

Moovit's Urban Mobility for India Initiative

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Get to Know Moovit

Moovit simplifies urban mobility all around the world, making getting around the city on public transport easier and more convenient. Moovit is the #1 transit app in the world with more than 70 million users, and was named [Top Local App of 2016 by Google](#).

By combining information from public transport operators and authorities with live information from the user community, Moovit offers commuters and travellers everywhere a real-time picture, including the best route for their journey. The Moovit community sends

active reports about their travel experience, such as bus congestion levels, vehicle and station cleanliness, and more to help others have a better travel experience.

Moovit generates as many as 200 million data points a day that comprise the world's largest repository of transit data. The Big Data gathering is aided by Moovit's network of more than 175,000 local editors, called "Mooviters", who help map out and maintain local transport information in cities that would otherwise be unserved. Moovit is available for **FREE** on **iOS, Android & Web** in over 1,500 cities, across 78 countries worldwide, and can be used in 43 languages. The Moovit headquarters are located in Israel and has operation offices throughout the world.



The Moovit application available for iOS, Android & Web (example of the application trip planner in New York)

The Moovit Mission - Digitalization for the First Time

Inspired by the Indian government initiative to make 100+ cities in India smart, Moovit has decided to waive any costs to Indian public transport operators or municipalities for digitized data services.

Moovit's mission is to empower Indian cities to digitize their transit data and make it available together in one place for the first time ever. Moovit's urban mobility initiative will

enable every Indian citizen to plan multi-modal public transport trips anywhere in the country (available on iOS, Android & Web) for **FREE**.

Moovit's Transit Data Studio

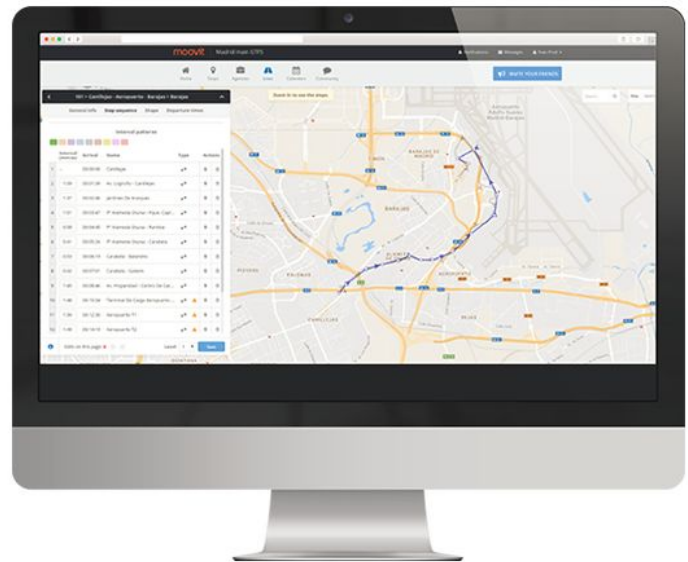
Moovit provides the most advanced, comprehensive transit data management tool with an easy-to-use web interface enables operators to create, edit, manage and distribute public transit information to everyone. By using Moovit's Transit Data Studio, the data for transit stations, routes, shapes, trips, schedules, and more, can be accessed and used immediately to power the Moovit iOS, Android & Web applications.

Capabilities

- Web and mobile editing platforms
- Short term changes and service alerts
- Secured editor user management / moderation
- Collective editing power (editor team / additional community contributions)

Benefits

- Easy-to-use market proven solution
- Visual tool allowing editors to see any changes they make
- Allows community based data improvements



Moovit's web-based Transit Data Studio

The Cost to Indian Operators for Moovit's Services

Moovit offers any operator in India digitization tools and services (the Transit Data Studio, the Moovit mobile application, moovit web trip planner and additional user communication tools) for **FREE**.

Partnering with Moovit

Moovit has a proven track record of partnering with agencies, operators and municipalities across the globe. Upon request Moovit will provide any operator with a written agreement detailing the services Moovit provides and the terms of software use.

Benefits of Partnering with Moovit

Benefits for Public Transport Agencies, Operators and Municipalities

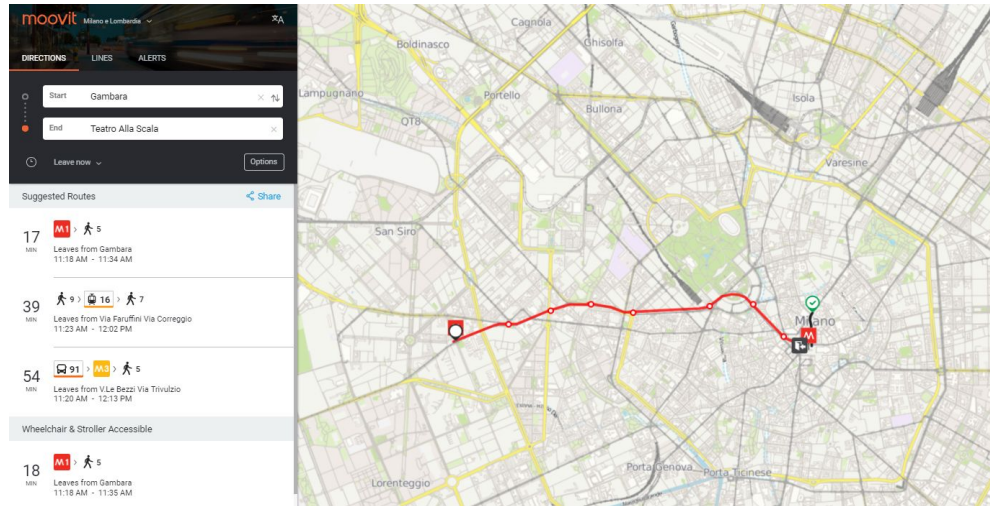
Moovit offers the most advanced technology to assist cities manage their transit data. Collaborating with Moovit will enable any operator to save their budgets otherwise spent on alternative expensive infrastructure usually required to digitize transit data.

Moovit will offer operators full use of [Moovit's Transit Data Studio](#), full training and ongoing technical support for all Indian cities for **FREE** as part of Moovit's support for India's Smart City Initiative. For the first time, operators and municipalities will have access to one digital platform with all of the public transport information of the city to utilize as part of their smart city transit management systems. The city's public transport operators need only allocate a small data team to create and update the local data points in our easy-to-use Transit Data Studio.

The [Moovit web-trip planner](#), which can be easily embedded into any governmental website for **FREE**, immediately improves public perception of a transport operator. An operator's website that enables passengers to plan a trip with a visible digital origin-destination tool is an operator that meets the public demand for digitized transit services.



With one click this operator's passengers can plan journeys directly from the operator's website (SUN - an operator in Milan)



An example of the Web-Trip planner integrated into SUN's website in Milan, Italy

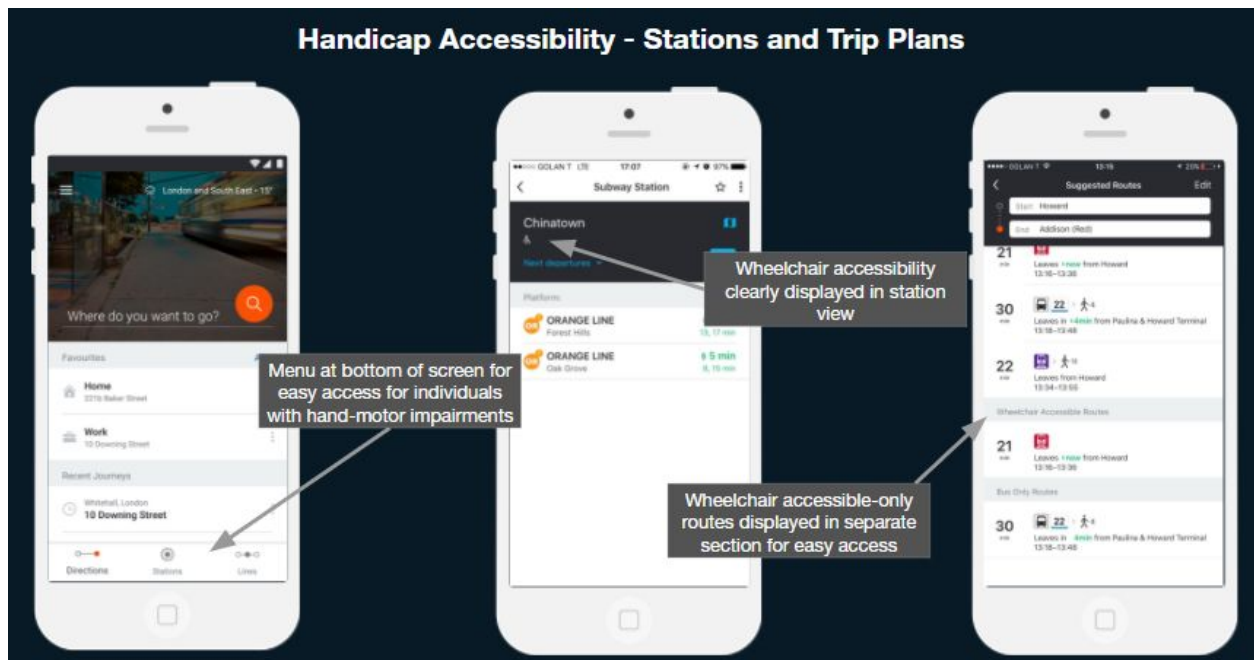
Benefits for Citizens

By collaborating with Moovit, the entire city will have unlimited access to Moovit's reliable and accurate public transport mobile application for every city resident to plan public transport journeys from any origin to destination point with any mode of public transport. This service will forever be **FREE** for all. Additionally, Moovit provides the same trip planning experience for web, which can be easily integrated into any municipality, operator or tourism website. Moovit's experience working with other operators and municipalities across the globe demonstrates that when this crucial transit information is available and freely accessible to citizens, rider satisfaction with their public transportation system quickly increases.

There are additional benefits of implementing Moovit's solutions for a city and its residents and visiting tourists that improve general quality of life. Offering Moovit's digital trip planning services (iOS and Android applications & Web) in a city can influence individual's mobility preferences. Recent studies show that an individual is more likely to choose public transport over private transport when they have full access to the information they need to make an informed mobility choice.¹

¹ For further information, see for example -
<http://humantransit.org/2015/07/mega-explainer-the-ridership-recipe.html>
https://www.nctr.usf.edu/wp-content/uploads/2014/10/JPT_17.3_Le-Klahn.pdf

Disabled city residents will also benefit from Moovit’s multiple accessibility features, eg. guided voice directions and wheelchair accessible station information, that already assist millions worldwide travel independently around their cities. Moovit’s mobility solution is essential for any local government wishing to make their city more healthy, sustainable and inclusive for all its citizens.



Wheelchair accessibility features in London, UK

Benefits for Governments

There are numerous positive externalities for a city that implements the Moovit digitized mobility solutions. For example, increased public transport ridership can decrease excessive private vehicle usage during peak travel hours - reducing the density of frustrating traffic jams, decreasing air pollution caused by exhaust fumes and simultaneously strengthening the economic potential of the city. Fewer citizens wasting fewer hours stuck in traffic allow more economically productive hours for the city and the national economy.

When every operator collaborates with Moovit, via the **Urban Mobility in India initiative**, every Indian citizen will be able to plan a journey from any origin destination point throughout the entire country on 1 single platform. This mass digitization of the nation’s transit data will assist India achieve its **Intended Nationally Determined Contributions (INDC)**

targets to reduce greenhouse gas emissions, the **UNDP's sustainable cities and communities goals** (SDGs), and the government of India's **Transit Oriented Development** (TOD) goals, as defined by the Smart Cities Mission.

Moovit's Communication Tools for Operators

Moovit enables operators to communicate directly with their riders in a variety of ways for **FREE**. Firstly, Moovit will work together with operators in a city to create the perfect localized transit experience for the users. Moovit will create station local icons and operator branding in the app.



Push Notifications

Moovit works directly with operators to help them communicate any important information, in real-time, with their public transport riders.

Moovit's push notifications enable cities to promote big events and operators to communicate important changes in service.

Moovit's push notifications can be connected to dedicated landing pages with social sharing capabilities for increased impact and operators can take advantage of Moovit's endless segmentation user options (eg. users who ride the metro route 1 on weekends only, if there are weekend closures).

Push notification in Madrid, Spain

Moovit's Transit Surveys

Moovit offers an advanced online system which creates, distributes and analyzes transit related surveys answered by non-incentivized, targeted Moovit app users. These rider surveys are managed in real time and provide results visualization as well as the anonymized, detailed answers.

How it works



Define target audience

- Transit profile (type, line, station, time...)
- Location/Zone
- Mobile device



Create & launch survey

- Diverse question formats
- Survey dates
- Volume of surveys



See answers in real time

- View responses within minutes
- Live updates
- Track progress



Get analysis of data

- Clear overview of the analyzed data
- Graphs and charts
- Exportable data

Co-branded Promotions

Moovit will provide both online (eg. widgets, online banners) and offline promotional materials for operators to spread the word about the availability of their transit data via Moovit's multiple platforms (iOS and Android applications & Web).



Billboard for train station in Carteles, Colombia



Printed promotional material - The Metro newspaper for several cities in Italy

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Recent Case Studies from Other cities

Moovit works with municipalities and operators in diverse markets across the globe.

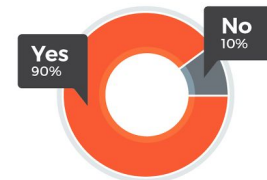
A recent case study that highlights a significant increases in ridership and satisfaction with an operator as a direct result of their implementation of the Moovit applications in Cuenca, Ecuador is included and further case studies can be found below.

Additional case studies

1. [UEFA Euro 2016 Games](#)
2. [2016 Olympic Games in Rio, Brazil](#)
3. [Moovit's Global Cities Public Transit Usage Report 2016](#)



Have you used Moovit to know how to get somewhere with public transport?



Do you use public transport more now that you have access to more information via the moovit application?



Would you say that Moovit has improved your public transport experience?



FAQs

What is Moovit's Monetization Model?

Moovit's monetization model is based on a full set of tools to assist cities and transit agencies plan their urban mobility. These services, which include [mobility analytics](#) (MUMA) are offered to operators in addition to the **FREE** tools for operators detailed here. By partnering with Moovit, Indian operators are not obliged to purchase Moovit's [mobility analytics](#) (MUMA).

How can Operators incorporate their Current Data Systems?

If an operator currently creates their static data, such as timetables, in excel or PDF format, Moovit can assist the operator to migrate to Moovit's digitized Transit Data Studio solution quickly by initially uploading the excel or PDF data directly to Moovit's Transit Data Studio for the operator to visualize and edit. Thereafter, once the static data is updated in Moovit's Transit Data Studio, Moovit can return the operator with the data in PDF or excel format for their own services.