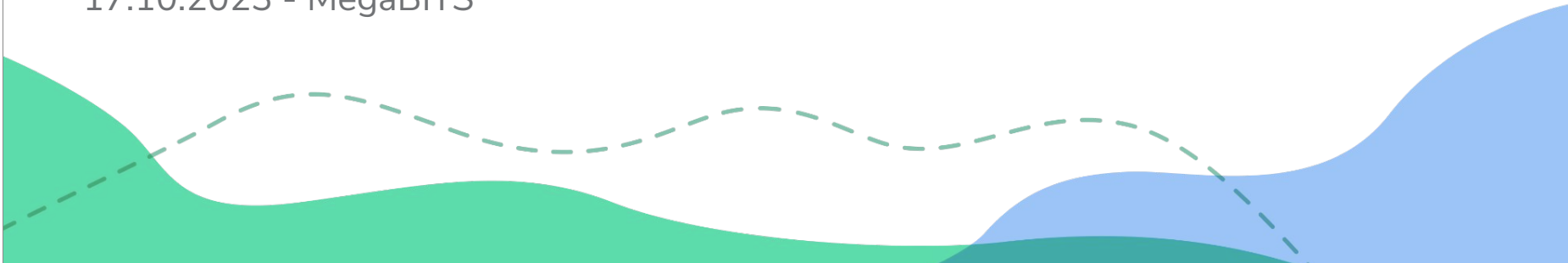


Better Data for Better Cities

**Understand bike usage and cyclists needs to
increase cycling experience**

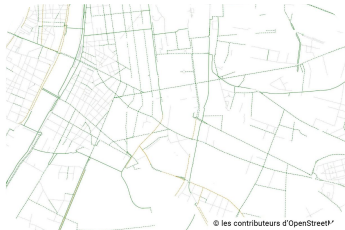
17.10.2023 - MegaBITS



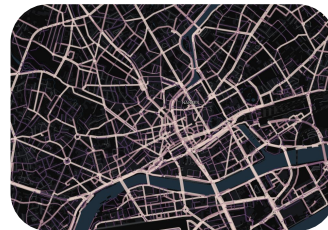
Data cities can access to



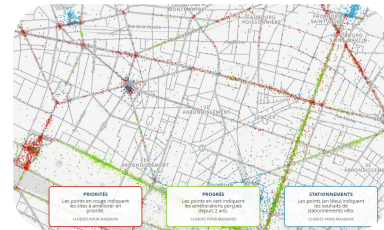
Bike count data



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?



MegaBITS

Mobilizing Europe's Green Ambition through
Bicycles and Intelligent Transport Systems

MegaBITS aims for a 10% increase in kilometers cycled and 8.8% decrease in CO2 emissions.

We need tools to assess if we are achieving these objectives!

Cycling Insights, a tool to enhance your cycling policy



- Bike counts
- GPS traces
- OpenStreetMap
- GIS data
- Reports
- Smartphone sensors
- Demographic data
- Traffic accident registry
- Weather data

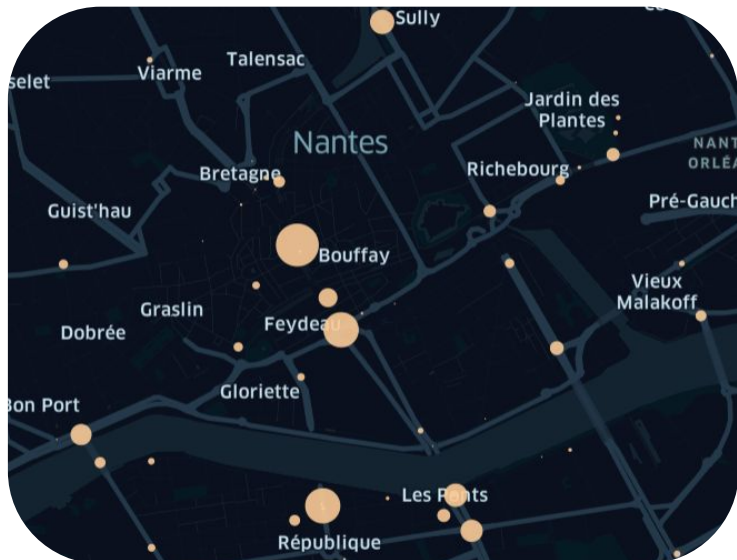


- **KPIs:** number of bike trips, share of unsecured traffic, CO2 emissions saved...
- **Use of network,** missing links, desire lines and origins / destinations.
- Identification of **problematic points** (hazards, abnormal speeds, road quality)

Innovating dashboard combining ground truth data and GPS traces

Cycling Insights

A concrete use case: identifying the most accident-prone areas in Nantes



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

- Comprehensive bike flow,
- Detected emergency brakings,
- Bike accidents,
- Road quality,
- Reports from app users.

Nantes, Paris, Bordeaux, Lyon, Geneva + 50 other cities already using Cycling Insights to better target their initiatives

Geovelo, a free app to secure cyclists and better understand bike usage

Søren Sørensen · 2e
On the road for sustainable mobility
6 j · 🌐

Need to go to a hardware store for a few things.

According to Google Map a car ride will take me 14 minutes and 6.1 km. Public transport 36 minutes. A bicycle will take 16 minutes for a 4.9 km ride.

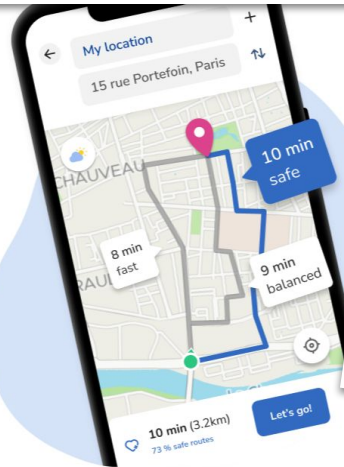
As I could easily carry my purchases on my bicycle, the choice was easy.

However I did not follow the best route as proposed by Google Map, but the network I know of bicycle paths reducing the length of the ride to 4.04 km.

Apparently there is a need for better quality of digital representation of bicycle paths. This is recognized and is part of the MMTIS regulation.

By the way 8 km on the bicycle meant a contribution of approx 8 EUR in socioeconomic gain.

What mode of mobility would you chose?



Laurent Guennoc · 1er
Market Leader at Eco-Counter

Søren Sørensen, next time, better chose **Geovelo** instead of Google maps. The best Cycling route App on the market!
[Voir la traduction](#)

J'aime · 🍷 1 · Répondre · 3 commentaires
Charger les réponses précédentes

Søren Sørensen **Auteur**
On the road for sustainable mobility

Laurent Guennoc Respect! **Geovelo** found the route I used!

- **Better routes for safer and smarter cycling in your city.**
30+ criteria considered in the route calculator
- **Accurate mapping of all bike infrastructure and services.**
Facilitate access to bike services and benefit from our OSM expertise
- **Encourage cycling and app usage (bike to work challenges, etc.).**
Generate qualitative data on bike commuting

Our mission: increase cycling to make mobility more sustainable

Contact

Antoine Laporte Weywada

+33.6.71.93.85.70

antoine.laporteweywada@geovelo.fr

