

20/12/13

# Future Mobility Newsletter

Issue 13.28



## SuperHub: Connecting mobility

We took advantage of the fact that we were in Barcelona for EVS27 to meet with several members of the SuperHub team.

The SuperHub project (<http://superhub-project.eu>) was introduced in a previous newsletter but for the benefit of those who missed that issue, we will provide a summary description. SUPERHUB (*S*ustainable and *P*ersuasive *H*uman Users *m*oBility in future cities) is a multi-year project co-financed by the European Commission that involves 20 partners from a variety of fields, including transit and other transport agencies, telecommunications,

academia and local government.

Simply put, SuperHub is an open source platform and mobile app able to help a user plan customized urban routes in real time. So, why have we been following this project's progress, expected to be finalized in 2014? Because it fits neatly inside MARCON's future mobility model.

A seamless, shared, multi-modal mobility system will function best when the user is provided complete mobility information (from a variety of transport modes) and options that meet his/her needs and preferences ...and all this, with

the ease of using a simple app on his/her smartphone.

Here's how it works. In the registration process, the user provides information about him/herself, including but not limited to mobility behaviours and preferences (example: interest in walking part of the route, preference for using the bus, bicycle, ...), physical or psychological limitations (a handicap, claustrophobia, ...), and the importance to him/her of contributing positively to the environment. The app takes all of these personal parameters into consideration when making route option suggestions. The options presented are accompanied by timing information as well as

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cost.

When it comes to timing, every effort has been made to provide as precise information as possible. In fact, the information is updated continuously, not only with data provided by transit and other mobility service providers but also with data gathered through social media (example, cross-referencing information regarding a vehicular accident or other event that will likely cause delays, timing information is updated continuously in real time).

A “gamification” element has also been incorporated into the app for those indicating a

pro-environmental stance. For a route selected, the app provides “environmental points” to users for their contributions in helping the environment with the mobility choice they have made. Will these be convertible into carbon credits in the future? We don’t know. But one of the objectives of this app is to encourage changes in mobility behaviours, thereby promoting a more sustainable mobility model.

As the MARCON model proposes, future mobility must be sustainable and accessible to all citizens. Technology supported solutions, like the SuperHub, will be key enablers in the implementation of future

mobility models and will ensure its sustainability in the short and long term.

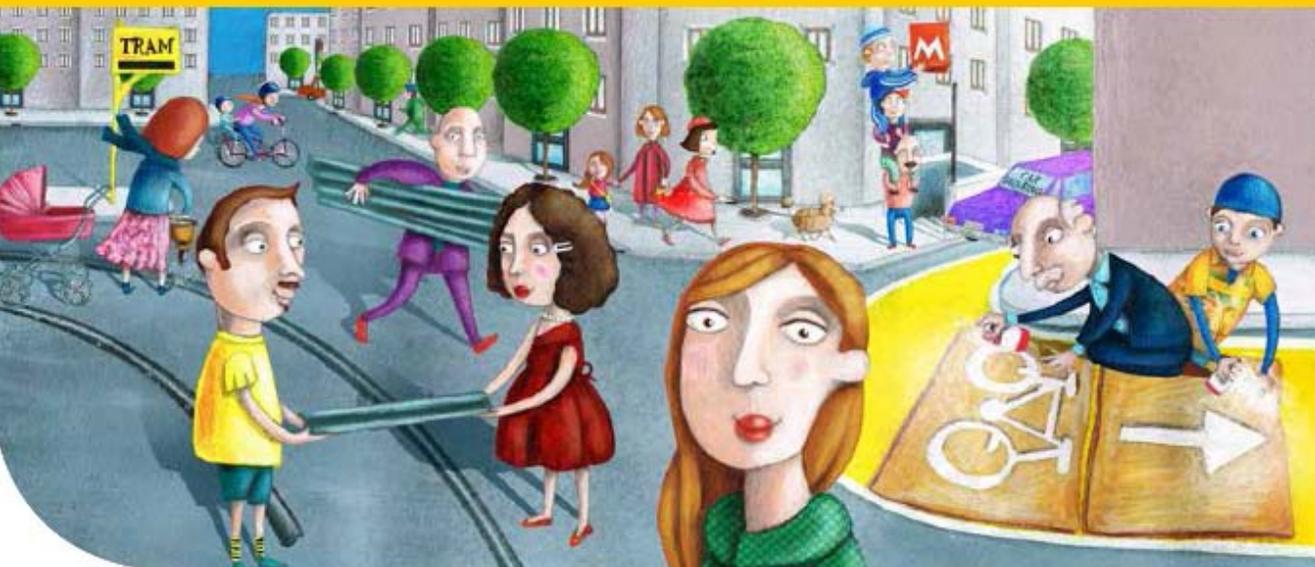
It is time that citizens in all metropolitan areas gain easy access to seamless, multi-modal, complete and precise mobility information. The SuperHub project has been built on a modular framework, is already available in eight languages and, according to the team, designed to be replicated in any metropolitan area.

A special thanks goes out to the members of the SuperHub team who took time to meet with us and share their thoughts and insights regarding their project.



**SUPER HUB**  
INNOVATION FOR INTEGRATED AND ECO-SUSTAINABLE MOBILITY

**We believe that in a great mobility project people should be protagonists.**



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# In the news



## › Michigan lawmakers pass autonomous vehicle testing legislation

After Florida, Nevada, California and Washington DC, Michigan passes legislation to allow autonomous vehicles to roam on Michigan's streets and highways. The Governor and proponents of the legislation thought it necessary in order to ensure that Michigan continue to play an important role in the development of new vehicle technology. It is clear that this is a piece of economic development legislation: "establishing Michigan as a leader in autonomous vehicle testing to attract jobs stemming from this emerging industry". It should be noted that the Michigan legislation is the most limiting of the state legislations to date. <http://www.autoworldnews.com/articles/5491/20131217/self-driving-car-news-michigan-lawmakers-pass-autonomous-vehicle-testing-legislation.htm>

## › Transit: Preparing tomorrow's urban mobility

Transit is embracing the new mobility landscape. In this country, CUTA and its President, Michael Roschlau, have proven to be forward-thinking with respect to positioning the industry for the opportunities presented by new mobility.

The International Association of Public Transport's latest magazine is dedicated to the subject of tomorrow's urban mobility. The Société de transport de Montréal, Montréal's transit property, is presented as an example of those organizations embracing the new mobility models and positioning accordingly. We highly recommend this read: <http://www.uitp.org/publications/public-transport-magazine.cfm>

## › ZOOX: no steering wheels required

We have mentioned ZOOX before and will be discussing them more in the future. This Australian-based startup is turning heads for their unorthodox approach to AV design. Unlike most automotive OEMs that are promoting a step-wish approach to autonomy, moving from through the NHTSA-established levels, ZOOX is planning a fully autonomous introduction. <http://readwrite.com/2013/12/16/zoox-self-driving-car-no-steering-wheel#awesm=~oqvPbhhQwqWS3k>

## › Ford announces new self-driving Fusion Hybrid test project

<http://www.latimes.com/business/autos/la-fi-hy-autos-ford-self-driving-fusion-hybrid-autonomous-20131218,0,7365826.story#axzz2nxmuAtRz>

## › Renault developing autonomous drive

<http://www.autocar.co.uk/car-news/industry/renault-developing-autonomous-driving-technology>

## › Sharing economy: an insurance perspective

"The sharing economy represents a new \$26 billion market for the insurance industry", according to Accenture. Some of the opportunities are discussed in this blog.

<http://insuranceblog.accenture.com/commercialization-of-the-sharing-economy-arrives-insurers-role-part-2-of-3/>

## › CA DMV prepares rules for testing of AVs

The rules for operating autonomous vehicles will be completed by January 2015.

<http://www.latimes.com/business/la-fi-capitol-business-beat-20131209,0,1738483.story#axzz2mwngRvYN>