

Improving Parking Compliance & Simplifying Policy Management in Brussels

40km

new cycling lanes built

120+

geofenced policy zones

30%

reduction in street patrols

THE BACKGROUND

Brussels Mobility, the transport agency of the Brussels-Capital region, is partnering with Vianova since 2020 to promote micro-mobility and enhance user safety as part of their Good Move Mobility plan.

They now manage over 20,000 shared micro-mobility vehicles, making it one of Europe's largest fleets.

The Challenge

Enhancing user safety and shared mobility management in one of Europe's largest fleets

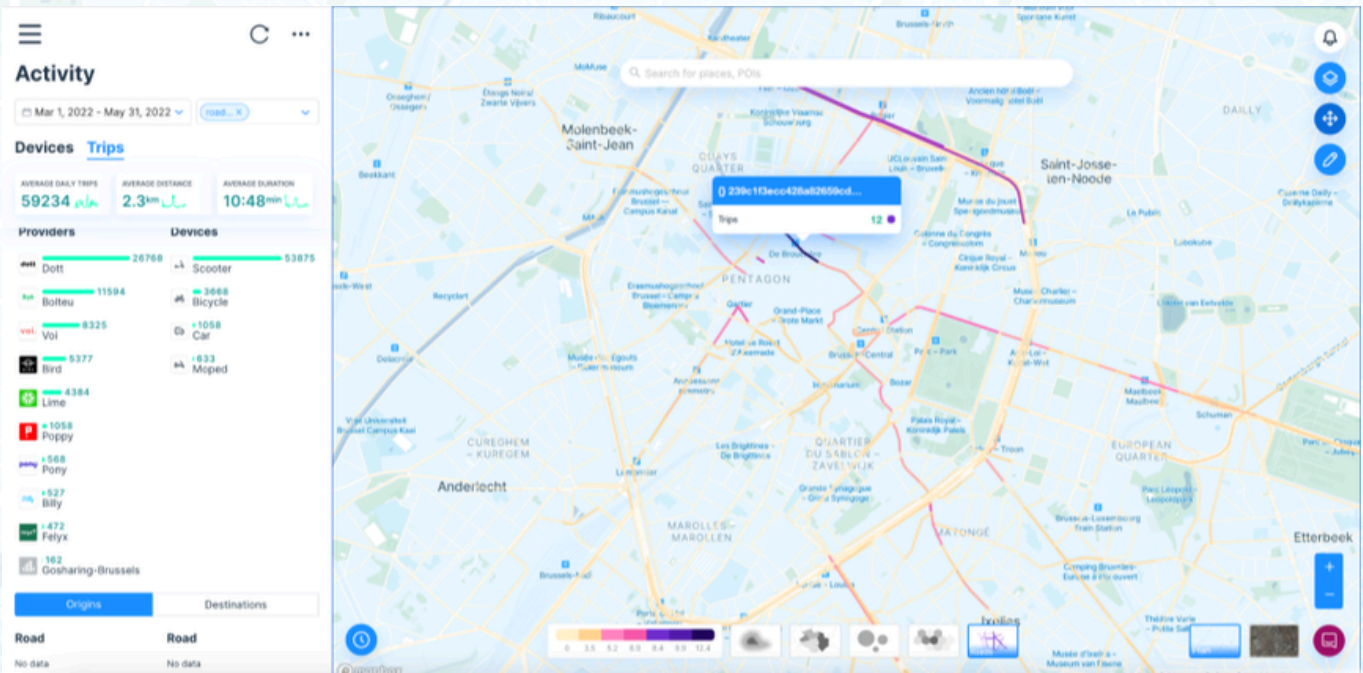
The City of Brussels witnessed a surge in shared mobility usage, driven by pandemic-related restrictions on public transport and the need for socially distanced transportation. However, this increase in shared mobility raised concerns regarding safety, as these vehicles often shared busy roads dominated by automobiles. Furthermore, the rise in shared mobility also led to sidewalk clutter, posing additional safety risks, particularly for disabled residents.

To support shared mobility as a viable alternative to private cars while addressing safety concerns, Brussels Mobility embarked on a comprehensive mobility revamp.

The Solution

Vianova helped them harness the power of data by collecting, processing, and aggregating raw data from nine shared mobility operators, covering all major modes of shared mobility (e-scooters, cars, bikes, and ride-hailing). This comprehensive dataset was made easily accessible through Vianova's user-friendly mobility dashboard.

We also analyzed the shared mobility data and presented it to City officials, including a Covid-19 impact analysis on shared mobility usage during the pandemic.



The Results

Brussels Mobility utilized various tools on the platform to enhance the safety of shared mobility in the city and plan digital regulations and infrastructure.

- Road segment analysis identified the busiest shared mobility streets, leading to the **implementation of over 40km of new cycle lanes**.
- Introduction of the bike lanes resulted in a **significant five-fold increase in shared mobility journeys**, achieving the city's goal of offering secure and flexible alternatives to private cars.
- They created more than **120 geofenced policy zones** using the MDS Policy API, including slow-speed, no-go, and no-parking areas, as well as incentivized parking hubs for riders.
- These regulations successfully reduced sidewalk clutter, leading to a **30% reduction in street patrols**, saving valuable time and resources.
- The improved state of shared mobility positively influenced public and political perception, bolstering support for shared mobility initiatives.

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*We are looking forward to continue collaborating with **Vianova** to enhance shared mobility in the Brussels-Capital region.*

Shared modes of mobility, such as scooters, bikes and cars, are the future of transport, they are helping us reach key Net Zero targets and create healthier, more livable cities for all.

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Martin Lefrancq

New mobility policy advisor at Brussels Mobility