MobiMeter®

MOBILITY LAB

MobiMeter®

PRISMA solutions

Top technology of today, endorsing groundbreaking decisions for the mobility of tomorrow.

MobiMeter® was developed and tested in the frame of the Graz Urban Mobility Lab. Benefit from this initiative and use MobiMeter ® in your institutional setting!

Regardless of whether you are responsible for mobility in **public administration**, as a **mobility service provider** or in **mobility research** - or want to establish **corporate mobility management**:

- • MobiMeter ® provides explanations about the mobility behavior of your target group;
- • with MobiMeter ® your planning statements gain significance;
- • MobiMeter ® makes the effect of your measures become measurable.

Would you like to use MobiMeter® in one of your projects?
Or simply learn more about MobiMeter®?
Contact us and join in breaking new ground for shaping the mobility of tomorrow.

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PRISMA solutions develops innovative digitization solutions in the sphere of infrastructure, traffic and mobility. Would you like to find out more about us? Visit us here:

www.prisma-solutions.com/en

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Mobility can be measured.

MobiMeter® - the innovative tool for recording and analyzing mobility behavior.

Elements of MobiMeter®

The app records all routes and recognizes the means of transport.

- ✓ tracking-App for Android and iOS
- ✓ detection of stages and routes, means of transport and waiting times
- ✓ insight into own mobility profile for users

The data pool allows integration of stock data and data from other sources.

- ✓ valorization of existing data
- ✓ integration of commuters' data, social media data, traffic and passenger count data, accessibility information, etc. .
- ✓ new findings and added value by combining data

The online questionnaire captures further relevant information.

- ✓ additional background information
- ✓ adaptable for different survey purposes
- ✓ basic personal data on household, availability of means of transport, specific needs for mobility, etc.

The evaluation module analyzes the aggregated data and creates a reliable basis for decision-making.

- ✓ comprehensive options for analyses
- ✓ answering further questions by linking to third-party data
- ✓ comprehensible presentation of results by using reports, diagrams and maps

Relevant supplementary issues

Data protection and privacy. MobiMeter® attaches great importance to data protection. Mobility evaluations never show data from single individuals, but only aggregated results. The issues relevant for this topic are laid down unambiguously in the **MobiMeter ® data privacy declaration**.

Recruiting. Usability and value of mobility surveys strongly depend on **the choice of test subjects**. If you do not have a pool of volunteers, we will be happy to support you in cooperation with the renowned market institute for market, opinion and media research.

Planning. MobiMeter® is a tool for creating a **well-founded basis for subsequent decisions**. It supports planning and implementation processes in the mobility sector. As before, the traffic planner you trust in remains your partner who provides technical support for those processes.

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About MobiMeter ®

MobiMeter® records and analyzes mobility behavior. Once the app is installed on the phone, it tracks all paths of subjects and recognizes the means of transport used. Additional information is requested from the users in an online questionnaire. All results are anonymized and evaluated data are processed in reports, diagrams and maps. In addition, the combination with other - current or historical - mobility data provides valuable insights, preparing the ground for well-founded decisions in the mobility sector.

Suitable applications and characteristic features

standard mobility survey

periodic standard surveys and support of mobility concepts

- ✓ acquisition of real-time, objective and complete data
- ✓ due to automatic detection, also footpaths and short distances are not forgotten
- ✓ minimal effort for test subjects, even over a longer period of time

long-term observation of mobility behavior

monitoring over different periods of time

- ✓ monitoring of short- and long-term behavioral changes facilitated
- ✓ effects of planning measures are verifiable in real life
- ✓ continuous assessments over any time period (time series)

mobility management

mobility behavior of commuters, cycle network analyzes, switching in public transport, campaigns on mobility awareness, etc.

- ✓ customized surveys for current issues of interest
- ✓ extensive possibilities of analysis, evaluation and depiction
- ✓ instant feedback and comparison of aggregated survey data