VERTICAL MOBILITY AS PLATFORMISM

Dominique Laousse
Head of Innovative design and Foresight
Innovation & Research Department

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VERTICAL MOBILITY?
Exploring new values in a period of transition

• HYBRIDATION
  – Cooperation
  – Commensal links

• RESILIENCE
  – Ageing
  – ICT explosion

• HOSPITALITY
  – Mobility for all (equity)

• IDENTITY
  – Being mobile

Why mobility is a question of IDENTITY?
FROM TRANSPORT TO MOBILITY & MOBILITIES
Meaningful & useful mobility

• TRANSPORT, A NETWORK OF INDUSTRIAL ERA
  – A vision of “heavy” production
  – CHALLENGE: door-to-door (needs)
  – Focus on hardware (Infrastructures)

• Mobility : chrono-sapiens
  – New relations to manage time & space trips
  – CHALLENGE: services (expectations)
  – Focus on software (Apps)

• Mobilities : homo-mobilis 2.0
  – Hyper-urban person, mobile & connected
  – CHALLENGE: autonomy (Joint design)
  – Focus on socialware (Incubation)
RADICAL CHANGES IN USES

NEW RELATIONS TO

• TIME
  – Fragmentations & recompositions

• SPACE
  – from O/D to places (*chronotopes*)

• TECHNOLOGIES
  – Augmented Mobility Person

• SELF & OTHERS
  – Autonomy, interaction, Body concern
  – Public health
PHOSPHORE by EIFFAGE
High Quality of Life repository

Respect of spirit of local context
Rational management of flows & mobilities
Intensification & evolution of uses
Cohesiveness Health Well-being
Risk prevention & resilience
GUIDELINES FOR DESIGNING GLOBAL SYSTEM FOR URBAN MOBILITY
DESIGN OF MOBILITY PLATFORMS
NEW competence?

DESIGNER & OPERATOR
OF AUGMENTED MOBILITY SYSTEMS

Transport → Mobility
Client as user to shared client

O/D Door-to-door

Mobility → Transport
Mobile & connected person to PT client

Places Persons Activities

PLUG & PLAY
Acceptability of diversity of uses

OPEN SOURCE
Personnalisation & joint-design
INCUBATING PLATFORM
SMART CITY/MOBILITY (MIT)

• 4\textsuperscript{th} efficiency order
  – Eco-assistant (eCOPET)

• 3\textsuperscript{d} efficiency order
  – Urban browser

• 2\textsuperscript{d} efficiency order
  – City as electrical plant (V2G)

• 1\textsuperscript{st} efficiency order
  – ↓m\textsuperscript{2} et M\textsuperscript{2}/h + ↓KWh used
### “NEW DEAL” FOR MOBILITY

<table>
<thead>
<tr>
<th>Interactions with</th>
<th>Territories</th>
<th>Individuals</th>
<th>Technical system <em>(innovation vector?)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transport</strong> <em>(industrial)</em></td>
<td>Land planning (network)</td>
<td>Flows/crowd</td>
<td>Infrastructures (optimization)</td>
</tr>
<tr>
<td><strong>Mobility</strong> <em>(services)</em></td>
<td>Urban management (diversity)</td>
<td>Clients (uses)</td>
<td>All modes (information)</td>
</tr>
<tr>
<td><strong>Urban mobility</strong> <em>(links)</em></td>
<td>Potential of development (local talents/skills)</td>
<td>Actors (co-designer)</td>
<td>Incubator (collaborative innovation)</td>
</tr>
</tbody>
</table>

**Economics model**
- Public funding
- PPP
- Public & Common Good

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D. Laousse/ A. Largier, SNCF 2012
SOCIO-ECONOMICAL EVALUATION OF TRANSPORT INFRASTRUCTURES

• **Time-price model** \( \Delta T^* \) €
  - Time saving : Average monetarized time

• **Traffic evaluation (elasticity assessment)** \( \Delta D \)
  - Generation : global demand at different time horizons
  - Distribution : Traffic distribution on every O/D
  - Modal choice : modal changes according to offer variations
  - Induction : induced traffic by changes in quality of transport

• **Land planning**
  Blueprint

• **Environmental impacts**
  Surveys
FRUGALITY BASED ECONOMIC MODEL? 
MORE VALUE WITH LESS MONEY

- « Productivist» Model
- « Collective progress » Model

Limiting design Principles
Externalities recovering problem

New design logic
Incubation platform

Global Surplus
Land value Infrastructure
Real estate Employment

Stations
Local communities Flows
Agents
Private actors
OBRIGADO