

Park & Ride - Smart Parking

Challenge:

Park + Ride (P+R): Definition and conception of a marketplace for services related to mobility, parking and services.

Goal:

The aim would be to define a platform or a marketplace where mobility service providers can exchange information with customers

and asset owners (car park owners and others) (offering services, repairs, parking spaces, car trips, cars, etc.) and where SBB

can act as a trustworthy Swiss coordinator, thus further strengthening combined mobility and the core product of railways.

Description:

SBB is one of the largest car park owners and operators in Switzerland. The reason for this is to enable customers to make

multimodal journeys. (by car / bicycle to the station, then by train, and then on foot or similar). In addition to the fact that we want

to further optimize SBB parking spaces, it is also a question of further optimizing parking and other services in the mobility chain.

Hurdles (that we see today):

Integration into SBB mobility platforms and distribution channels (or at least comparison and coordination) so that this marketplace becomes part of the entire mobility chain. (Seamlessness)