

Better Data for Better Cities

How to increase cycling thanks to actionable insights?

15.09.2023 - MegaBITS FBD session



Understand bike usage and cyclists needs to increase cycling experience

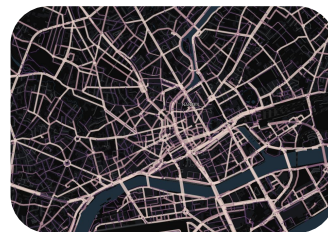
Data cities can access to



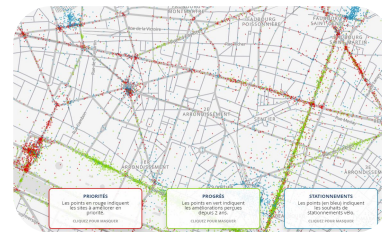
Bike count data



Infrastructure data



GPS data



Reports



Surveys



Demographic data



Road traffic accidents



Weather data

... among other things !



What cities actually need

1

Plan and prioritize

What are the most urgent actions to take to secure cycling?

2

Measure

How to track the effects, and adapt our actions?

3

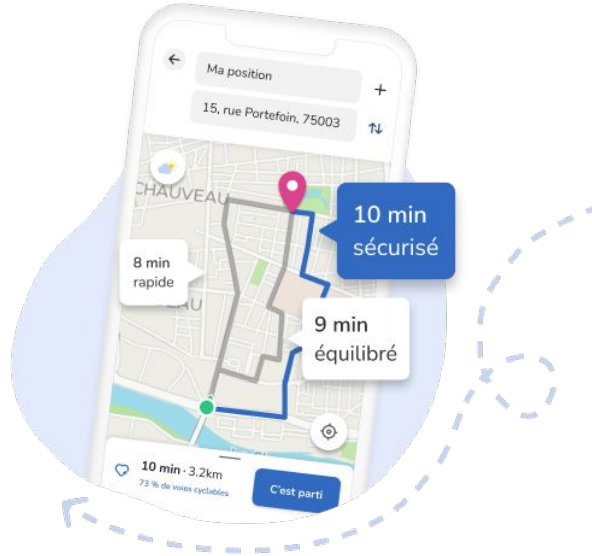
Justify

How can we show that what we have done is efficient?

Geovelo, a dedicated app to better understand bike usage

Geovelo

Our mission: increase cycling to make mobility greener



A free app to improve cycling experience for everyone

- Make cycling safer in your city,
- Facilitate access to bike services (bike parkings, repair shops, etc.)
- Features to encourage cycling (bike to work challenges, etc.).

1M

users in France

28 million

kilometers cycled in 2022

**Now available
all over Europe!**

Cycling Insights, a tool for cities to prioritize and measure their actions

Cycling Insights

Our mission: increase cycling to make mobility greener



A platform to get the insights needed to enhance the cycling experience

- Comprehensive overview of bike traffic (GPS data extrapolated thanks to bike counts).



- Integration and cross-referencing of other sources of data to produce actionable insights.

60

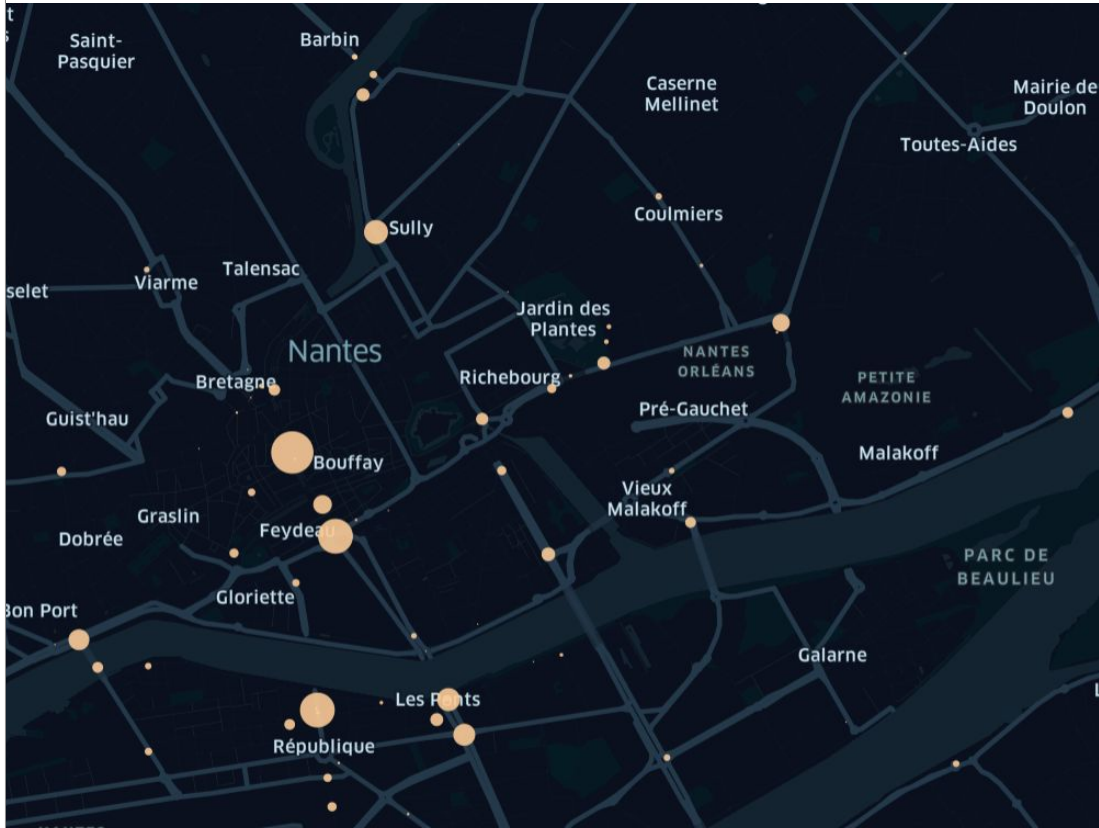
partnering cities

5

years of R&D behind

Cycling Insights

A concrete use case: studying the risk of bicycle accidents in Nantes.



Multiple data sources combined and analyzed to provide concrete decision support:

- Extrapolated bike traffic,
- Detections of emergency braking,
- Reported accidents,
- Danger zones reported by Geovelo users.

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