

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

Marrakech, 21-22 october 2015



Design

From intermodality to intermobility :

**how research & innovation
frame station's adaptation to posturban challenges**

- Nacima BARON
- Laboratory Ville Mobilité Transports
- Ecole des Ponts ParisTech
- France
- Session 1





CONTENT

1. Starting from station's challenges

Applying research to station management

2. How may academics and corporate collaborate ?

Framing new station's ecosystem

3. Valuing station activity

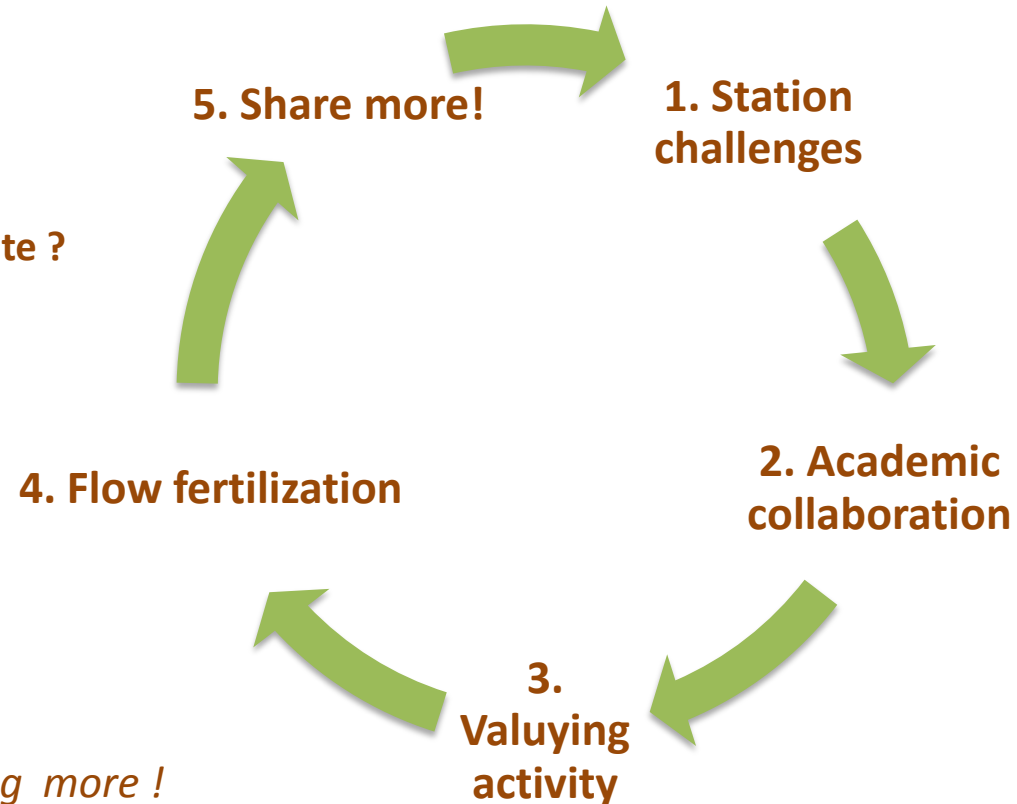
Modelling pathways of station development

4. Fertilizing flows

Digitalizing client's behaviour

Conclusion

Necessity of structured Partnership for Sharing more !





1. Starting from station's challenges

Intermodality to
Intermobility
Disruption ?

Station as a network :
*More than
interconnection ?*

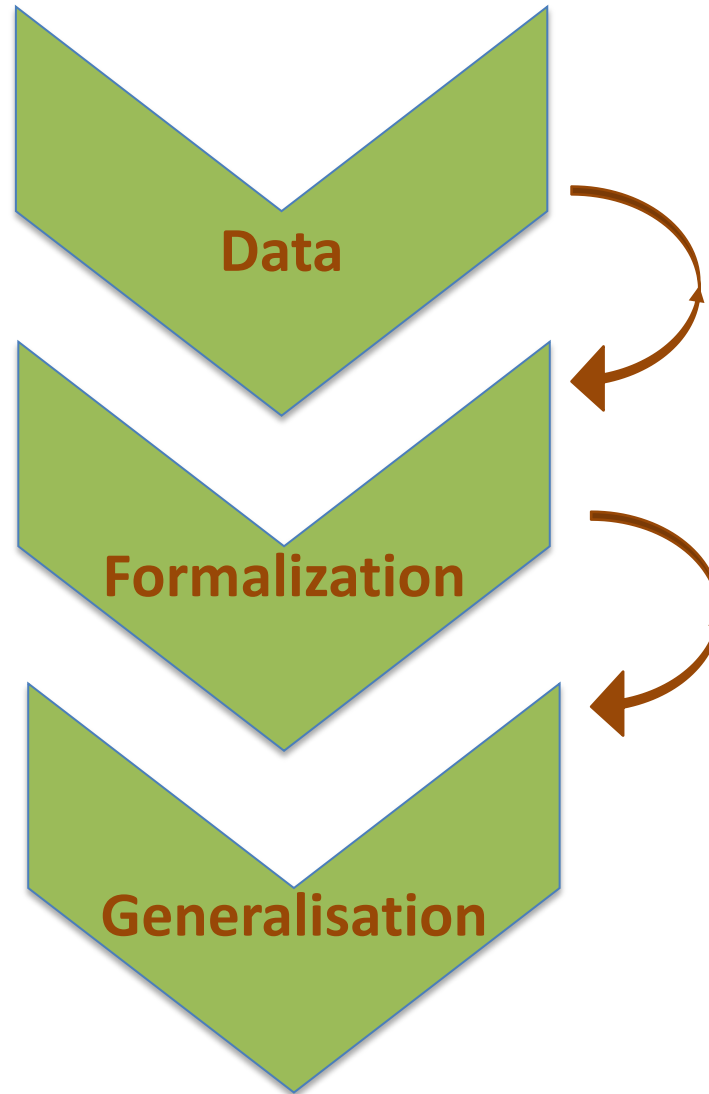
Station as a urban place
*More than
(smart) hubs ?*

Beyond efficiency
*Research as
part of the solution ?*





More science for stations ?
Adding to expertise a research strategy



- Case studies
- Data mining

- Quanti/Quali Methods
- Algorithms, Visualization

- Calibration, Comparison
- Tests of robustness

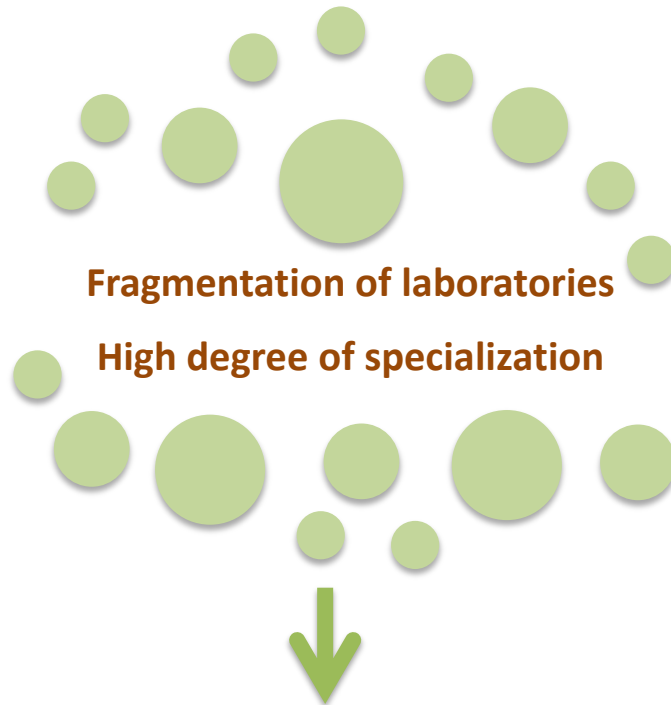




How may academics and corporate collaborate ?

Overcoming limitations on both sides

1. OVERCOMING OPACITY



2. SELECTING HOT TOPICS



4. Contracting



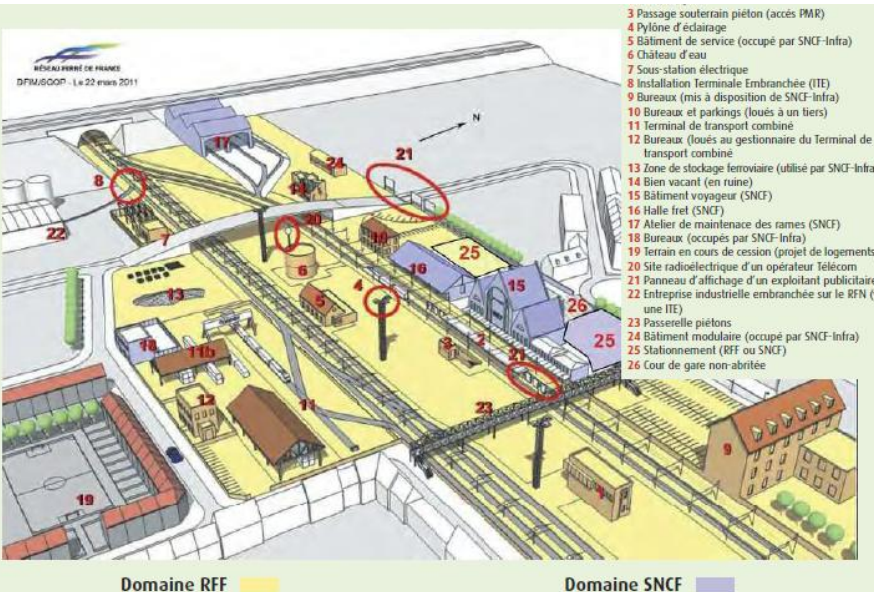
3. Negotiating conditions

Access to hot datas...
Authorizations of exps ...

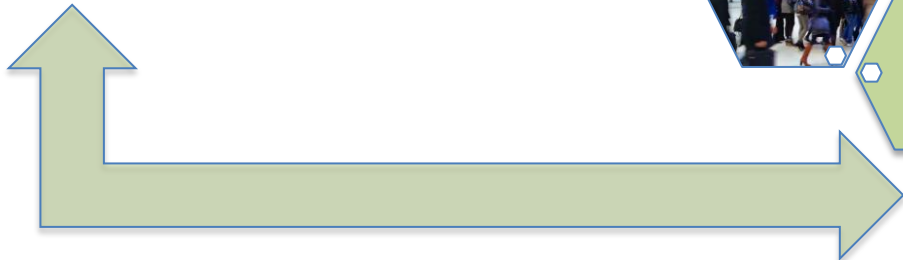




Framing together the ecosystem



Sharing station's spaces



Recomposing the ecosystem

Source : CERTU Le foncier ferroviaire acteurs et stratégies d' intervention
 Fiche n° 3 novembre 2012 Gilles Bentayou, avec l' accord de RFF.



Purpose

- linking investment with performance
- ranking service efficient and effective delivery
- asserting and comforting processes of costing

Multi criteria assessment

- Perimeter of costs
- Level of Quality service

Costing methods

- Toolkit Development
- Standards of cost profiling

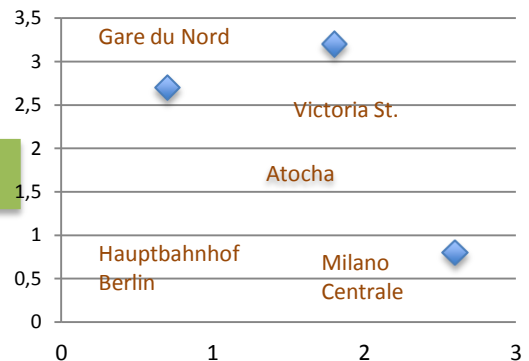
Interest for Station Operator

- Testing various scenarios
- Optimizing and measurability for all station



Modelling pathways of station development

*Comparing
"pathways" of
station
development*



*Comparing
Types of PP
Partnership*

*Involvement of
public
institutions*



*Mapping
station
typologies*





From Pedestrian flow understanding
to client behaviour prediction

High Priority
Shared interests
Contradictory expectations
Common questions !

Fast growing volumes

Free / limited access

Conviviality

Exclusivity

Security



Speedness

Waiting zones

Catchments

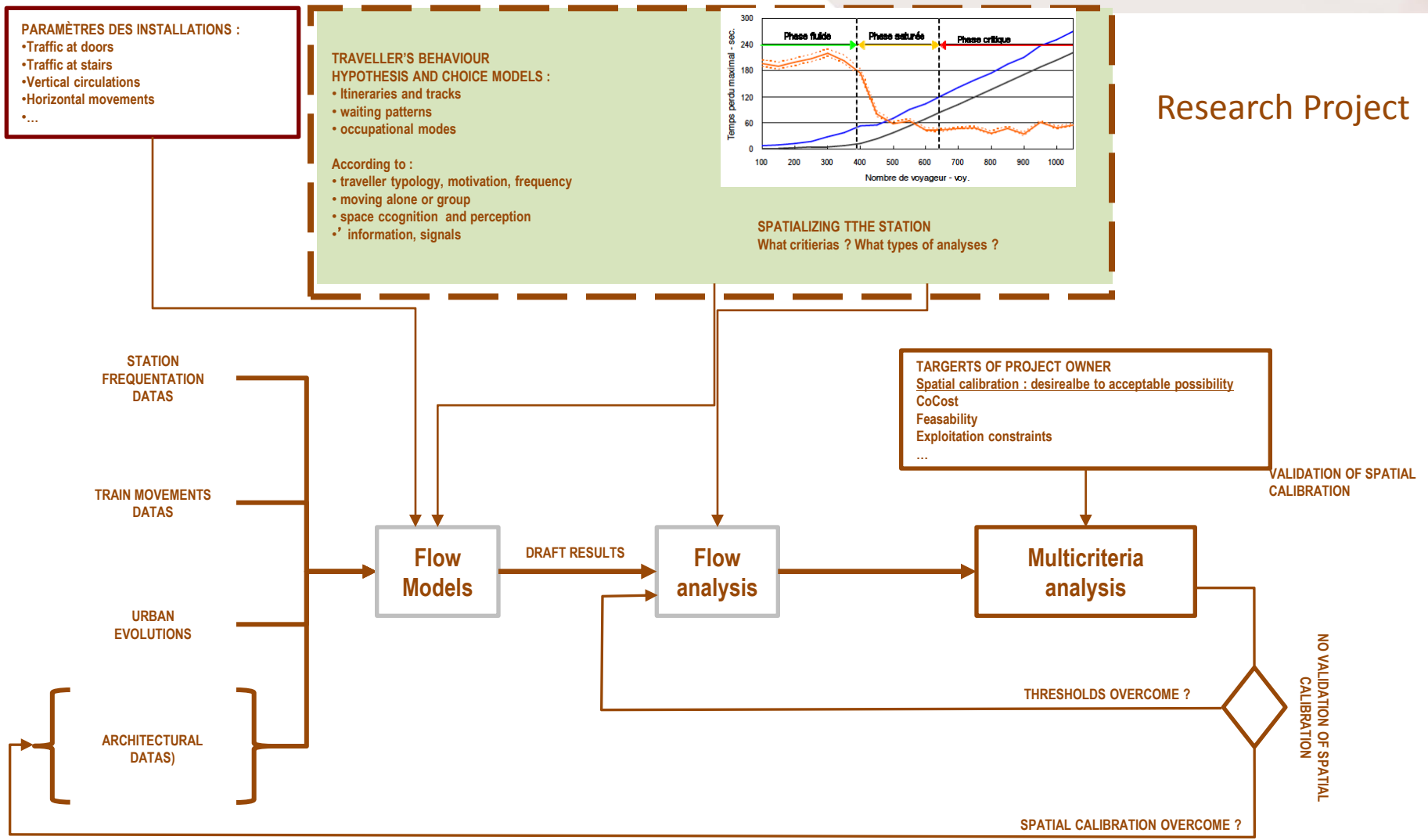
Seamless movement





Digitalization and station flows « fertilization »

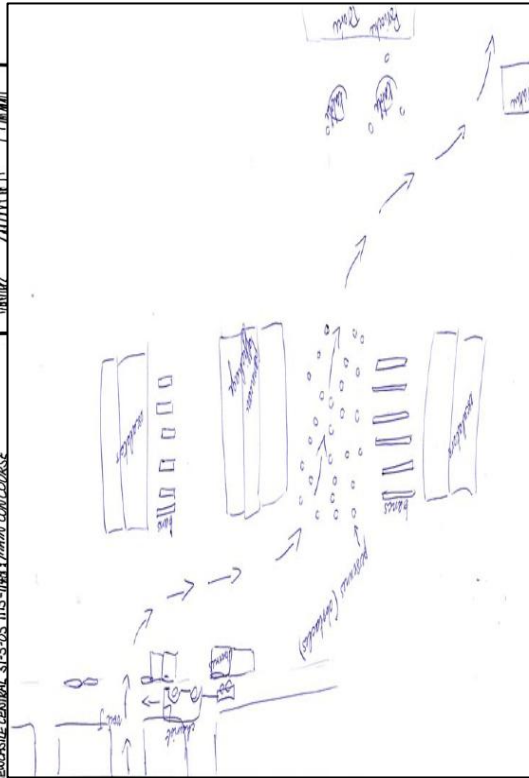
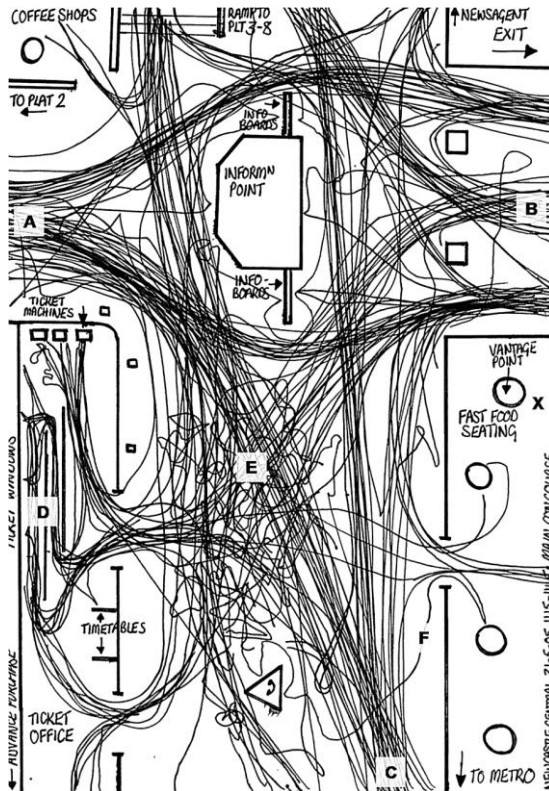
Research Project





9. Sharing results

Revealing interaction potentials for more competitive stations



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- **Ecole des Ponts Paris-Tech**
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- **www.lvmt.fr**



THANK YOU MERCI

