Delivering harmonized mobility, today

How HERE APIs can help public and private organizations convert four key urban transit opportunities.
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Want to talk? We do, too. Get in touch here.
Toward greater harmonization

Commuters and city travelers want to discover, plan and book the fastest, cheapest or most convenient way to get to their destinations.

At the same time, private and public transport organizations want to ensure user satisfaction through mitigating disruption and delay across a transport network by offering a comprehensive range of services within a single app to help get them from A to B.

This all points toward an age of greater collaboration as public and private organizations meet their own ambitions for harmonized urban mobility through use greater of multimodal journey options.

In this document, we look at how APIs and other services from HERE can help organizations meet these opportunities and enable service users to make better decisions and get to where they need to go faster or more efficiently.
Four key urban mobility opportunities

In this section, we highlight four significant opportunities open to urban transit organizations today and outline how HERE can help them rise to the challenge of delivering consumers and citizens better mobility services and experiences.
Four key urban mobility opportunities

#1: Helping passengers get from A to B with multimodal and intermodal journey planning

When we plan a journey, we’re likely to consider multiple possibilities. The more complex or important the journey, the more time we’ll take. As new mobility services progress toward offering a greater range of options to help solve these planning queries, ensuring routing capabilities are equipped with real-time information will become ever more vital.

By providing routing for different modes of transportation that take in the specific attributes of each travel method, HERE supports the creation of complex planning tools and the ability to deliver quality user experiences. By including a range of options - such as public transport, vehicle and pedestrian routing or bike-specific navigation – we can help you exceed the needs of your users and amplify the value of your proposition.

Of course, unexpected situations do occur when traveling. Yet, if a commuter can immediately know their transportation options, they can seek out alternative routes to save time or factor in the impact of a delay on their overall ETA.

By integrating possibilities for multimodal and intermodal travel, HERE provides a unique set of trip planning capabilities that help overcome unexpected challenges and ensure a seamless door-to-door journey.

At a glance: the HERE routing engine powers all mobility modes, supports city-zoning, covers inter-city/cross-border connectivity and is enriched with traffic and real-time data. This way, the service provides the most efficient and accurate trip planning response.
#2: Providing park & ride functionality to drivers

When driving becomes a less attractive option, having access to alternatives is vital. Automakers have a great opportunity to augment their companion app services with functionality that provides their commuters with information on unexpected events ahead of departure. The same opportunity helps car-sharing companies to delight their users and improve their operational efficiency.

A user could check a route, immediately see alternative options to use public transport along with available parking around transit stops that fits in with departure and desired arrival times.

At a glance: HERE helps providers deliver services that enable users to avoid difficult-to-find spots or high-priced parking in city centres. With a park & ride functionality, providers can also help users avoid congestion in city centres and reduce their carbon footprint.
Four key urban mobility opportunities

#3: Expanding an operational zone with optimized fleet usage and intermodal trip planning

Expansion of the operational zone represents one of the biggest opportunities for major mobility organizations. While asset management and licensing particulars place a natural limit on operations, that won’t stop users pursuing solutions that provide broad availability and an unbroken experience.

By making use of HERE’s intermodal trip planning capabilities, service providers can increase their reach and offer those necessary alternative modes of transportation without further heavy investment.

For example, a public transport operation could combine bike, car and scooter travel into a first and last mile service to help a user to reach a train station. Alternatively, a similar private service could offer public transit to a reserved vehicle that’s waiting inside its operational zone to help the user complete their journey.

In turn, capabilities such as these will help enhance the scalability of the business and its asset utilization.

At a glance: HERE helps mobility service providers with capabilities for intermodal trip planning to enable them to grow their outreach beyond existing operational zones, expand their user base and improve fleet utilization.
Four key urban mobility opportunities

#4: Providing users of ride-hailing services with public transport options

Ride-hailing operations face competition from a range of alternative mobility providers, yet some have a unique opportunity to leverage their brand to become a “one-stop-shop” for urban transportation. Greater integration with public transit could enable them to explore new business opportunities as they generate additional data to better understand city movement and underserved areas. Of course, the service will also benefit from keeping users inside their digital ecosystem and driving loyalty.

At a glance: HERE provides industry-leading public transit services that ride-hailing operators could use to complement their in-app offering. HERE offers true global coverage with more than 1,800 cities worldwide and data freshness via automated pipeline updates. In fact, data in 120 cities is updated every 30 seconds through real-time feeds.
How APIs from HERE help organizations seize transit opportunities

With its APIs, HERE provides accurate and up-to-date information to the developers, business and city authorities solving urban mobility challenges.

**HERE Transit API**

The HERE Transit API improves the experience of using public transit. Integrated into any application, it finds the most intelligent way to get to a destination based on dynamic events. It carries information on real-time departures and service interruptions. If a train is leaving in two minutes, but the station is a five-minute walk, the API is smart enough to know you may need to use a different means of transportation.

For example, a public transport operation could combine bike, car and other forms of travel into a first and last mile service to help a user reach a train station. It provides precise pedestrian instructions that account for pedestrian-specific features – such as stairways, sidewalks, crosswalks, bridges, tunnels, elevators, escalators. It even switches to estimated transit routing when no timetable coverage is available.

- Discover transit options - including station search, nearby stations, coverage information, transit lines information and even receive service alerts
- Stay ahead with real-time departure board services for nearby stations
- Use the dynamic journey planner for efficient ways to reach destinations. It combines pedestrian connectivity, navigation and real-time traffic and live vehicle positioning

HERE collects transit data from over 2,800 sources, covering over 1,800 cities in 58 countries. HERE enriches routing computations with real-time information whenever possible with more than 120 real-time feeds.
HERE Intermodal Routing API

Putting intelligent, informed tools in the hands of commuters can help them be confident about opting to park up and take the train, rather than adding to downtown congestion.

The HERE Intermodal Routing API can tell a commuter how long it take to drive to the station or suggest an efficient transfer to public transport - with parking options nearby - if there’s a low-emission zone ahead. It will also tell them when the next train leaves relative to their arrival time - and how long will it take to walk to the office. Future capabilities will include options to suggest parking at EV charging stations near public transport.

This API provides advanced routing options for commuters travelling to city centers, including:

- Vehicle routing
- Public transit routing with real-time and timetable departures
- Pedestrian routing with pedestrian connectivity
- Real-time traffic & traffic incidents
- Public transit service delays/disruptions information from transit authorities
- Amenities available at transit stations or nearby (such as off-street parking)

Intermodal routing helps reduce the stress of drivers’ commutes by avoiding traffic or construction work. It also helps shorten commutes and ensure more reliable ETAs by providing alternative transit and parking options.
Meet the contributors

To bring you this guide, we picked the brains of our own HERE experts on smart cities and new mobility. Thanks to them for their wisdom, industry insights and shared passion for improving lives through better collaboration.

New mobility

Thiago Goncalves
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Thiago leads the New Mobility segment in the Product Marketing department. He’s responsible for building dedicated solutions that address market challenges.

He has extensive experience in the automotive industry, having held positions in Product Marketing, Product Planning and Market Research at Nissan and General Motors. He was also responsible for Strategic Marketing Management at 3M in the Mobility and Safety Transportation department.

Thiago is from Brazil and loves to travel – and try out local mobility solutions from around the world. As a commuter, he doesn’t only work to provide new solutions, but experiences them every day.

New mobility

Robert Novak
Product Manager, New Mobility

Robert Novak is a Product Manager at HERE Technologies, where he’s been a long time member of WeGo consumer applications product team, focusing on enabling multi and intermodality of trip planning experience. He is now building wider HERE Urban Mobility product offering on platform service level, and feels passionate about tackling the challenges of daily urban commutes.

As an avid snowboarder, Rob is dedicated to chasing powder around the world, loves road tripping, though absolutely hates driving his car in the city. Thus he considers building products and solutions helping himself get rid of it (owning car in the city) a personal goal and motivation.

New mobility

Marek Krysiuk
Senior Product Manager, New Mobility

Marek Krysiuk is Senior Product Manager at HERE Technologies with over 10 years of experience in building location-based software solutions. Over the years he played instrumental role in building HERE portfolio of cutting edge navigation solutions for automotive, transportation and logistics industries. Currently Marek leads product management of Routing Services. Marek is from Poland, lives in Berlin and loves all forms of shared transportation, especially ski lifts in Italian Alps.

More from Thiago

How location intelligence is shaping the future of mobility, webinar with Automotive World

Want to talk? We do, too. Get in touch here.
Find out more about our APIs

HERE Transit and Intermodal routing APIs are available globally today. To find out more about our APIs start making use of this exciting capability, please click here.

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes - from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and here.com