

Summary of Scooter Share Data Management Pilot 27 January, 2021

France-based Vianova conducted a micro-mobility data pilot as part of Jätkäsaari Mobility Lab's agile piloting programme, in cooperation with Forum Virium Helsinki and the City of Helsinki. The pilot produced comprehensive analysis about the use of micro-mobility services in Helsinki by utilising MDS as data protocol, which enables secure data exchange between the mobility operators, the City and Vianova. The pilot was conducted March - December 2020.

An analysis was performed on anonymized data from Tier and Voi, two micro-mobility operators in Helsinki, including information about device locations and the origins and destinations of vehicle trips. The majority of the data evaluated was collected from September through the end of 2020.

Key observations include the following:

- Micro-mobility trips tend to be short, frequently concentrated in the same neighbourhood and of a duration that suggests trips for errands, and connections to transport. Neighbourhoods in the central part of Helsinki, such as Kamppi and Kluuvi, are responsible for a significant number of trips.
- Micro-mobility has a strong connection to public transportation, particularly to the main railway station and Pasila train station, and metro stations. Trips frequently originate or end in the vicinity of transport nodes, and trip volumes are particularly high in the morning commute.
- Trip numbers, as well as their distance and duration, shrunk over the course of the pilot period as a result of colder weather and additional lockdown restrictions, but most travel patterns remained largely constant, particularly in the areas around the central city.
- Generally, micro-mobility trips meet a different use case when compared to Helsinki Citybike trips. Scooter trips are shorter and more likely to be concentrated in the same district, though many areas are popular for both bike and scooter share trips. This difference is likely explained in part by the different pricing structures of the two modes.
- Helsinki cannot presently require devices to park in particular locations. There are several locations where the frequent presence of scooters could indicate an opportunity to require or incentivize parking in a "mobility hub". This hub could serve as a central location for device returns, adding order to the right-of-way.
- Devices remain largely concentrated in a few neighbourhoods, and it would be difficult to reliably have access to micro-mobility for many residents of northern Helsinki communities. A hub-based approach could potentially increase device availability and utilization in these more outlying areas.

As Helsinki continues to pursue management of its micro-mobility system, data can continue to provide useful insights for how to maximize the public benefit from the services provided by scooter share operators.

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