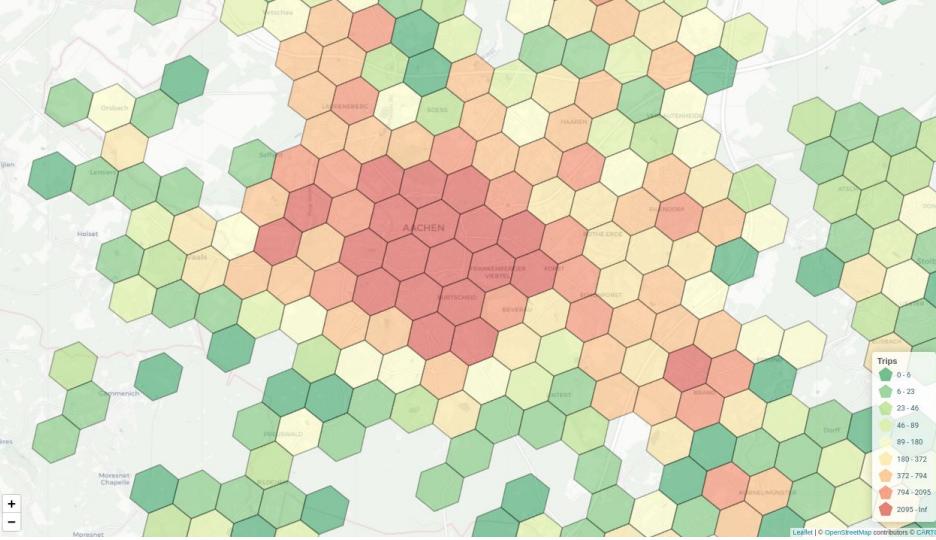
02:00 - 06:00

10:00 - 14:00

14:00 - 18:00

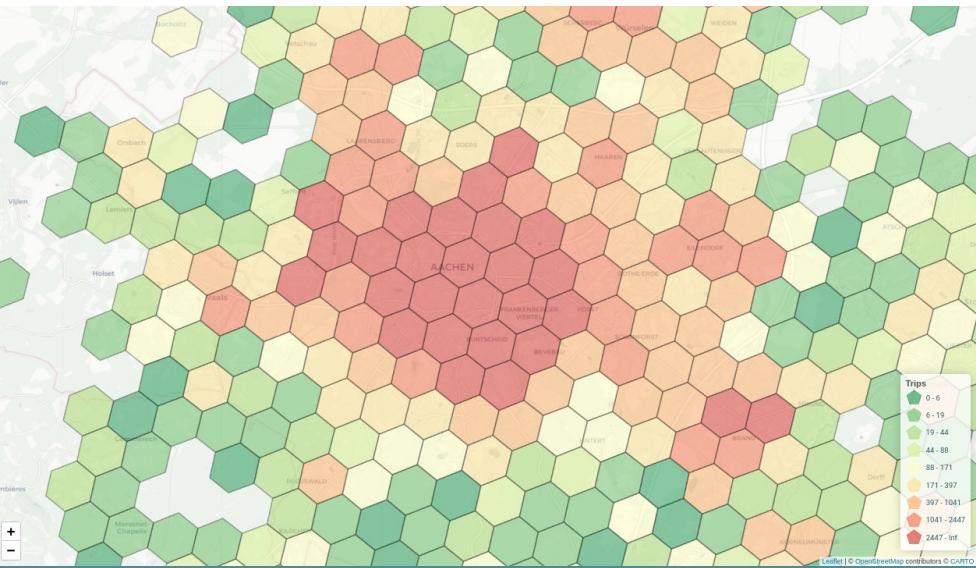
22:00 - 02:00





►Areas of origin of journeys made on **foot** in Aachen city center between **06:00 and 10:00**

Areas of origin made on **foot** ►
in Aachen city center from **2:00 p.m. to 6:00 p.m.**



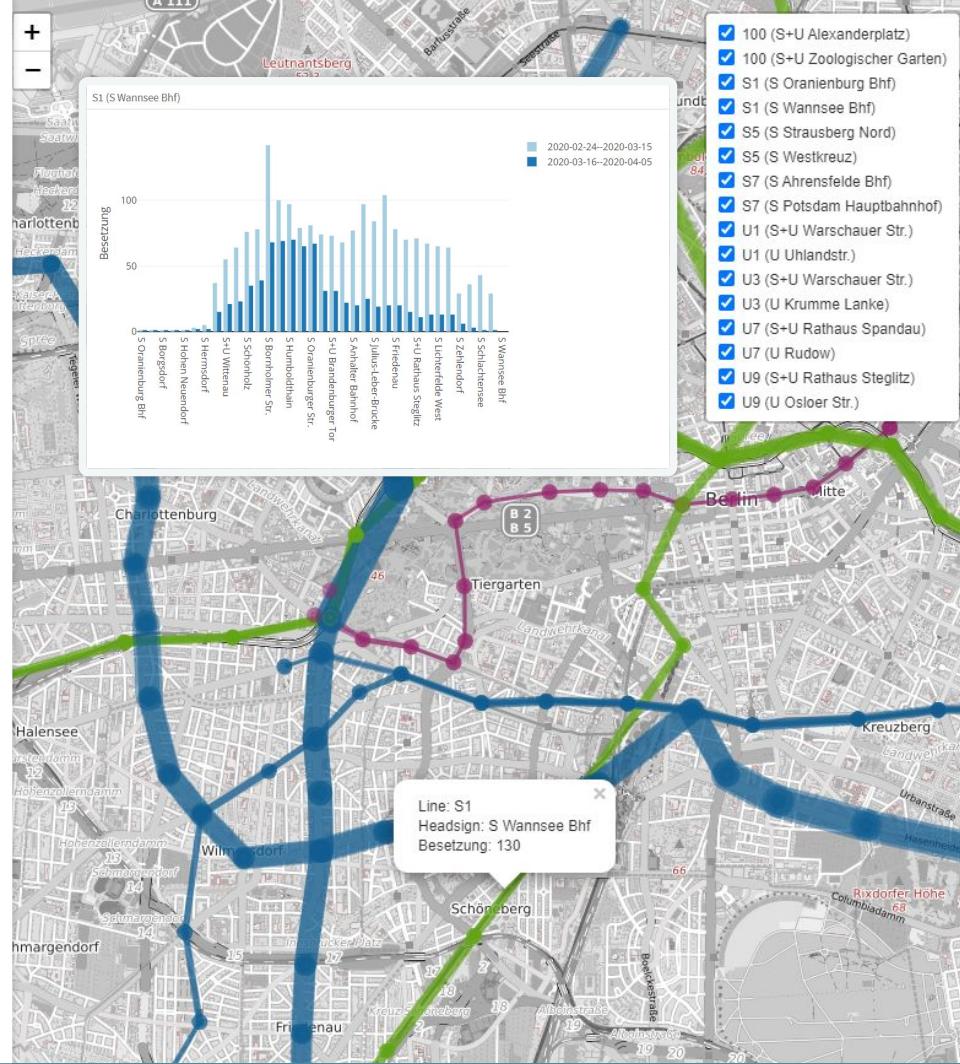
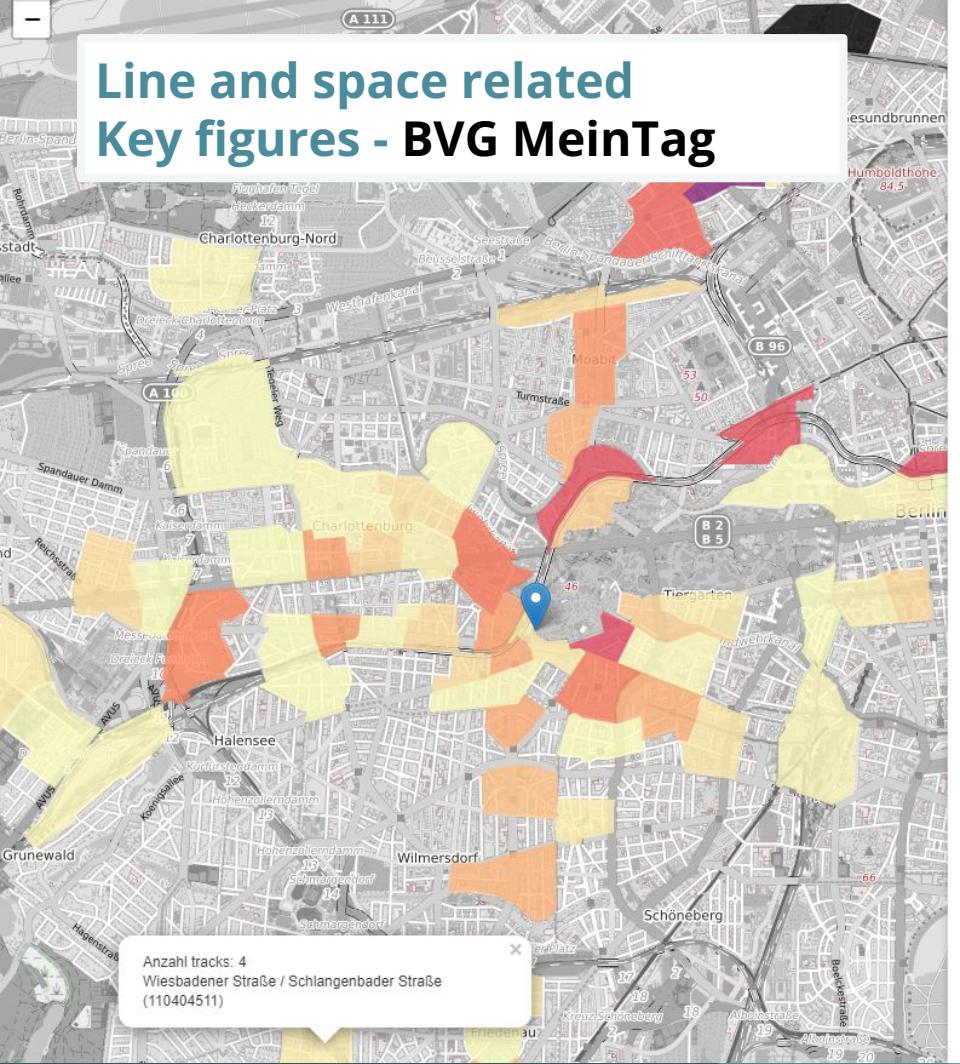
Austrian ministry of transport - Klimaticket

Determining the fare allocation and usage of the new nationwide flat-rate ticket

- Automatic matching enables precise allocation of public transport used
- 70-80 % of trips via Klimaticket logbook app
- Assignment to over 20 different regional billing units

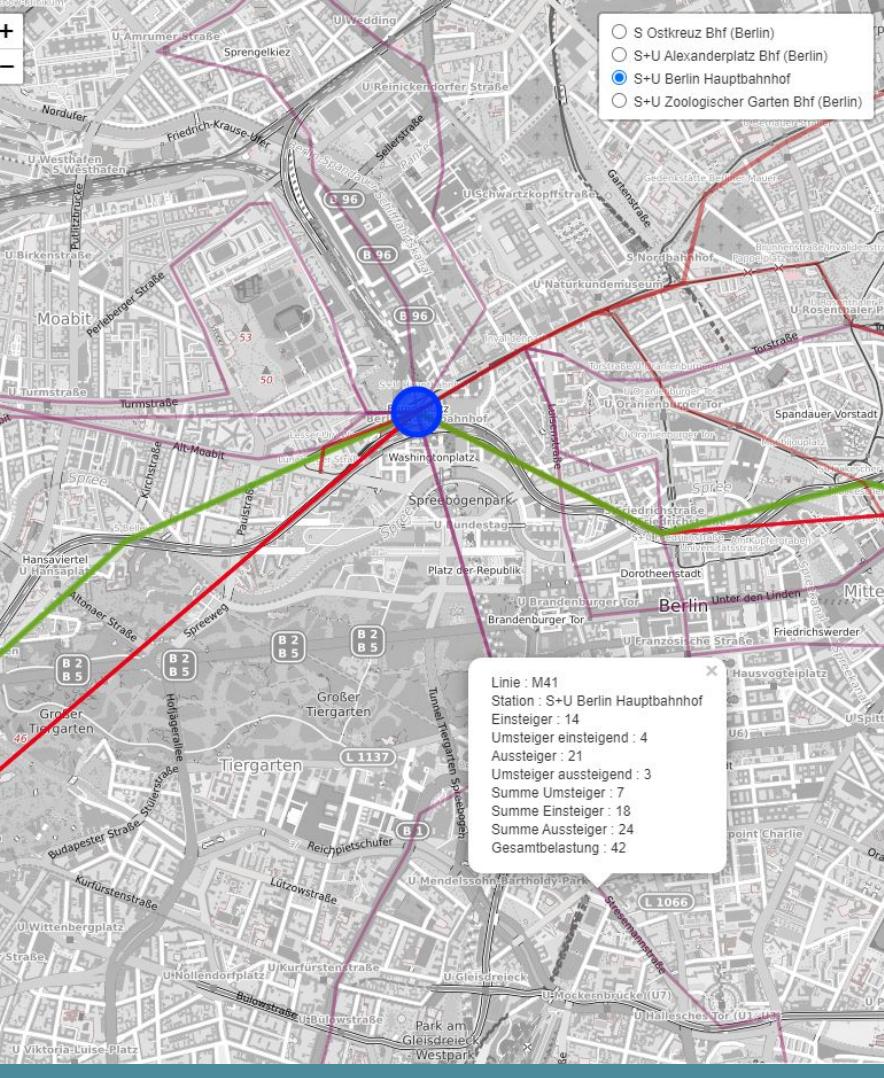


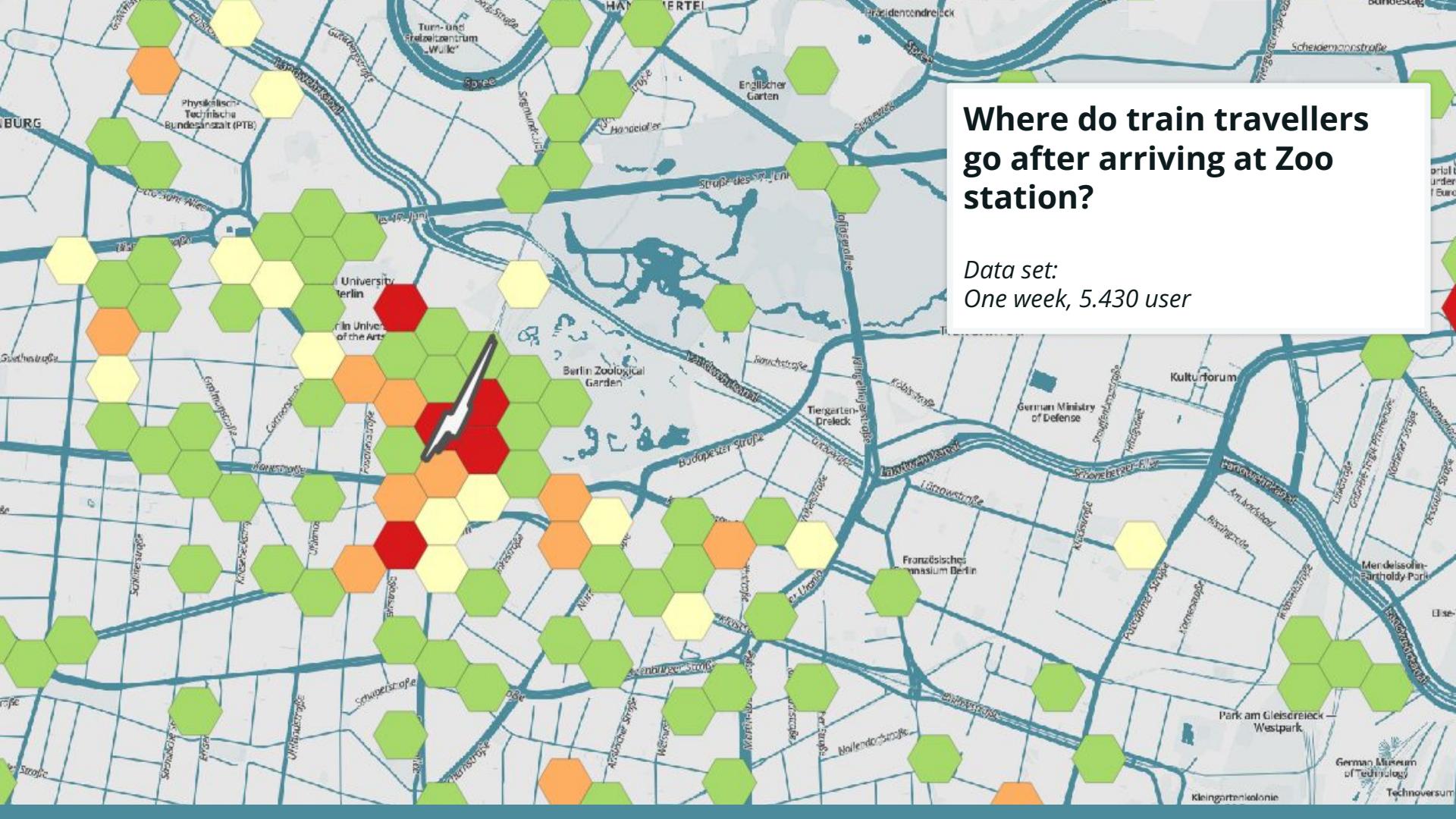
Line and space related Key figures - BVG MeinTag

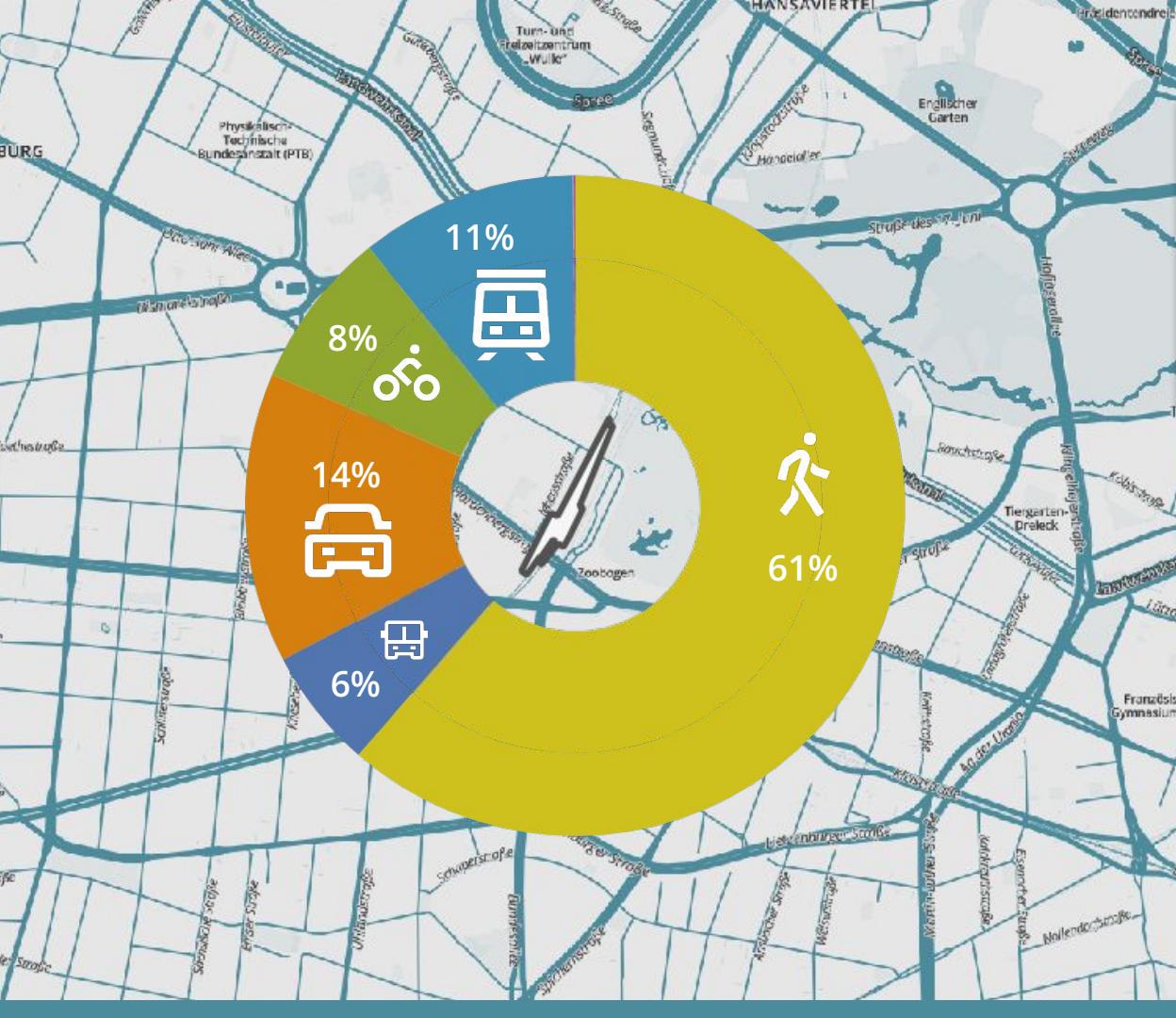


Mobility analysis for public transport operators

from
 194 (Berlin, Helene-Weigel-Platz)
 194 (U Herrenplatz/Karl-Marx-Str., Berlin)
 347 (Berlin, Tunnelschl.)
 347 (S Ostkreuz)
 X194 (Berlin, Herre Weigel Platz)
 X194 (U Herrenplatz/Karl-Marx-Str., Berlin)
 X347 (Berlin, Tunnelschl.)
 X347 (S Ostkreuz)
 N94 (U Herrenplatz/Karl-Marx-Str., Berlin)
 N94 (Berlin, Atzpodienstr./U Muggelseestr.)
 N94 (U Herrenplatz)
 RE12 (S Ostkreuz Bf.)
 RE12 (Stadt Bf.)
 RE14 (Nauen, Bahnhof)
 RE14 (S Flughafen Berlin-Schoenefeld Bf.)
 RE24 (Eberswalde, Hauptbahnhof)
 RE24 (Schoenberg, Bahnhof)
 RE25 (S Ostkreuz Bf.)
 RE25 (Werneuchen, Bahnhof)
 RE26 (Kostrzyn (PL))
 RE26 (S Ostkreuz Bf.)
 RE26 (S Ostkreuz Bf.)
 RE1 (Brandenburg Bf.)
 RE1 (Cottbus, Hauptbahnhof)
 RE2 (Cottbus, Hauptbahnhof)
 RE2 (Ueckermuer, Bahnhof)
 RET (Hauptbahnhof)
 RET (Wilsdorf/Vilzstadt, Bahnhof)
 S3 (Erkner Bf.)
 S3 (Spandau Bf.)
 S5 (S Strausberg Nord)
 S5 (S Wittenberg)
 ST (S Ahrensfelde Bf.)
 ST (S Potzdam Huptbahnhof)
 ST5 (S Wittenberg)
 ST5 (S Wittenberg, S-Bahn)
 S8 (S Birkenwerder Bf.)
 S8 (S Zehthen)
 S83 (S Grunow)
 S85 (S+U Pankow)







Which means of transport do train travellers use after arriving at Zoo station?

Data set:
One week, 5.430 user



At which stations are people combining bike and regional train?

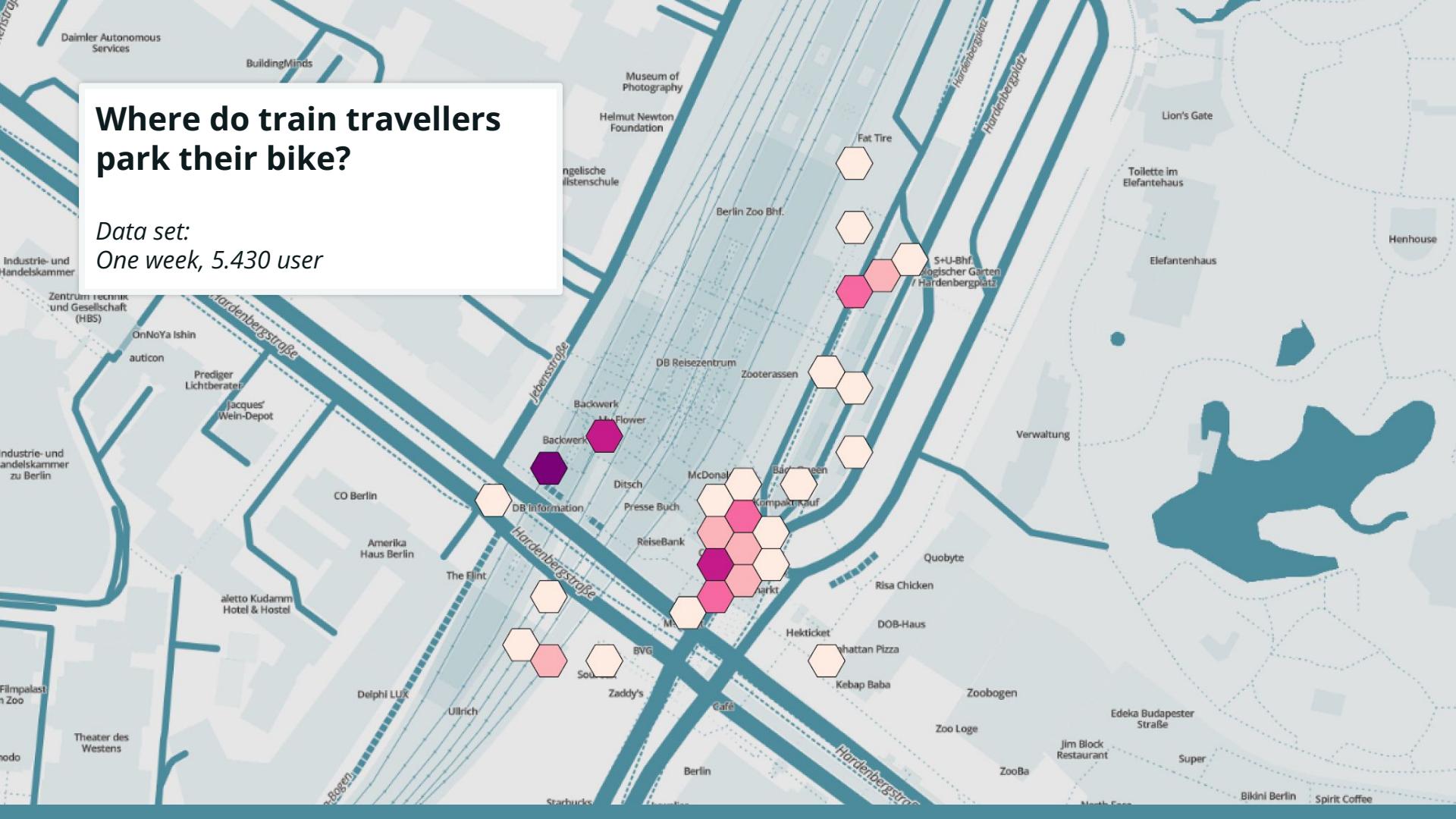
*Data set:
One week, 5,430 user*

Daimler Autonomous Services

BuildingMinds

Where do train travellers park their bike?

*Data set:
One week, 5.430 user*





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