



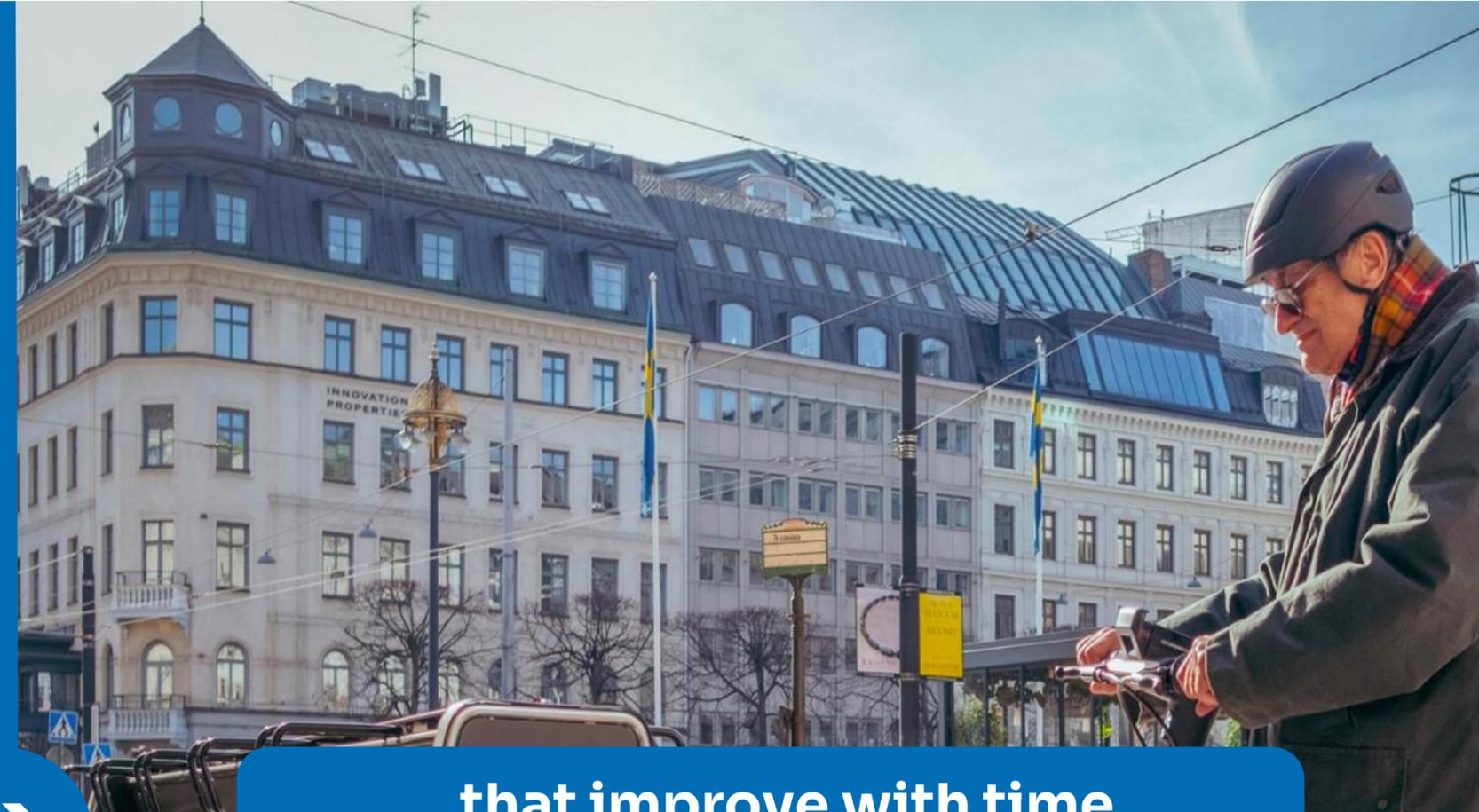
Improving Parking in Helsingborg through Voi's Parking Photo

Moving from chaos to order

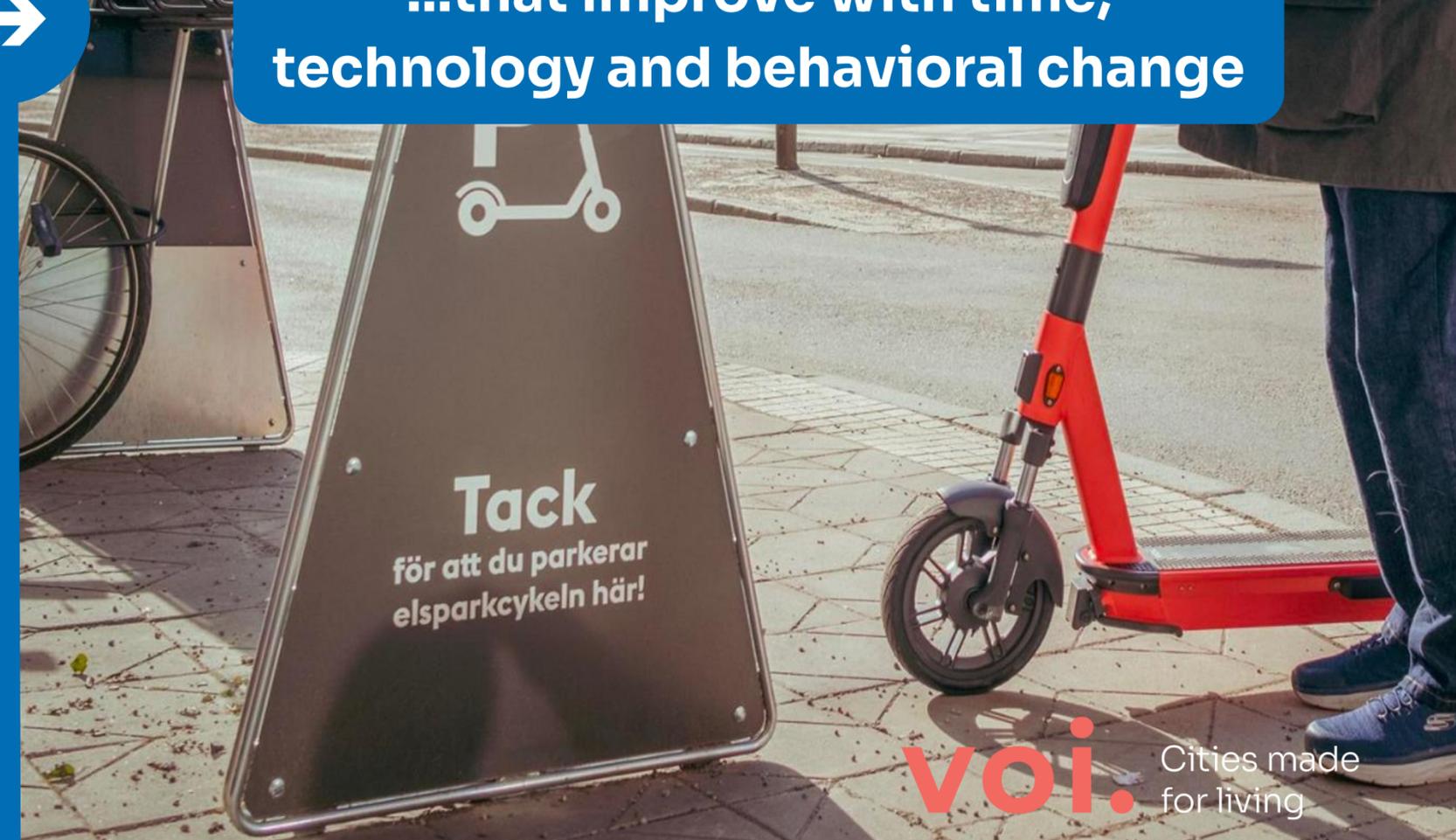
Christy Pearson, Head of Central Policy at Voi.



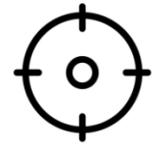
all transport forms have messy starts...



...that improve with time, technology and behavioral change



Parking Photo as part of Voi's parking vision



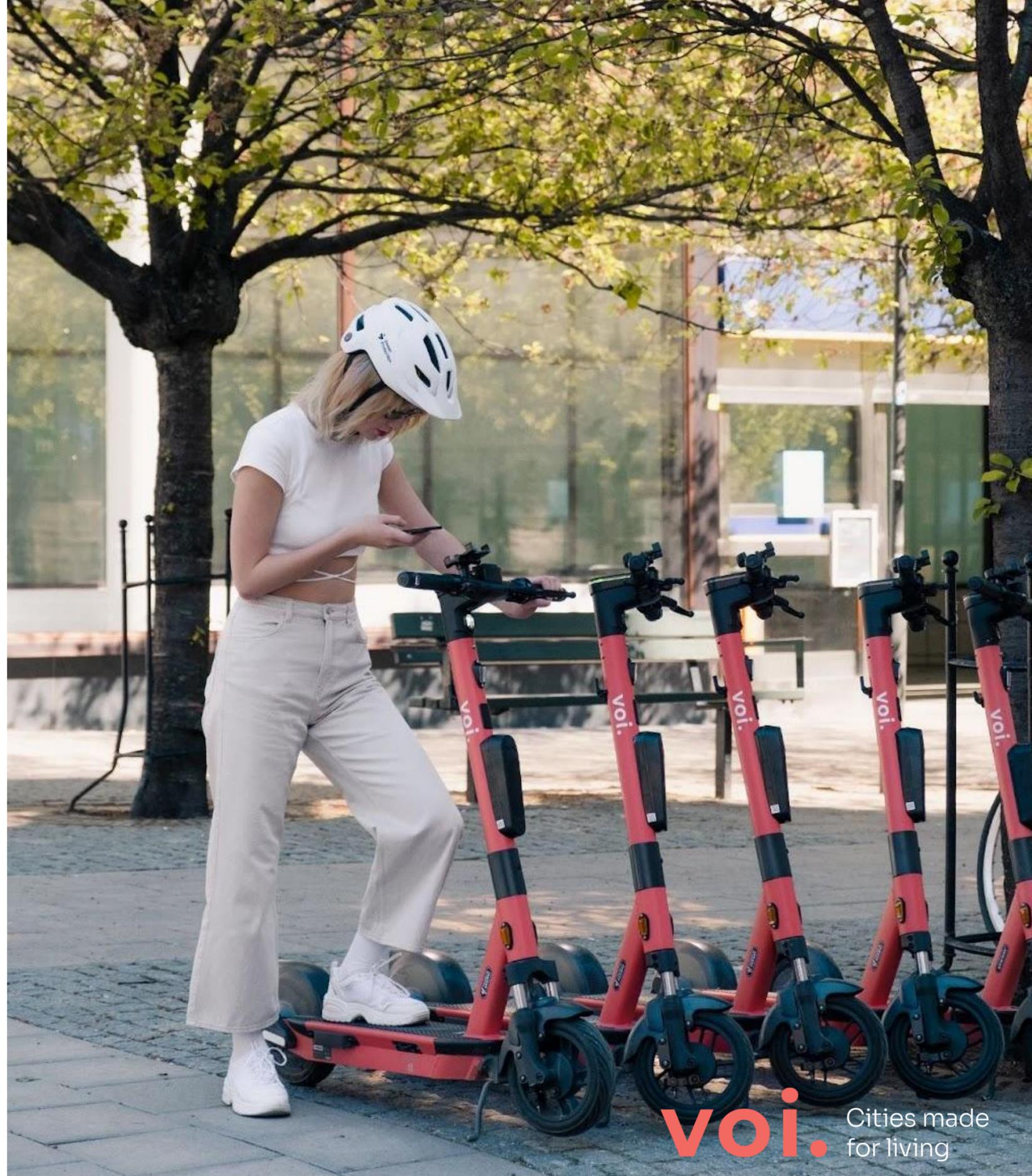
Voi's parking vision is that by 2025, **parking will no longer be an actual or perceived issue** for our towns and cities



This change in perception will, in turn **make room for a modal shift from cars to micromobility**



Parking responsibly enabled through **technological developments, proactive education** and **allocated space**



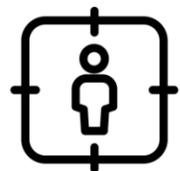
How does Voi's Parking Photo work?



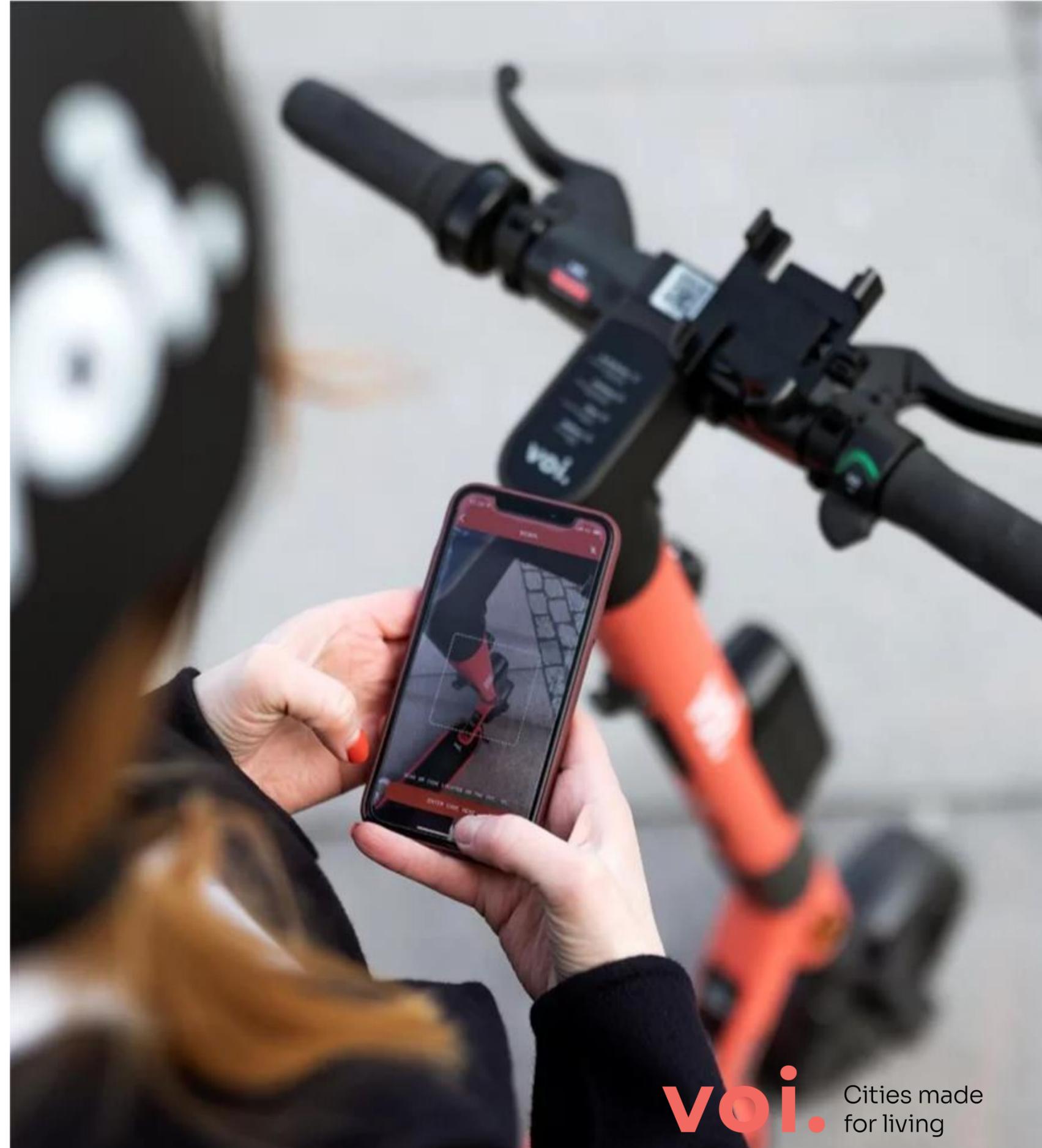
The **customer takes a Parking Photo** when they end their ride



Voi reviews the photo and advises the customer if safe parking guidelines have been followed.



If the vehicle has not been parked correctly, the rider **receives constructive guidance**, and in repeated cases of bad parking, a penalty can occur

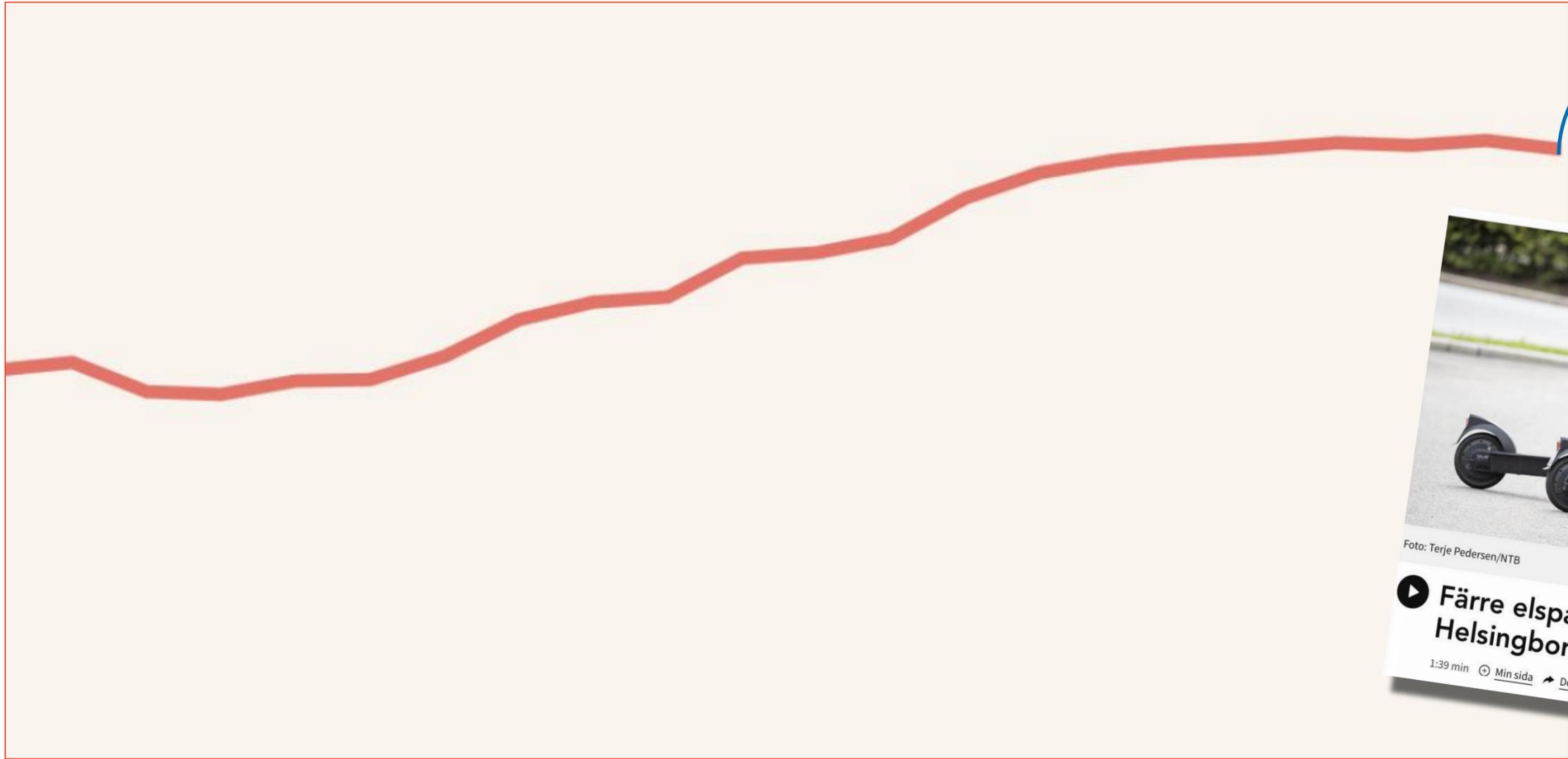




The data proves it works!

85% of Voi's e-scooters in Helsingborg are parked well, ie at a dedicated parking spot or arranged close to a wall

Share of ended rides with good parking (%)



Number of weeks after Voi's Parking Photo was implemented for all riders





is this good parking?



rider education

A screenshot of the 'Report a Voi' app interface. At the top, there is an illustration of a person with a red coat and a warning sign above them, next to a red Voi scooter. Below this, the text reads 'Report a Voi' and 'Did you find a misplaced or damaged vehicle, or want to report an incident?'. A red button labeled 'REPORT NOW' is at the bottom. A small note at the very bottom states: 'This reported information goes directly to the Voi Operations team so we can take quick action.'

reporting mechanisms

A screenshot of the 'in-app parking navigation' interface. It shows a map with a blue 'P' icon indicating a parking spot. Text above the map says 'PARKING SPOT' and 'This is an appropriate place to park.' The map includes labels for 'Pro Gym', 'Stadsmiss', and 'Johan Helmich Romans park'. A search bar at the top shows 'Tygverket'.

in-app parking navigation



dedicated space

Park with care for a safer city.

Let's get it right.

A small icon of a smartphone with an arrow pointing to it, labeled 'get the app'.The 'voi.' logo in white text on a red background.

A diagram illustrating GNS technology. It shows three satellite icons at the top connected by dashed lines to a central red location pin icon labeled 'voi.'. The text 'GNS technology' is next to the pin.A screenshot of a smartphone app showing a map with a red location pin and a 'SCAN TO RIDE' button at the bottom. The map shows streets like 'Karlavägen' and 'Linnégatan'.

improved location accuracy

No town or city is alike: cities need tailored parking solutions



voi. Cities made for living



Thank you for your attention!

For questions:

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