

## Title of the Challenge

### **Mobility for Offliners - Enabling Public and Shared Transit for All**

#### **What is the main issue the challenge addresses?**

The municipality Eching, located between Munich and Freising, has around 14.000 citizens and is connected to Munich via an S-Bahn station. However, for people living further from the city center (in Dietersheim, Ottenburg, Günzenhausen or Deutenhausen, all part of the municipality area), access to public transit is often limited, especially for elderly citizens and those not owning a car.

In an effort to reduce traffic within the municipality, promote the use of public transit and work towards a greener and more sustainable future, the municipality of Eching, in collaboration with the TUM Think Tank, is looking for students interested in developing creative ideas, as well as realizing them together with the municipality. The project should focus mainly on the following two issues:

1. Improving access to the existing public transit network, especially for elderly people and those without a smartphone.
2. Reducing individual traffic by promoting shared ride options, keeping in mind that most providers require using an app and creating an account to use their services, making them less attractive for elderly citizens and those without a smartphone.

#### **Call to Action**

The scope of the challenge consists of:

1. Identifying pain points and individual needs regarding mobility among citizens within the municipality, especially elderly and those without a smartphone. We encourage students to e.g.: conduct interviews with citizens or putting themselves into the role of the users (e.g. by navigating the surrounding area without a smartphone).
2. Developing ideas based on these needs to address the issues above. This could take the form of: developing a “mobility terminal”, that provides access to mobility solutions like trip planning (e.g. via the MVGO app) and ridesharing, without the need for an individual smartphone or researching and comparing existing ridesharing solutions that should be promoted within the municipality. We are open to other approaches and encourage you to get creative!
3. Reflecting on the learnings from the challenge to identify success factors and potential hurdles to help the municipality in approaching the realization of the project.

### What is the desired impact of the challenge?

The proposed solutions should enable the municipality Eching to take a step towards improved mobility. Specifically, the following objectives should be prioritized:

1. Empowering citizens to help themselves by providing low-barrier access to public and shared transit.
2. Fostering a stronger sense of community and mutual support among citizens (especially related to ridesharing opportunities).
3. Reducing local traffic by offering citizens attractive alternatives that promote the use of public and shared transit over individual car usage.
4. Advancing sustainability goals and enhancing residents' quality of life by decreasing air pollution.

The municipality of Eching aims to implement the most promising proposals in collaboration with the students. Furthermore, this initiative has the potential to serve as a pilot project for the Nordallianz, a network of eight municipalities dedicated to promoting the economic, digital, and sustainable development of the region north of Munich.

### Related SDGs



### Category for the challenge

- People
- Nature
- Economy

### Who is behind this challenge?

Municipality Eching (b. Freising) & GovTech-Initiative at the TUM Think Tank