

# MOVECIT

## Sw & App deam and plan

Amount of space required to transport the same number of passengers by car, bus or bicycle.  
(Poster in city of Muenster Planning Office, August 2001)



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14/11/2016



- Institutional Mobility Management
- Corporate Mobility Management
- Bike to work campaigns
- Greenway development
- Cyclo-tourism development
- Cyclists Welcome certification scheme
- Eco-counter deployments



- We seek to ...
- ...advance the **Mobility Assessment, Planning and Management service** ...
- ...offering for Corporations and Public Institutions ...
- ...as part of our core mission ...
- ...of environmental sustainability, stewardship, advocacy and education.



Proximity of workforce to the work location appears to have a strong correlation to **employee interest in mobility options**,  
Workplace concerns caused by constrained mobility that drives HR (recruiting, satisfaction, retention) and/or financial concerns,  
Attitudes, behaviors, motivations, convenience/finances of the individual workforce  
Accessibility and affordability of a personal car,  
Recognition to mobility's impact on employee satisfaction & retention and workplace productivity.

To understand and identify these drivers will be foundational to advance the mobility management service itself.



A full suite of mobility management services ranges from assessment, to awareness and change management building

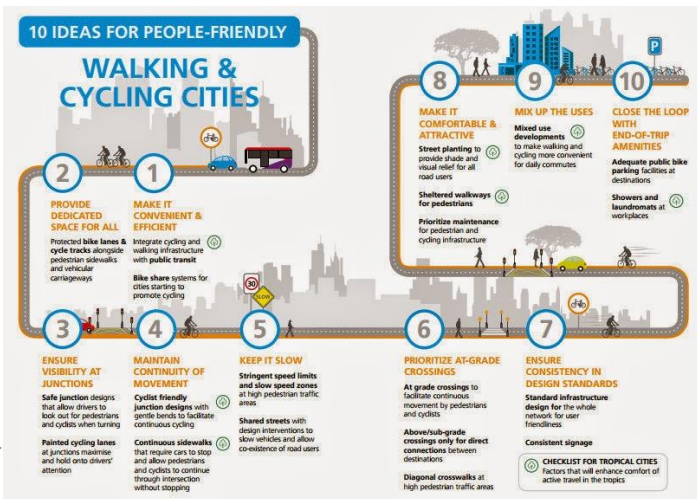
Workforce mobility assessment, analysis and planning

- Modal proportion and current state (mode use, commute time)
- Orientation to sentiment, needs, preferences
- Recommendations to improve employee mobility
- Based on an analysis of a site's travel patterns and transport situation
- Elaboration of specific concrete goals, time plan and measures and methods of implementation
- Focused on soft measures
- Focused on sustainable measures
- Champion / user group development
- Stakeholder involvement
- Technology solution assessment
- Traffic / urban study engineering & design
- Goals, objectives, plans, measures



- Workplace organization
- Stakeholder involvement
- Infrastructure development
- Technology implementation
- Measurements
  - Surveys, Counters, Flow study
- Campaigns
  - Competitions
  - Activities
- Communications
  - Newsletters, Emails, Social Media, Handouts





**It's cool to carpool  
WORKSHOP**

Django team, carpool software provider, will address these topics:

- How to register in Django?
- How to find other carpoolers?
- How we calculate daily shared rides?

Every participant will get a manual and little gift.

**August, 6<sup>th</sup>**  
4:30 PM – 5:30 PM, Meeting room F0.14

## Attention drivers!

**Carpool competition starts...**

Share your ride with colleagues and win a guaranteed parking place exclusively reserved for you!

36 carpoolers win every month!

→ Go to <https://ibm.biz/BdRmmC>



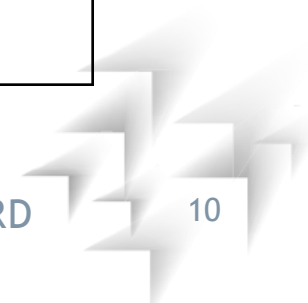


# MOBILITY MANAGEMENT VALUE PROPOSITION

Audience	Needs From Mobility Management	Core Benefits provided by Mobility Management
Corporate	<ul style="list-style-type: none"> <li>• Handle logistical demands specific to location</li> <li>• Focus on employee commute options</li> <li>• Return on mobility planning investment</li> </ul>	<ul style="list-style-type: none"> <li>• Improved efficiency of site logistics</li> <li>• Employee satisfaction and retention</li> </ul>
Public Institution	<ul style="list-style-type: none"> <li>• Handle logistical demands specific to location</li> <li>• Focus on employee commute options</li> </ul>	<ul style="list-style-type: none"> <li>• Improved efficiency of site logistics</li> <li>• Employee satisfaction and retention</li> </ul>



Area	Description
Analytics / Engineering	<ul style="list-style-type: none"><li>• Enhance depth of analytical capabilities</li><li>• Add mobility engineering services</li></ul>
Technological	<ul style="list-style-type: none"><li>• Increase offering of technology tools that encourage / influence increased mobility modal mix</li></ul>
Marketing / Communications	<ul style="list-style-type: none"><li>• Deepen marketing and communication capability as a core service offering</li></ul>



**Application** that encourages increased eco-friendly mobility such as walking, cycling, mass transit, carpooling

- > Application architecture, functionality and features description
- > Platform recommendation
- > Recommended developer options

Leveraging capability across the entire mobility management offering and for multiple Public Institutional and Corporate clients.





EcoFriendly Healthy Fit  
Costs Saving Satisfied Happy



APP  
LOGO



OVERVIEW JOURNEYS MANUAL ENTRY PROFILE ORGANIZATION

Search here...

Total Score

848

Weekly Score

32

Monthly Score

220

% Personal Goals

64%

Organization Score



% Organization Goals



11 CHOOSE DATE (pop-up calendar)

64%

Your Progress...

Journey to Work



Journey from Work



Steps



CO<sub>2</sub> Savings (milligrams)



**Congratulations!** By your behavioral change you have saved more than 35 trees!

Calories Burned (kcal)



Financial Savings (CZK)



**Good job!** You have just saved enough money to cover your electricity bills for 2 months!

Total steps 2889

Total CO<sub>2</sub> 889 mg

Goal CO<sub>2</sub> 5 859 mg

# APP LOGO



OVERVIEW

JOURNEYS

MANUAL ENTRY

PROFILE

ORGANIZATION

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Steps



Jan 2017	238
Feb 2017	84
Mar 2017	28

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Most Popular Journey by



Longest Journey by



Most Journey Segments by

Steps



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Steps	12-16	01-17	02-17	03-17	04-17	05-17	06-17
Web app design	W						
Mobile app design	W	W					
Web app programming	W	W					
Web app testing (Partnership employees)			W	W			
Mobile app programming		M	M	M			
Mobile app testing (Partnership employees)					M	M	
Web & Mobile app launch							W + M

