



# MOBILITY SERVICES ACTIVATOR

*BRATISLAVA, 24/10/2017*





1 MOBILITY?



## **BIG DATA & DIGITAL TRANSFORMATION : AN OPPORTUNITY TO TRANSFORM THE WAY WE LIVE IN OUR TERRITORIES**

Big Data has **TRANSFORMED ALREADY THE RELATIONSHIPS WITH TIME AND SPACE**: the culture of speed replaces that of useful and shared time to organize life, with fewer imposed trips and less energy consumed.

These mobilities created by big data must **MEET THE NEEDS OF TRANSPORTS**. They thus affect the organization of all related activities: work, education, health, culture, sport.

As a result of fact, mobility policies are in line with **ENVIRONMENTAL** respect, such as planning and urban development projects, within the meaning of the **ORGANIZATION OF HUMAN ACTIVITIES AND LIFE STYLE**.



**AND HERE CAN MOBILITY BY COLAS CAN BRING VALUES  
AND SOLUTION, TOGETHER WITH YOU**





# A CITIZEN / USER CONNECTED AND A IS OWN ACTOR IN HIS MOBILITY

## CONSUMER

Of data he can access to easily in his daily life :

- Transportation,
- Energy consumption,
- Simple access to public services.

## SUPPLIER

Of data he will upgrade and share (transport data, social network, mobile services...):

- Opinions sharing,
- Proposing new services & needs,
- Connecting with others for individual services,
- ...

## NEW USES / BEHAVIOURS

- Preferring use to individual property (ex : car),
- Societal expectations





# THE ECO-SYSTEM IS RAPIDLY MUTATING

## GAFANATU...

(Google, Apple, Facebook, Amazon, Netflix, Airbnb, Tesla, Uber...)



## Major companies



## Startups



& many others



**2 MOBILITY BY COLAS**

# OUR IDENTITY

## VISION

By 2030, nearly 2/3 of the world's population will live in urban areas and MOBILITY WILL BECOME A SERVICE (MOBILITY AS A SERVICE).

The property of an object will be less important than to access what it allows, the use will be preferred.

The mobility offer will be broader and the financing will be based on models that will have to be innovative.

The exploitation of data will be an issue for the regulation of traffic flows and the improvement of daily mobility by communities serving their fellow citizens.

## MISSION

To offer INTEGRATED SOLUTIONS to facilitate mobility in dense and less dense areas.

This integration is based on already existing services and / or partners. As an activator, we generate new services and / or link with existing services.

## OBJECTIVES

To become the REFERENCE in terms of tailor-made mobility solutions for users and communities.

To be a PROXIMITY ACTOR.





## OUR ASSETS



**ENTREPRENEUR:** Rigorous in risk management, Strategist, Collaborative.

**CREATOR:** Pioneer, Innovative.

**SOLIDARITY AND RESPONSIBLE:** Safety and development of employees, Environment, Solidarity, Ethics and transparency.



**Actor of mobility** through its construction, maintenance and equipment of road and urban roads, as well as traffic management and traffic studies.

**An actor of proximity** with its agencies distributed on the territory, Colas makes benefit its customers local authorities of its know-how and its knowledge of infrastructures and territories for more than 90 years.

**Mobility by Colas is an offer of the Colas group.**

By choosing Mobility by Colas, our customers choose the power of a large group of transport infrastructures and the agility of a new structure that meets the new needs for mobility services.





## ACTIVATING YOUR MOBILITY SERVICES



# OUR CUSTOMER SERVICES OFFER FOR MULTIMODAL AND INTEGRATED MOBILITY



**IMPROVING TRAFIC & ACCESS TO PARKING**

PARKING  
IMPROVING TRAFIC & ACCESS TO



**MAKING THE URBAN INFRASTRUCTURE MULTIMODAL**

INFRASTRUCTURE MULTIMODAL  
MAKING THE URBAN



**ROAD ASSET MANAGEMENT & IMPROVEMENT OF USERS' SAFETY**

IMPROVEMENT OF USERS, SAFETY  
ROAD ASSET MANAGEMENT &



**MOBILITY MANAGEMENT AROUND CONSTRUCTION SITES**

AROUND CONSTRUCTION SITES  
MOBILITY MANAGEMENT



**DELIVER CONCRETE SOLUTIONS TO SMART DISTRICTS**

TO SMART DISTRICTS  
DELIVER CONCRETE SOLUTIONS



**THE SOLAR ROAD**

THE SOLAR ROAD



# SMART GLOBAL PARKING



## CUSTOMERS

- Local authorities
- Urban Planner



## BACKGROUND

- Today, people are using many new ways based on digital technology to get around town. In addition, cities are facing significant challenges to improve traffic. Thus, parking has become **a cornerstone of urban mobility management**.
- In fact, 30% of traveling time is spent searching for a parking spot.



## SOLUTIONS

- Break down walls between urban mobility services with a single portal for users
- Providing a comprehensive vision of urban parking by **pooling parking places** in:
  - Building parking areas
  - City streets
  - Closed parking lots
  - Private parking lots
- **Dynamically** optimize parking offers by pooling **the use of parking places over time and space** (delivery, drop-off, parking, etc.)



## BENEFITS

- Make parking a modal shift solution
- Have a positive impact on mobility policy (improve traffic)
- Contribute to the attractiveness of the city center with dynamic parking management
- Improve the communities revenue from parking
- Provide real time information on the availability of pooled parking places



# MAKING THE URBAN INFRASTRUCTURE MULTIMODAL



## CHALLENGES

- TO ACCOMPANY the arrival of new uses,
- TO ANTICIPATE the arrival of autonomous vehicles
- FLUIDIFIER traffic,
- TO MULTIPLY SERVICES for moving goods and citizens.



## THE SOLUTION: CONNECTED AND SHARED URBAN INFRASTRUCTURES

- TO MANAGE on a DYNAMIC WAY urban infrastructures, in time and space,
- TO ACTIVATE A DYNAMIC MANAGEMENT of parking spaces in time, space and use (delivery, drop-off, short-term parking, long-term parking),
- SECURE pedestrian crossings and buzz stopss.





## ROAD ASSET MANAGEMENT & IMPROVEMENT OF USERS' SAFETY



### CUSTOMERS

- Regions, counties, cities, towns



### BACKGROUND

- **Optimizing public spending** by local authorities
- **Maintaining road infrastructure** in good condition
- **26% of accidents** are linked to inadequate and/or deficient infrastructures



### SOLUTIONS

- **A decision-making tool** to improve safety
- **A range of services** including **performance-based contract**



### USER BENEFITS

- **Improved driver comfort and safety**



### CUSTOMER BENEFITS

- **Priority to preventive maintenance**, not curative
- **Mapping of near miss prone** and accident prone areas
- **Optimized road infrastructure** maintenance costs



# MOBILITY MANAGEMENT AROUND CONSTRUCTION SITES



## CUSTOMERS

- Local authorities: e.g., Société du Grand Paris in Issy-les-Moulineaux



## BACKGROUND

- An increasing number of urban construction sites
- Nuisance for user mobility
- "Multi" project ownership



## SOLUTIONS

**Engineering and service offers** based on **solutions that are tailor made** for towns and cities, in order to:

- Facilitate alternative mobility solutions
- Improve mobility
- Foster acceptance of the construction site

### The three steps:

- Territorial engineering study
- Implementation of the integrated solutions
- Follow-up using performance indicators (users, statistics, etc.)



## USER BENEFITS

- Forward and real time planning when getting around town
- Securing the area around the construction site
- Parking
- Managing construction truck traffic



## CUSTOMER BENEFITS

- Modifying user behaviour
- Facilitating the integration of the construction site
- Encouraging inter-modality
- Having a single interface
- Reducing nuisance for users



## 7 SERVICES AVAILABLE IN THE SHORT TERM



### Optimizing space management

1

Improve the way urban space is managed, from building front to building front, **dynamically**

2

Provide a **single digital portal** that **interoperates with smartgrid services**

3

Improve **acceptability of urban events**, in particular work sites



### Ensuring quality of life for residents

4

**Communicate more efficiently** with local residents

5

Identify **accident-prone areas** to **foster preventive actions**



### Fostering sustainable development

6

**Increase sustainability of urban infrastructures** and preserve quality

7

**Provide concrete solutions for peak pollution events**

 4 SERVICES BEING STUDIED  
TO COMPLETE OUR CATALOGUE



Ensuring **quality of life** for  
residents

1

Provide efficient solutions to  
facilitate **last mile logistics** at  
last

2

**Optimize management of  
public lighting** dynamically



Fostering  
**sustainable development**

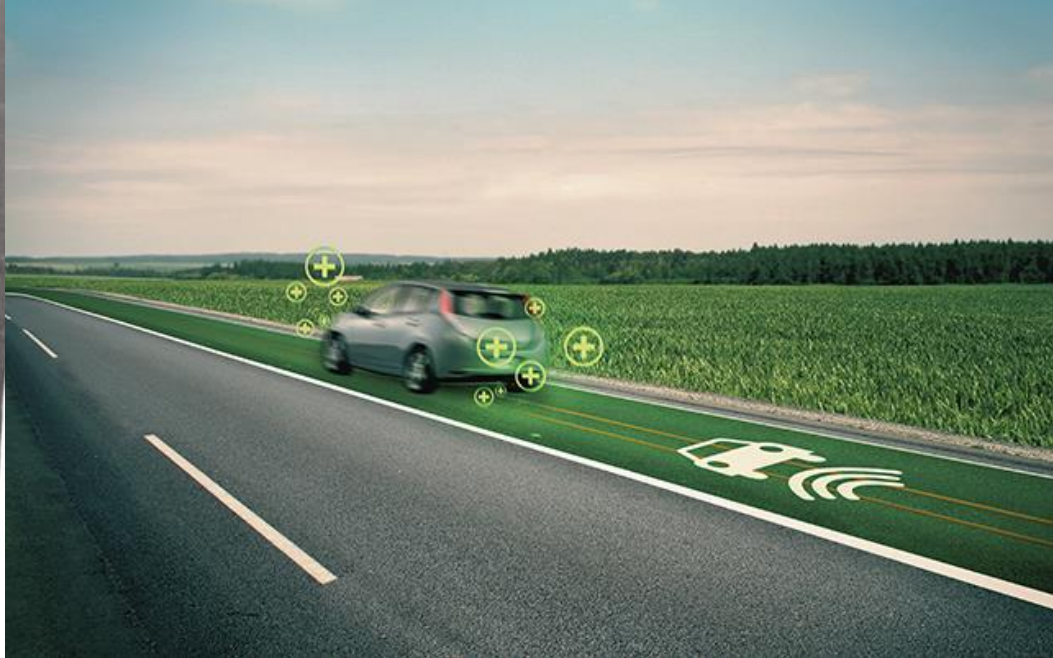
3

**Detect incidents and  
intervene in real time**

4

**Transform** infrastructures from  
building front to building front  
**into energy sources**

# SOLAR ROAD, AND OTHER APPLICATIONS





**THANKS FOR  
YOUR ACTIVATION**



**WE OPEN THE WAY**

