**Speech**

**SLIDE 1**

First, I would like to thank you for having inviting again this year, a member of the Young democrats for Europe about this recent interesting subject such as smart mobilities in the first day of the European Mobility Week. And I apologize in advance if my English is not perfect but I will do my best.

Why does this issue concern us? It concerns us because it is not a development against another as can be seen quite often. Smart mobilities is an economy in favor of the public interest, and that is what must be interesting for the eleced peoplet.

I will develop with you two examples of model of quite interesting smart mobilities.

**SLIDE 2**

Then, I would like to present the Split company. What is Split company?

Split is a private company established in 2010 in Finland, owning an app for smart shared wrinkles.

**SLIDE 3**

4 Principles: immediate booking, free routing, dynamic routing, convenient and affordable: Instant booking, No fixed routes, Dynamic routing, Convenient & affordable.

**SLIDE 4**

Split instantly connects people traveling in the same direction using a real-time routing algorithm :

Book your trip on a smartphone

We match you with people going in the same direction as yours

We combine multiple overlapping trips in a single vehicle along an optimized route, saving everyone money

These are not pre-determined fixed routes; we are literally creating the trips in real time as requests come in.

**SLIDE 5**

* + Average 2.5 people per vehicle
  + ½ the price of a typical taxi, slightly more expensive than bus
  + Transparent – price is promised before the customer commits
  + Efficient, sustainable, and affordable

**SLIDE 6**

How does it work for riders ?

1 – Request a Ride (technology find the best ride for you and show you the price before you book).

2 – Walk to pickup (which is calculated by the system).

3 – Grab a seat (split will pickup and dropoff other people along the way)

4 – Share and save money.

System de calcul : Proprietary Algorithm

**SLIDE 7**

More than 25 people in ingenious Ajelo developed computational systems algoithme. Ajelo was acquired by SPLIT in 2014 in order to be developed in Washington DC. Ajelo was the first to provide a dynamic solution to carpooling. The company integrates traffic, the city's travel habits and other key local components to ensure the most efficient route possible.  
  
Already in use in Finland :

* Servicing Helsinki for over **2 years**
* Helsinki Proof of Concept has **proven the technology** and effectiveness of the algorithm
* With only 15 vehicles, **up to 700 trips** per day
* “Layered in” over the existing strong public transport options.

**SLIDE 8**

Now it has been launched in the core of Washington DC since mid-May 2015, and quickly expanding as you can see.

It is located in a very specific area in the center city, dense residential, business & leisure neighborhoods.

I’m going to talk about an experience of a SPLIT user (described in a blog):

*“The carpooling system helps to mitigate the costs to passengers and also reduce the number of cars needed on the road. Unlike Uber and Lyft, the app will ask you to walk a short distance (only or block or so) to ensure the car picking you up can continue down its current route in the most efficient way possible. And, most importantly, there is no surge pricing. In fact, their website touts that all rides are always $2-$8.  
  
One feature of Split people may really enjoy: you know the cost of your ride before you ever make a request. You enter your starting and destination address and the cost quoted on the app is what you will pay, there are no changes based on mileage or time. A handy feature when worrying how quickly your fare will increase or whether or not your driver is taking the shortest route.  
My quote from 700 M Street NW to the Foggy Bottom Metro Station was only $3.82, with the possibility that other passengers may be picked up along the way. Just for the sake of comparison, a similar route estimate at the same time from Uber ran roughly $6-8 with no surge pricing.  
  
What if I commute or want to travel with another person such as a friend or spouse?*

*Thankfully, there is an option at the top right of the app to increase the passenger count which also increases the cost of the ride. My $3.82 fare would have been $5.73 instead. Not a bad increase, rather than doubling the app only charges 50% extra for an additional passenger. The idea being that you are reducing the carpooling ability of the car by one seat – still cheaper than the prices I was quoted by Uber.”*

**SLIDE 9**

If we compare Split with Uber, the average price of a trip with Uber is 5.50$. It is 11$ for Uber (Split is two times cheaper).

The secret of success is to carry 4.5 passengers on average per hour (against 1.94 for Uber).

**SLIDE 10**

**SLIDE 11**

In the second part, because in Europe local authorities are competent to plan transport, I will talk you about how local authorities can be part of the optimization transports.

Let’s take the example of Opticities, which is known in Lyon with "Optimod" that I study.

What is Opticities? To do a quick description, the aim of Optimod is to find the best and fastest way to get from a place to another place whatever the transport mode.

**SLIDE 12**

The advantage of Optimod is to be multifunctional.

* **Around you**: around your position or location you specified, view on a map the breakpoints of transport networks, car parks and resorts bike share. Then see passage schedules lines transportation and the availability of bike sharring and parking spaces
* **Traffic Info**: interactive map real-time traffic conditions, indicating the projects and events
* **Route calculation:** enter your starting point and destination, date and time and get the right transportation solutions for your trip. You can specify preferences (addicted to the car, cycling fan, subscriber TCL ...) which will be considered in the search for solutions
* **Guidance on the way:** activate the function and application support will follow in real time your movement in the Lyon metropolis. You will be guided step by step. Incident (bus late with risk of missing a match, bottling about following your path ...) you will be alerted and you can recalculate your route to find other solutions in real time
* **Live traffic Plane:** Live arrivals and departures from Lyon St Exupéry airport
* **Direct call taxi companies**: one click and you are put in touch

- Other functions : the **optimization of urban freight**…

**SLIDE 13**

So how does it works ? In addition, There is two major data wich is necessary for that, but not only.

The two most important data are the timetables of public transport and the forecast of road traffic.  
Both combined to determine what is the optimal solution for travel (public transport or car, or both, and where to interchange). The advantage of this tool is to encourage intermodality and to have lower traffic flow (less time spent in transportation means time saving for users and an economic gain for the community).

**SLIDE 14**

OPTICITIES will associate major cities, groups and SMEs at the forefront in these fields in Europe to develop:

Genuine multimodal solutions. For once ITS solutions will not be a juxtaposition of mono-modal approaches exclusively focused on public transport. Multimodal solutions will be based on reliable data for every mode and combination, with optimised end-user HMI, and will involve the car industry as well as public transport and soft mode actors.

A contractual framework on data access and exchange policy allowing enlarged access to high quality data. This policy aims at amplifying the development of information services by centralising (or accessing local databases) and disseminating all private and public data available at the scale of the conurbation, in line with urban mobility public policies.

European interoperability of urban mobility data and mobility solutions. Based on an open ITS system, the standards developed in OPTICITIES will provide effective cost and seamless multimodal services.

Enhance network operators’ supervision capacity and management efficiency thus allowing for smart and adapted decision making processes.

Develop, try out and assess high-level innovative multimodal information and transport management services. These services will target transport managers, travellers and freight transport users or fleet managers.

Enhance users’ accessibility to mobility services through the display of coherent and highly reliable multimodal information.

**SLIDE 15**

There are 3 achievable objectives for Opticities.

Effectiveness: OPTICITIES will develop solutions with a deployment perspective of 3 to 5 years. Thanks to the association of public stakeholders in charge of mobility policies implementation and renowned ITS professionals accustomed with solutions deployment, OPTICITIES will deliver tangible and useful results

Scalability: OPTICITIES will combine public, industrial and academic actors from different sectors looking forward to working on common grounds to develop solutions adjusted to each urban typology. The 6 cities representing 6 specific mobility situations and 6 experimentation fields will constitute the right theatres to consolidate adjusted solutions through a common approach

Transferability: OPTICITIES covers a large typology of European cities and will develop and largely disseminate a set of recommendations to foster the deployment of the project results in European cities. Thanks to the involvement of influential networks representing excellence in sustainable mobility, OPTICITIES outputs will be largely disseminated towards targeted audiences.

**SLIDE 16**

We can say that Opticities give solution true their impact expected :

Modal Shift : 6% towards soft and public modes by 2025.

Public space management: gain of 3.6 million m² public square.

Traffic congestion decrease and optimized road network operations : gain of 1.5 million tons CO2 per year.

Development of European ITS market for urban information thanks to interoperable solutions.

Optimization of urban freight operations thanks to Urban Freight Navigator.

**SLIDE 17**To sum up, through these two examples, we can see that smart mobility supports the sharing economy, and local authorities can be part of it.

Thank you for your attention.