



5.C. Squeezing the best out of mobility data collaboration

Sami Sahala, Forum Virium Helsinki, 10.6.2021

The “new mobility”

...

Is it something to gain from ?

...

What about the data ?

**What can we get ?
Is it worth it ?**

**Management challenge ?
One big Privacy nightmare ?**

**What is required from us ?
What should we do ?**

**What about the tech?
MDS ? Anything else ?**

**Should we adopt the MDS's
model as such ?
Can we even ?**

**What kind of role we want
european cities to have ?**

Helsinki's pilot on micromobility data

- Part of ongoing series of small 'agile pilots' we've been conducting within our Living Labs
 - September-December 2020, provided by Vianova
- The goal was to get a better understanding of the usage of micromobility in Helsinki, specifically for traffic planning purposes.
 - Pilot was foremost about analysis, secondly about governance, and only then about tech
- Governance is a key issue; eg outsourcing vs privacy issues
 - Having data from only 2 operators seriously hinders sharing and many further use cases for the data
- Tech perspective
 - Dashboards are good for normal monitoring, further analysis to be carried out with proper tools
 - May take a while to set up, though not as much tech issue but value chain between stakeholders
- → City of Helsinki is making this arrangement permanent
 - For traffic planning a lesser dataset & frequency is enough, we need to round up all other use cases as well

As keen as you all to hear the answers !



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Kiitos ! Thank You !

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