

DIGITISING THE CITY – HAMBURG'S DIGITAL CITY STRATEGY

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Senate Chancellery / Digital City Co-Ordination Office

Free and Hanseatic City of Hamburg
Senate Chancellery

www.mediaserver.hamburg.de / Maxim Schulz

Hamburg is developing into a laboratory of digital modernity



"Digitising the City"

DIGITAL CITY STRATEGY (1)

- State Secretary Council
- CDO / Department for IT & Digitisation in Senate Chancellery (2018)
- Digital City Co-Ordination Office (DCCO, 2015)
- HafenCity University/MIT: "City Science Lab" (2015)

Strategy approved by the Senate in January 2015

- Centralised vs. decentralised
- "Partial strategies" by specialist authorities (mobility, energy, etc.)
- (Pilot-)Projects, initiatives

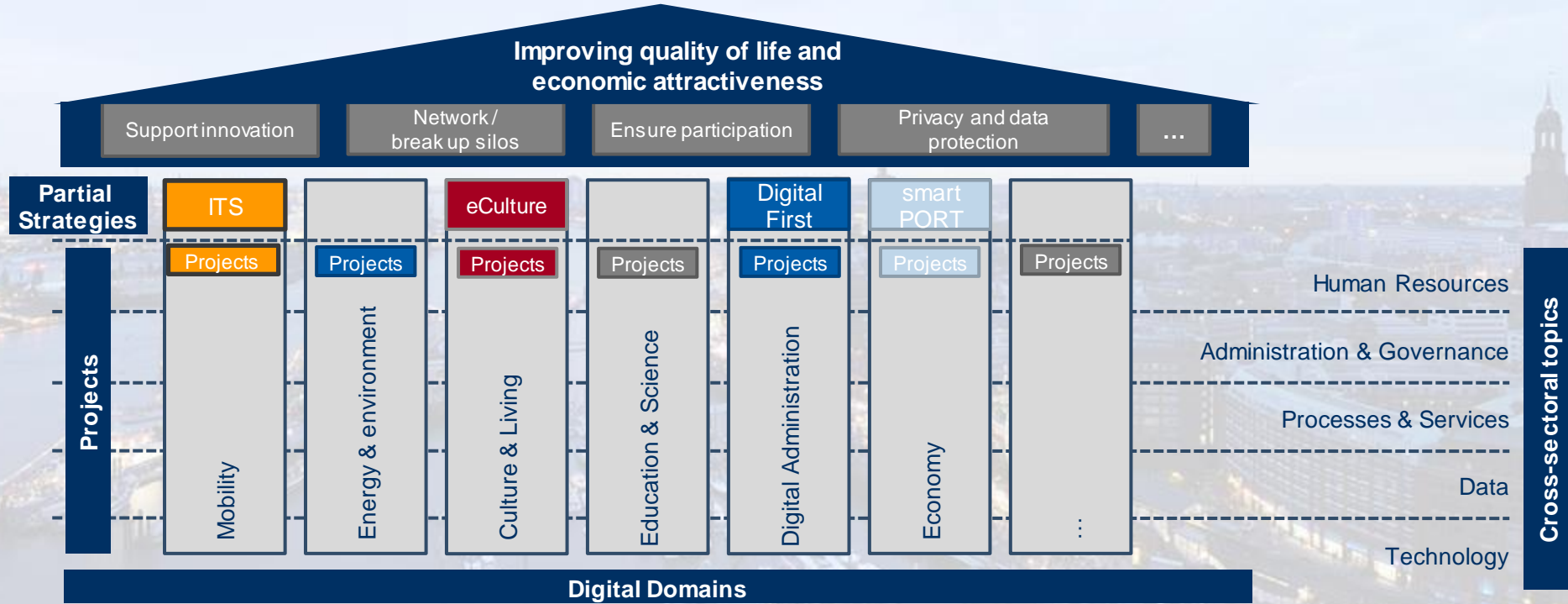
DCCO

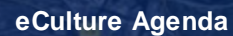
- Integration of partial strategies
- Support innovation
- Break down connect/ silos
- Establish governance structures

- Administration: public companies, specialist authorities
- Companies
- Universities, schools
- Citizens

www.mediaserver.hamburg.de/Datenland Architektursimulation / Erik Recke

DIGITAL CITY STRATEGY (2)





"Digitising the City"

TRAFFIC / MOBILITY



MOBILITY IN HAMBURG - OBJECTIVES



economic strength



liveable and connected public spaces



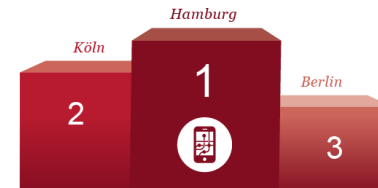
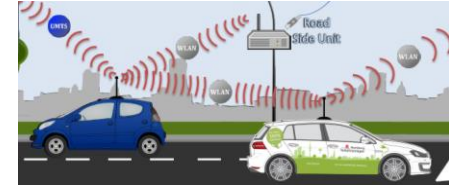
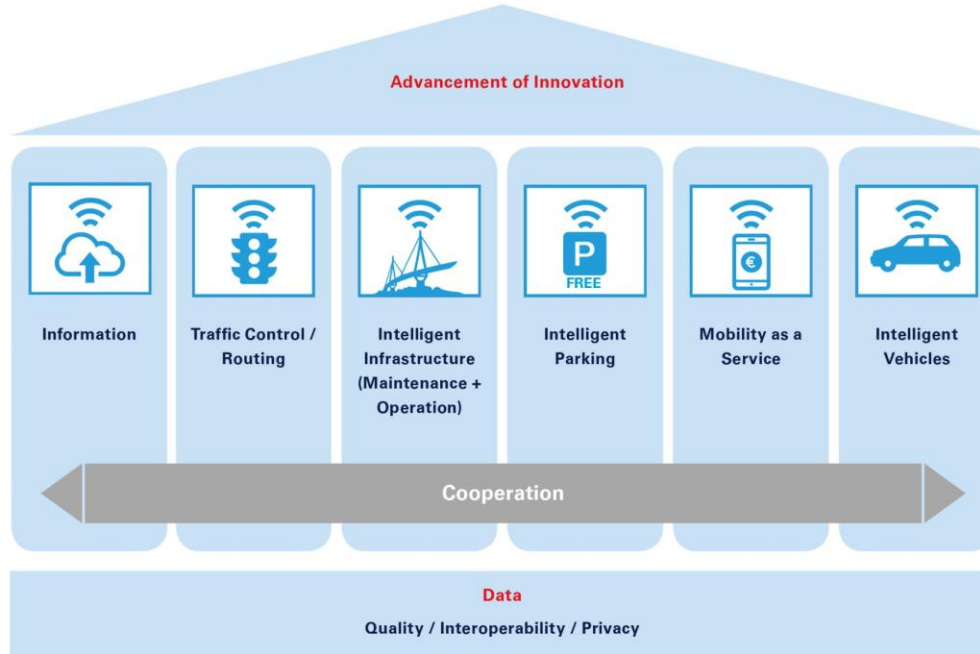
protect people and environment



secure and diverse mobility options



ITS STRATEGY (1)



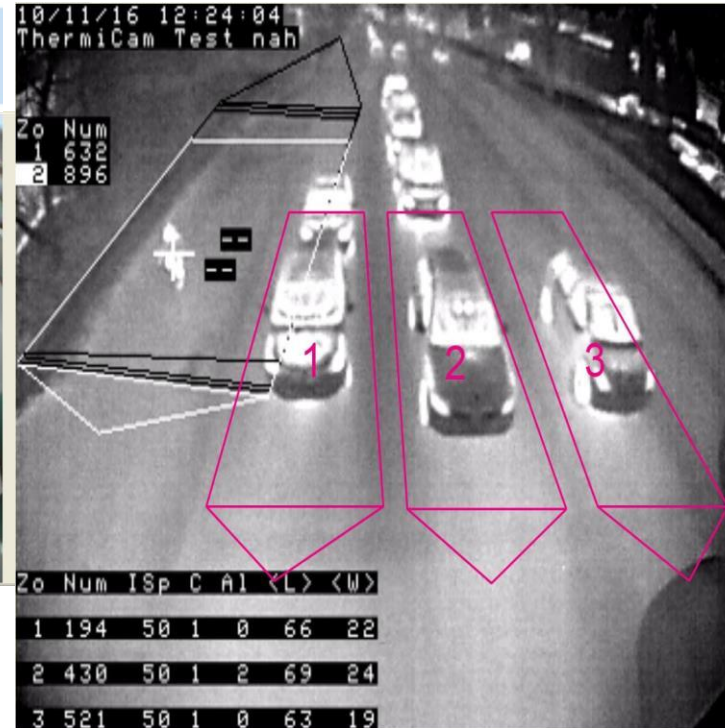
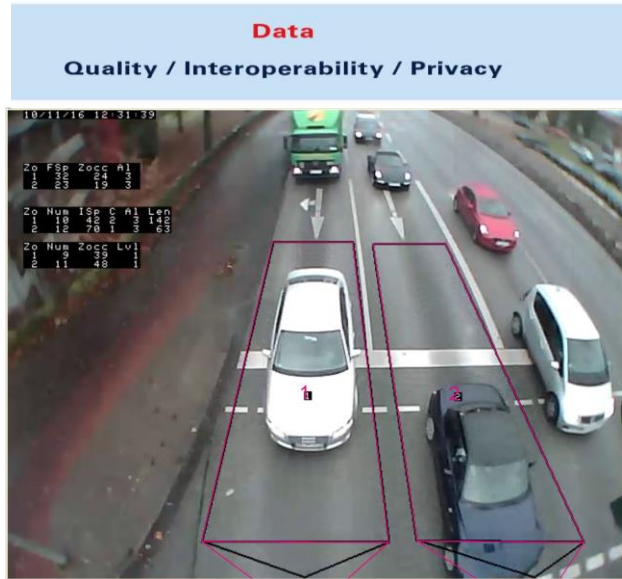
ITS STRATEGY (2)



Some projects

- Real-Time Traffic Data
- Public Transport (“check in & be out”)
- Online parking detection
- Public ride-sharing services
- Real-Time-Construction-Site-Data (iBake)
- Traffic light forecast

PROJECTS: VIDEO AND THERMAL CAMERAS FOR TRAFFIC DETECTION



PROJECTS: SMART PARKING

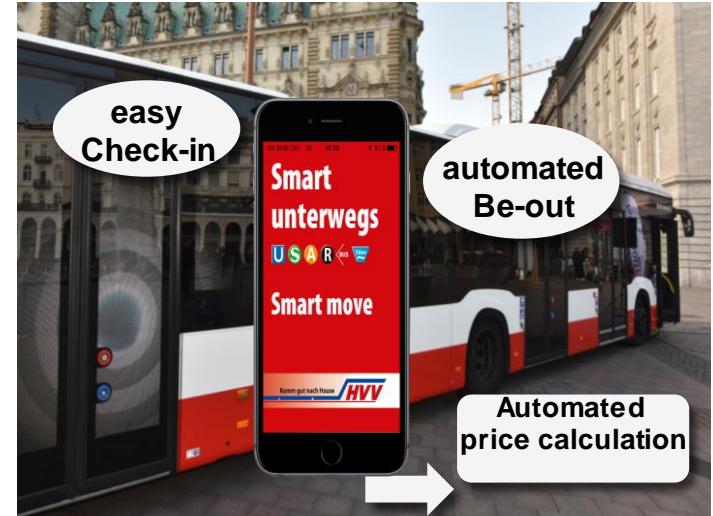


Quelle: T-Systems, Landesbetrieb Verkehr, Fotolia

PROJECTS: PUBLIC TRANSPORT



Mobility as a
Service



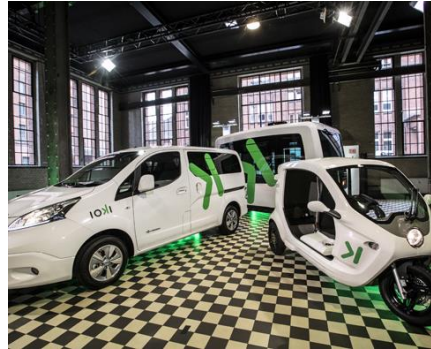
PROJECTS: ON DEMAND SHUTTLES



- Volkswagen brand Moia will launch "Ride Pooling" operation in 2018: 200 all-electric 6-seater vehicles will stop at virtual stops, planned expansion to 1,000 vehicles



- DB-Marke ioki starts in 2018 with 100 vehicles, On-Demand-Service



- CleverShuttle started 2017 with 20 Toyota-fuel cell-vehicles, investment of DB and Daimler

AUTOMATED AND NETWORKED DRIVE

- **Aims for 2030:**
Infrastructure is well equipped to support the automated and autonomous driving (Level 4/5), especially on the Hamburg main road network
- **Milestone 2021:**
An extensive test track has been set up and will be used for testing projects
- Further projects with industrial partners in preparation



AUTOMATED AND NETWORKED DRIVE

Projekt HEAT (Hamburg Electric Autonomous Transportation): Support of a test operation for Autonomous driving with 3.7 million Euros by the Federal Ministry for the Environment



Industriepartner: engineering firm Car and Traffic (IAV, Volkswagen-Beteiligung), Siemens AG

Aims:

Autonomous driving with locally emission-free shuttle buses in Hamburg, planned test track in the HafenCity

Using electric, autonomous vehicles and systems in normal road traffic

ITS WORLD CONGRESS 2021



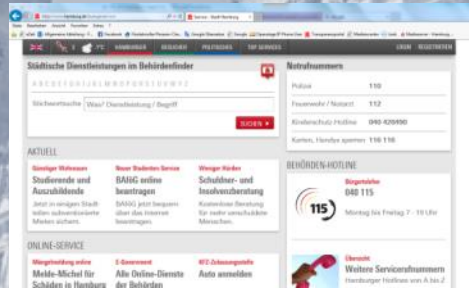
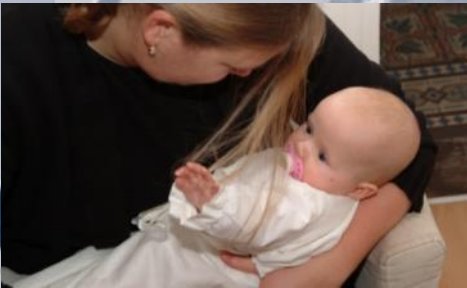
DIGITAL ADMINISTRATION



PUBLIC ADMINISTRATION – DIGITAL FIRST

Key principles

1. Act proactively
2. Avoid multiple data input
3. Automate
4. Communicate digitally



PROGRAM ORGANISATION

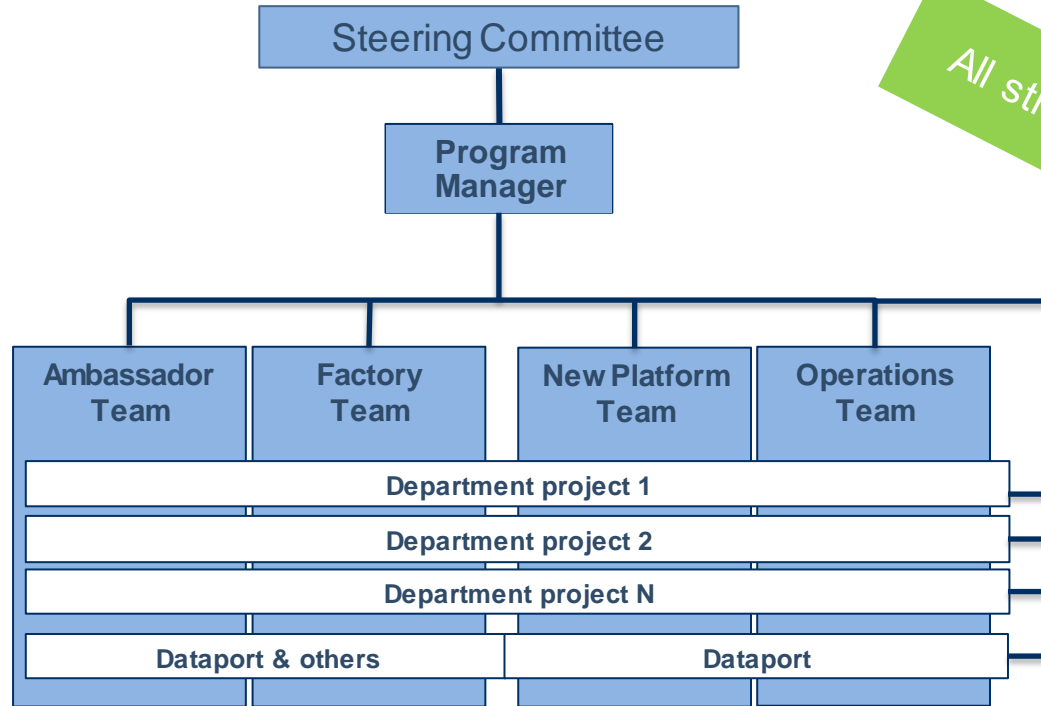
Control

Management

Work streams

Departments

Supplier



URBAN DATA

Quelle: www.asmag.com



Quelle: www.vivitek.com

Quelle: www.frenchtechhub.com

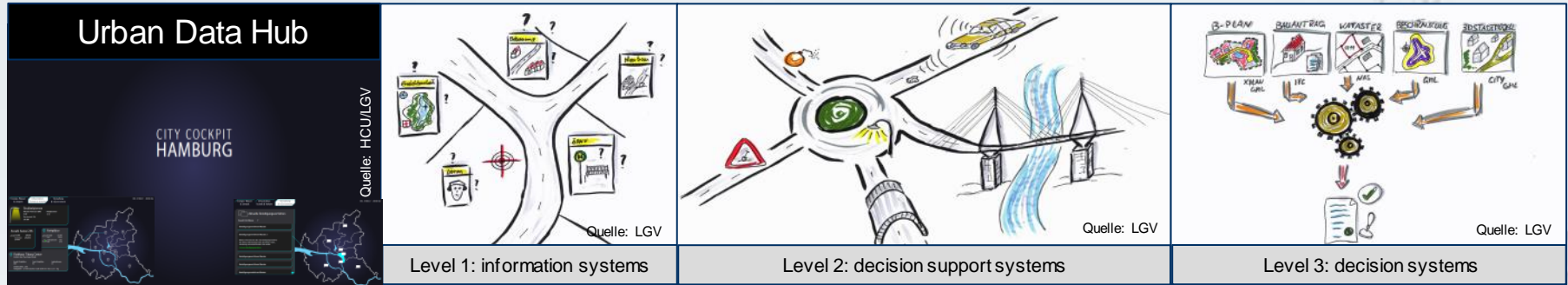
"Digitising the City"

URBAN DATA?



Quelle: www.hausarzt-online.at

URBAN DATA HUB & CITY COCKPITS



- Implementation of „Urban Data Hub Hamburg“
- Co-operation of State Agency for Geoinformation and Surveying (LGV) and City Science Lab at Hafencity University

UD-Hub is responsible for

- Operation and development of HH_UP
- Data consultancy for (public) institutions and stakeholders in Hamburg
- Development of advanced data governance for Hamburg
- Development of City Cockpits

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THERE IS MORE...



„Elbe+“

„ROADS“



3D Model



THANK YOU FOR YOUR ATTENTION

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