



## SHARED MOBILITY MANAGEMENT SOLUTION

# Enhanced mobility for smarter cities

The future is increasingly shared- spending on shared mobility services is expected to reach \$1 trillion by 2030.

The anticipated growth in shared mobility services reflects a significant shift towards more sustainable transportation solutions in urban environments.

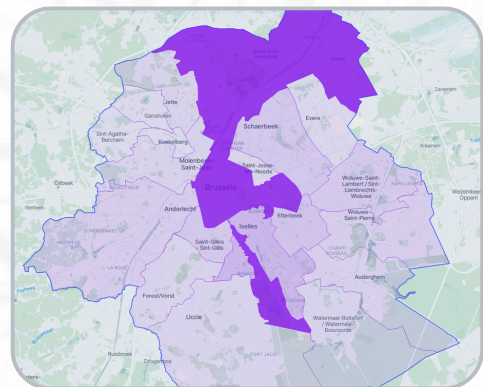
As cities grapple with increasing congestion, air pollution, and road safety concerns, shared mobility emerges as a crucial tool in their quest to achieve sustainability and Vision Zero goals.

Shared mobility services offer convenient alternatives to private car ownership, encouraging more efficient use of urban infrastructure and fostering a culture of sustainable transportation choices.

This transition towards shared mobility not only aligns with environmental objectives but also plays a vital role in enhancing road safety by prioritizing pedestrian and cyclist-friendly urban designs and reducing the reliance on single-occupancy vehicles.

The benefits of shared mobility will only come through dynamic management of the services to optimize for these policy goals.

Learn more about our solutions to help cities and regional governments harness the power of these new modes and improve the livability of cities.



[Click HERE](#) to see our Shared Mobility Management Solution in Action!



# OUR METRICS



Gain insights with various metrics on a single platform, simplifying complex data into easy-to-use intelligence to make global transportation safer, greener, and more efficient.



## 1 Shared Mobility Metrics

Using standardized data formats such as MDS and GBFS, gain an understanding of the performance of bikeshare, scootershare, mopedshare, carshare, and other vehicles.

**Available Metrics:** Count of trips, fleet size, trip duration, trip distance, trips per device per day, device availability

**Data sampling:** Event-based, hourly aggregation

**Answers questions such as:**

- What is the busiest day for shared mobility trips?
- Which are used more, bikes or scooters?
- Which transit stations see the most shared mobility starts or ends?
- Where should I add new mobility hubs and what will their impact be?

## 2 Compliance Metrics

Track the impact of your rules for better parking, cleaner streets, and more effective distribution of shared vehicles.

**Available Metrics:** Unique infringement events, average infringement duration, compliance rates

**Data sampling:** Event-based, hourly aggregation

**Answers questions such as:**

- How many vehicles parked in the no parking zone?
- Did operators respect the fleet cap?
- How much do operators owe in fees?



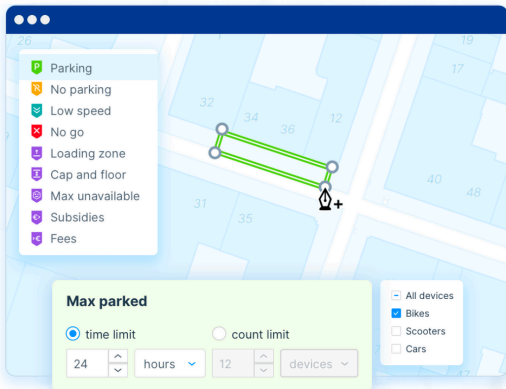


# OUR PLATFORM

Vianova's analytics platform is designed to help you translate data into insights- giving you the resources you need to make smarter decisions and accelerate the transition to sustainable mobility.

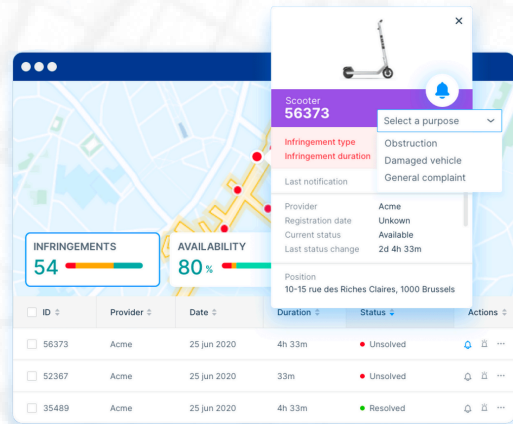
## Analyze:

Use our mapping tools for simple and clear visuals which lay out trends over time, hot spots to target, and performance across time and geographies.



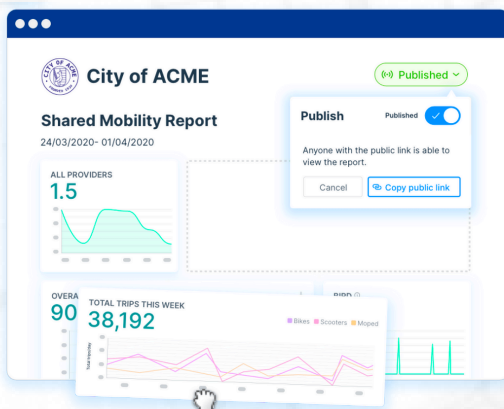
## Design:

Create policies to manage parking or vehicle operations. Set temporary rules for special events and festivals. Monitor compliance and communicate fees and fines directly to operators.



## Run:

Manage shared mobility operations in real time from the field or in the office. Use AI solutions to target the areas with the greatest number of violations, and communicate problems directly to vehicle operators.



## Report:

Build intuitive and accessible dashboards to monitor trends over time. Share insights with elected officials and the general public to communicate the value of shared services.

# OUR SUCCESS STORIES



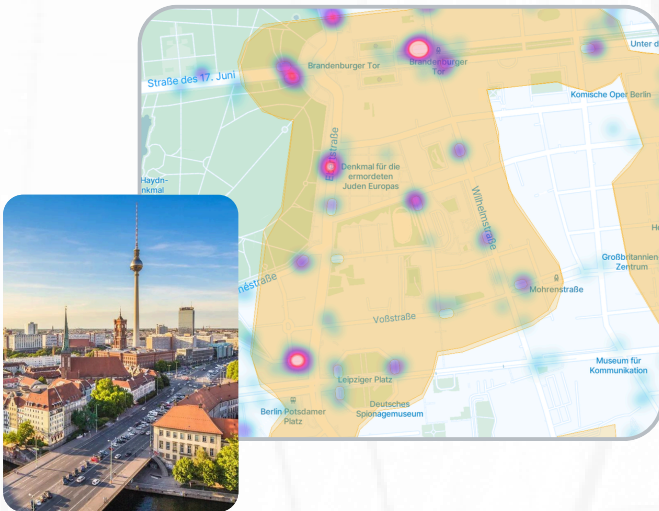
Vianova helps some of the biggest and most complex cities in the world manage their shared mobility services. Learn more about some of our successes:

## Berlin

BVG's Jelbi team is using Vianova's platform to establish 150 parking zones and mobility hubs in the capital, enhancing the connection between public transport and shared mobility.

Vianova's platform enables teams like BVG Jelbi to analyze long-term e-scooter parking trends, pinpoint locations for new hubs, and track the performance of existing ones.

These actionable insights enable BVG to make data-based decisions to both develop and improve public infrastructure, thereby enhancing public transport's role as a viable alternative to car travel.

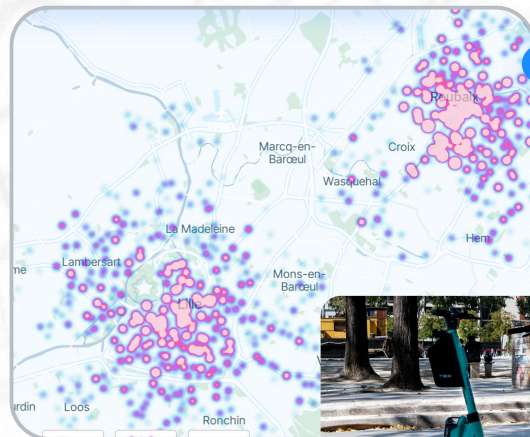


## Lille

Vianova was selected as the trusted partner for Lille European Metropolis (MEL) to oversee electric scooter and bike services across 68 communities.

Facing the challenge of managing mobility across multiple jurisdictions, Vianova's platform supported effective micro-mobility management in MEL. It tailored solutions to meet each community's specific needs, facilitating the strategic deployment of shared mobility fleets.

Collaborating with Lime and Tier operators, Vianova ensured coordinated and efficient operations. The implementation of a public dashboard made transparent reporting easier, providing municipalities with valuable insights into fleet performance and usage patterns.



**VIANOVA**

The good data  
to make cities greener



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