

Table of Contents

Foreword by Professor Dr. Uwe Schneidewind	V
Foreword by Simon Kettner and Alain Groff	VII
Acknowledgments	IX
Abstract	XI
Table of Contents	XIII
List of Figures	XIX
List of Tables	XXI
List of Regular Abbreviations	XXIII
List of Abbreviations Related to Digital Technologies	XXV
 PREFACE	
Introduction to the Dissertation	1
 1 Sustainable Development	1
1.1 Current State of Affairs	1
1.1.1 Green Economy	1
1.1.2 Substantial Change	2
1.1.3 Sustainability as a Regulative Idea	3
1.2 The Great Transformation	4
1.3 Transformative Literacy	5
 2 Object of Investigation: Automobility	8
2.1 Problem Statement	8
2.2 The Concept of Factor Ten	12
2.3 Transformative Literacy for the Paradigm Shift in Urban Mobility	12
2.4 Limitations	16
 PART I	
Factor 10 of Automobility: Undiscovered Potentials	19
 3 Part I: Introduction	19
 4 Towards a New Concept of Car Efficiency	19
4.1 Resource Management	19
4.2 Extending the Understanding of Car Efficiency	22
4.3 Redefining the Notion of Car Efficiency	23

5	Concepts for Shifting the Efficiency of Car Usage.....	25
5.1	Carsharing: What is it?.....	25
5.2	Ridesharing: What is it?	27
6	Efficiency Potentials of Automobility.....	28
6.1	Calculation Model for Efficiency Potentials	28
6.1.1	Fundamental Terminology	28
6.1.2	Carsharing: Calculation for timely synchronized rides	29
6.1.3	Ridesharing: Calculation for higher occupancy level of a car.....	30
6.2	Hypothetical Efficiency Calculations for Car- and Ridesharing	30
6.2.1	Leisure Traffic in Switzerland.....	32
6.2.1.1	Carsharing: Efficiency Potentials	34
6.2.1.2	Ridesharing: Efficiency Potentials	35
6.2.1.3	CIPS: Calculation with Real Data	36
6.2.2	Work Traffic in Switzerland.....	38
6.2.2.1	Ridesharing: Efficiency Potentials	40
6.2.2.2	CIPS: Calculation with Real Data	41
6.3	Conclusions	43
6.4	Limitations	44
7	On the Way to Factor 10 of Automobility	46
7.1	Shared Autonomous Vehicles: What is it?.....	46
7.2	Efficiency Potentials	47
7.2.1	Literature	47
7.2.2	Shared Mobility Concepts and Autonomous Vehicles.....	49
7.2.3	Case Studies	50
7.3	Analysis and Limitations.....	57
7.3.1	Quality of Service.....	57
7.3.2	Average Vehicle Occupancy	58
7.3.3	Implications on Total Distance and Empty-Vehicle-Performance.....	58
7.3.4	Reduction in Parking Infrastructure	59
7.3.5	Environmental Impacts with regard to GHG Emissions and Energy Use.....	60
7.3.6	Costs of the System	61
7.3.7	Further limitations	64
7.4	Next Steps for Further Research	64
PART II	Digital Technologies and Business Model Innovations for Urban Mobility	67
8	Part II: Introduction	67
8.1	Objectives.....	67
8.2	Research Design and Methodology in Part II	68

9	Literature Review	71
9.1	Literature Review Strategy.....	71
9.1.1	Areas of Interest	71
9.1.2	Research Domains and Limitations.....	72
9.1.3	Strategy for the Literature Review	73
9.1.3.1	Literature Review via a Database	73
9.1.3.2	Literature Review on Future-Oriented Urban Mobility.....	77
9.2	Initial Literature Discussion	78
10	Results of the Literature Review	81
10.1	Mobility Value Chain.....	81
10.2	Mobility Innovation Elements.....	83
10.2.1	Automobile Innovation.....	85
10.2.2	Mobility Services	86
10.2.3	Mobility Infrastructure	88
10.2.4	Mobility Information.....	88
10.3	Digital Technology Developments for Application in Urban Mobility	91
10.3.1	Introduction	91
10.3.2	Digital technology: What is it?.....	92
10.3.2.1	Perception Technologies.....	94
10.3.2.2	Network Technologies.....	98
10.3.2.3	Support/Infrastructure Technologies	100
10.3.2.4	Application Interfaces.....	104
10.3.2.5	Security and Privacy	105
10.4	Actors of Urban Mobility	106
10.5	Business Models for Urban Mobility	110
10.5.1	Initial Considerations.....	110
10.5.2	Outcomes from the Literature Review	112
10.5.3	Business Model Archetypes for Urban Mobility.....	113
11	Innovating and Developing Business Models for Urban Mobility.....	116
11.1	Introduction	116
11.2	Business Model Innovation.....	116
11.3	Developing a Business Model Framework	116
11.4	Business Model Patterns	120
12	Typology of Digital Business Models for Emerging Shared Automobility Services.....	124
12.1	Introduction	124
12.1.1	Focus area.....	124
12.1.2	Research Methodology	125
12.2	Prototype 1: Digital Carsharing.....	125
12.2.1	Carsharing: Business Concepts	125
12.2.2	Case Study: smexx GmbH.....	127
12.2.2.1	Introduction to smexx	127
12.2.2.2	Possible Use Cases	129

12.2.2.3	Business Model Analysis.....	132
12.2.2.4	Business Model Patterns.....	140
12.2.2.5	Business Model Innovation.....	141
12.2.3	Proposition: Digital Carsharing.....	143
12.3	Prototype 2: Digital Ridesharing.....	144
12.3.1	Ridesharing: Business Concepts.....	144
12.3.2	Case Study: TwoGo® by SAP.....	148
12.3.2.1	Introduction to TwoGo by SAP.....	148
12.3.2.2	Possible Use Cases.....	151
12.3.2.3	Business Model Analysis.....	155
12.3.2.4	Business Model Patterns.....	166
12.3.2.5	Business Model Innovation.....	167
12.3.3	Proposition: Digital Ridesharing.....	169
12.4	Further Prototypes.....	170
12.4.1	Prototype 3: Automobility on Demand.....	171
12.4.2	Prototype 4: Autonomous Vehicles.....	175
12.4.3	Prototype 5: Shared Autonomous Automobility Services.....	178
12.4.4	Prototype 6: Internet of Mobility.....	181
12.5	[Excursus] The Smart Ways Project.....	189
12.6	Conclusions.....	192
PART III	Overcoming Automobility Dependence: Policy Interventions.....	195
13	Part III: Introduction.....	195
14	Policies for Sustainable Mobility.....	196
14.1	Introduction.....	196
14.2	Push Policies.....	198
14.2.1	Economics of Transport Externalities.....	198
14.2.2	Command-and-Control Policies.....	202
14.2.3	Incentive-Based Policies.....	204
14.3	Pull Policies.....	206
14.3.1	Integration of Public Transport.....	206
14.3.2	Walking and Cycling.....	208
14.3.3	Innovative Alternatives and Soft Policies.....	210
14.3.4	Smart Policies.....	213
14.4	Physical Policies.....	215
14.4.1	City Design.....	216
14.4.2	Car Parking Provision.....	218
14.4.3	Accessibility.....	218
14.4.4	Mixed-use Development.....	219
14.4.5	Planning Regulations.....	220

15	Sustainable Mobility in the Context of Consistency in Transport Policy	221
15.1	Policy Combination and Integration	221
15.2	Policy Consistency	222
PART IV	Transformative Literacy: Case Study City of Basel.....	227
16	Part IV: Introduction.....	227
16.1	Objectives.....	227
16.2	Why City of Basel?	228
16.3	Research Design, Methodology and Methods in Part IV	229
17	Case Study - City of Basel	232
17.1	Introduction	232
17.2	City of Basel.....	234
17.3	Transport Policy in Basel until 2010	236
17.3.1	Brief history of the Mobility in Basel	236
17.3.2	Policy Objectives until 2010	238
17.3.2.1	Parking Policy	238
17.3.2.2	Cycling Policy	239
17.3.2.3	Tram Policy	239
17.3.3	Interim Conclusions as of 2010	241
17.4	Mobility Strategy for the Future since 2010	241
17.4.1	City Initiative.....	241
17.4.2	Template for the City of Basel	242
17.4.3	Towards the New Vision of Transport Policy in Basel	244
17.4.3.1	Cantonal Office of Mobility	244
17.4.3.2	Definition of Transport Policy Objectives and Strategic Priorities	247
17.4.4	Integrated Policy-Making for Sustainable Mobility	249
17.4.4.1	Conflicts and Trade-Offs	249
17.4.4.2	Ensuring Coordination and Integration	250
17.4.4.3	Stiig-Um	255
17.4.4.4	Strategic Action Plan	256
17.4.5	Monitoring, Controlling and Communication	257
17.5	Lighthouse Cases: Future of Mobility in Basel.....	258
17.5.1	Road Traffic: Case - Urban Traffic Management System.....	258
17.5.2	Parking Space: Case - Parking Regime	261
17.5.3	Walking and Cycling: Case - Commuter Fund	262
17.5.4	Public Transport: Case - Herzstück	263
17.5.5	Freight Transport: Case - Concept of Urban Freight Transport	264
17.5.6	Public Road Space: Case - Concept 30 km/h Zones	265
17.5.7	Mobility Management: Case - Basel on the Way	266
17.5.8	Mobility Pricing	267

18	Transformative Literacy for the Transition towards the Paradigm of Sustainable Mobility	269
18.1	Preliminary Considerations	269
18.1.1	Introduction	269
18.1.2	Understanding Critical Influencing Factors	269
18.1.3	Summary of Previous Research Results	271
18.1.4	Conclusions for Further Investigation	273
18.2	Transformative Literacy: Analysis of the Case - City of Basel	275
18.2.1	Remarks regarding the analysis	275
18.2.2	Technology	276
18.2.3	Economy	278
18.2.4	Society	284
18.2.5	Politics	290
18.3	Summary of the Case Study - City of Basel	295
18.3.1	Recommendations from the Case Study	295
18.3.2	Final Conclusions	297
19	Framework for Integrated Sustainable Urban Mobility	301
19.1	Towards an Integrated Framework of Sustainable Mobility	301
19.2	Framework Development	301
19.2.1	The Concept of Efficiency in Mobility	302
19.2.2	The Concept of Sufficiency in Mobility	303
19.2.3	The Concept of Consistency in Mobility	305
19.2.3.1	Background	305
19.2.3.2	Developing of Consistency in Mobility	307
19.2.3.3	The Concept of Consistency in Sustainable Mobility	310
19.3	Framework for Integrated Sustainable Urban Mobility	313
19.4	Summary	315
PART V	Conclusions and Further Research	317
20	Summary of the Dissertation	317
21	Conclusions	319
22	Further Research	326
	Publication Bibliography	331