

SMART STATIONS IN SMART CITIES

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Stations are the key – DB´s Smart Cities program

Dr. Meike Niedbal
Head of Business Development, DB Station&Service AG, Germany
Session 3a, Solutions for integrated mobility

UNDER THE HIGH PATRONAGE OF

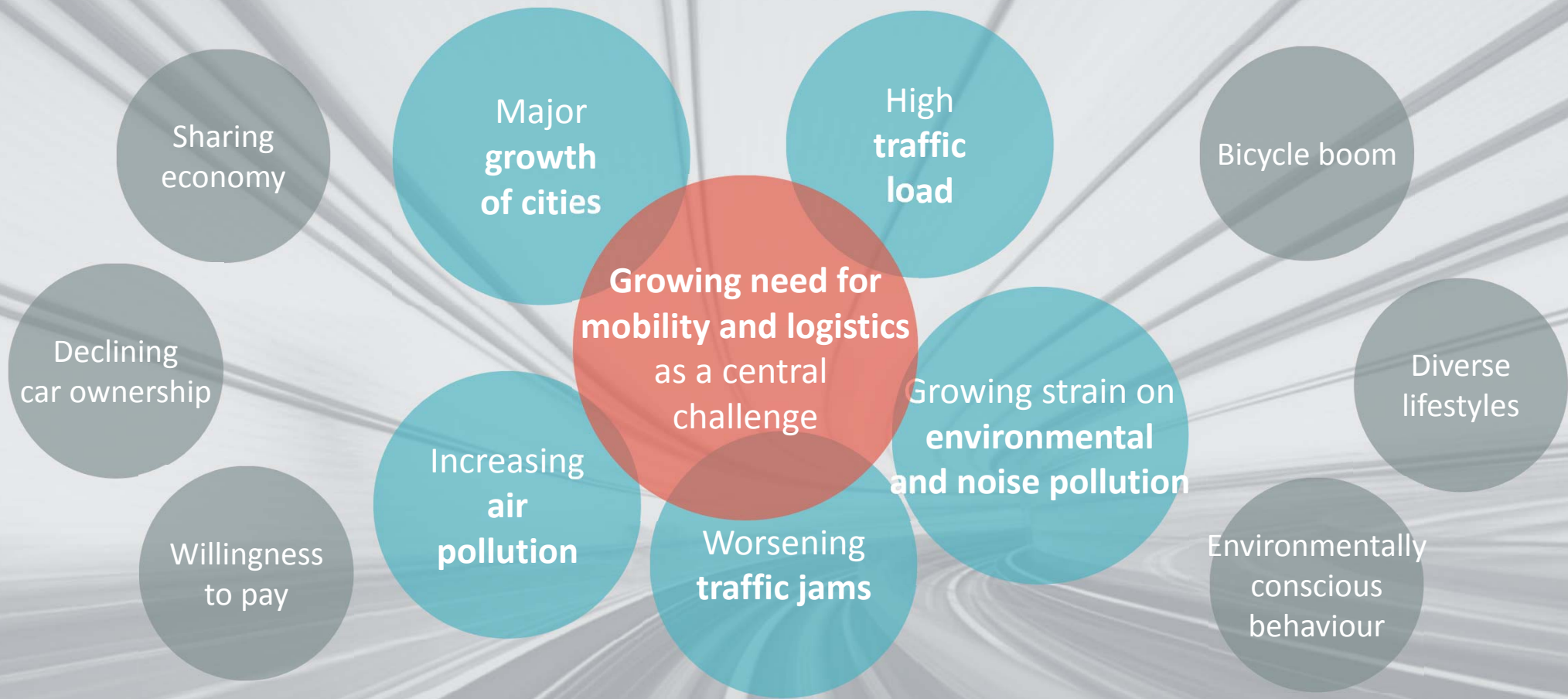


The logo for DB Smart Cities is a large white hexagon centered on a background of colorful geometric shapes. The hexagon is divided into six segments by lines extending from its center to its vertices. The segments are colored: top-left (dark brown), top-right (red), right (orange), bottom-right (teal), bottom-left (grey-blue), and left (light beige). The text 'DB Smart Cities' is centered within the white hexagon.

**DB
Smart
Cities**

**Dr. Meike Niedbal
Head of Business Development
DB Station&Service AG**

The DB Smart Cities programme helps German cities to tackle the biggest challenges of sustainable urbanisation

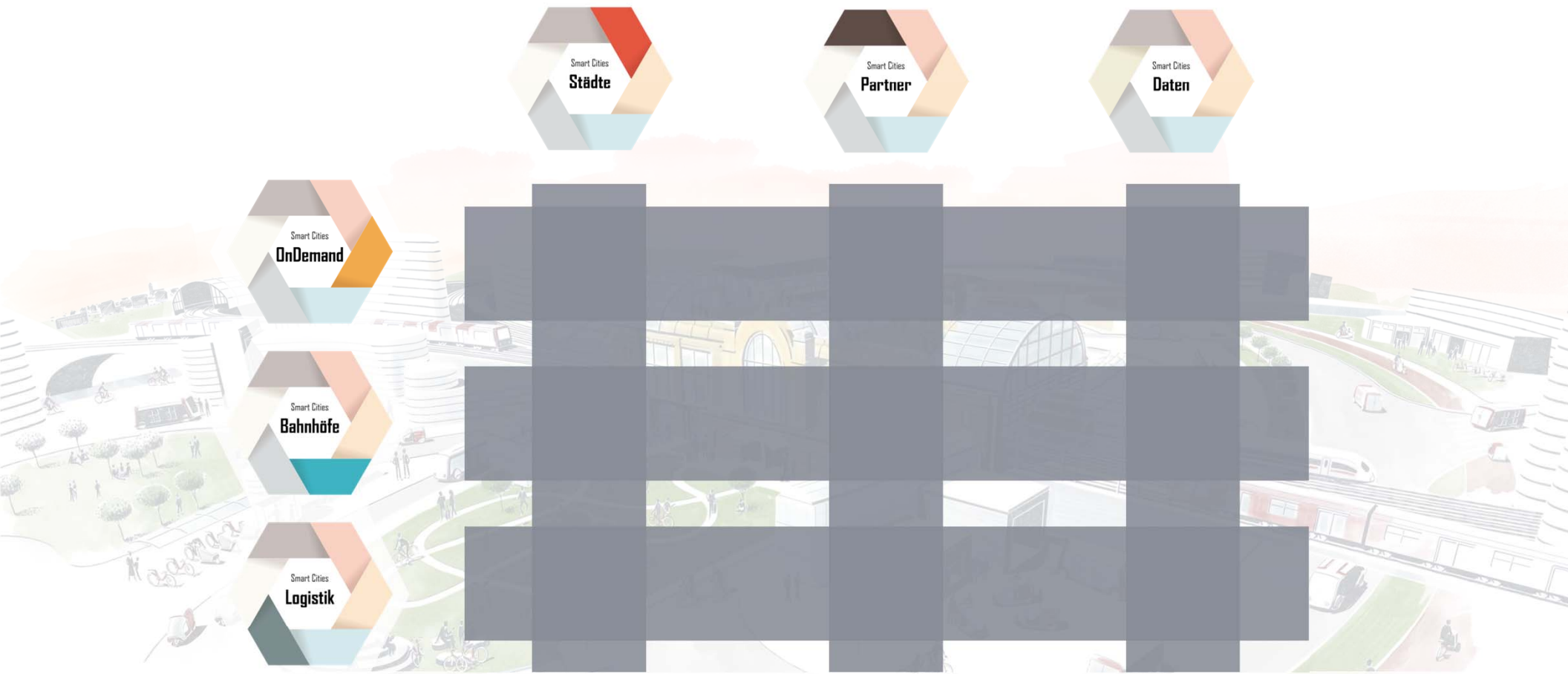


The DB Smart Cities programme answers the question of **how mobility and logistics can be part of the solution** to enhance quality of life of urban citizens by providing convenient, affordable yet environmentally friendly solutions.

Creating new business and improving the citizen's quality of life by cooperating with the cities and other partners are the goals of DB Smart Cities



With its integrated buisness model, DB is in a good starting position

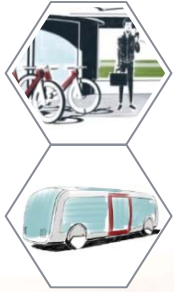


Through our products, we strenghten the identification of citizens with their **city**.

We sucessfully scale our products with few big **partners** and use the innovative capacity of smaller partners for our products

We build products that generate additional **data** already today and use these data to develop innovative products

DB Smart Cities offers smart approaches to mobility and logistics to tackle the central challenges facing cities



Integrated mobility: bicycles and on-demand shuttles

In a mobility context, we aim to strengthen integrated mobility by providing an **attractive range of products for the first and last mile**. To this end, we need to rethink and expand **on-demand products** such as shuttles and **bike sharing systems**.



Railway stations: creating “third places” and coworking spaces

Railway stations function as physical mobility and logistics hubs. Our aim is to move beyond this to develop railway stations **into places where people want to spend time**. As local supply centres and critical sites for interaction and relaxation within the city, **railway stations can increase quality of life and tap new business potential** (e.g. with coworking spaces).

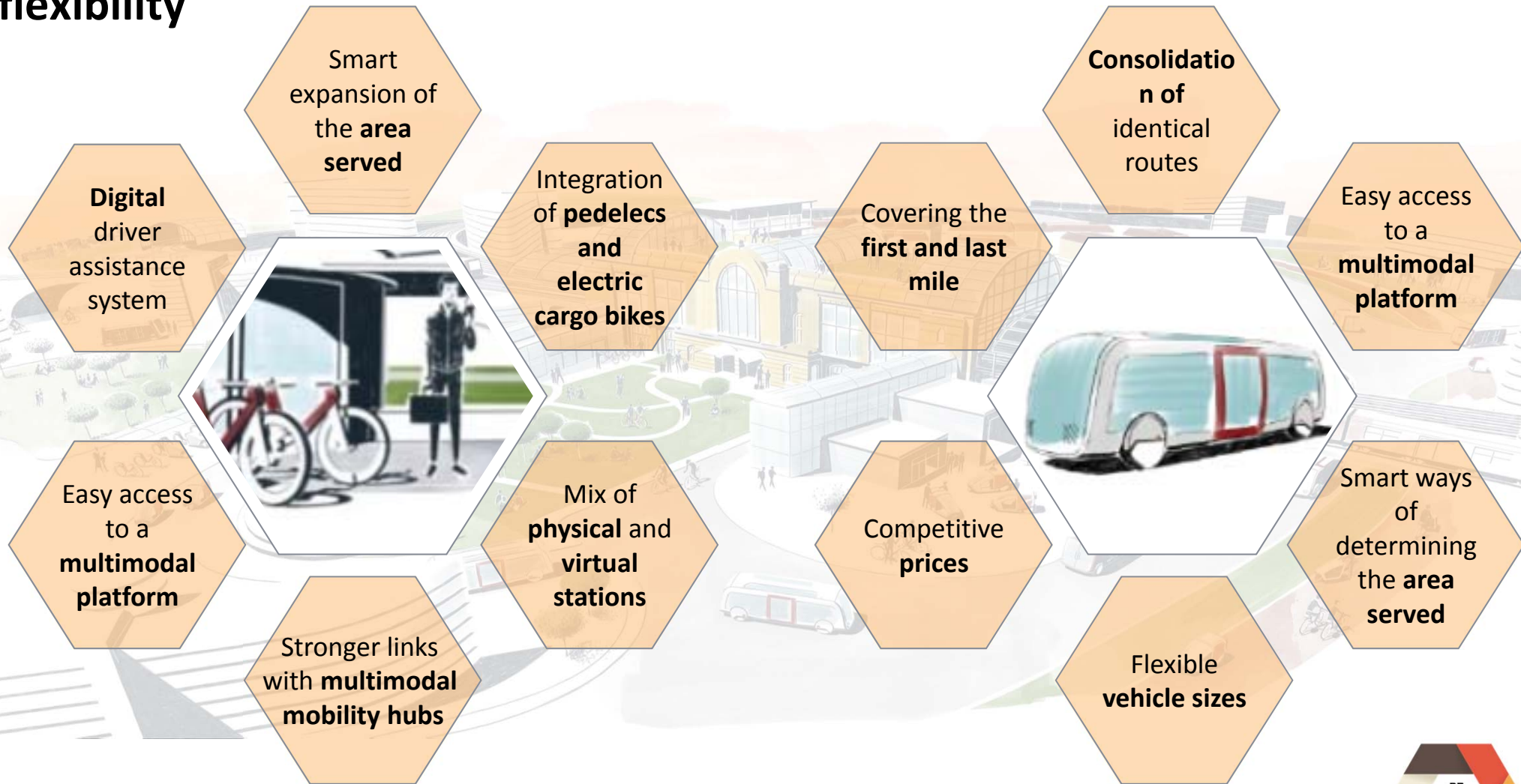


City logistics: smart lockers and cargo bikes

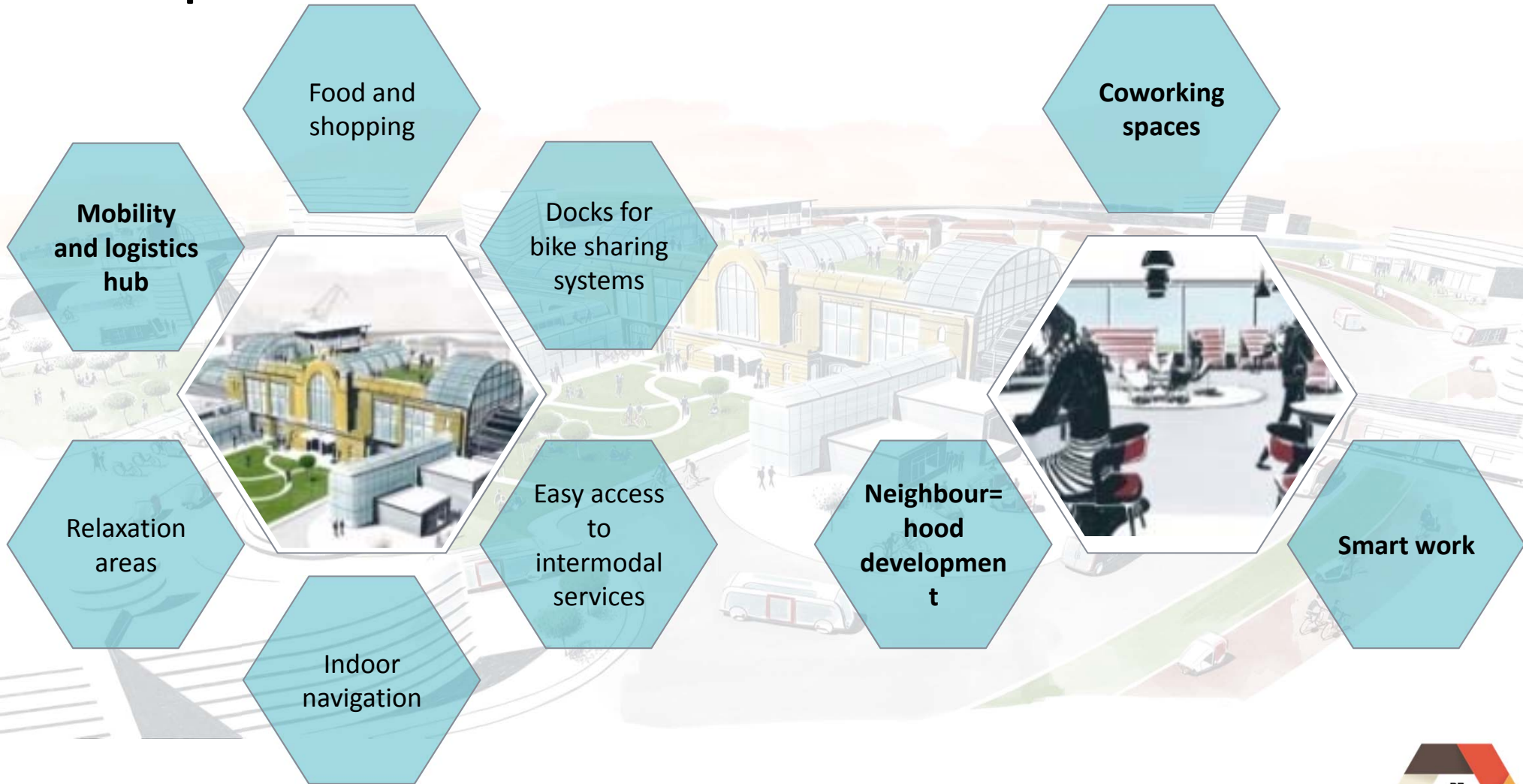
In logistics, however, there is a need for open, cross-provider infrastructure and logistics **to better consolidate transport**. **Smart lockers** and **transport solutions**, such as delivery by cargo bike, hold the greatest potential here.



Public rail transport will remain the backbone of urban mobility going forward; bicycles and on-demand shuttles will add flexibility

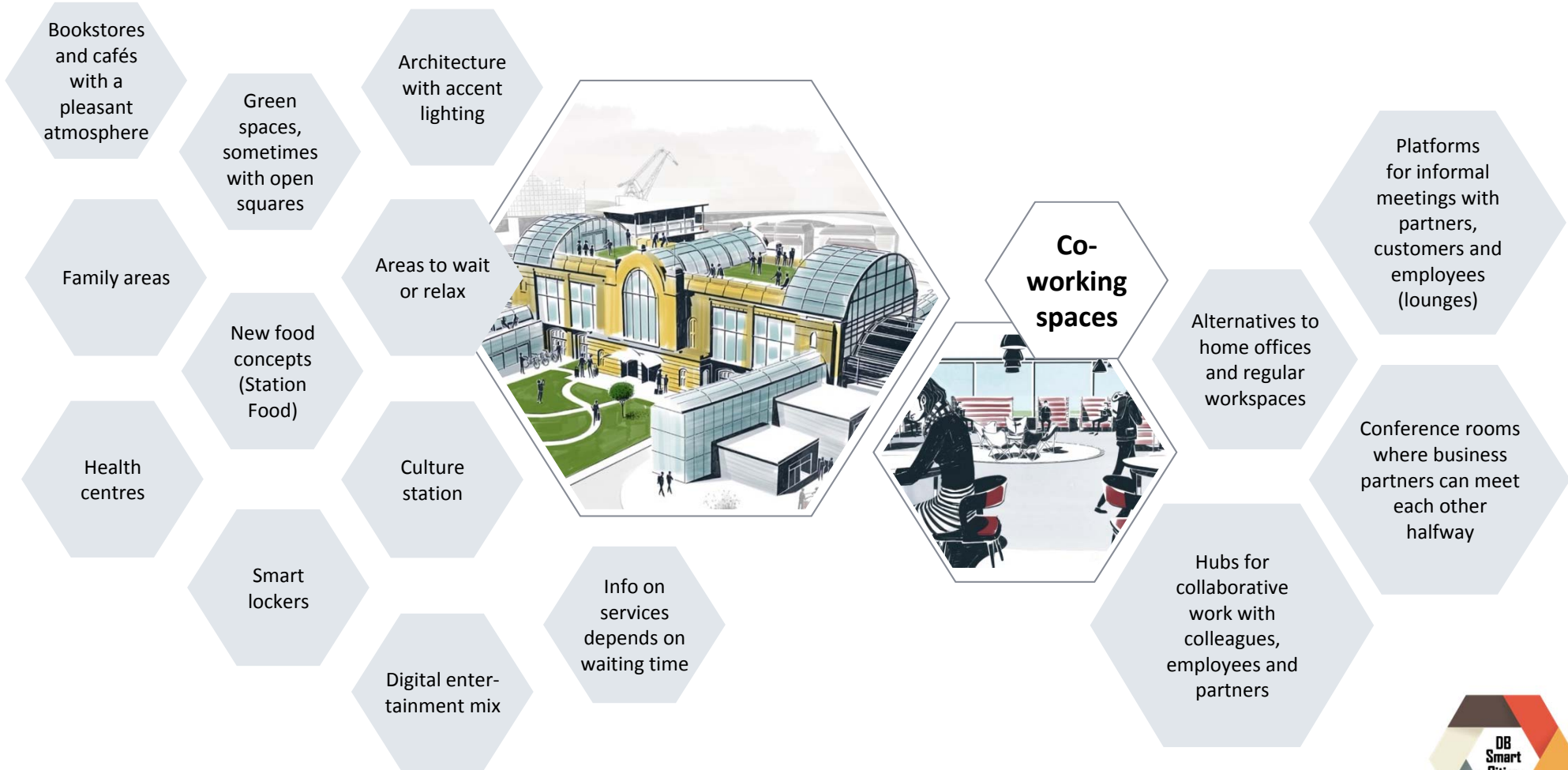


Numerous factors are changing how people see the role of public spaces; our aim is to make railway stations places where people want to spend time

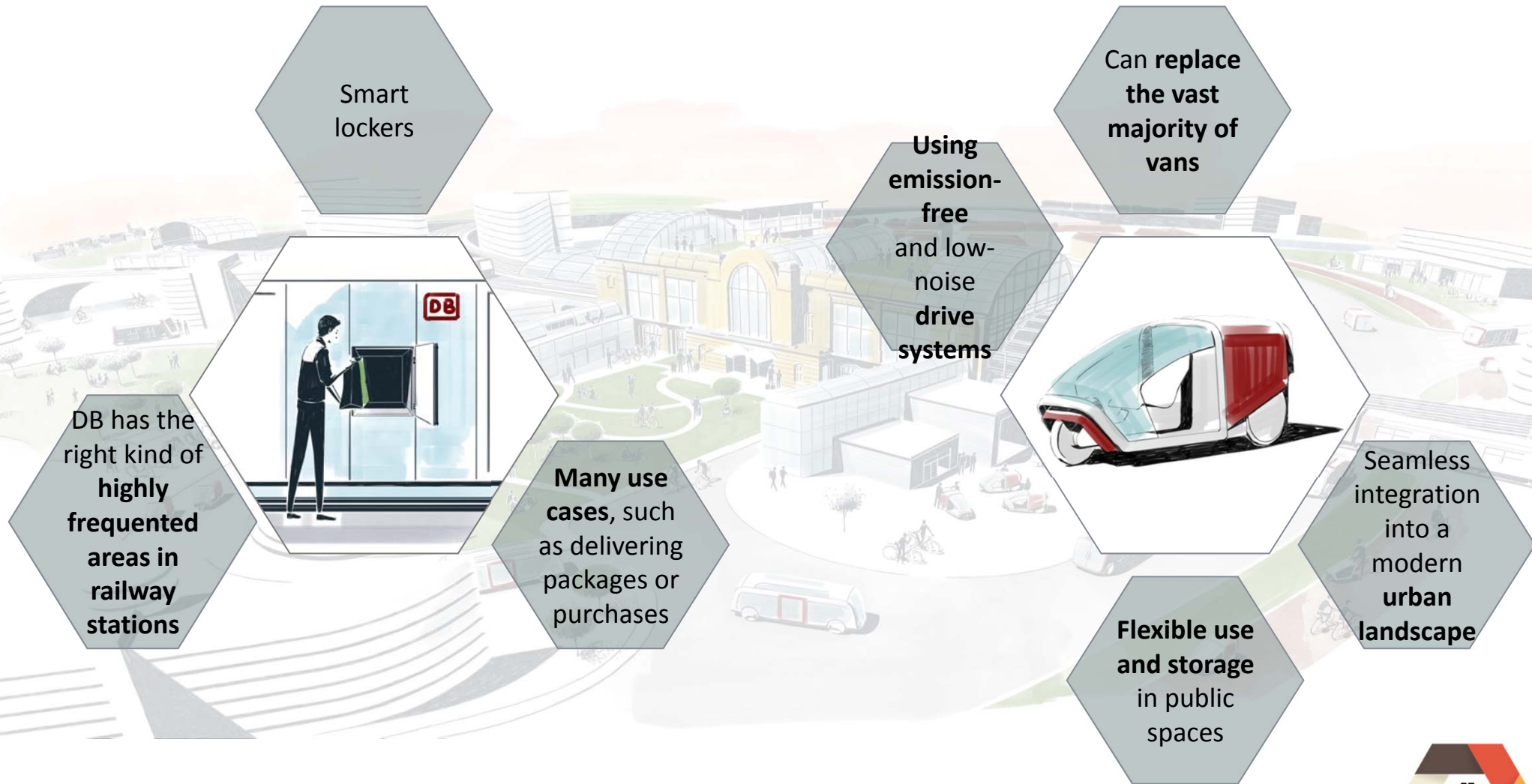


As part of the programme, DB Station&Service is transforming railway stations into third places

Different elements offer a broad range of functions, coworking spaces being one option



City logistics is undergoing major changes, offering potential for new lockers and cargo bikes



Smart cities are the sum of numerous business models whose development is highly dependent on technological drivers



DB's aim is to deliver tangible improvements to customers by better addressing their needs, boosting efficiency in our core business and developing new business models through strong innovative partnerships in the industry and key startup partners in Germany.

We have signed a first agreement with the city of Hamburg – the implementation has already started

Hamburger  Abendblatt



Im autonom fahrenden Shuttle-Bus: Bahnchef Richard Lutz, Wirtschaftssenator Wolfgang Horch, Bürgermeister Olaf Scholz und Bahn-Vorstand Ronald Pofalla Foto: Andreas Laible

Stadt und Bahn schließen Vereinbarung. S-Bahn nach Bergedorf wird automatisiert – und eine Revolution im Online-Handel.

- **On-demand-Shuttles** to improve the accessibility of the city of Schenefeld
- Up to **50 Smart Locker**
- Operation of **Cargo Bikes**, starting from Hamburg Altona
- Implementation **Third Place approach** and **digitale elements** at Dammtor, Harburg, Elbbrücken (tbd), Hbf (feasibility study)
- Assessment of **fully automated operation of S-Bahn-line** to Bergedorf
- Joint **Hackathon** with the city of Hamburg



THANK YOU
GRACIAS

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