



Chamada de Empresas Relativa ao  
Desenvolvimento de Plataformas para a  
Mobilidade em São José dos Campos

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# *The Innovative São José Proposal*



- Bus on Demand on the periphery for the local system.
  - Integrates in the general bus system operational and tariff's wise.
- Platforms hired directly by the City not by the operator
- Rethinking the current platforms
- Introducing new platforms

# *The system of platforms*



- We propose five platforms working with full integration:
  1. **Clearinghouse:** an open system for managing the flow of payments allowing any mean of payment to participate in the system.
  2. **Bus Management:** combining all data generated by the system and allowing startups to make applications that will improve the monitoring, operation and planning of the system.
  3. **City-User Relationship:** a tool to evaluate the service for the City and a tool to use the system to the citizen.
  4. **Bus on Demand:** allowing users to reserve their seat and defining the best routes and/or improving current routes/finding new routes to improve the user experience.
  5. **MaaS:** allowing any transport operator to join the platform and integrate the system conditional on data openness.

- There are almost no example of a BoD integrated to the public transit network
  - Para-transit use
  - Use in the City Center to compete with ride-hailing.
  - Taking over the entire public transit system
- City or users pay for the full cost directly to the company.
  - Small room for cross subsidies.

# *A typology for Bus on Demand*



- Fixed routes and stops
- Fixed routes but flexible stops
- Flexible routes but (some) fixed stops
- Flexible routes and stops

- Most routes (80%) will be fixed in the beginning.
  - Difficulties with “undigitalized” people.
- The operator of the local system might be the same as the operator of the structural system
  - The platform might not be able to manage the routes in real time.

- It is innovative since it is easier to make it totally flexible (including tariffs).
  - It might compete with e-hailing but it will also compete with the traditional bus system.
- It does not touch the status quo very much despite its flexibility.
- It is not a system for the poor but rather for the middle class.

- When users learn how to use BoD it might be possible to invert the composition having 80% of the local system operating with flexibility.
  - A bot in WhatsApp might make the difference.
- With the MaaS platform working well it might not make any difference which mode you are taking.
  - BoD would be just another option inside the system.
- It is not possible to forecast the timing needed to change the SQ more profoundly.



# *The MaaS dream*



- All modes integrated using the most efficient one in each trench of the trip.
- A system of incentives and subsidies to guarantee the best arrangement for the society.
- Curb management to physically integrate modes with low investments.
- Series of experiments to understand the behavior change for real.
- A comprehensive information system.