

Cities Partnership

The leading data solution for new mobility management,
planning and regulation

Offer: City of Tampere, 2022

We support operators, cities and third parties to share data seamlessly & build intelligence



50 partner operators

voi.

CHECK.

TIER

SHARENOW

dott

Bolt

lime

greenwheels

cooltra

... and many other clients

RATP
GRUP

VBZ Züri Linie

SYSTRA

knowit

pwc

steer

PORSCHE

STIB
.brussels

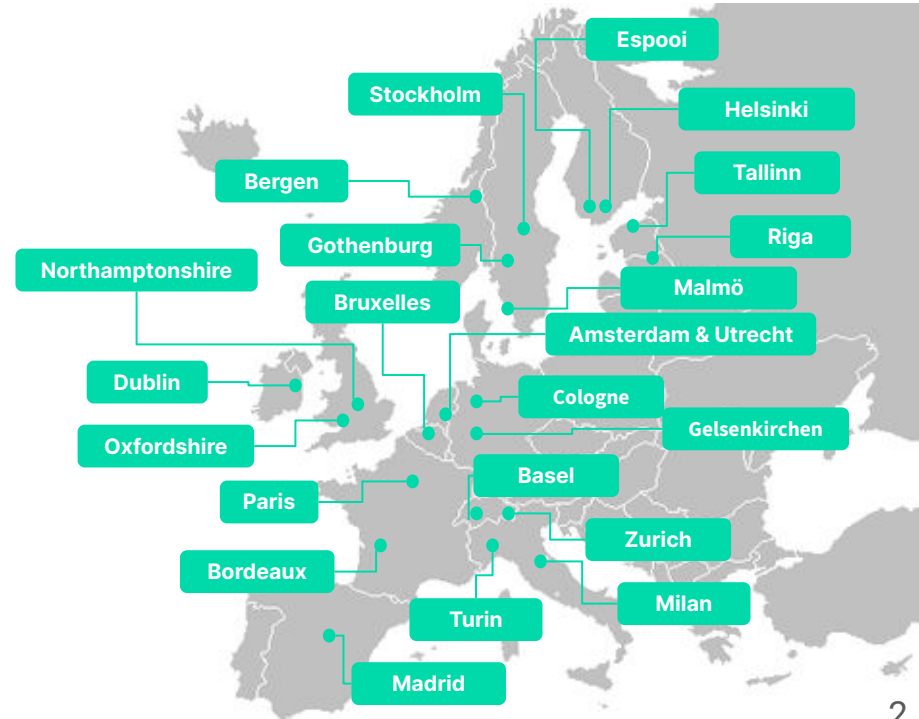
RENAULT

BVG Berliner
Verkehrsbetriebe

TOYOTA TSUSHO

DAIMLER

60+ cities use Vianova

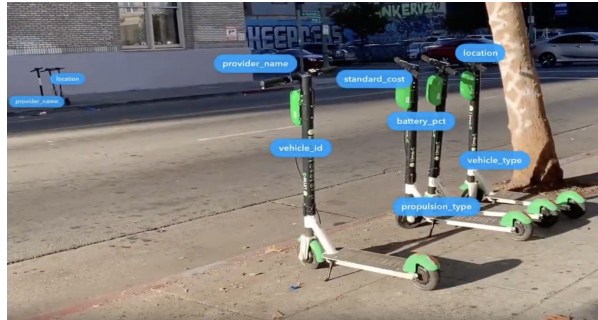
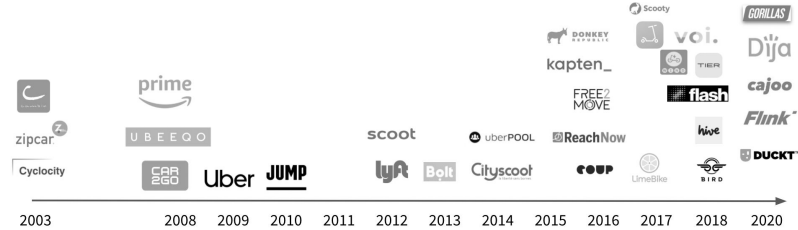


An ever more complex transport system to manage



 **x5 increase in free-floating mobility**
vehicles by 2025 (20 million in the EU) (KPMG)

 **78% increase in last-miles deliveries** by
2030 (UN)



- **Wild parking** and difficult management of public space
- **Increasing conflicts** between modes sharing the same space
- **Questionable policy outcomes** in terms of equity, sustainability & safety

Vianova's proposal to help Tampere improve the management of shared mobility schemes



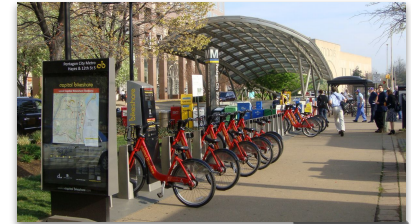
Situation

- E-scooters have taken off as a popular mode of transport in Tampere in recent years. Today Voi, Tier and Ryde have a combined fleet of approximately 6300 vehicles completing an average of 17000 trips per day.
- In addition, there is a dock-based citybike scheme, with approximately 700 vehicles
- Improving access sustainable modes forms a key part of the 2030 carbon neutrality roadmap, with the city aiming to have 69% of all journeys taking place with sustainable modes by 2030.
- Tampere have been testing Vianova's CityScope platform to access data from e-scooter operators for the first time and to explore how the platform can improve the management, safety and accessibility of shared mobility in the city.



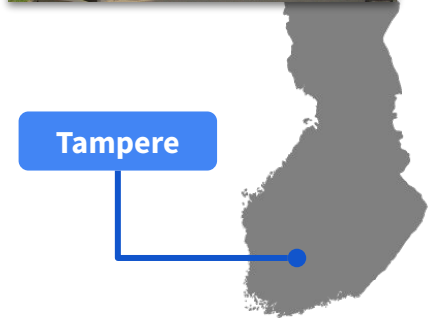
Challenge

- Before using Vianova's platform, the City of Tampere had limited oversight regarding the use of e-scooters, and the extent operators were breaking the city's rules (such as no parking areas).
- Safety is a key concern regarding e-scooters in Tampere, with research identifying 331 e-scooter related admissions to hospital between April 2019 and April 2021.
- The city have plans to improve access to shared mobility, make greater connections with public transport and provide parking spaces for micro mobility. Additionally, shared mobility has increased demand for cycle lanes, which the city is in the process of building more of.



Solution

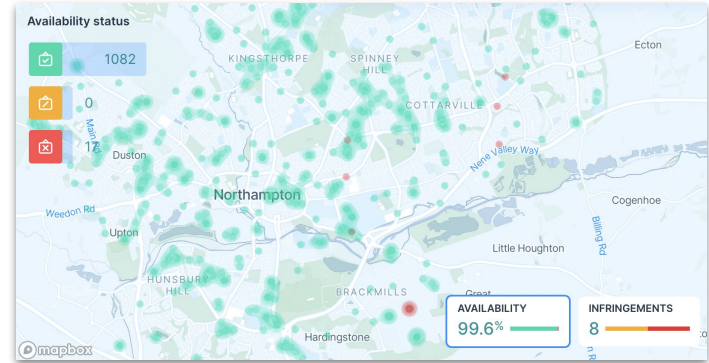
- By using the purposefully designed CityScope platform, Vianova is able to help the City of Tampere collect data from shared mobility operators in the city.
- The platform gives the City of Tampere the ability to draw up and instantly communicate digital geofenced policies, which can be monitored to ensure compliance.
- Using the platform's insights, the city will be able to design the policies for the shared mobility going forward to help ensure that it evolves in line with the city's safety and sustainability goals.
- The platform can help identify locations of parking spaces (mobility hub suggestion tool) and shows the city's most commonly used roads, which can help inform planning decisions.




Why use Vianova software ?




1. **Understand the opportunities & challenges** of shared mobility solutions for your city
2. **Take informed decisions** for policy making and urban planning
3. **Keep operators in check in a time-efficient way** to offer all citizens a tidier and safer public space
4. **Optimise your transport network** using shared mobility to reduce cars usage




Examples of how our solutions have helped our clients

 **120 km of cycling lanes** planned & built in the right place


↓

 Accelerated **modeshift from cars**


 **1,450 vehicles** in infractions automatically notified

↓

 Better order and safety of vehicles

 **70% increase in parking compliance** & 50% fewer complaints

↓

 Improved public opinion & time saved

 **40% less time spent** by city managers using our reporting tool

↓

 Resources for more value-add activities

"This was just perfect. As a matter of fact, we were just sitting and discussing where to put our parking hubs and racks for next year when you released the Hub Suggestion function. Extremely useful!" **Johan Sundman - Traffic Department, City of Stockholm**

Trusted third-party for secure data-sharing

Private mobility fleets



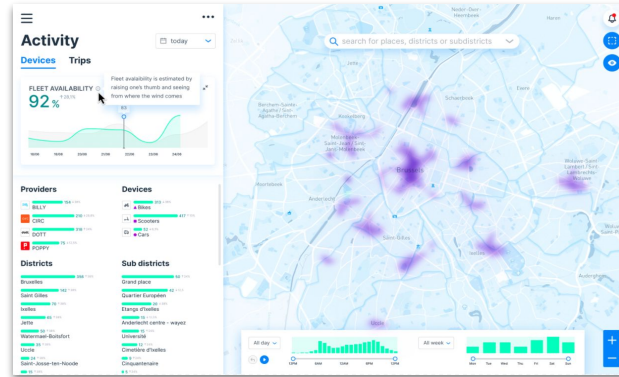
Mobility data



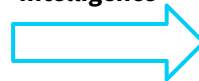
Monitoring and Auditing



3rd party manager



Insights & Intelligence



Policy data



Public Sector

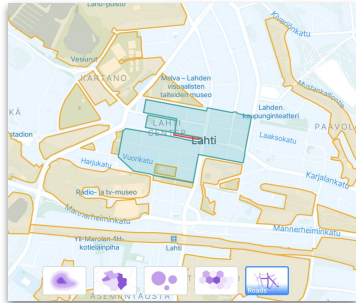


- **Bilateral exchange of information:** mobility data vs. city geofenced regulations
- **Standardised mobility formats** (MDS, GBFS, CDSM) for repeatable data sharing with cities
- **50+ operators' data agreements with Vianova** to facilitate data provisioning
- **GDPR compliant data collection and processing** with Vianova leading expertise
- **Unique insights** from advanced aggregation and ML based intelligence

Key features that would help improve shared mobility management in Tampere

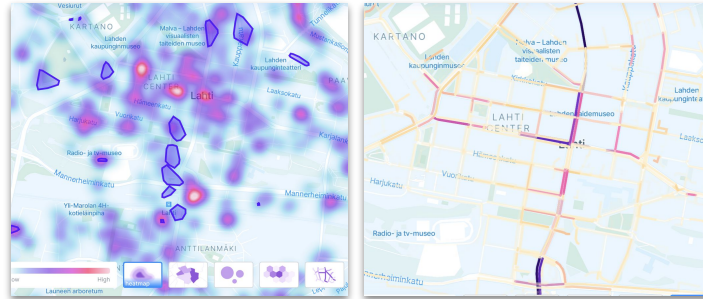


Implement, communicate and monitor regulations



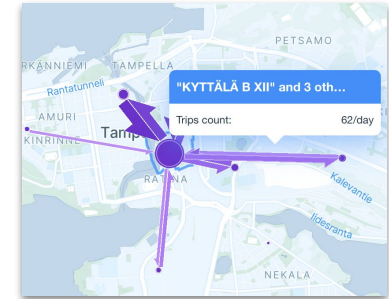
- Have a central platform to draw and communicate e-scooter regulations - parking, no-parking, no-go
- Monitor regulatory compliance historically (using reports) and in real-time
- Notify providers of mis-placed vehicles in real-time
- Send automated infringement notifications to operators

Plan mobility hubs and cycle infrastructure



- Use the mobility hubs planning tool to instantly identify optimal mobility hub locations
- Identify the most used road segments to help inform bike lane planning

Analysis and reports

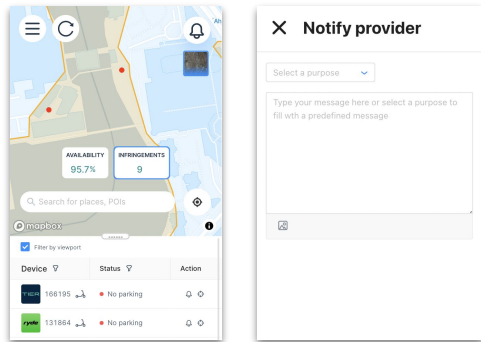


- Access shared mobility data to conduct advanced geospatial analysis to inform planning decisions
- Understand origins and destination pairs from any location in the city
- Conduct historical analysis on metrics and policy compliance using the report function

Continuously improving platform (features added during the trial project)



Mobile report tool



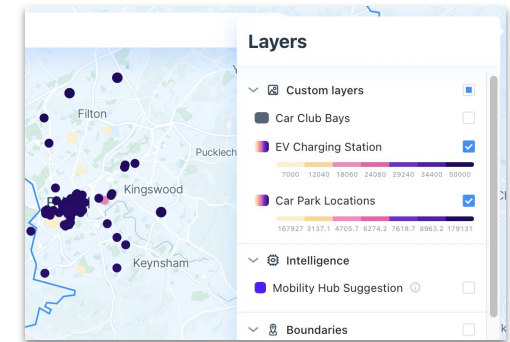
- Vianova have recently launched a mobile version of the platform that enable on-the-ground municipal staff to report devices
- Easily identify devices to report by granting location permission and filtering by location
- Attach a photo to the notification and send it directly to the operator

Report Upgrades



- Enhanced reporting capability to visualize data on more widget types
- Compare data from several geographies on one graph
- Generate a list of all policy infringements over a given time period

Customised layers



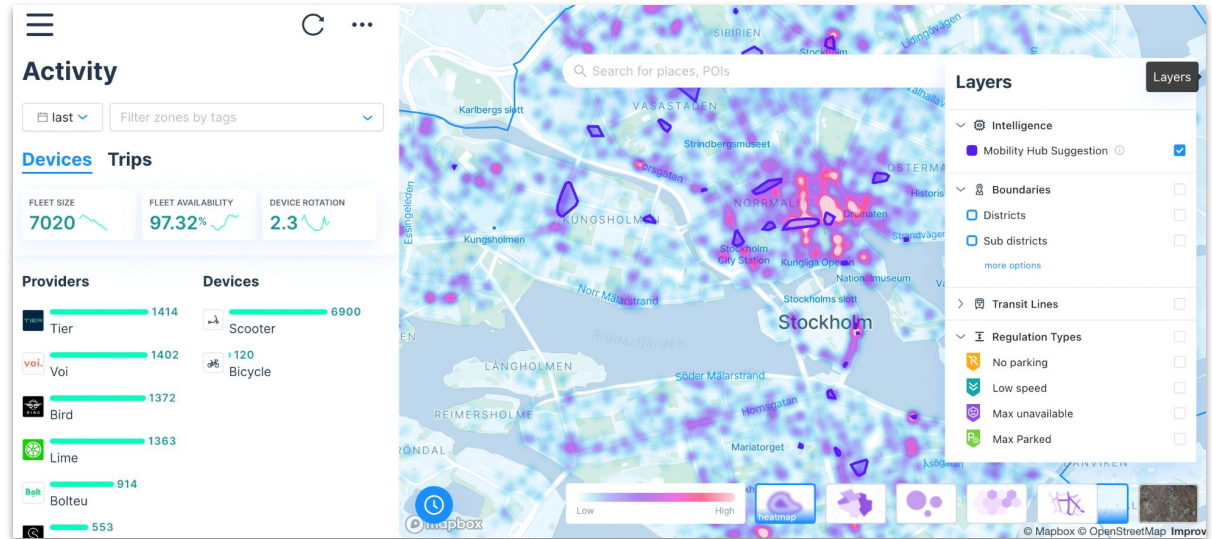
- Upload and visualize any spatial data set to enhance analysis and help inform policy choices
- Datasets can include infrastructure locations, demographics or other transport related data sets
- Filter customised layers and visualize the data

Shared mobility management at your fingertips !



... for planning & monitoring

- ✓ **Live monitoring of vehicles, tagging of wrongly parked vehicles, and infractions alerts**
- ✓ **Visualisation of insights for better city policies and planning** (*fleet distribution, O/D matrix, mobility patterns, etc.*)
- ✓ **Customised reporting for city stakeholders, and AI-based recommendations on policies, mobility hubs creation**



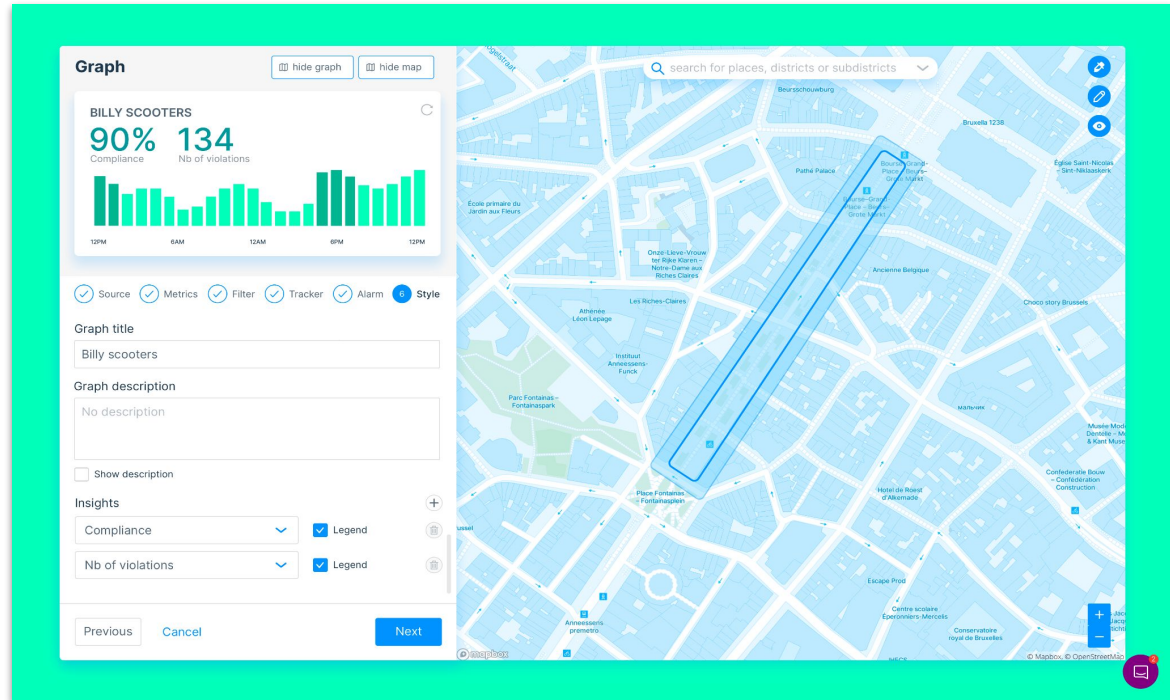
" I've learned more about how micromobility moves from one afternoon on Cityscope than I have for the last year " **Grigori Parfjonov - Traffic Department, City of Tallinn**

Shared mobility management at your fingertips !



... for regulations & auditing

- ✓ **Creation and communication of geofenced policies** (parking, no-go, speed, etc.) in two clicks
- ✓ **Live infractions & notifications to operators** for rapid resolution
- ✓ **Compliance reporting to city regulations** for all operators and **fees & subsidies invoicing**



Customer achievements based on defined use cases



Use cases and paths to success based on your maturity

 **Understand mobility patterns**

 **Plan and design new infrastructure**

 **Manage and regulate operators**

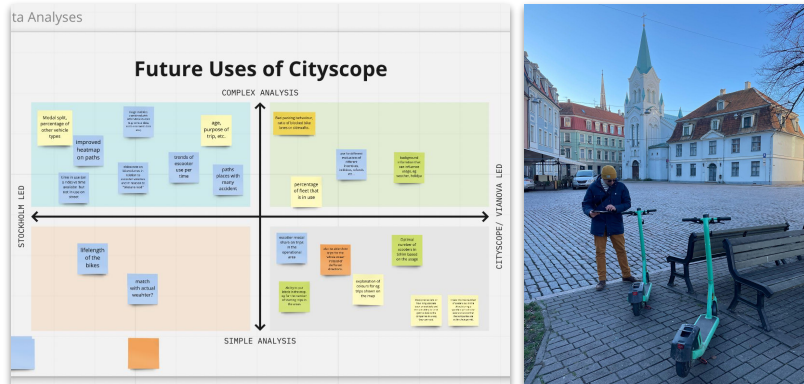
 **Optimise across mobility options**

Focus on outcomes

Prioritisation of use case to focus on during workshops, customised onboarding for the city & ground truthing

Your success is our success

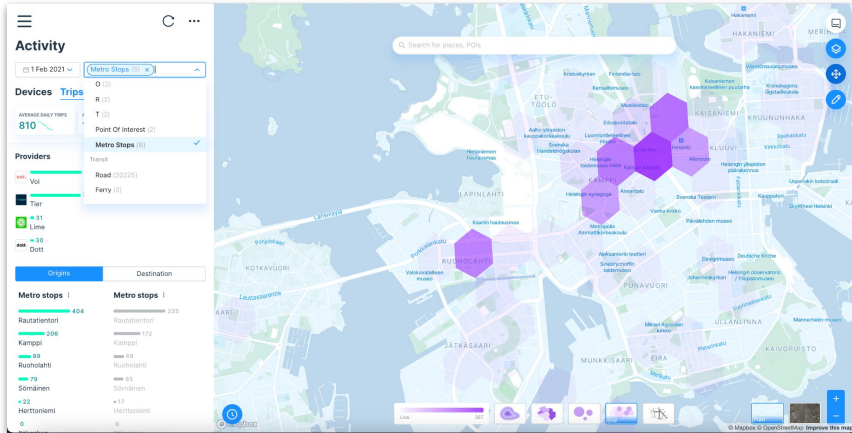
27 dynamic employees, dedicated account manager with experience from transport planning and data analysis



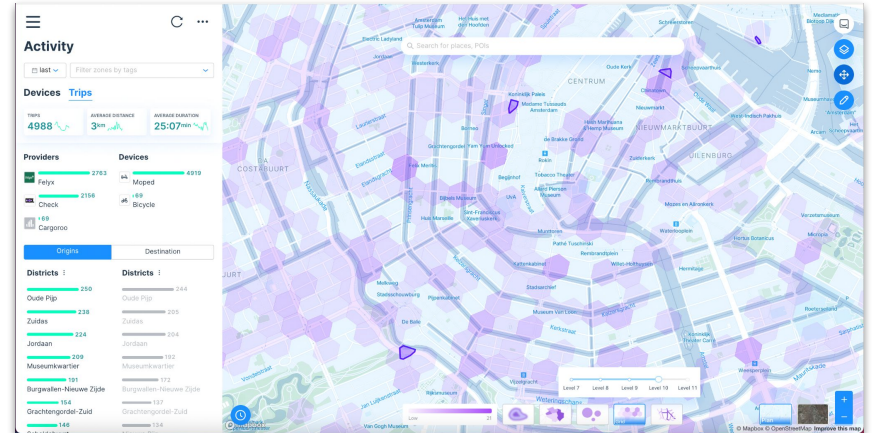
Understand and increase multimodal journeys & integration



Analysis of the Helsinki metro stations for popular micro-mobility trips



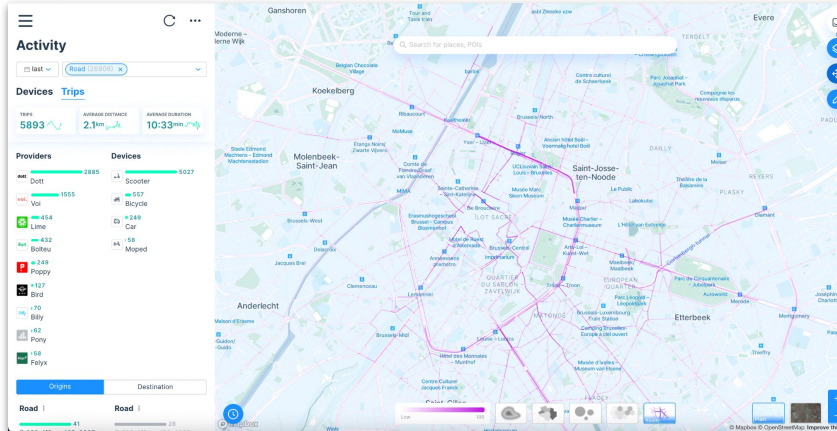
Ai-based Mobility Hub suggestions to maximize connections to public transport



Increased road safety with better infrastructure & policies



40km of temporary Corona-lanes built during covid crisis to promote safer micro-mobility (x5 traffic)



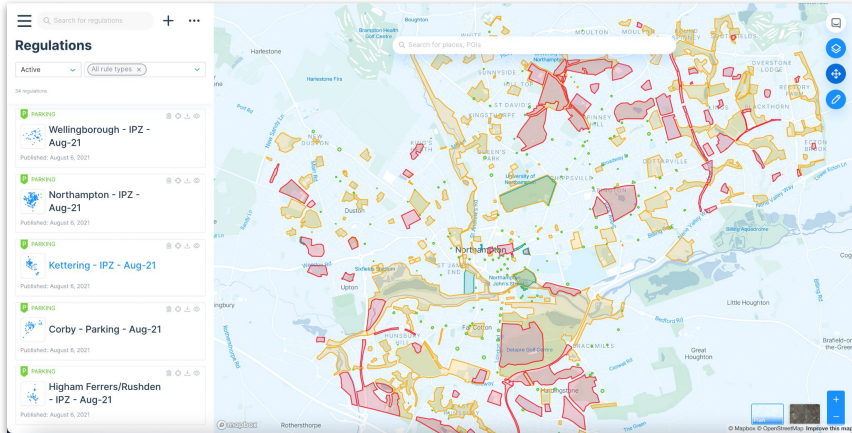
8 low-speed zones created in Stockholm to avoid accidents with pedestrians



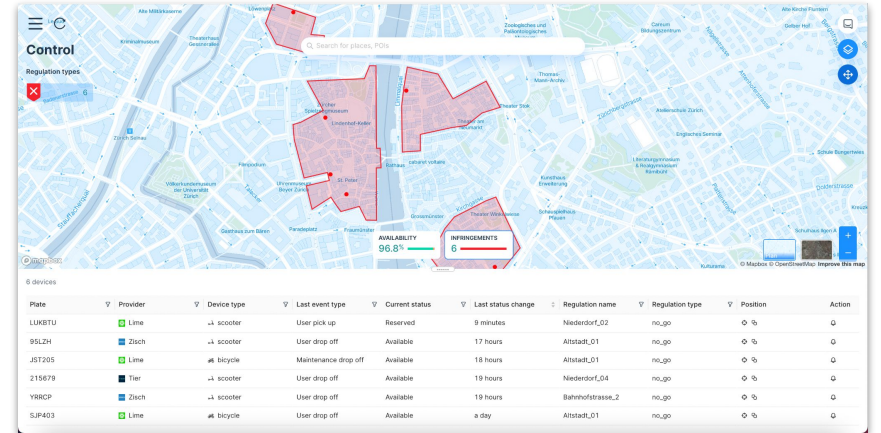
Improved tidiness of public space & parking management



Planning and creation of **150 Incentivised parking zones** in Northampton in collaboration with Voi



Live infractions of **no-parking zones** in Zurich and creation of 30 mobility hubs



Vianova will offer guidance and support on a number of topics to help your city reach its goals

Topic 1: Assessing the Present Situation

- Answering key shared mobility questions - how often are people using shared transport? Where are they going? What times of day?
- Analysis of interactions with public transport network

Topic 2: Parking, mobility hub and infrastructure planning:

- Transition from a dockless to docked/ parking bay system
- What to take into consideration when planning mobility hubs

Topic 3: Tactics to Improve Shared Mobility Sustainability:

- Key aspects to consider when assessing the environmental sustainability of existing shared mobility schemes
- Types of policies to encourage more sustainable travels patterns

Topic 4: Approaches to Tendering for Shared Mobility:

- This to consider when going out for shared mobility tenders
- Tips to help pick the best partner

Topic 5: Policy Best Practices from Across Europe

- Comparison of the different policy approaches taken across Scandinavia and wider Europe
- Analytical comparisons between similar cities



Cost-efficient offerings in cloud-based SaaS



For cities, transport authorities, Public Transport Operators, consultancies (wrt fleet size):

Visualise basic mobility insights with a limited data history and **understand the mobility flows** in your city

CITY BASIC

Free

CITY LAB

€5,000 - €50,000 per year

Take planning and policy decisions using advanced geo-analysis and analysing mobility patterns

Regulate, audit and optimise shared mobility in your city with advanced insights and policy tools

CITY MGT

€6,000 - €65,000 per year

Standard business offering in detail



Item	City Start	City Lab	City Management
No users	2	Unlimited	Unlimited
Support	Online knowledge base	Online chat + bi-weekly calls	Online chat + bi-weekly calls (cap 5h / month of advisory)
Data	1-month lookback	Unlimited, GBFS & MDS formats	Unlimited, GBFS & MDS formats
Real-time vehicles positioning	No real-time data	✓	✓
Trips / fleet metrics & map visualisation of O/D matrix, road usage, fleet distribution	✓	✓	✓
Geofenced policies creation & communication		✓ (Maximum 3 regulations)	✓
Reports of mobility & compliance metrics	Only one with full data scope	✓	✓
Custom zones and trips intelligence		✓	✓
Notification & alerts		✓	✓
Customisation & White label			✓
Secure environment: HTTPS, encryption, etc.	✓	✓	✓
Yearly license			
< 1,000 vehicles	Free	0.9€ / vehicle / month	1.1€ / vehicle / month
< 5,000 vehicles	Free	0.5€ / vehicle / month	0.7€ / vehicle / month
> 5,000 vehicles	Free	0.3€ / vehicle / month	0.5€ / vehicle / month

Standard commercial offering in detail



Number of Vehicles	City Lab - Year One Monthly Fee	City Management - Year One Monthly Fee
3,000	1,900€	2,500€
3,150*	1,975€	2,605€
3,500	2,150€	2,850€
4,000	2,400€	3,200€

CITY PREMIUM

+ €8,000 per year

Premium support and advisory package - 10 additional hours of support and advisory per month from our experienced data analytics and transport planning team.

Use the time how you want:

- General support and implementation of use cases
- Analysis and report writing
- Workshops

*Assumption of yearly average fleet size in Tampere. Based on the current total fleet size in the city with the assumption that there will be no vehicles in the city during the winter months (December-March), and a reduced fleet in October-November and April-May

Tampere will receive a 30% off the standard price



Number of Vehicles	City Lab - Year one monthly fee	City Management - Year one monthly fee
3000	1,330€	1,750€
3150*	1,380€	1,820€
3500	1,505€	1,995€
4000	1,680€	2,240€

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Tampere's commercial offering in detail



Save up to 30% with longer contracts! Committing for more than one year gives you advantageous discounting on the entire subscription. Commitment of more than one year also allow you to “lock” the fleet size in your city, hence providing additional potential savings as well as controlling your spending and budget.

Year 2
20%

Year 3
25%

Year 4
30%

Contract length	City Lab (Per Month)	City Management (Per Month)
	3,150 Vehicles	3,150 Vehicles
1 Year	1380€	1820€
1 + 1 Year	1240€	1641€
1 + 2 Year	1170€	1550€
1 + 3 Year	1120€	1480€
Accumulative savings (total)	3,150 Vehicles	3,150 Vehicles
Year 2	3,420€	4,296€
Year 3	7,650€	9,720€
Year 4	12,600€	16,320€

Why Vianova is your best data & mobility partner



#Made for cities with cities

- *Iterative feedback loop with 60 cities to build the best mobility platform*
- *Dedicated account manager, customised workshops and city customer success calls*

#Open Platform:

- *All data available for extraction on the dashboard or by API (developers.vianova.io)*
- *All aggregation & intelligence full documented on help.vianova.io*

#Unique Data Combination & Intelligence

- *Quickest geo-analytics platform on the market (<2 sec) to accomodate any custom request*
- *Unique AI-based intelligence to provide direct policy & planning recommendations*

#Cost-effective and readily available solution

- *Development costs shared between 150 clients, with monthly updates*
- *Short platform set-up, thanks to cloud solution and 50+ mobility data agreements*

Thank you 🙏

The Vianova Team