

# MyWay personal mobility enabler: From journey planner to multimodal mobility resources management

Polis Annual Event 2015

Stefano Persi, ENIDE



**MyWay**  
EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

## Project Outline

### MyWay: the European Smart Resource Mobility Manager

- Part- funded under FP7 – ICT
- *Smart Cities* call (DG CNECT)
- 30 months, start: September 2013

#### ICT solutions & service providers



#### Research organisations



#### Local Authorities and stakeholders





## My Way Living Labs



**Barcelona/Catalonia.** Urban and regional mobility, highly personalised multi-modal travel services: bus/metro/train, bike sharing, EV scooter sharing (MOTIT), DRT schemes.

*Local stakeholders:* GENCAT, ATM, Going Green



**Berlin.** Metropolitan area. Intermodal travel services, high-level availability of ITS services; intermodal info services (bus/metro/train), car pooling/sharing, bike sharing

*Local stakeholders:* VMZ Berlin, FhG FOKUS



**Trikala (GR).** Mid-size town, regional seasonal peak mobility, elderly services, students mobility; regular PT, private mobility, spontaneous social mobility (car pooling). Evaluation of scalability of services

*Local stakeholders:* e-Trikala, ICCS

Living Labs  
approach

## Living Labs key features

- **Catalonia/Barcelona LL**

- Regional area with a big amount of PT data (+1000 bus lines, metro, train, tram)
- Real Time Data on:
  - Public Transport lines (Bus express, metropolitan lines)
  - Weather and traffic
  - Bike sharing (Bicing)
- Booking integration (Electric Scooter and Hailo Taxi)

- **Berlin LL**

- Bike sharing (Call a Bike and Next Bike)
- Carpooling (Flinco)
- Real time data on parking areas and parking slots

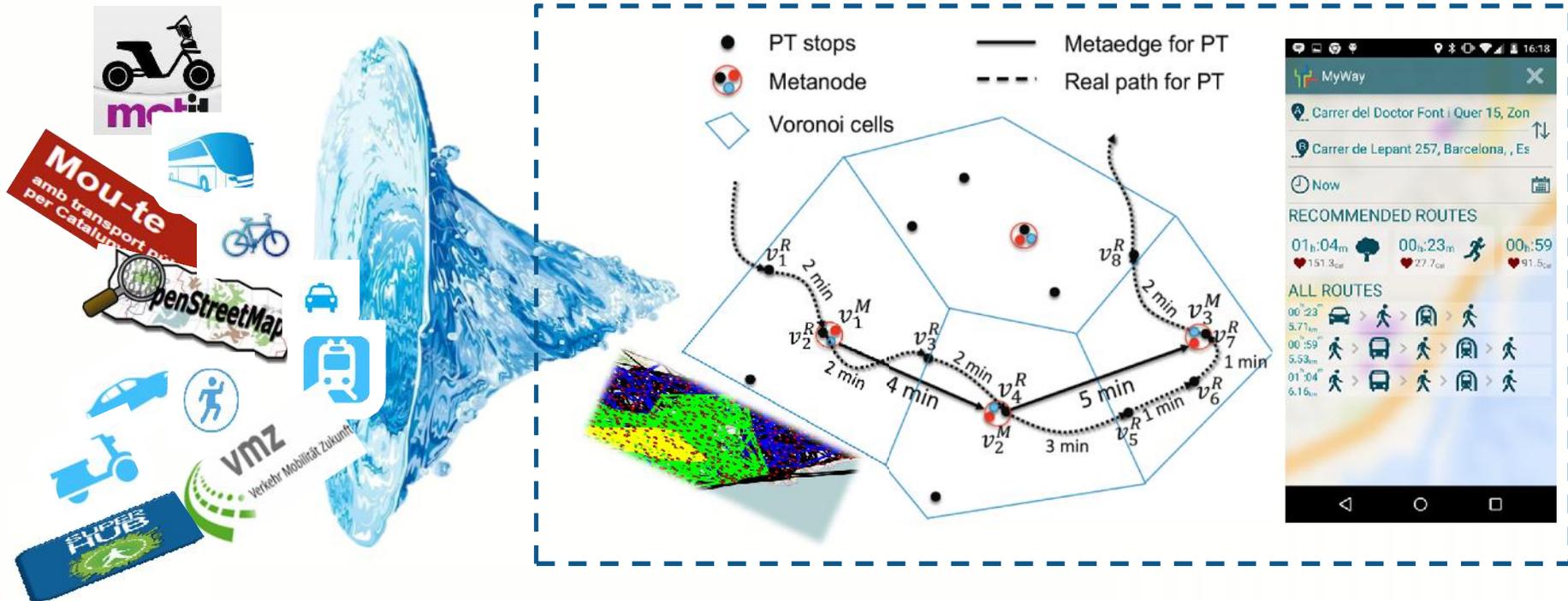
- **Trikala LL**

- Real Time Data for parking and Public transport

## Technical Objectives / Results

**Obj.1** Propose to the user a **multimodal journey** fitting his/her needs (cost, time, etc..)

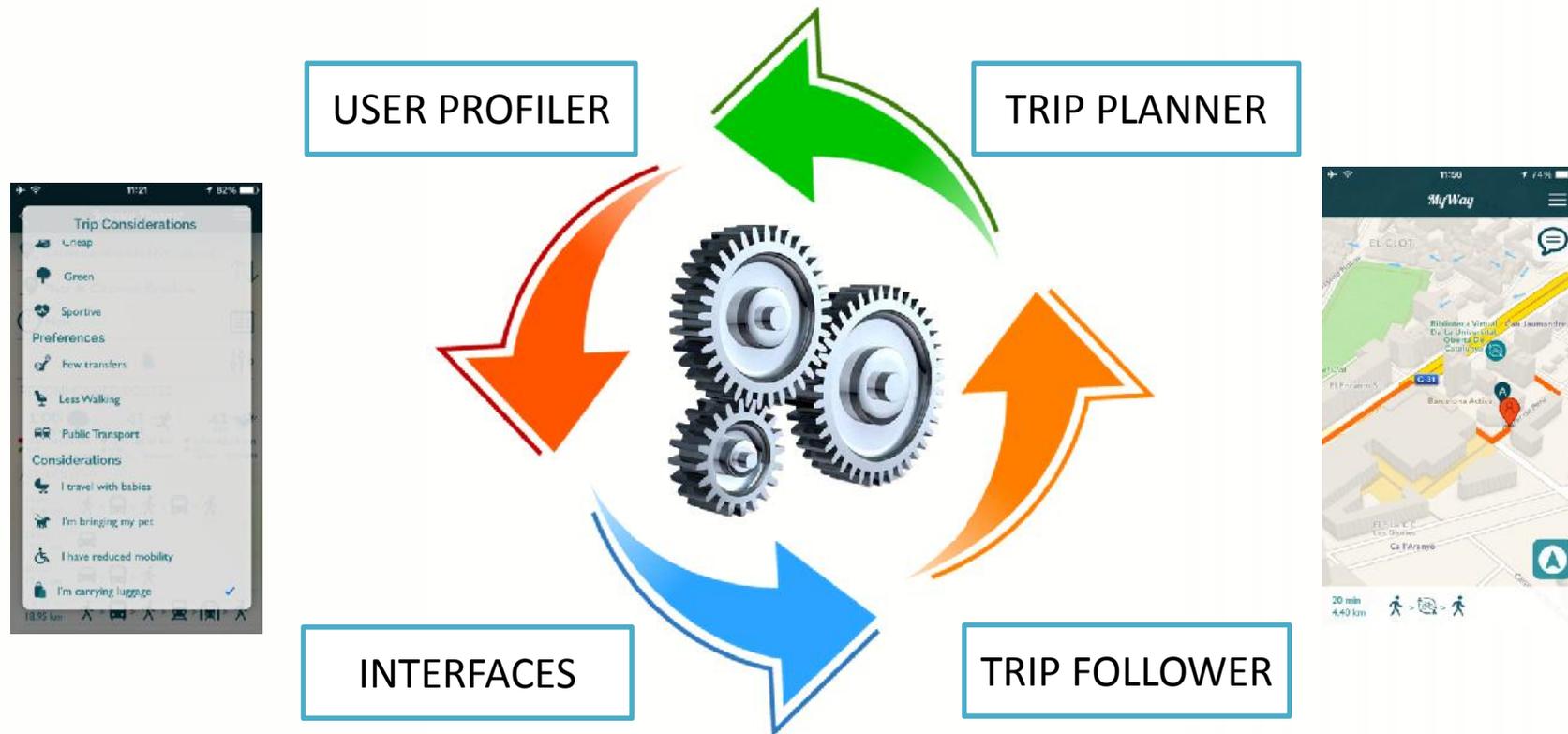
**Obj.2** Use a variety of **public and private transport modes**

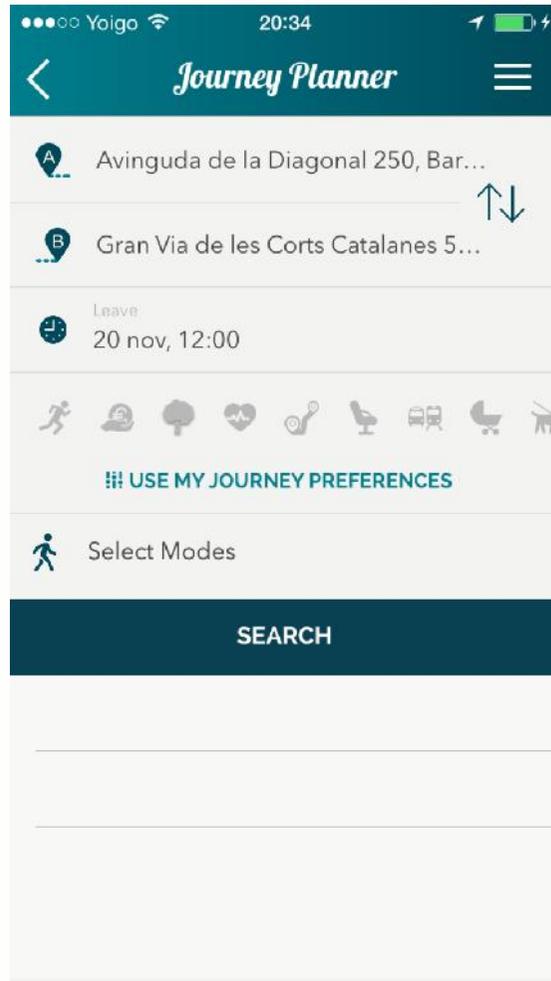


## Technical Objectives / Results

**Obj.1** Propose to the user a multimodal journey fitting his/her **needs** (cost, time, etc..)

**Obj.5** **Learn** from the expectations and **preferences of the traveller**





## TRIP PLAN

Urban plan

Origin: Diagonal 250, Barcelona

Destination: Gran Via de les corts Catalanes 549

Time: 27-11-15 12:00h

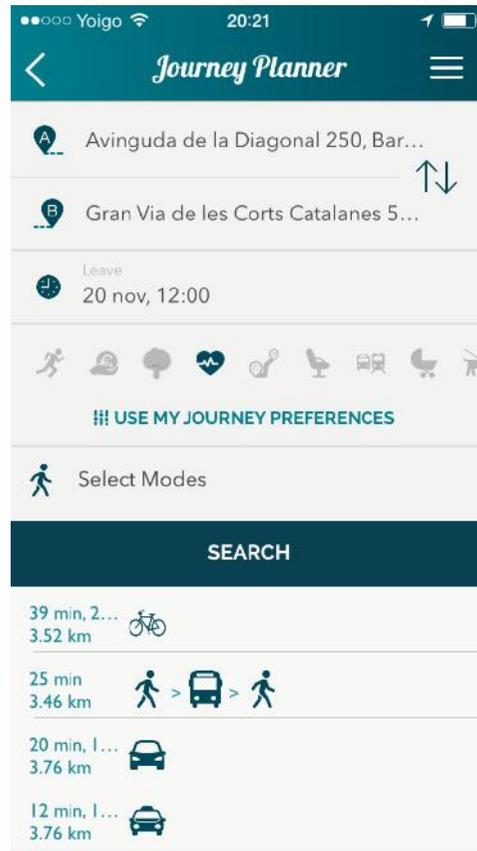
### Marc

Young men, sportive with preference for sustainable transport modes

### Roberta

Elderly woman with reduced mobility.

## DIFFERENT ALTERNATIVES AND SORTING



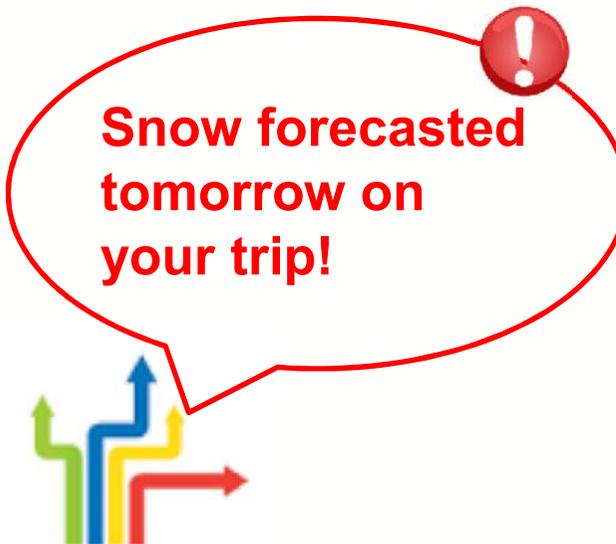
*Plans proposed for Marc*



*Plans proposed for Roberta*

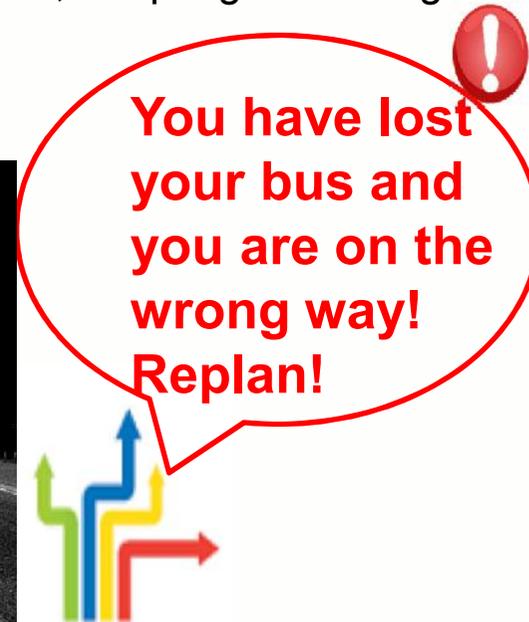
## Technical Objectives / Results

**Obj.3 Take into account**, adapting or refining the trip, **contextual information**



## Technical Objectives / Results

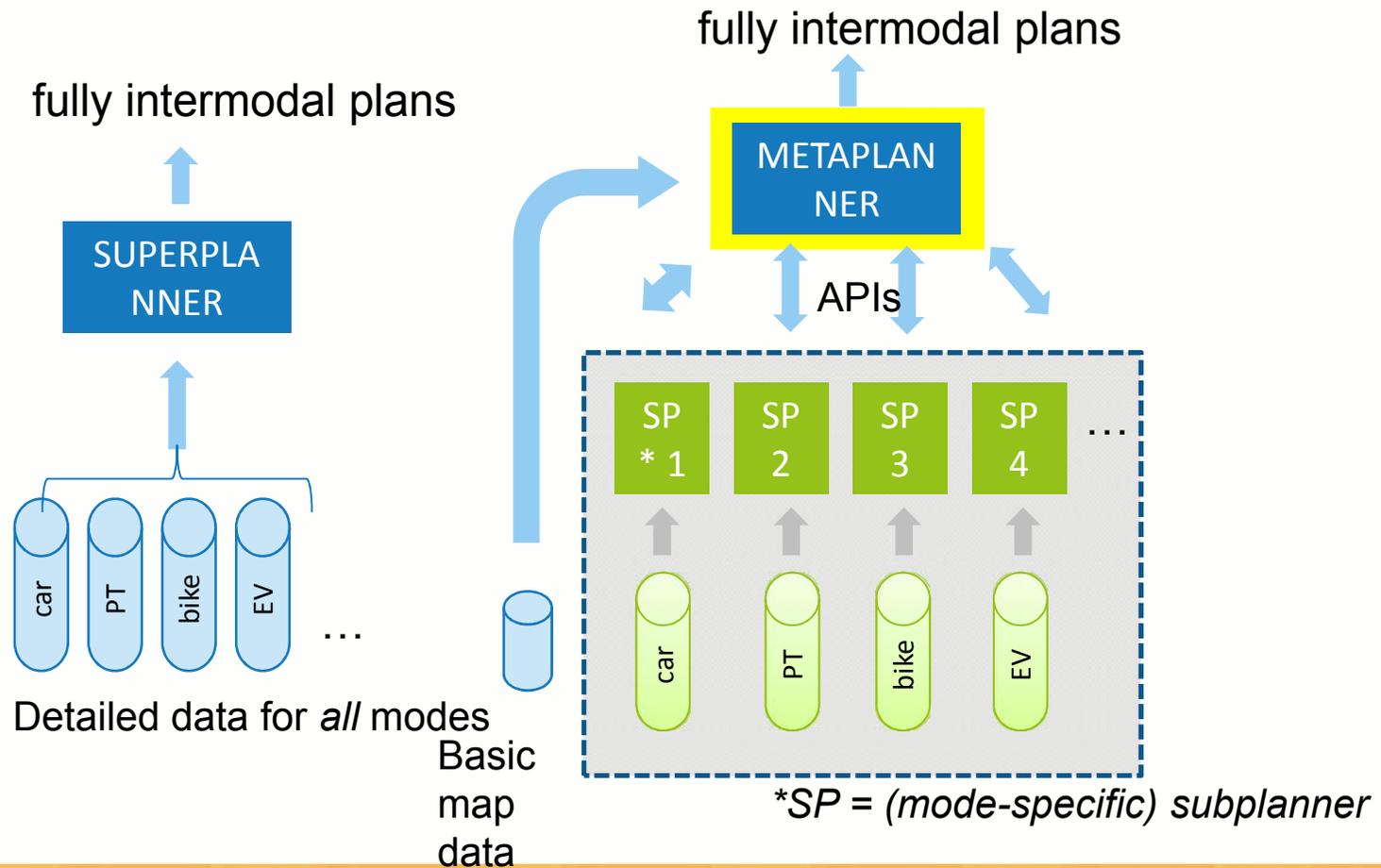
**Obj.3 Take into account**, adapting or refining the trip, **contextual information**

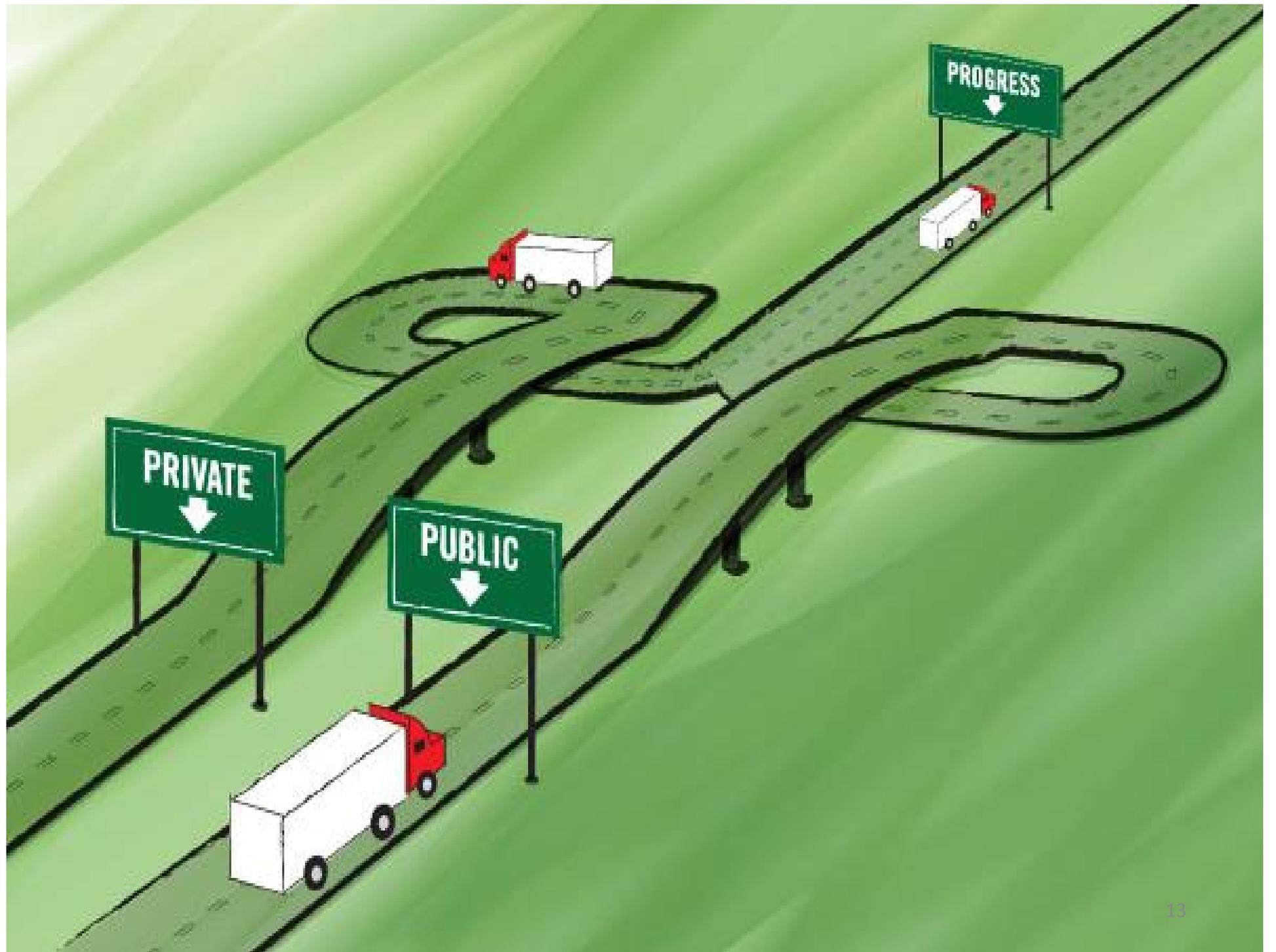




# Motivation for Metaplaning Approach

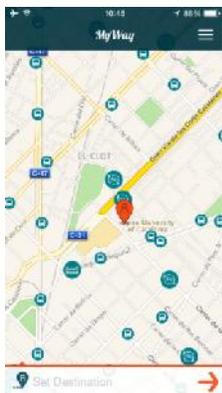
- Replacing **access to data** with **access to planning services**





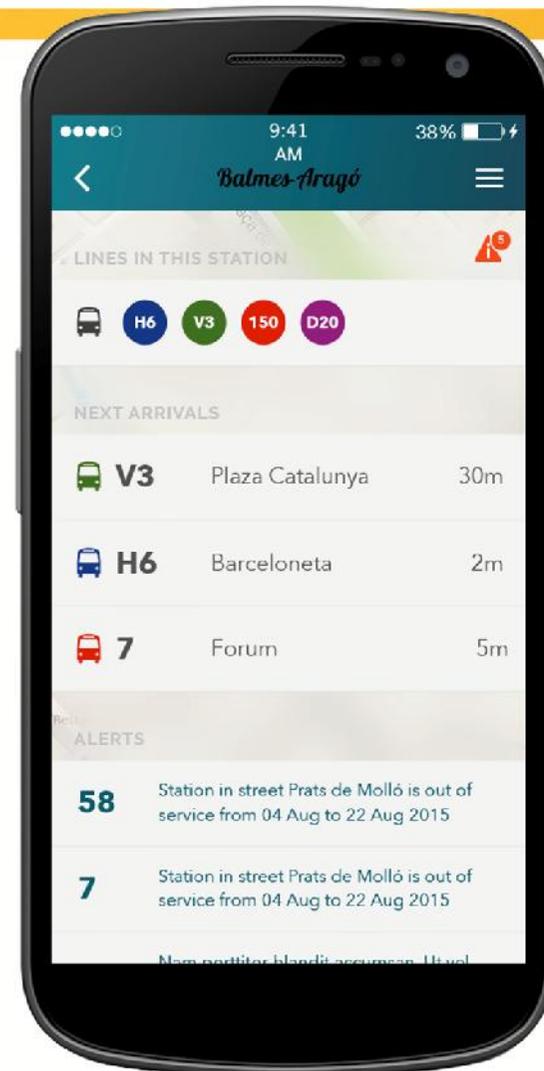
## Technical Objectives / Results

**Obj.4** Integrate **booking** and billing services from the transport operators



## MyWay functionalities

- User centric vision
- Fully multimodal journey planner
- Booking
- Real time awareness
- Local city/region customization
  
- Meta Planner Approach (flexibility and completeness)



## Example Scenario (#6C Catalonia): Innovative shared mobility

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### SCRIPT

- 1) User is new, so registers with MyWay and creates a user profile. Transport preferences include electric scooter.
  - 2) Selects origin (BEST WESTERN PREMIER Hotel Dante, Carrer de Mallorca, 181 Barcelona)
  - 3) Selects destination (La Perla de Oro, Carrer de Bailèn, 115)
  - 4) Trip plan includes electric scooters
  - 5) User books electric scooter
- 

You are a business executive who is visiting Barcelona to attend an international conference.

The Government of Catalonia included information about the MyWay App in tourist and travel information leaflets that were handed to all conference delegates. You didn't know about MyWay so you decide to try it out.

You use the MyWay app to find out how to get to the restaurant La Perla de Oro from your hotel (BEST WESTERN PREMIER Hotel Dante). MyWay shows you the opportunity of using electric scooters and you book the service.



## MyWay Contest

- Point system to give prizes to the most active participants
- Questionnaires:
  - Background questionnaire: 200 points
  - Evaluation questionnaire: 150 points
- Usage of the App
  - Trip plan: 1 point per plan. Max, 10 point per day
  - Trip following: 15 points + 1 per kilometer. Max, 60 points per day
- Prizes per Living Lab
  - Catalonia: 2 smartphones, 30 transport ticket, 30 Motit Km packs
  - Berlin: 1 action cam, 4 usb power bank
  - Trikala: 1 bike



## El Govern presenta la 'app' 'My Way' para planificar desplazamientos en Europa

Barcelona | 16/10/2015 - 13:01h

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BARCELONA, 16 (EUROPA PRESS)

La Conselleria de Territorio y Sostenibilidad ha presentado este viernes en Barcelona el **proyecto europeo 'My Way'** y su 'app' desarrollada para Android e iOS, que **permite planificar desplazamientos** con transporte público y privado y que se prevé probar con usuarios reales a final de año.

La nueva aplicación será multimodal, incluirá la oferta de transporte público de Catalunya y sus combinaciones con coche, moto y bicicleta, y también tendrá un apartado donde el usuario podrá crear su perfil definiendo sus preferencias, que la 'app' usará para calcular las rutas, ha informado la Conselleria este viernes en un comunicado en el marco de la Semana de la Movilidad Sostenible y Segura.

'My Way' es un proyecto europeo iniciado a finales de 2013 del que forman parte 14 socios de siete países --Alemania, Italia, República Checa, Grecia, Francia, Reino Unido y España--, y las pruebas piloto se realizarán en Catalunya, Berlín y Trikala (Grecia).

Press release at “La Vanguardia”

Next year

MyWay certified to run in vehicles while driving



MirrorLink™



MirrorLink  
Certified™

Proactive approach

MyWay **NOW**





## CONTACT

MyWay

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**Other**

[www.myway-project.eu](http://www.myway-project.eu)

The logo for Enide, with the word "enide" in a lowercase, sans-serif font. The letter "i" is colored orange, while the other letters are grey.

# THANK YOU!



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