



MOVE Meter

the fast lane to a smart moving city...

A smart moving city is a city in which traffic flows smoothly, in which people choose the most efficient form of (public) transport – whether it's their bike or the bus. In this city, travel time and distance are reduced to the minimum. It is a healthier place to live in, with less pollution, less noise and reduced CO₂ and NO_x emissions. How do you build a city like this?

'For the Kampala metropolitan area we have to improve the mobility networks and work with several partners. The MOVE meter comes in handy for our city!'

Jacob Baymukama, Manager Transport Planning and Traffic Management KCCA

The MOVE Meter has a lot to offer. This online tool starts with real-time insight into the current situation. It also allows you to study and observe what occurs in different proposed scenarios. The results are shown with accurate and clear visual graphics, in less than 10 minutes per scenario. This is possible due to the clever use of big mobility data. The MOVE Meter has been developed and has proven itself in one of the most densely populated countries in the world: the Netherlands.

MOVE Mobility is a company with extensive international experience and a large global network, and is based in the Netherlands. Do you want to learn more about the potential of the MOVE Meter? Contact MOVE Mobility, +31 (0)88 100 3900. We're happy to help you get moving!

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move
mobility
smart moving cities

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what does it do?

The MOVE Meter is an online tool for analysing, planning and scenario-building in urban development. It gives you online insight into the effects of policy in mobility, traffic and environmental planning. The MOVE Meter is your tool to build a smart moving city.

better traffic flow /// reduce travel time /// promote cycling

how does it work?

The MOVE Meter uses the enormous potential of data and 'big data' sources (e.g. GPS, GSM, HERE data, traffic information). The advantages:

- » it provides accurate and visual insight
- » it saves time & costs, less than 10 minutes per scenario
- » it is easy to use, even for non-traffic experts

improve public transport /// reduce congestion /// healthy city /// economic potential

for whom is it?

The MOVE Meter is the solution for a wide range of experts and professionals:

- » consultants, (civil) experts and decision makers in mobility, traffic and urban planning
- » local, regional and national governments
- » professionals and experts in safety services, police, city marketing, event planning, outdoor advertising, etc.

parking capacity /// reduce car usage /// show trips from-to /// improve road capacity

a proven concept

The MOVE Meter is designed for use in urban areas. This online, state-of-the-art tool is widely used in the Netherlands, one of the world's most densely populated countries, with intensive use of the road and the public transport network.

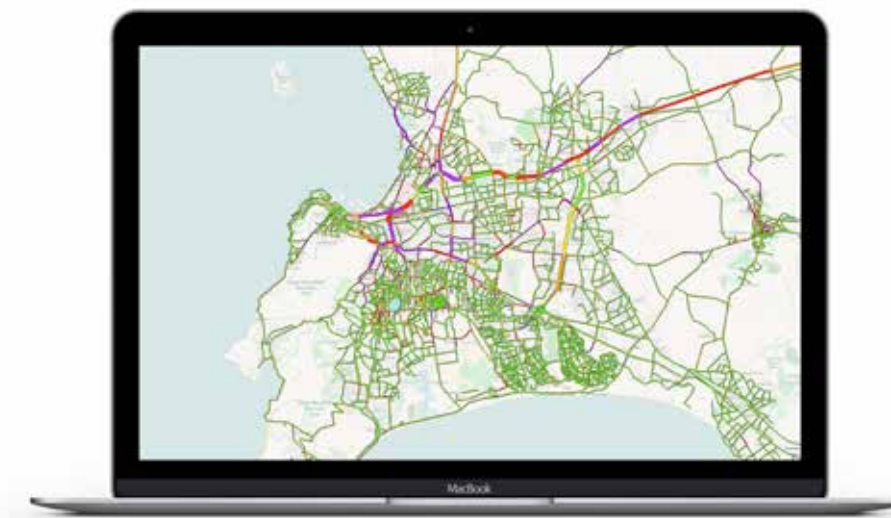
better environment /// reduce CO₂/NO_x emissions /// less noise

**final destination:
a smart moving city**
**Interested? Mail us at
info@movemobility.nl**

step 1 // clear insight into the current situation

The first step is to analyse the current situation. For instance, with the MOVE Meter you can look at the level of accessibility, at the travel speed and travel time for certain journeys, at the number of trips made, the traveled distance etc. We can also measure the volume of traffic on the related road sections. Then we look into the causes for this particular traffic situation.

Cape Town



step 2 // smart scenarios, smart measures

Next, we assess the impact of different infrastructural and socio-economic changes in the town, city or region. An important feature of the MOVE Meter is that combinations of existing data and models can be used. Due to its GIS/internet applicability, the MOVE Meter is more capable of assessing and evaluating scenarios swiftly and easily than the traditional traffic models.

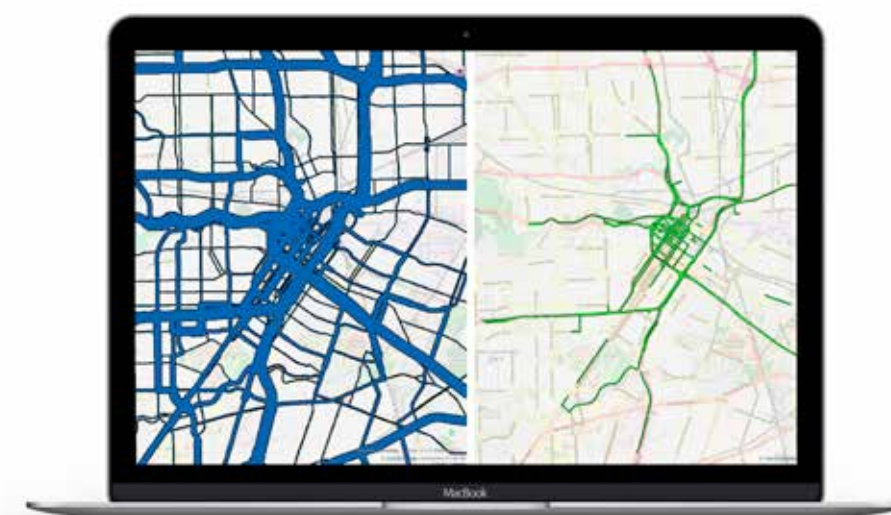
Houston



step 3 // impact clearly mapped out

Finally, the results of the MOVE Meter analysis are presented. These give an indication of the possible impact of different measures.

Houston



'The tool allowed us to analyze how bicycle infrastructure can affect the transportation system as a whole. Now we know how to make smart transportation decisions related to bicycle mobility.'

Source: The Urban Transportation monitor, november 2012, Austin

With thanks to the City of Houston