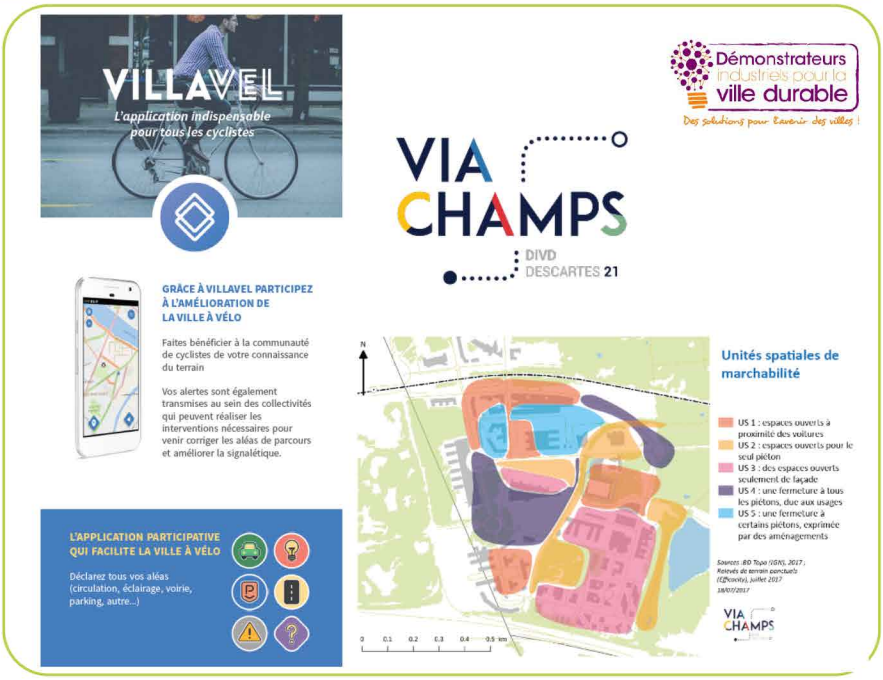
DIVD Descartes 21: testing the VILLAVEL and UrbaWalk tools for a review of active transport modes

EFFICIENT URBAN MOBILITY

Client: RATP/EPAMarne

Year: 2017

Partner: EM Services



How to encourage active transport modes between a campus and a city centre?

Context

Descartes 21 is an industrial demonstrator for the sustainable city (DIVD) that pursues three avenues of innovation: energy, better quality of urban life, and mobility.

Among the issues identified by the project holders for the Sustainable Mobility component is the coverage of the territory by active transport modes (walking and cycling), particularly in "no-service" zones (at some distance from public transport services).

Mission

Efficacity was called upon by RATP to conduct a series of innovative experiments on active transport modes (walking and cycling).

On the pedestrian front, the UrbaWalk tool developed by Efficacity was used to finely map several spaces (Cité Descartes, the city centre, the Nesles district, etc.) to analyse any constraints on walking as a means of channelling users towards public transport hubs (RER station, bus stops).

In terms of cycling, the Villavel application developed by Efficacity (in partnership with TransWay) sets out to gather information on how cyclists rate various routes in terms of ease of travel. It can also be used to map cyclist tracking and validate crowdsourcing approaches as a means of gathering data.

Methodology

- UrbaWalk:
  - Data gathering from the field
  - GIS mapping of of the zone's walkability
- Villavel:
  - Communication campaigns targeting cyclists (flyers, posters, presentation to target audiences of the town hall and chateau of Champs sur Marne)

Results

The mission succeeded in mapping the accessibility of active transport modes in the zones considered.

 # key words

Mobility chain

Active transport modes

Crowdsourcing

Diagnostic