

International Conference on Demand Responsive and Innovative Transportation Services

## The challenges of Delivering DRT Service: Experiences and Learnings

## The Challenges of Seamlessly Integrating Demand Responsive Transportation with Public Transport Services and Authorities

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April 16th 2019, Baltimore



# Who is talking?

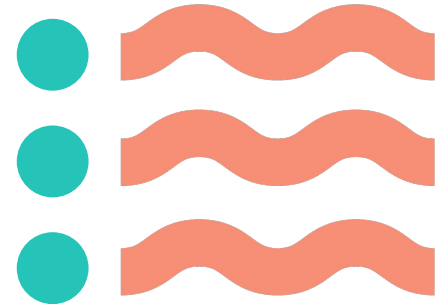
Alice Etropolszky

- B.Sc. Urban Planning / M.Sc. Urban Studies
- Consulting experience - international public transport projects
- Business Development Manager since 2017 with door2door



# Structure of the presentation

01. The “Who? What? With whom?”
02. The mobility framework in Germany
03. The lessons
04. Recommendations



The “Who? What?  
With whom?”



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# door2door - the big picture

## Who?

**Berlin based, 70+ employees**

**Technology and data company**

## What?

**On-demand ridesharing technology provider**  
(not a ridesharing operator)

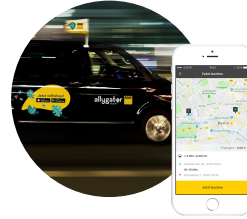
**White-label solution**

## With whom?

**Cities and municipalities**

**Enabling local players to introduce on-demand ridesharing**

# door2door - references



## AllygatorxADAC, Berlin

Metropolitan area  
Population 3,700,000  
Launch August 2016



## MVG, Munich

Metropolitan area  
Population 1,500,000  
Launch July 2018



## DVG, Duisburg

Large city  
Population 500,000  
Launch October 2017



## Freyung, Bavaria

Rural area  
Population 7,500  
Launch August 2018



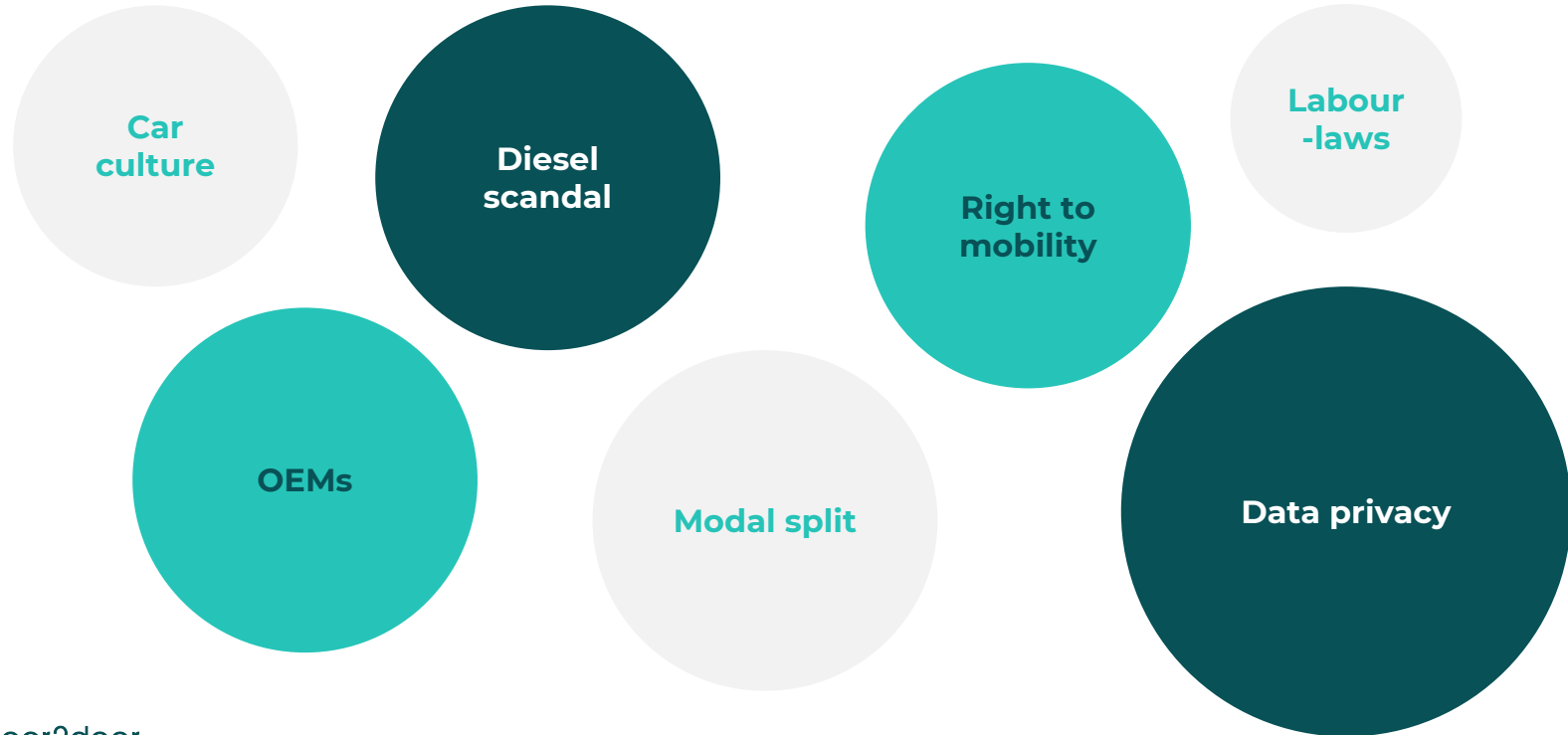
Stadtwerke Münster

# The mobility framework in Germany



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# Important factors forming mobility





“The tactic that made it a ridesharing market leader in the US did not fly in Germany, where even the permits need permits.”

Handelsblatt

# This means...

We do have...



... a rather well protected public transport system and taxi industry!

We do not have...

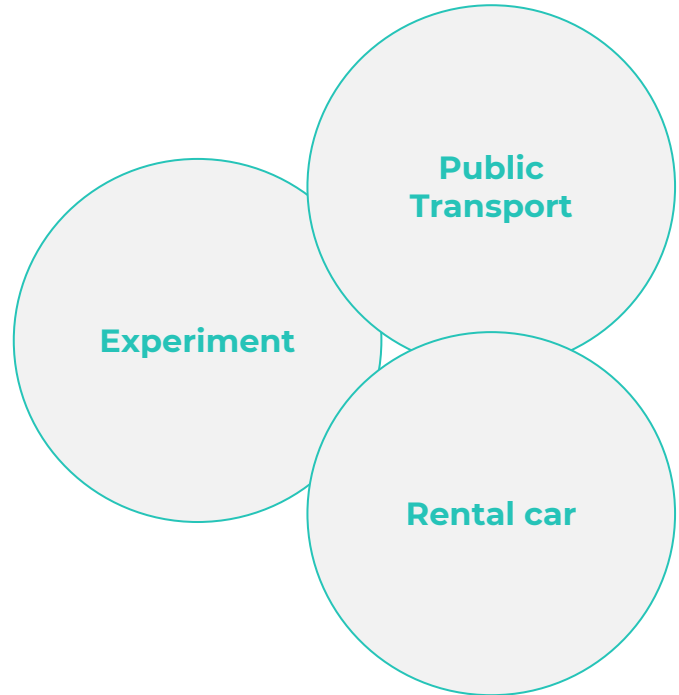


... **yet!**

→ Product of strong regulation

# So what is allowed?

- Taxi
  - Taxi Sharing
  - Not for profit carpooling
- 
- **Ridesharing, but only under certain conditions**



# The business of mobility



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Billions of public  
subsidies for PT



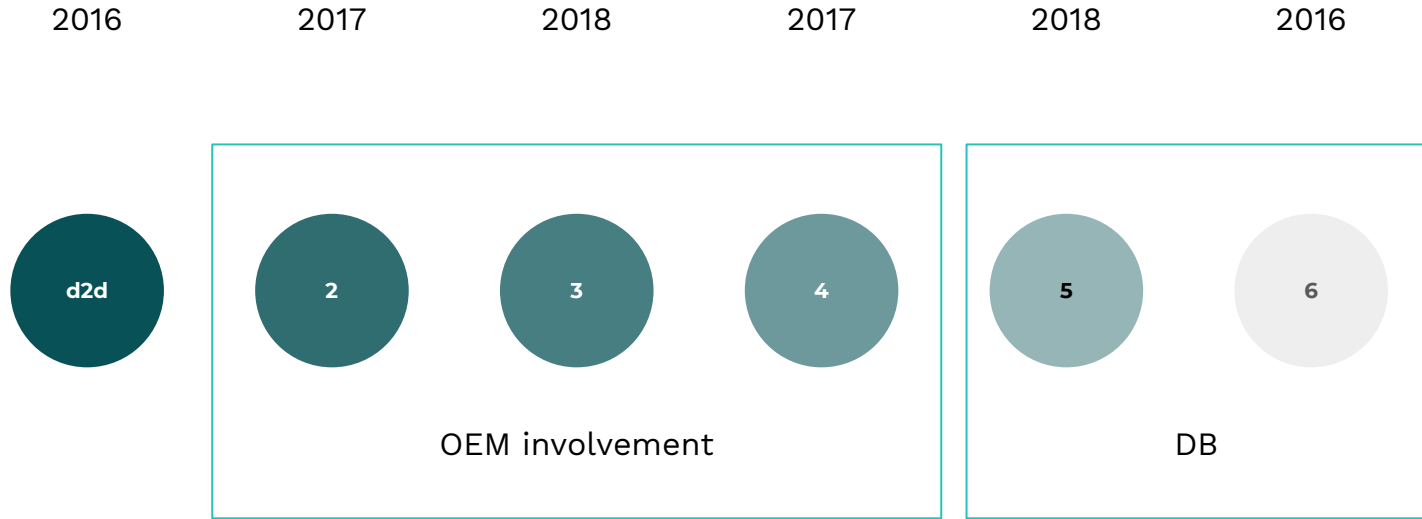
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Billions of VC  
subsidies

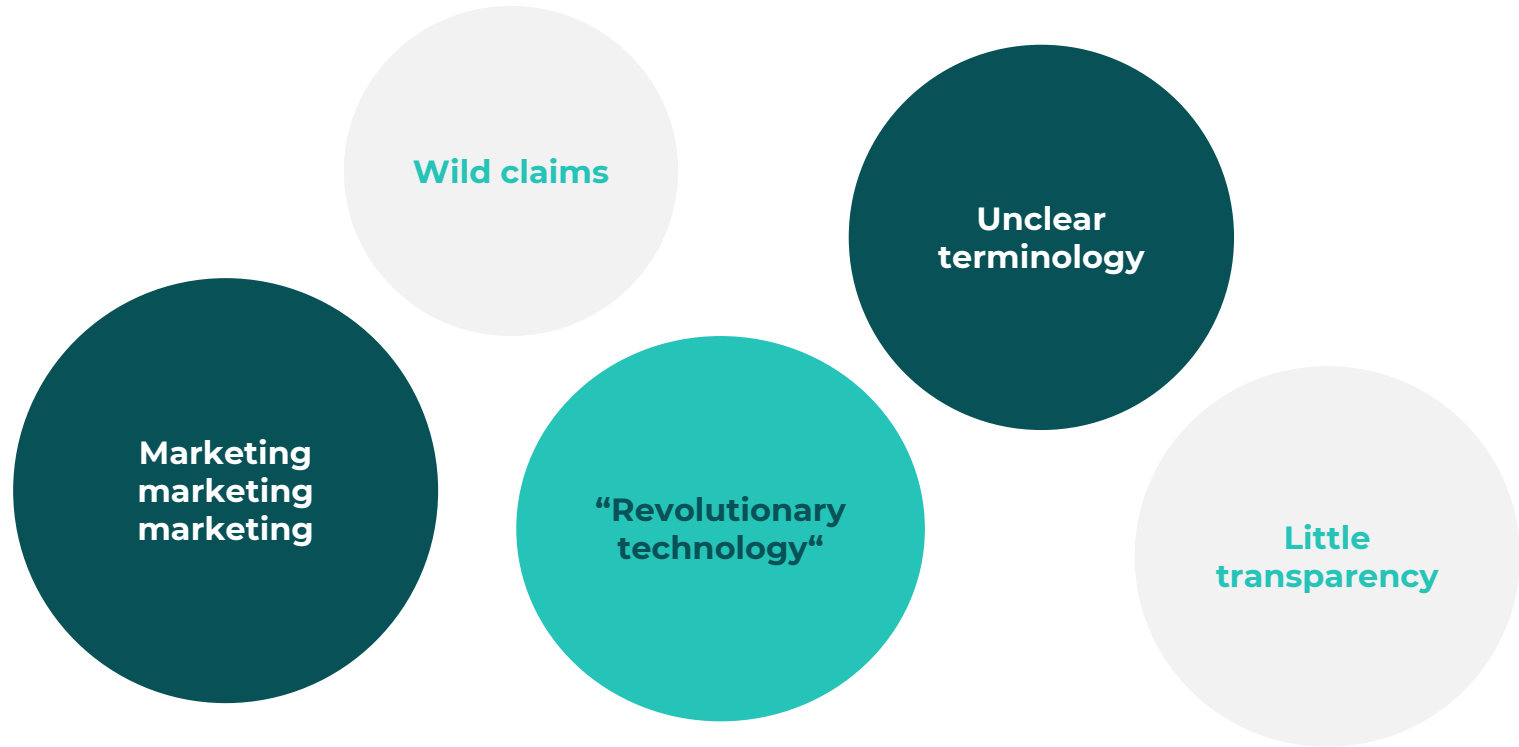
# The ridesharing scene in Germany



# The ridesharing scene in Germany



# Talking about ridesharing



The lessons  
“Some more painful than  
others”



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# Working with the public sector

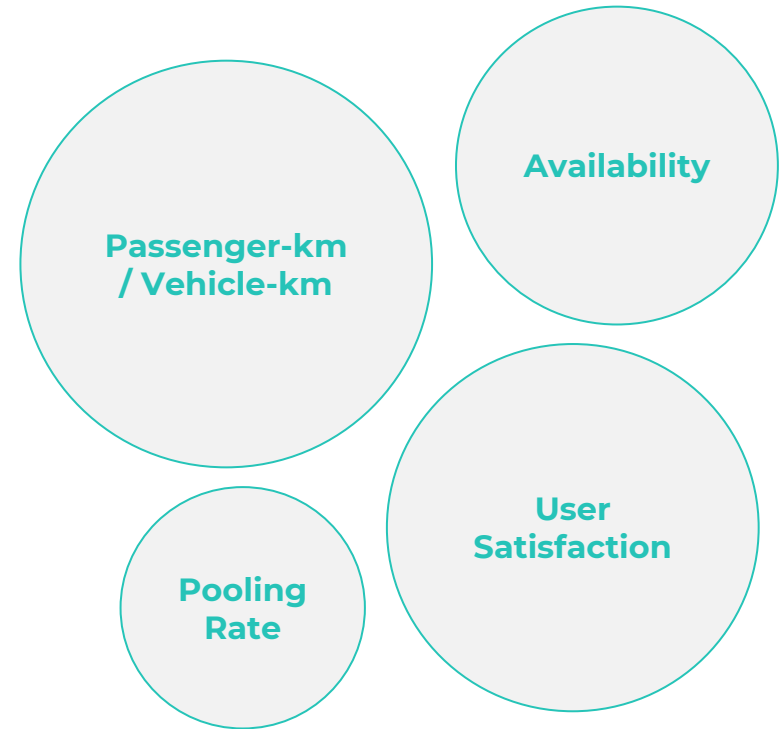
- Often processes are very slow
- Projects can become political
- Lack of agile/flexible work culture - essential for tech development

# Wildly different tech understanding

- Underestimating complexity of tech solution
- Existing solutions have to be integrated

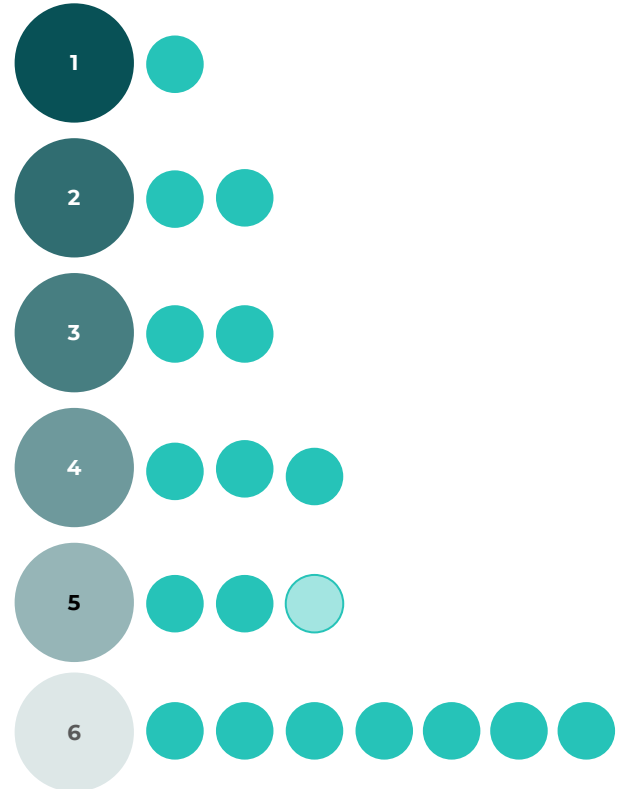
# Lacking framework to measure

- No standard for measuring new on-demand systems
- No transparency



# Looking at scalability

- Slow scaling
  - Risk aversion
  - Difficulty funding
- 
- Can compromise learnings

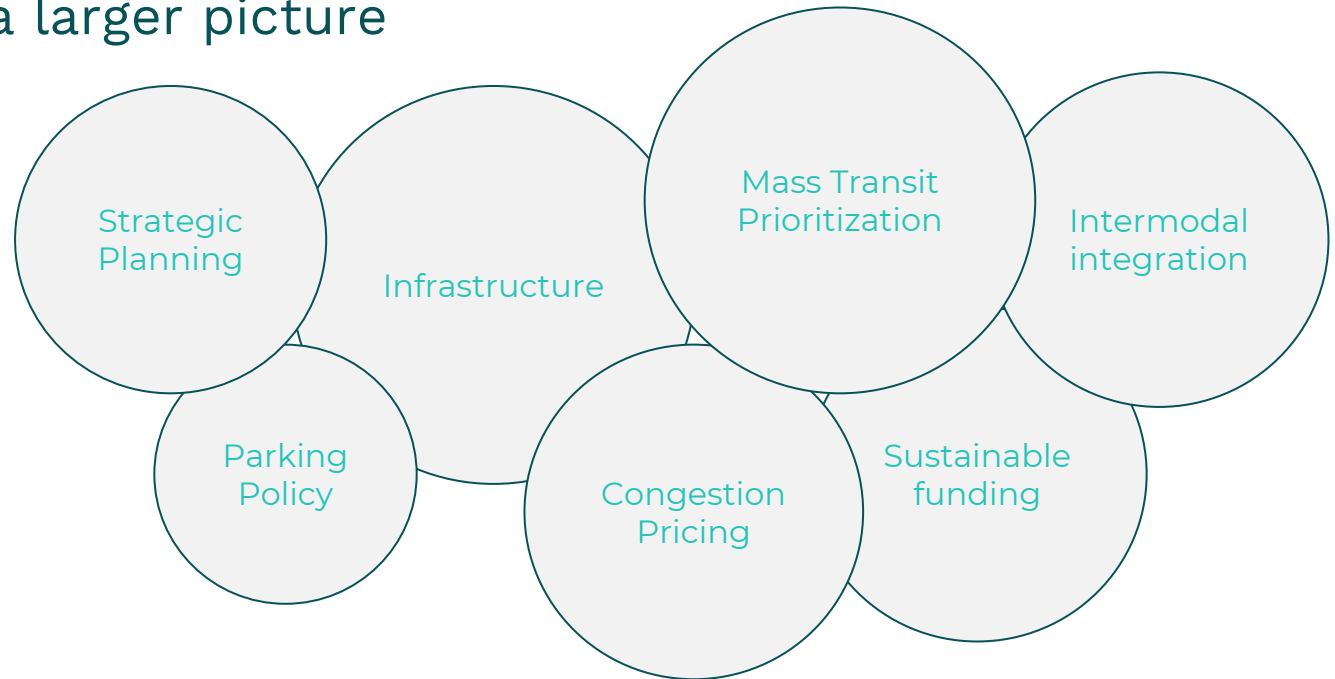


# Tech will not save the world

- Tech solutions can be valuable - but they are part of a larger picture

# Tech will not save the world

→ Tech solutions can be valuable - but they are part of a larger picture



Motherly advice

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# Recommendations ...

- Clearly define your pain-points and problem statements
- Early engagement of interest groups and users



# Recommendations ...

- Measurable and comparable framework
- Set up ambitious pilot projects with clearly defined and measurable targets
  - ◆ Various use cases
  - ◆ Guarantee transparency
  - ◆ Share and publish learnings
- Self-organize and exchange on experience

# Recommendations ...

- Develop guidelines for DRT planning
  - ◆ Including Pricing
- Develop new tendering standards
- Think of the long term implications of partnerships
- Ask the difficult questions!!!
  - ◆ Question statements, numbers, claims, etc.

# Recommendations ...

And...

- What will autonomous vehicles mean for you?
- How will you position your organisation in that future landscape?

# The aim...

...work towards sustainable transportation planning policy, where each transportation mode is utilized for the fitting use case...

**THANK  
YOU!**



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