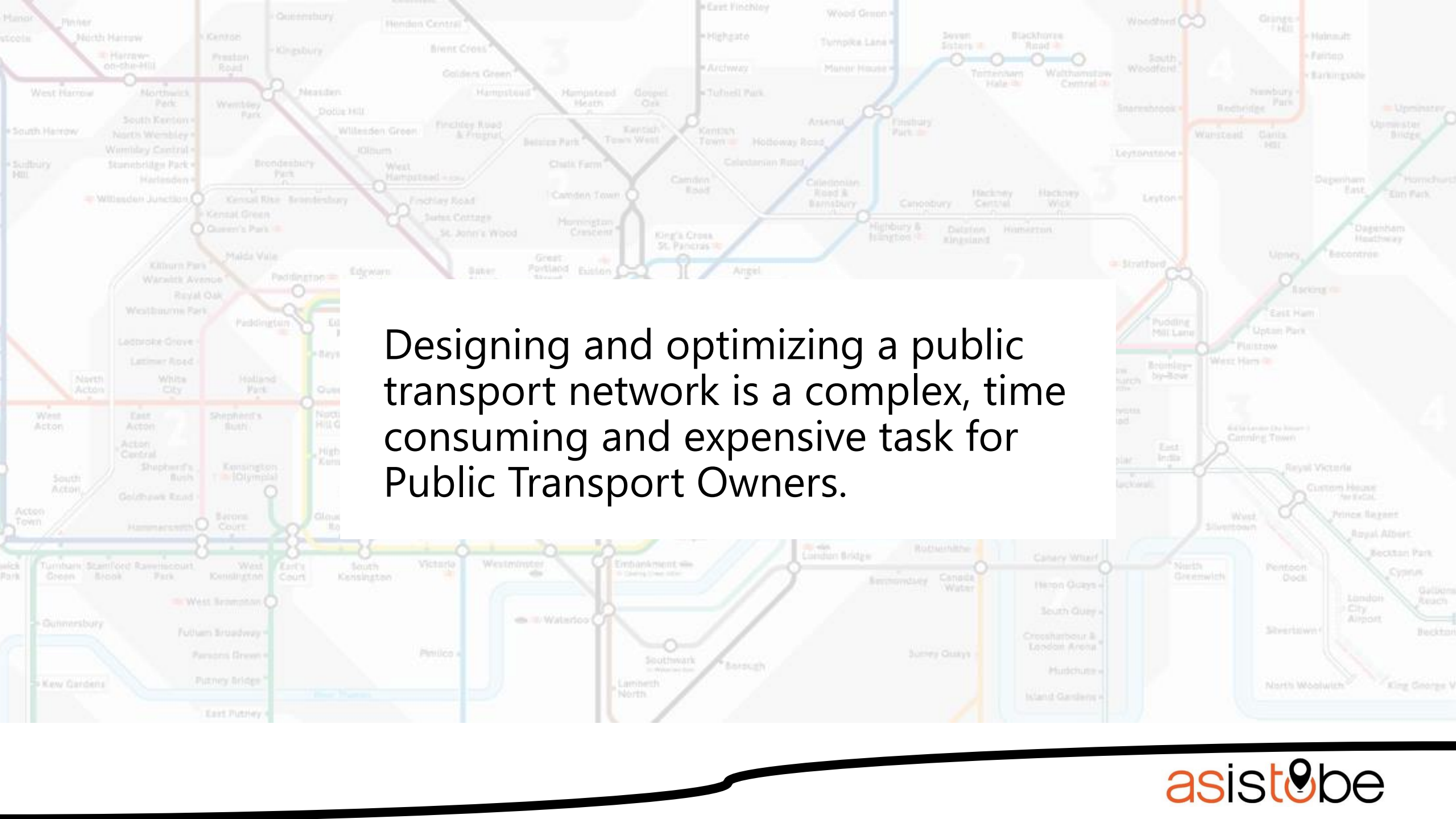




Public transport planning – Re-invented by AI  
PRESENTASJON ITS 10.03.2021

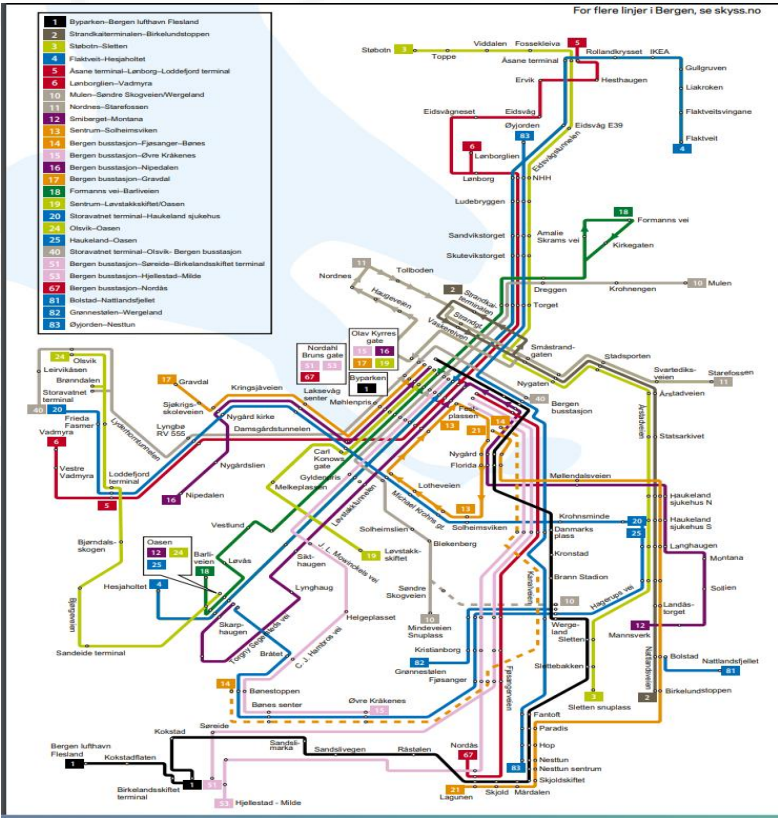
Johan C. Haveland, CEO  
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Designing and optimizing a public transport network is a complex, time consuming and expensive task for Public Transport Owners.



# My challenge as Director of Passenger Transportation, Bybanen AS



# Pre-History of ASISTOBE

We established a Business Intelligence solution to optimize schedule

- Occupancy in each tram
- Cost of Operation
- Number of Passengers
- Passenger distribution
- Performance improvements
- Cost pr km/Cost pr passenger

But how could we utilize the full potential of the capacity of Bybanen?

- Feeding system
- Transfers/Terminals/Stations
- Vehicle capacity vs Corridor capacity
- Network design impact on citizens transport choices
- Urban Development/Demographics
- Total cost of operation for entire network



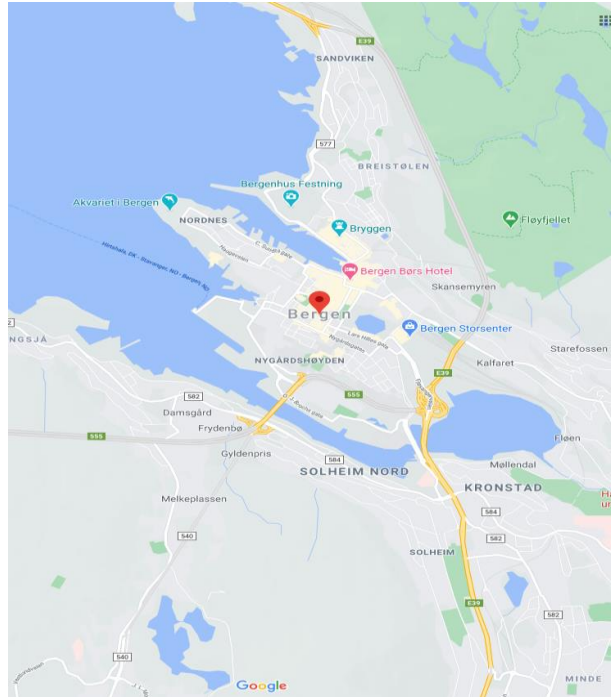
ASISTOBE aims to use AI to re-invent the public transport planning process.

Our business idea is to empower public transport owners to make data driven decisions, and provide an interactive software where they can evaluate, analyze and optimize their entire public transport network, and even predict the future effect of their plans.

# The Solution

## Urban Mobility Dashboard (AS IS)

Identifying and predicting:  
Where people live  
Where people travel  
How people travel  
Public transport network  
Demographics  
Infrastructure  
Urban development  
Cost/Revenue



## (TO BE) - AI optimized network

Optimized vehicle types  
Optimized capacity per vehicle  
Optimized transfer  
Lower total cost of operation  
More passengers/income  
Environmental impact



## Interactivity

Customer preferences  
Manual changes  
Adjust to internal KPIs  
Cost/Revenue structures

# Why ASISTOBE joined ITS-Norway

- 1) Discussions with the industry
- 2) Project Partnership with Mobility Owners, Operators and Planners
- 3) Be part of bigger projects
  - Get access to data
  - Increasing passengers
  - Green Mobility
  - On Demand Systems
  - Urban Development
  - Infrastructure Planning
- 4) Network to help us globalize our product





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