POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION
ANNUAL CONFERENCE 2023

Innovating governance in the digital age

The case of geofencing

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URBAN EUROPE

A challenge for cities

Managing transport and mobility, balancing increased accessibility and availability for users while addressing issues such as congestion, accidents and incidents, health and environmental concerns.

The potential of geofencing

- Governing innovation.
- New innovative governance tools are emerging.
- Geofencing could become a powerful tool to enable digital communication between, for example, cities, mobility operators and citizens.
- This will lead to better planning of mobility solutions and higher compliance rates.

The role of cities

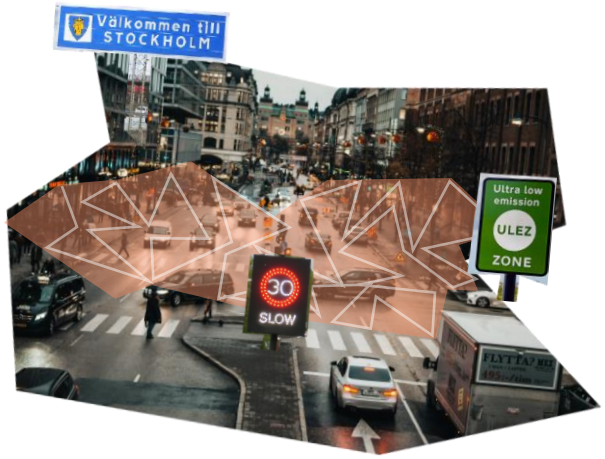
- Data providers.
- Need tools to provide insight and communicate directly with relevant stakeholders.
- Improve usage of mobility solutions.
- Service providers through procurement.

Three use cases

Stockholm

Purpose: Examine how the city can use geofencing to plan and control traffic.

Focus: Identify and develop systems and processes that work and identify the skills needed in the future.



Munich

Purpose: To be able to control micro-mobility in the city in order to reduce the number of accidents.

Focus: Share data between e-scooter stakeholders to support planning. Define and communicate zones (parking, no parking, etc.) and improve compliance.

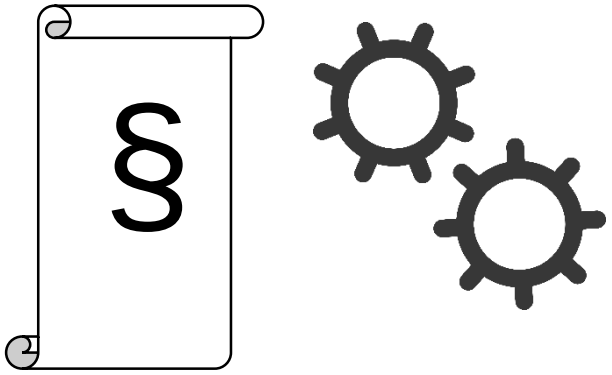
Gothenburg

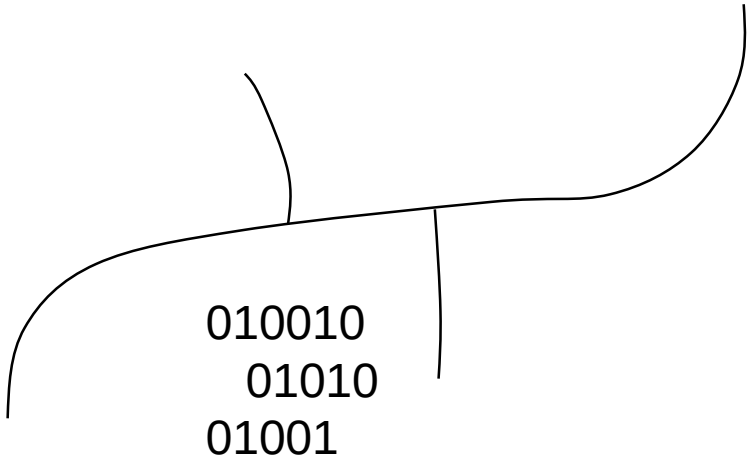
Purpose: To increase the safety of travellers, drivers and vulnerable road users when using the Special Transport Service.

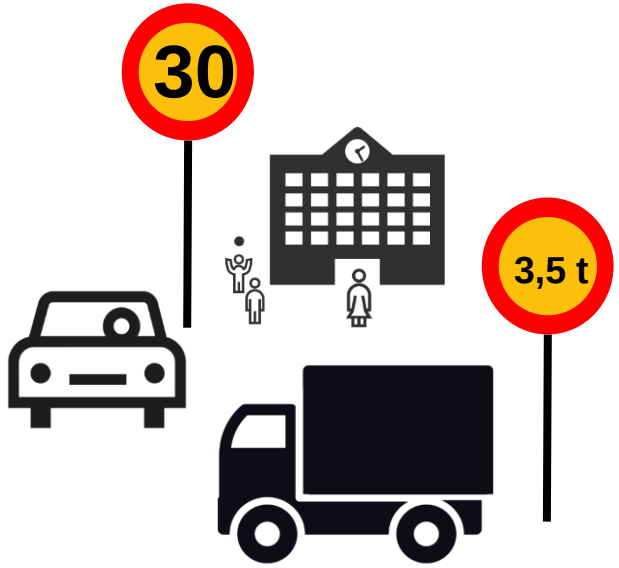
Focus: Test third party solutions in vehicles that limit speed in vulnerable areas and evaluate how the technology can help drivers maintain speed.

Learnings from Stockholm

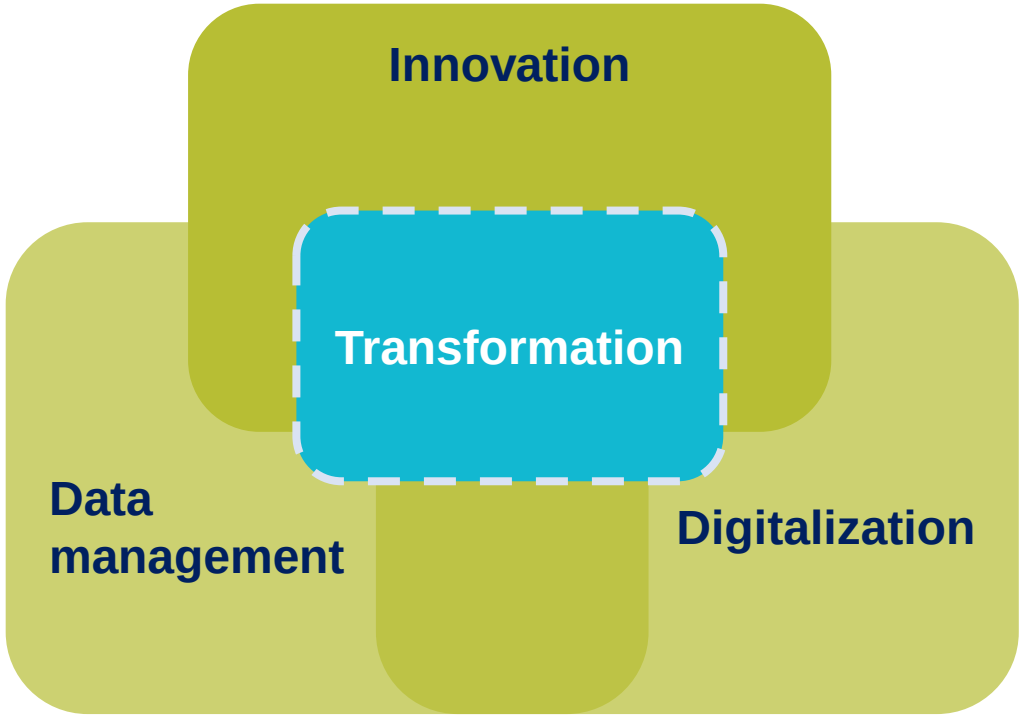
Quality of traffic regulation data is relatively high but the communication of the data to the road user is not controlled by the city. Synchronization and cooperation is needed.





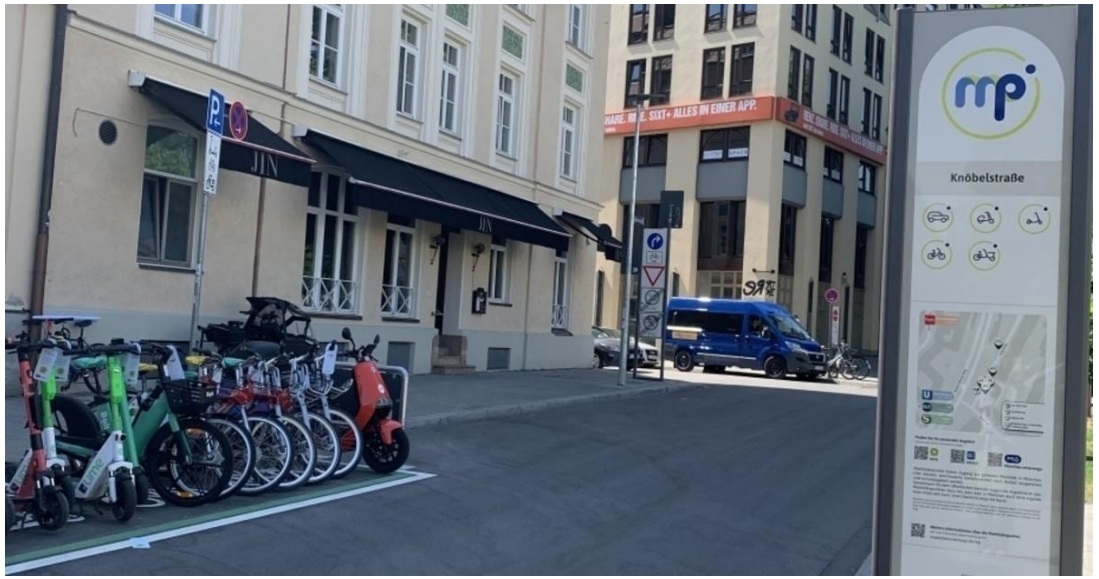


Further improvements and innovations are needed to improve the ability to release the full potential of data.



Learnings from Munich

Status quo in Munich

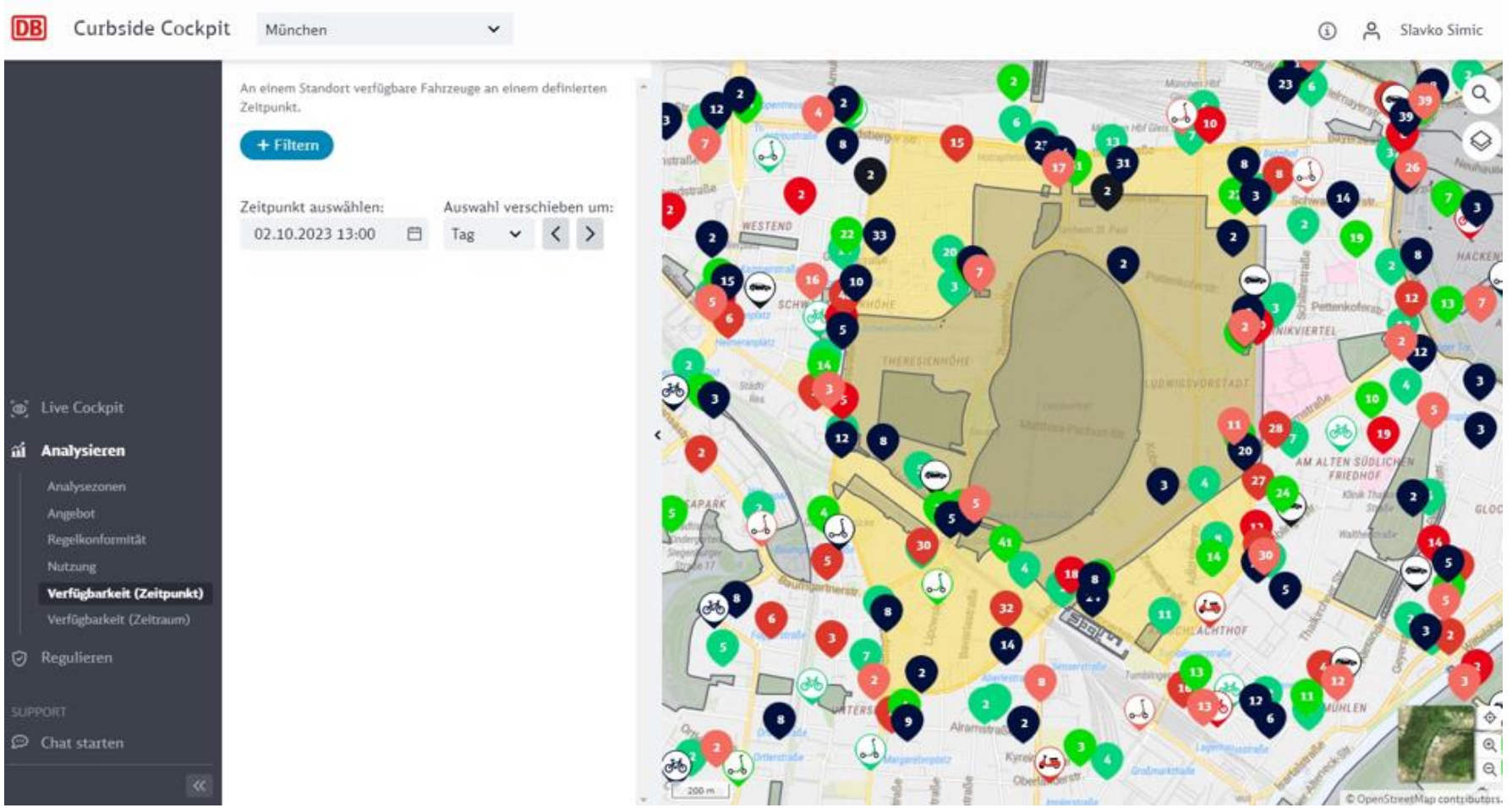


- 10 providers of shared micro-mobility
- Business areas mainly in the city centre
- Approximately 25,000 vehicles
- Cooperation through voluntary self-commitments

Oktoberfest 2023

Analysis of shared micromobility services

Analysis zone (yellow), 2.10.2023



An einem Standort verfügbare Fahrzeuge an einem definierten Zeitpunkt.

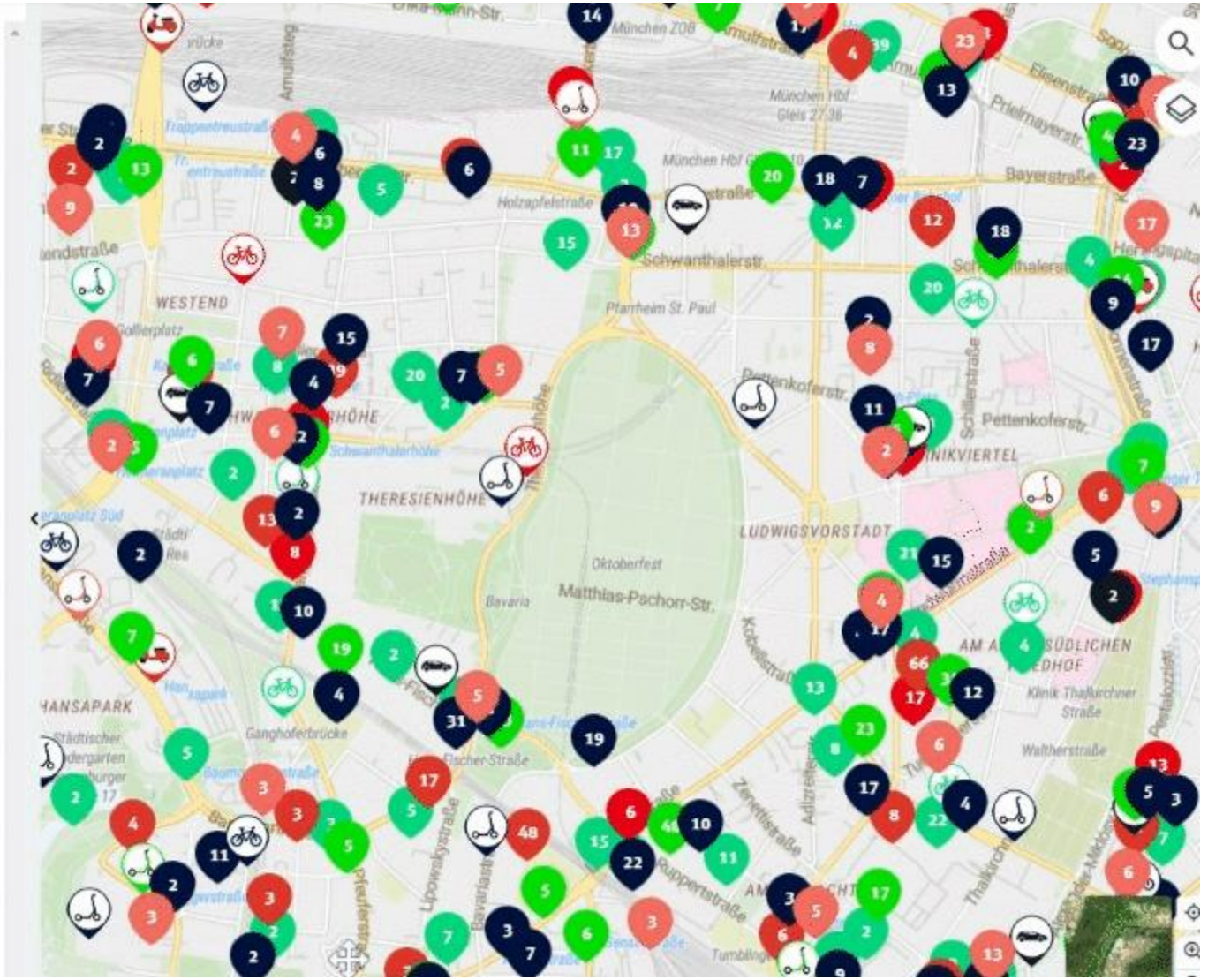
+ Filtern

Zeitpunkt auswählen:

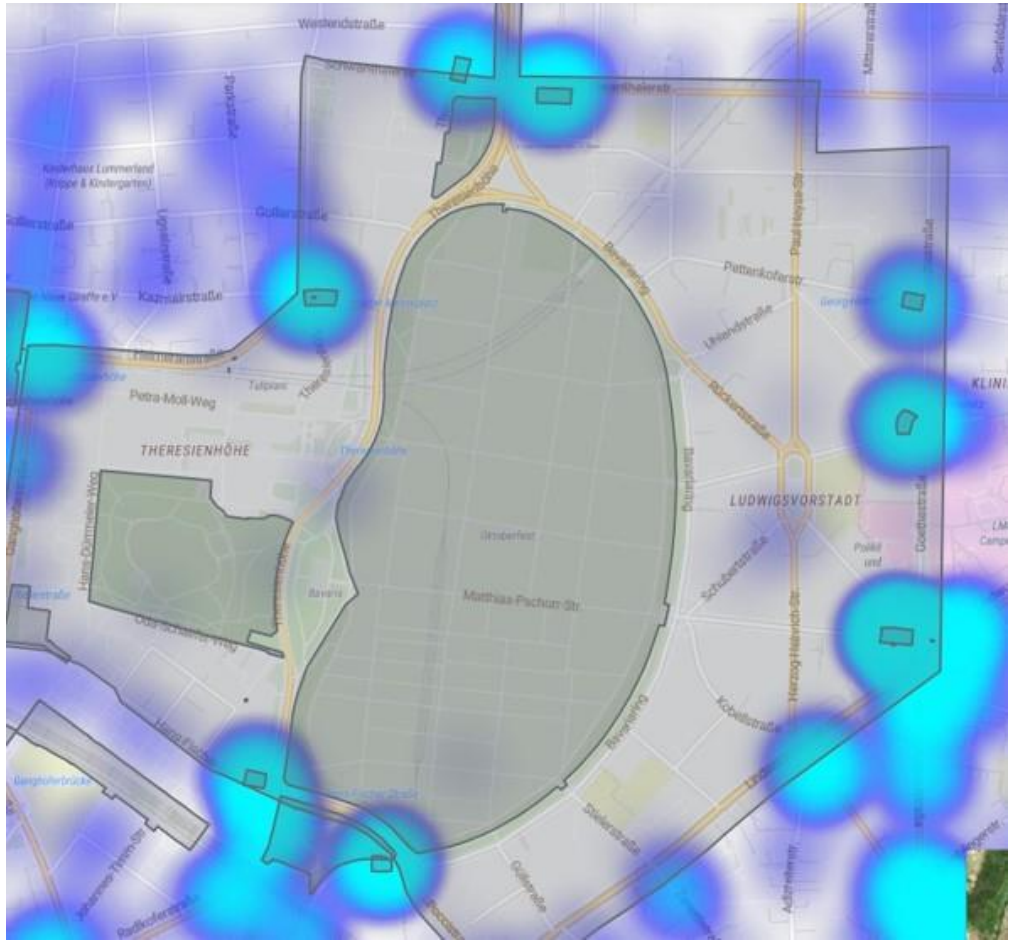
03.10.2023 11:00

Auswahl verschieben um:

Stunde



Function of the parking spaces



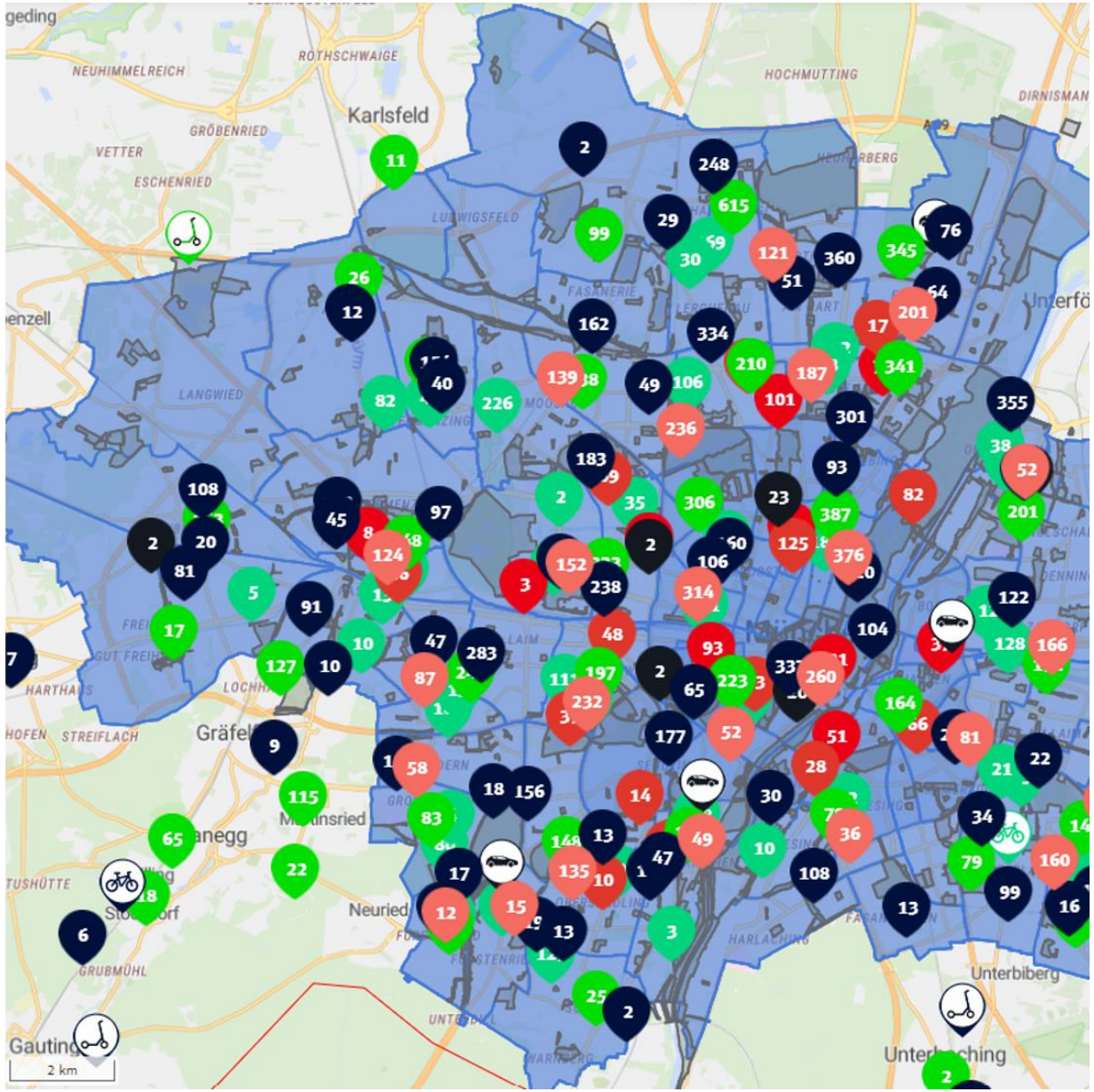
Innovative control mechanisms are the basis for…

... Fit for the mobility of the future

... Regulation and enforcement

... Urban and transport planning for new mobility

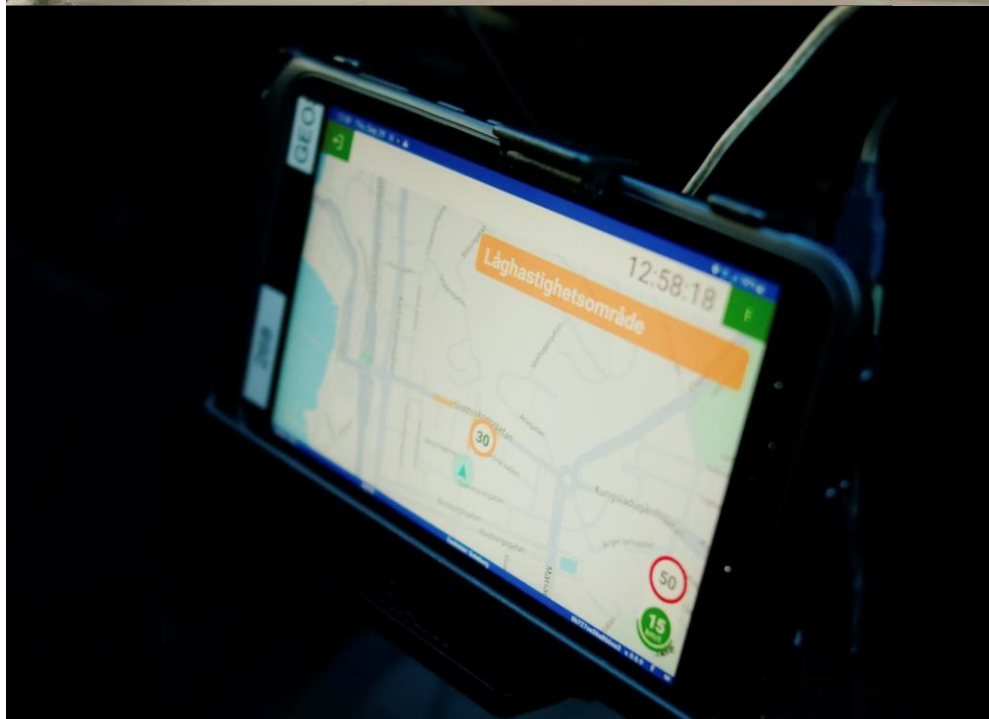
... Data Analysis



Learnings from Gothenburg

Gothenburg

- Several retrofits, but technical issues to be resolved before scale-up.
- Compliance with personal integrity.
- Is it confusing for drivers to know which speed advice to follow?



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Thank you for your attention!

Find out more about GeoSence:
https://closer.lindholmen.se/en/project/geosence

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