



**VINCI**   
PARK



## **EPA Awards 2015**

Category 4 – Innovative schemes in off-street parking

**Mobility Center**

Lobau-Rivoli Car Park – Paris – FRANCE

# Mobility Center - general presentation

## New connected car park technology in the heart of Paris

The lobby area of Lobau-Rivoli Car Park is ideally located **at the intersection** of:

- Parisian public transport links (RATP)
- the BHV department store

The VINCI Park Lobau-Rivoli Car Park Mobility Center was created in close collaboration with the **City of Paris**.

The goal of the Mobility Center is to **improve traffic flow**, offering **various mobility services** to users.

Lobau-Rivoli Paris Car Park is now **connected**:

- to different types of mobility
- to the neighborhood and district
- to the City of Paris
- to digital technology



# The First New Generation Mobility Center in the Lobau-Rivoli Car Park

In **July 2013**, VINCI Park inaugurated its first new generation Mobility Center in the heart of Paris.



Choose your favorite itinerary in a connected place!



**The customer can compare different transport offers:**

- public transport
- walking
- personal vehicle

**according to :**

- distance
- price
- CO2 emissions

**and thanks to:**

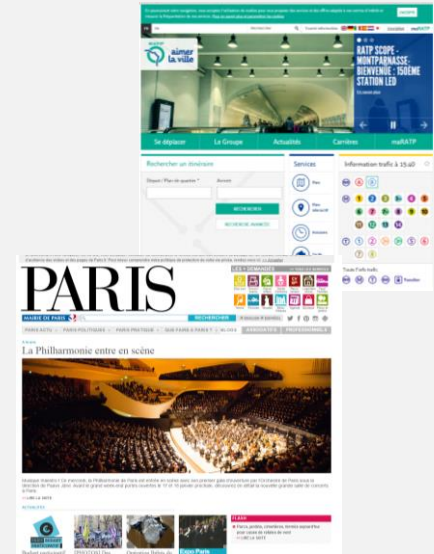
- innovative touch screens
- a multimodal calculator
- the My VINCI Park app for smartphones

Once the customer has made their choice, they can use electrically assisted bikes, benefit from car-sharing or car-pooling systems, enjoy car rental services, and much more!

# Mobility Center Services in the Lobau-Rivoli Car Park

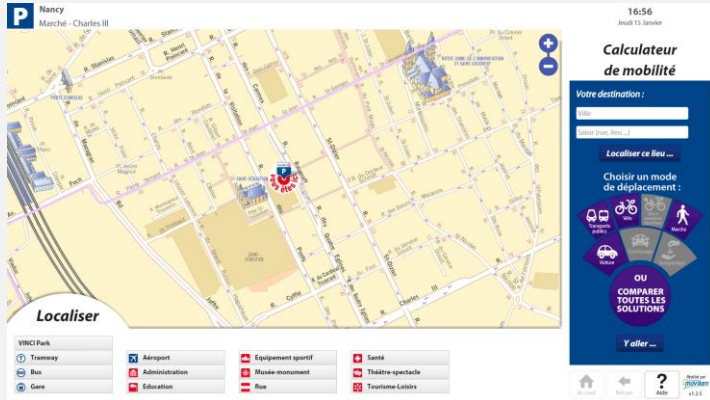
Located on the first level of the Lobau-Rivoli car park, the Mobility Center offers 4 interactive touchscreens connected to:

- a **multimodal calculator** which provides the best itinerary combining different transport modes, price and CO2 emissions
- the **Parisian public transport website** [www.ratp.fr](http://www.ratp.fr)
- the official Paris website [www.paris.fr](http://www.paris.fr), which informs users about the **city's latest news**
- **various mobility services** developed by VINCI Park available in the Lobau-Rivoli Car Park



Thanks to innovative touch screens, the customer can identify the easiest itinerary as well as the best mobility solutions to continue their journey around the city.

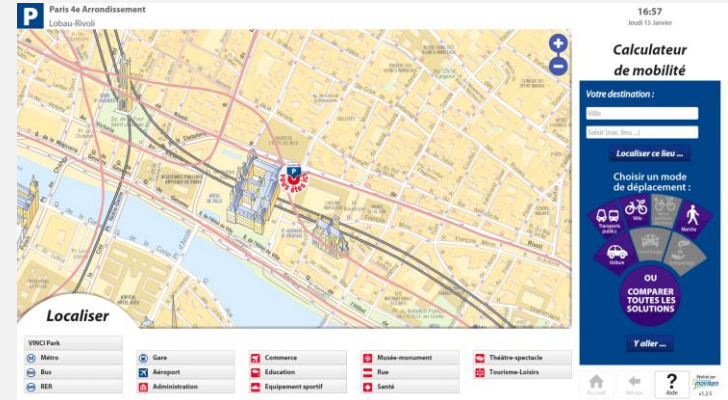
# Multimodal Calculator



Use the  
exclusive VINCI Park  
multimodal journey  
calculator to find the  
best itinerary for your  
journey!

## How does the multimodal journey calculator work?

- Enter your start address and destination, and let the calculator show you the way.
- The calculator suggests the best possible itineraries, allowing you to leave your vehicle in a VINCI Park car park and use all other methods of transport available in the city (trains, transport network, bikes, etc.).
- The options represent the best possible itineraries, based on different combinations of time, distance and preferred mode of transport.
- Select the itinerary you prefer, and filter according to your criteria: saving time, money, or CO2



# Mobility Services in the Lobau-Rivoli car park

→ Electrically assisted bike service in partnership with **Green On**



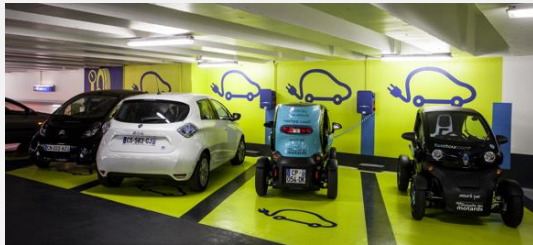
→ Short-term car rental service through **AVIS** agency and **AVIS On Demand**



→ Scooter rental service in partnership with **Scoot'up**



→ Charging stations for electric cars developed in partnership with **Sodetrel**



→ Local partnership with **Twiztour** offers rental of Renault Twizy 100% electric small vehicles and tour of Paris



→ Tourist bike service with **Bike About Tours**



→ Car-sharing and car-pooling



# One Mobility Center – many benefits

## FOR THE CUSTOMER

- Improves customer service by offering numerous innovative services
- Supports urban economic development through good local deals

## FOR THE ENVIRONMENT

- Supports Sustainable Urban Mobility Plan by introducing environmentally-friendly mobility services

## FOR VINCI Park

- The project is part of VINCI Parks's innovation strategy, which consists of contributing to the development of Smart Cities
- Attract new customers to VINCI Park car parks
- Develop loyalty among VINCI Park's upstream and downstream customers



# Mobility Centers and Mobility Services in France

**The first Mobility Center and Mobility Services hubs were created in the Lobau-Rivoli Paris car park**

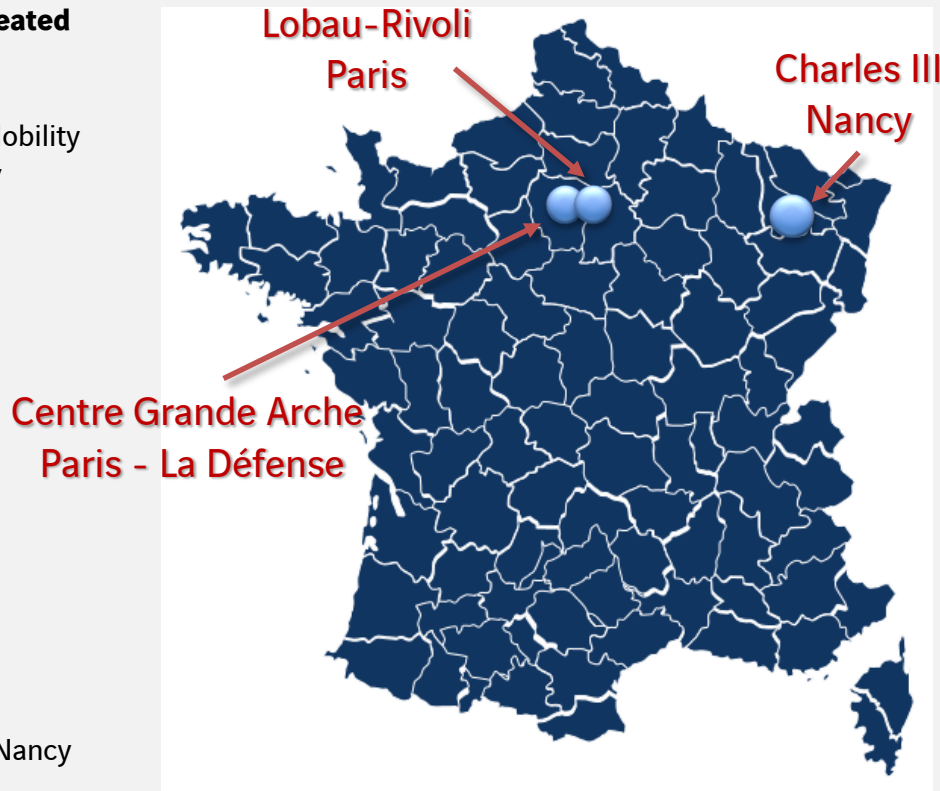
After this **first successful test**, VINCI Park launched one other Mobility Center in the **Nancy Charles III car park** and connected Mobility Services in **Centre Grande Arche car park in La Défense**

In the **CENTRE GRANDE ARCHE LA DÉFENSE** car park there is:

- an electrically assisted bike service from Green On
- an electrically assisted scooter service from CityScoot
- charging stations for electric cars from Sodetrel
- a car-pooling system from ZipCar

In **NANCY CHARLES III** Car Park there is:

- a multi-modal calculator
- a touchscreen with mobility service information
- a touchscreen connected to the Nancy city website
- car-pooling and car-sharing services developed by the city of Nancy
- charging stations for electric cars from Sodetrel



## Discover the Lobau-Rivoli Paris car park Mobility Center



**Centre de Mobilité Paris Lobau**

de VINCI Park PLUS il y a 1 an AUCUNE CLASSIFICATION POUR LE MOMENT

<http://vimeo.com/69246299>