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AVENUE

A tool for aligning shared mobility expansion with your GHG emission reduction targets

A winning team

An interdisciplinary team working at the intersection of data science and transport planning

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Provision of mobility analytics solutions and decision support tools for the planning and management of transport systems

Software tools for collecting and leveraging operations data from shared mobility services and communicating city policies

Pioneers in travel demand studies based on anonymised data from personal mobile devices

First platform to provide insights to cities with the initial launch of shared scooter programs in 2018

>120 projects in **6 countries**

>85,000 tracked vehicles in **80 cities**

>10,000 million geolocation registers processed daily

>94 million shared mobility trips analysed

35 highly qualified engineers & researchers

Our solution

A tool for aligning shared mobility expansion with your GHG emission reduction targets
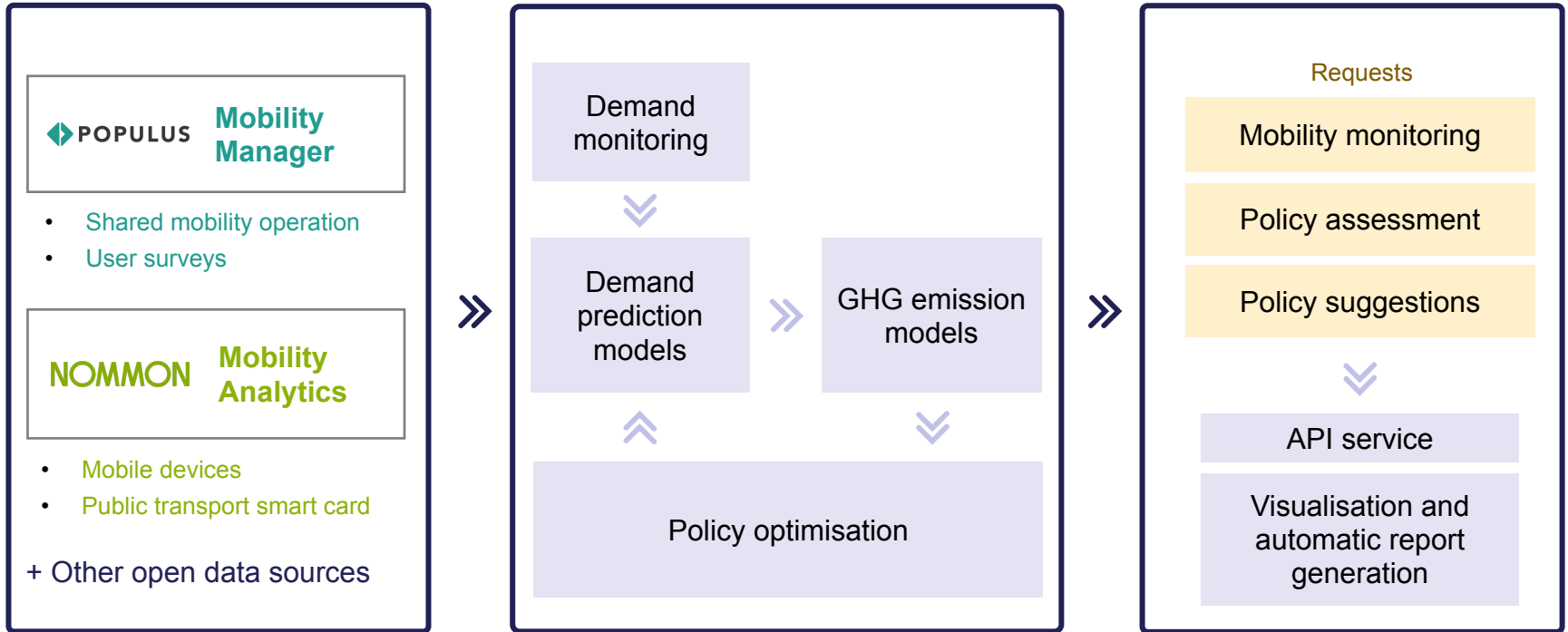
Lessons learned

1 If shared mobility is to be considered truly sustainable, attention must be paid to all the vehicle lifecycle

2 Cities are starting to work on shared mobility data collection and standardization

3 The estimation of the proportion of shared mobility trips that are captured from public transport, walking/cycling and private vehicles is key to evaluate the emission reduction.

4 Cities are wanting to assess not only CO2 emissions but a variety of environmental indicators (NOx, noise pollution)

Shared mobilities are key to achieving the cities' CO2 transport emissions targets objectives in a timely manner.

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AVENUE's Phase 2

Our work plan

Define the prototype **low-level requirements**

Develop the AVENUE **travel demand models** and couple them with **GHG emission models**

Develop the AVENUE **policy optimisation engine**

Integrate models and optimisation engine with a **user-friendly visualisation tool**

Challenges

- Processing and analysing the tool's **input data** for the development of the prototype in the selected environment

- The predictions and features of the tool shall be adapted to the needs of the city authorities. For this reason, AVENUE requires the **active participation of the cities in order to incorporate their inputs and feedback**

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