

Thursday 4.4.2019

# REGIONAL MOBILITY PLATFORM IN ACTION

The volume of public transport services is huge and its optimization will need new thinking supported by digitalization and technological development. As the mobility service market is changing, both development of new kinds of innovative services and better use of the existing resources are needed. New service concepts create added value to the users, but they will also help lift the utilization rates of some ride services that have proven to be difficult to run efficiently.

This demonstration will introduce a pilot project, which aims to combine a variety of public transport and on-demand trip options within a single service.

**Time:** Thursday 4th April 9:00-10:45

**Place:** Kansakoulukatu 3 (Urban Planning Division, City of Helsinki)

