

OMOD® - Optimized Mobility On Demand

Current situation:

Tomorrow's mobility services are in the starting blocks or in the trial phase. "Transportation on Demand", "shared cabs", "autonomously driving vehicles" will bring us to our desired destination in the future.

Currently, these solutions are coming up in parallel to the existing and established public transport, which could be an optimum from an ecological & economical point of view, for the local traffic volume.

Our vision:

In order to achieve an optimal utilization of all available means of transport, all transport offers must be combined into an overall system. Fixed schedules and routes are a thing of the past. Only the totality of all travel requests decides which vehicle is used on which route. Thus, an optimal and demand-oriented mobility coverage, with the best ecological & economic utilization, can be generated or offered.

Our Implementation:

At the beginning, the flexibility of the public transport has to be increased. For this purpose, the routes of the buses are divided into smaller sections. From now on, a bus no longer travels from terminus to terminus, but from transfer point to transfer point. Initially, the buses will continue to run according to the timetable. The people can initially get used to the new names of the transfer points.

In the next step, the OMOD system will be introduced to the timetable service. Some of the buses will run dynamically planned routes, which are functions of the travel orders registered with OMOD. At this stage, alternative means of transport are also already integrated and generate an intermodal travel offer, with an extended coverage.

The final stage of expansion is reached when > 90% of the travel orders are registered with OMOD. Routes are now only operated if a corresponding trip request is registered. Alternative means of transport from all providers are fully integrated and a true door-to-door transport offer can be provided to the end customer.

Our objective:

The OMOD concept puts the primary focus on the best possible utilization of transportation resources. This creates optimal mobility coverage for the end customer and a forward-looking integration and strengthening of public transport. The intermodal mobility offer also increases the attractiveness of public transport for customers who previously used their own car. A lower volume of traffic and thus lower emissions are further positive side effects. OMOD is also the key to preparing our inner cities for a traffic-free future and the basis for the use of alternative and autonomous means of transport in public transport.