



Mobility Analytics – using mobility data for successful and sustainable transport planning

Mobility is a highly complex system that consists of a wide variety of puzzle pieces and depends on various influencing variables. The Mobility Analytics and Consulting team of ioki uses large quantities of mobility-related data and information. The experts provide mobility analytics and simulations on a data-driven basis to plan and optimise your mobility offers.

Data-driven planning plays a key role for attractive and customer-oriented public transport.

High-quality analyses tailored to your needs enable a realistic simulation of existing and new mobility services. This allows us to flexibly answer customer-specific questions on the topics of demand, pricing or operational design.

The project results are based on four modular components, so that it is possible to focus on specific questions or to go through the entire analysis cycle.

ioki approach: attractive local transport based on data and demand

Mobility simulation

Generating a highly detailed picture of the residents' status quo mobility habits

Route options

Identifying all mobility options for all travellers and all travel purposes in a predefined service area

Planning new mobility services

Poorly served potential areas are derived from mobility habits and available route options

Simulate and compare operational setup

Customer quality and service costs are calculated for your on-demand- and/or bus-service

Our solutions for efficient and sustainable public transport in the United Kingdom

→ Analysis of multi modal transport: Improving accessibility through better systems

Who uses your system, when and how? We analyse the status quo of your public transport system and determine the optimal solution in terms of cost efficiency, demand-oriented and ecological aspects.

→ Modal Split Simulator: Calculation and visualisation of the current modal split in your region

What impact do new modes of transport have on the modal split? With our modal split simulator, we already calculate today what influence a changed infrastructure and new transport offers will have on the mobility of tomorrow.

→ Mobility Hubs: Creating sustainable public transport systems

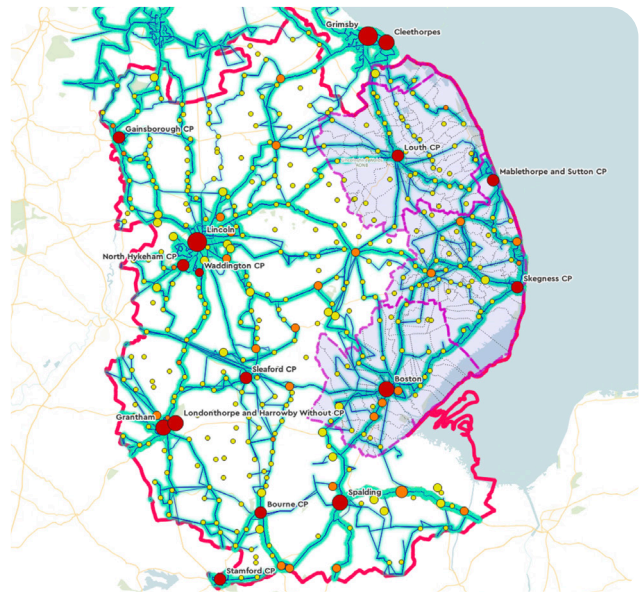
Work with us to determine where in your region a mobility hub will enable more people to switch to public transport and what capacities need to be planned for this new demand.

→ Plan well, implement better: Identify potential service areas for demand responsive transport (DRT)

DRT services bridge the first and last mile to the next stop and provide an efficient and ecologically valuable service for the population of your region. We identify potential service areas and determine the appropriate fleet size based on actual demand as an extension to and not in competition with existing public transport.

Case Study: How to identify potential areas for new on-demand mobility in Lincolnshire

Based on the conducted mobility and accessibility analyses, our mobility analytics experts identified potential areas for new on-demand mobility and created a concept for the implementation of a DRT service. The main objective of this project was to close mobility gaps and to offer better access to key services and workplaces with a focus on elderly coastal residents, children, visitors and residents of Mablethorpe and Skegness.



Geospatial model of a study area in the UK



ioki – expert in mobility analytics

Our interdisciplinary Mobility Analytics & Consulting team combines transport planning expertise with methodological and technical know-how from the disciplines of transport planning, engineering, mathematics, computer science and data analysis. In over 80 cases analyses by ioki provided mobility data to improve local transport systems.

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