



Using technology to change mobility
choices

In the heartland of Europe

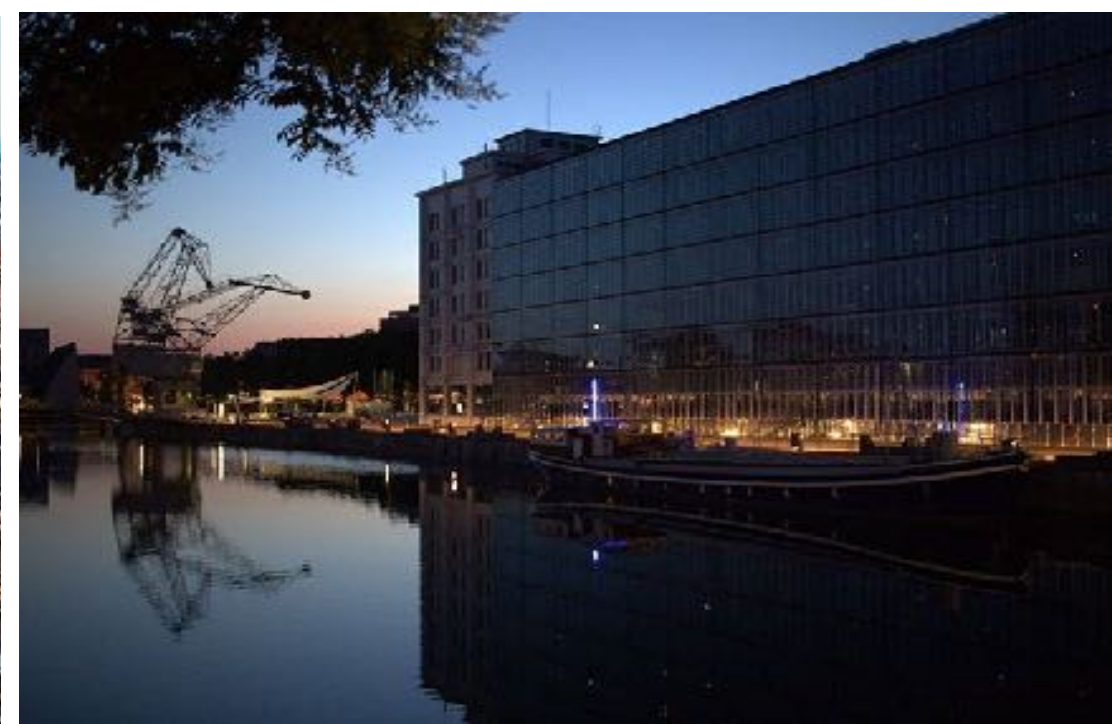
Located on the river Rhine, near the german border, in the heart of the « blue banana »



500 000 inhabitants ; 1 million for the relevant economic area (including germany) ; high GDP per inhabitant

A strong cultural and architectural heritage

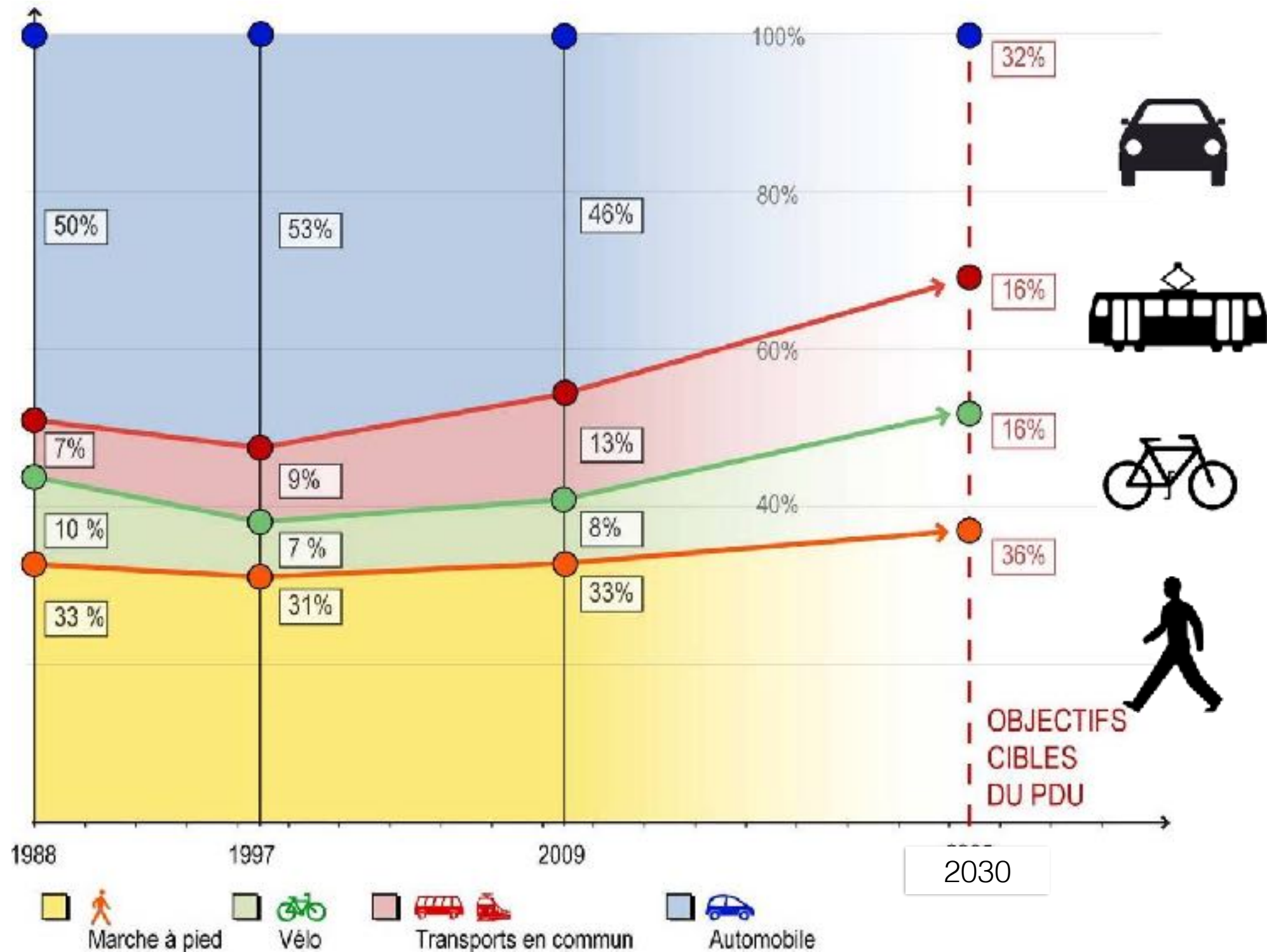
Since 1972, the city center is on the Unesco World Heritage list

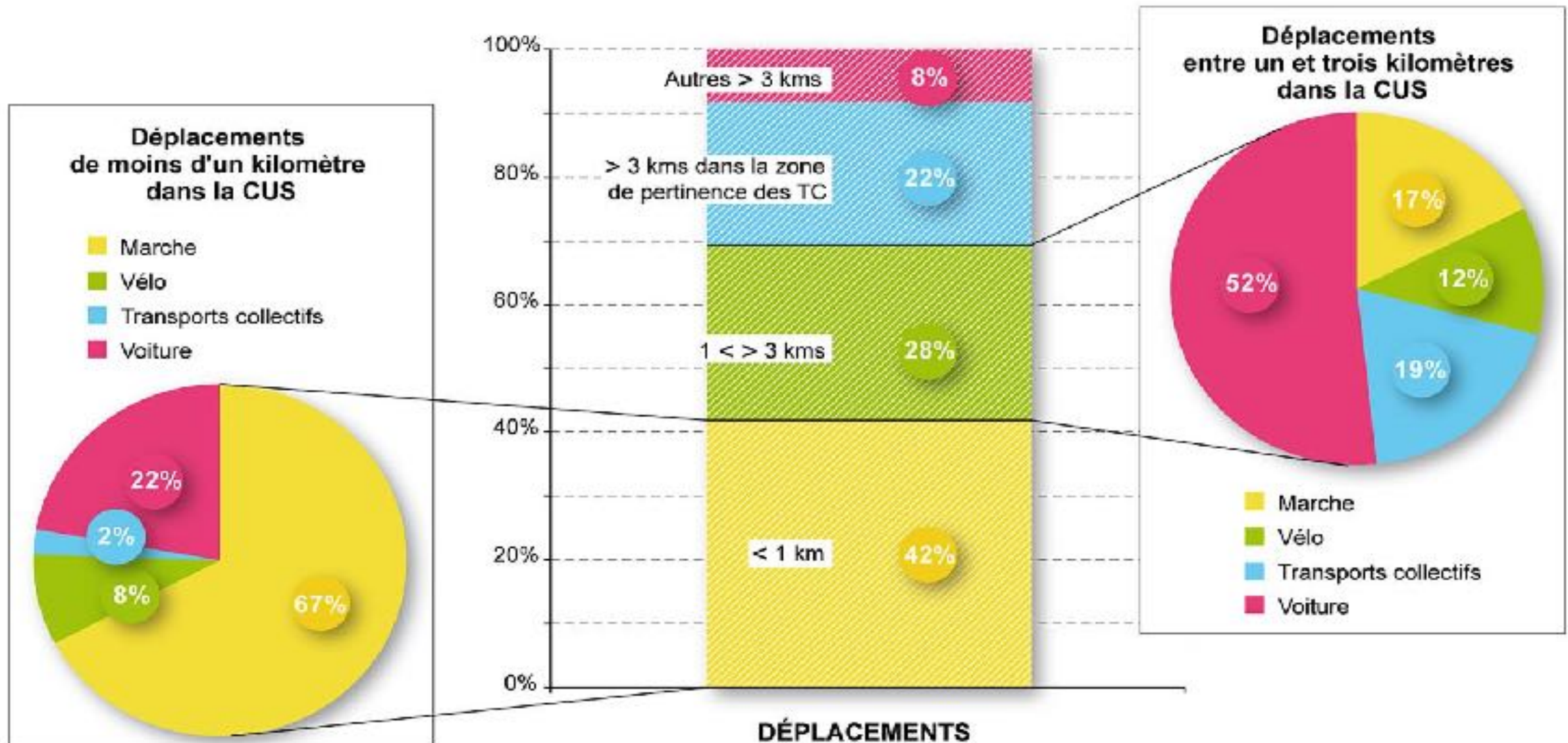


Seat of many european institutions

European Parliament, European Human Rights Court, Council of Europe...







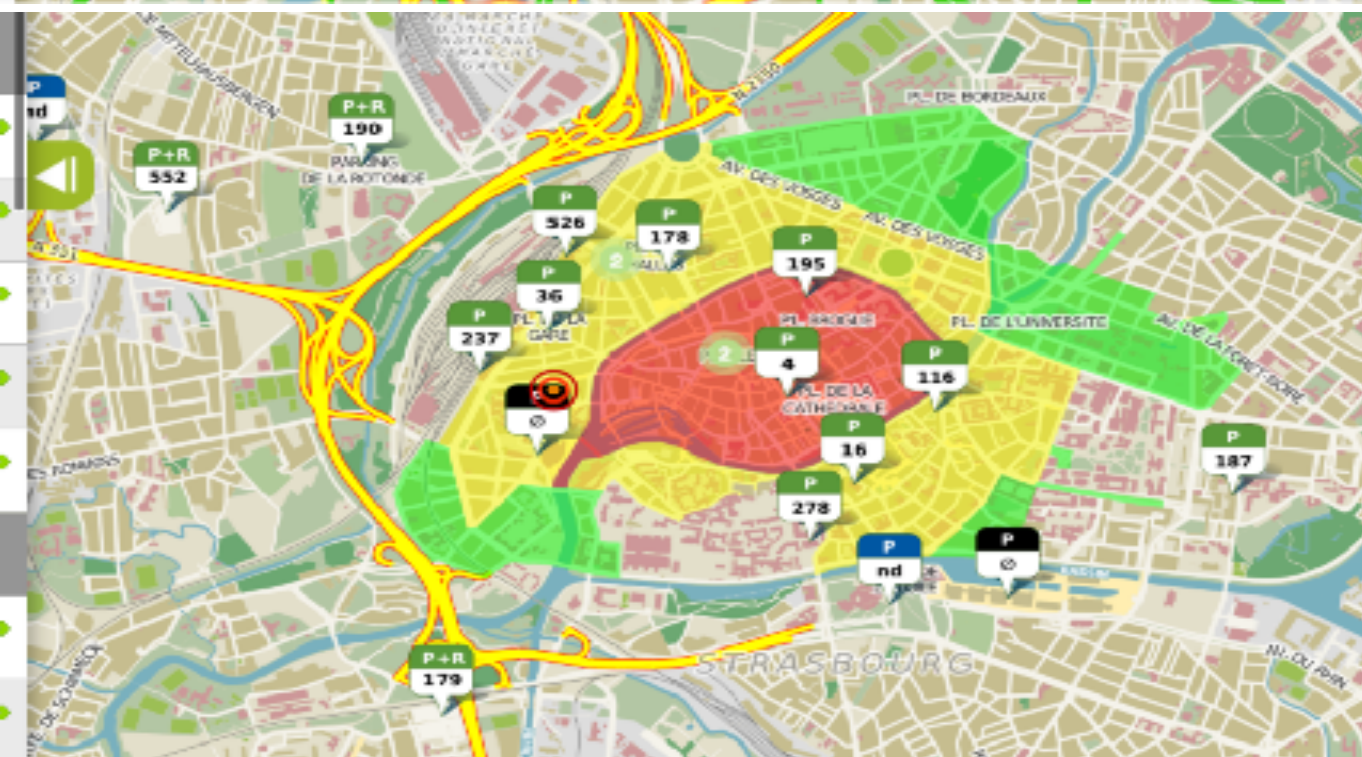
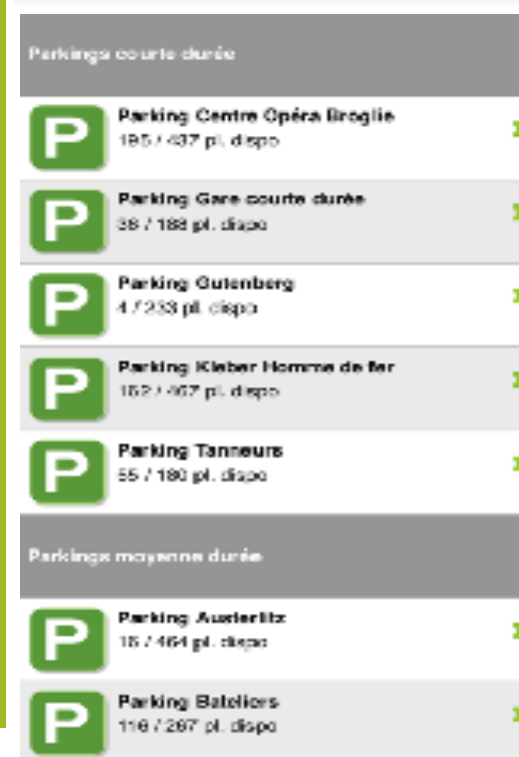
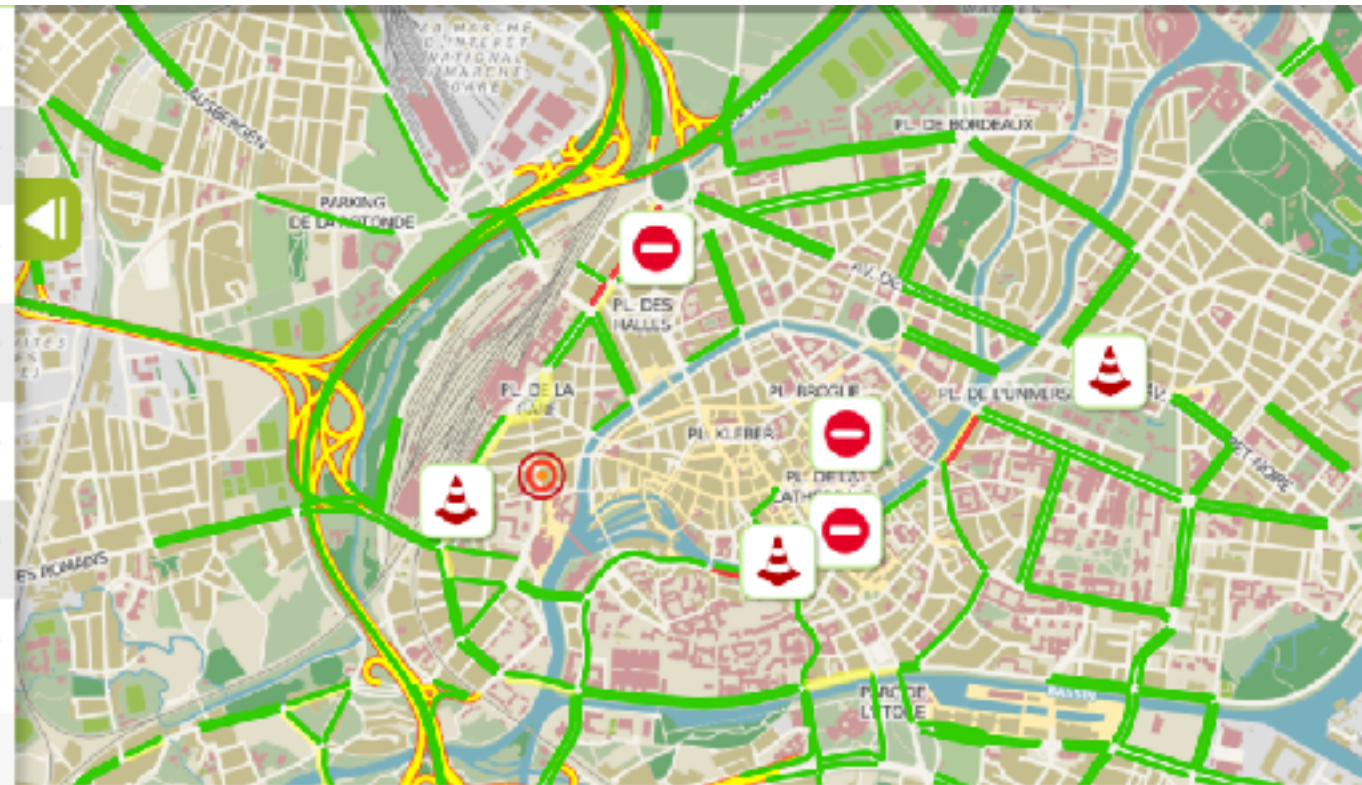
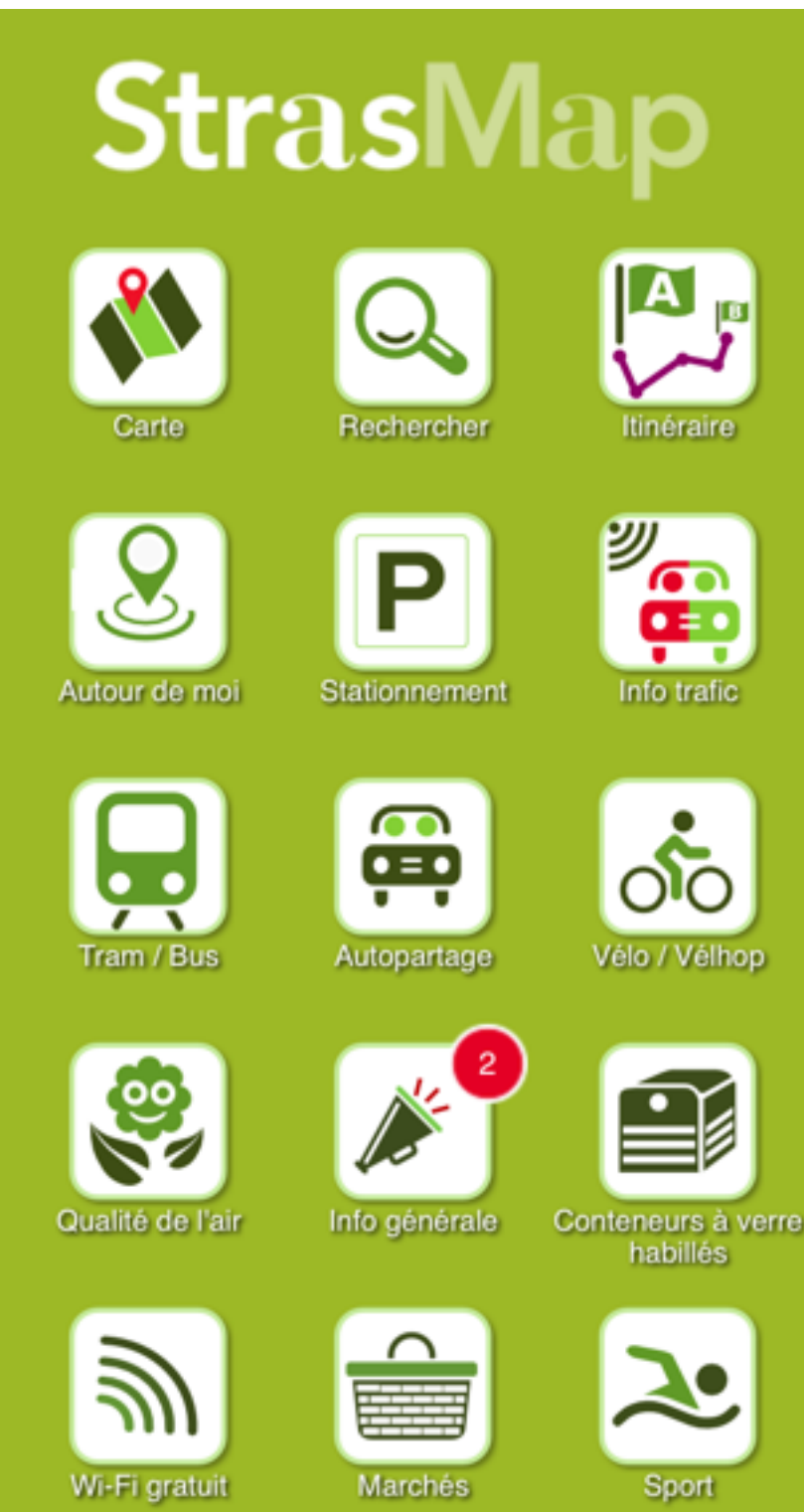
Rebalancing the modal share

One motto : for each distance the right transport mode



So one central question : how can we get people do the right mix ?

Strasmap : iOS and Android application for planing your daily trips



Optimix : helping local firms to manage the commuters trips

The image displays four screenshots of the Optimix website, illustrating its various functionalities for managing commuter trips.

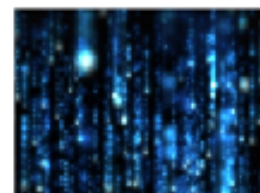
Homepage: The Optimix homepage features the logo "Strasbourg.eu eurométropole optimix FACILITATEUR DE MOBILITÉ". It includes a navigation bar with "Accueil", "Mon compte", "Mon entreprise", and "Mes salariés". The main content area highlights the platform's purpose: "Avec Optimix, Strasbourg Eurométropole aide les entreprises, les administrations, et les associations à mieux organiser les déplacements (PDE) de leurs salariés. L'objectif est de réduire l'impact environnemental des déplacements, améliorer la qualité de vie des salariés, et faciliter le recrutement." It also mentions "TOUT EN UN CLIC AVEC LA PLATEFORME OPTIMIX" and lists three key features: "UN OUTIL DE DIAGNOSTIC MOBILITÉ", "UN OUTIL DE CONSEIL INDIVIDUALISÉ", and "UN OUTIL DE CRÉATION D'EMPAGES DE COVOITURAGE".

Diagnostic Report: A screenshot of a diagnostic report titled "Habitants de déplacement domicile-travail". It displays a pie chart showing the distribution of transport modes: "Voiture" (42.2%), "Train" (14.1%), "Bus" (10.1%), "Bike" (10.1%), "Métro" (10.1%), and "Autre" (4.4%). Below the chart, a bar chart compares the "Moins de 30 minutes" and "Plus de 30 minutes" categories for different transport modes.

Map: A screenshot of a map showing a route from "Strasbourg" to "Lund" (Lund, Sweden). The route is highlighted in orange, and the map includes a legend for different transport modes: "Voiture", "Train", "Bus", "Bike", "Métro", and "Autre".

Carpooling Management: A screenshot of the "Covoiturage" (Carpooling) management interface. It shows a table titled "Liste des demandes de mise en relation" (List of requests for relationship) with columns for "Date", "Entreprise", "Demandeur", and "Statut". The table lists a request from "James GORDON" on "05/07/2015" for a carpooling trip to "Barbara GORDON Wayne Enterprise".

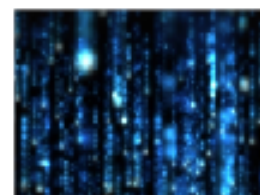
Open Data : 64 categories of data are on-line - a challenge (game) to the local developers for creating apps was organised



LIEUX OUVERTS AU PUBLIC, HORAIRES ET FRÉQUENTATION, GÉRÉS PAR L'EUROMÉTROPOLE

Web services contenant la liste des lieux ouverts au public, tels que les mairies de quartier, les piscines, les...

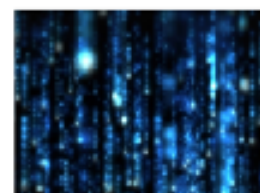
En savoir plus



LOCALISATION ET OCCUPATION DES PARKINGS PUBLICS

Ce jeu de données contient la géolocalisation des parkings publics de l'Eurométropole, l'état, le nombre de places...

En savoir plus



TRAFIC ROUTIER DE L'EUROMÉTROPOLE

Ce jeu de données contient les coordonnées géographiques et les informations de trafic du réseau routier de...

En savoir plus



LOCALISATION ET OCCUPATION DES STATIONS DE VÉLOS EN LIBRE-SERVICE VELHOP

Ce jeu de données contient la localisation et le statut des stations de vélos en libre-service Velhop.

En savoir plus



« Mobility pass » : one subscription to rule them all !

- Bus, tram
- P+R
- Velhop
- Car-sharing
- Bike parking lots
- Express trains



U'go : use the phone to buy transport tickets or subscriptions through NFC technology



A. By developping innovative car sharing services : the exemple of YEA! launched in 2015



B. By challenging innovative cars

