Micromobility from an operator`s perspective

Peter Žnidaršič
Micromobility Manager
peter.znidarsic@nomago.si

nomago.si |

About Nomago

- Largest **travel and mobility** company in Slovenia
- Subsidiaries in Croatia & Italy
- Broad local, national, and international range of services
- Registered lines connecting 7 European countries
- Planned expansion to new countries and cities
- Focusing on a great **User Experience** and services
- Development of **Sustainable Transportation** and Solutions

nomago.si

10 million passengers/year

Comprehensive range of services

35 million km/year
700+ buses and coaches

Areas of developing the future of mobility

a greener approach to transportation

PUBLIC TRANSPORT

SMART CITY

SUSTAINABLE MOBILITY

SLOVENIA GREEN

New mobility culture

- All-in-one D2D mobility service

- Greener and better mobility partnership

- Sharing instead of owning

- More (safe and active) space for pedestrians and micromobility users

- Development of microtransit and PT

REGISTRATION

Fast & Easy
Multi-Platform access

PAYMENT

Card Payment via Mobile
app, web page and Info point

RENT

User **friendly**
rental process

RETURN

Flexible return
at the station
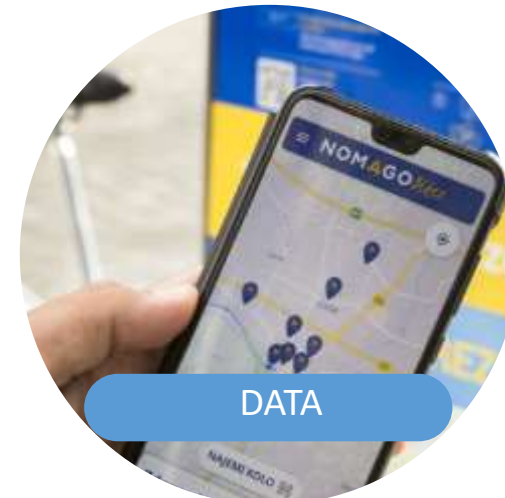
The components of bike sharing today

INTEGRATION

International References
& Easy **Integration**

SUPPORT

24/7 Maintenence, Customer
support and Administration
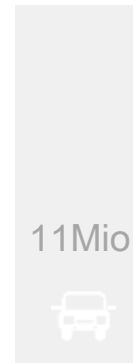
DATA

Real-time system **data**

Nomago Bikes powered by nextbike

1 registration – 1 UX in 275 cities, 25 countries

10 Years
Possible lifetime

Sustainable Service
Partly with e-transporters and cargo bikes

2.2 Mrd.
Burnt calories in 1 year (100 Kcal per Trip)

Nextbike saves

11Mio 0.9

10.1 mio
Kilogramm of CO_2 Emission per year

+0,68 €

Social benefits per km
-0,37 € -0,29 €

44 mio.
Km driven on nextbikes per year

NOMAGO bikes
powered by nextbike

nomago.si
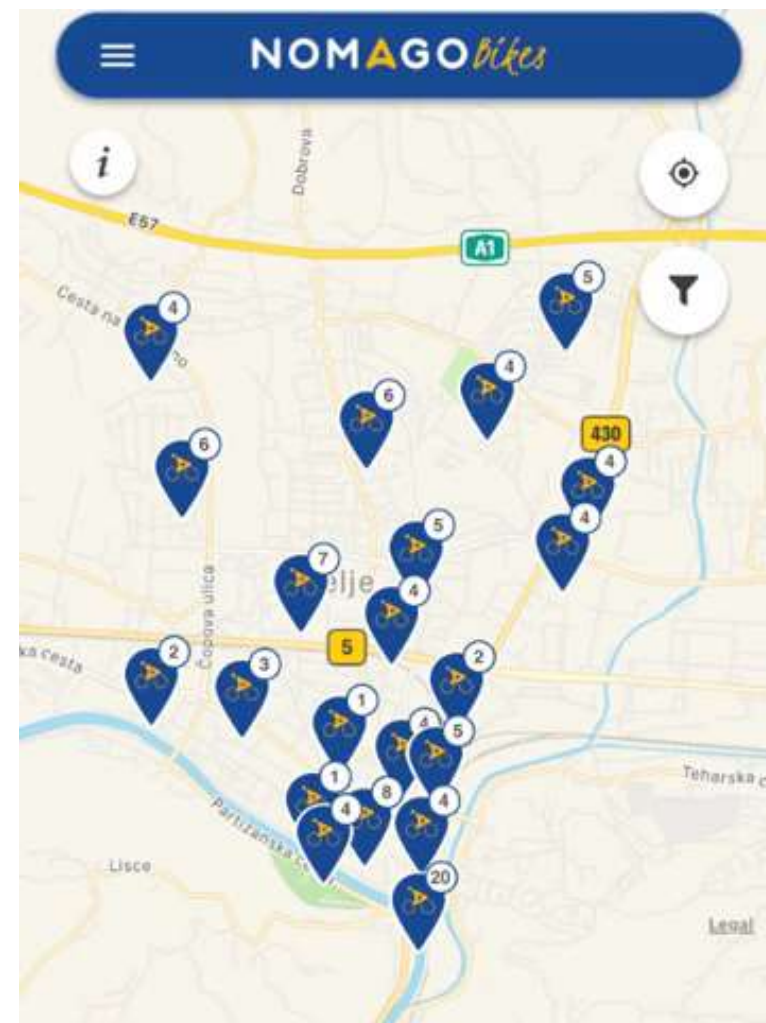
NOMAGO

Regional bike sharing

KolesCE bike sharing

- 8 municipalities in Savinjska region

- 1 registration – same pricelist, same UX

- 49 stations, 259 bikes: 50% electric – 50% classic

- 75 thousand km driven per year

- Daily trips between cities in the morning & afternoon

Average rental

- 15 min

- 1,5 km

Flexible & Innovative

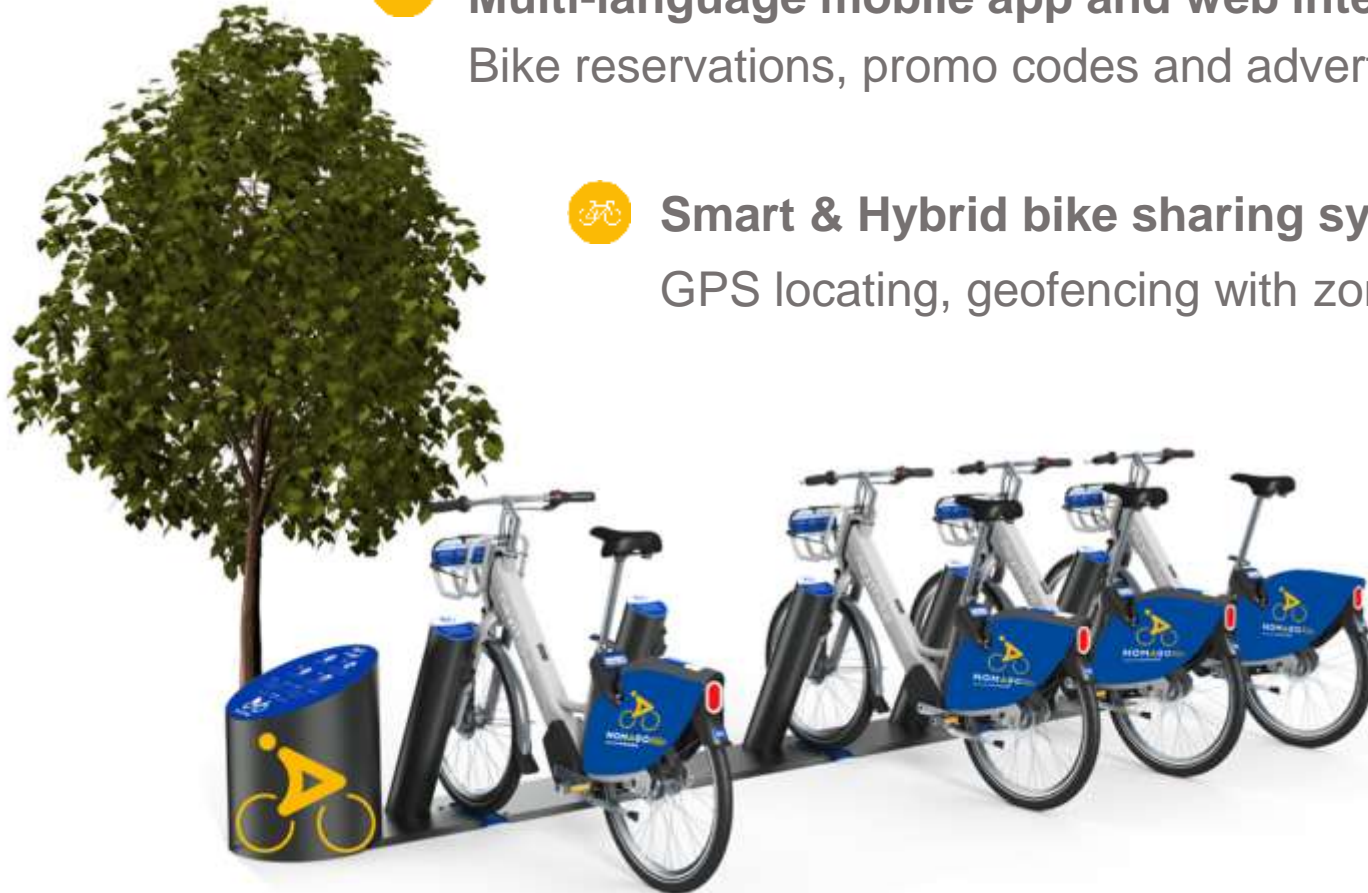🚲 **Complete and integrated Micromobility offer in Slovenia**

Electric and Regular bicycles build to share

🚲 **Multi-language mobile app and web interface with API**

Bike reservations, promo codes and advertisement management

🚲 **Smart & Hybrid bike sharing system**

GPS locating, geofencing with zones and virtual stations

NOMAGO

Smart bike

Height-adjustable ergonomic saddle for persons of 1,50-2,0 m; with theft protection

FrameLock
- Enables parking feature in the app
- Anti theft alarm

- Precise localisation via Wi-Fi, GPS, GLONASS or BEIDOU
- Average 40 day battery life
- Recharable via solar basket

RFID reader for smart card integration

Front and rear light with built-in reflector and parking light

Shimano Nexus Hub

Basket with solar module for charging the FrameLock

Covered wiring reduces vandalism

Air tires with puncture protection and reflectors

○ ISO 4210 CERTIFICATION

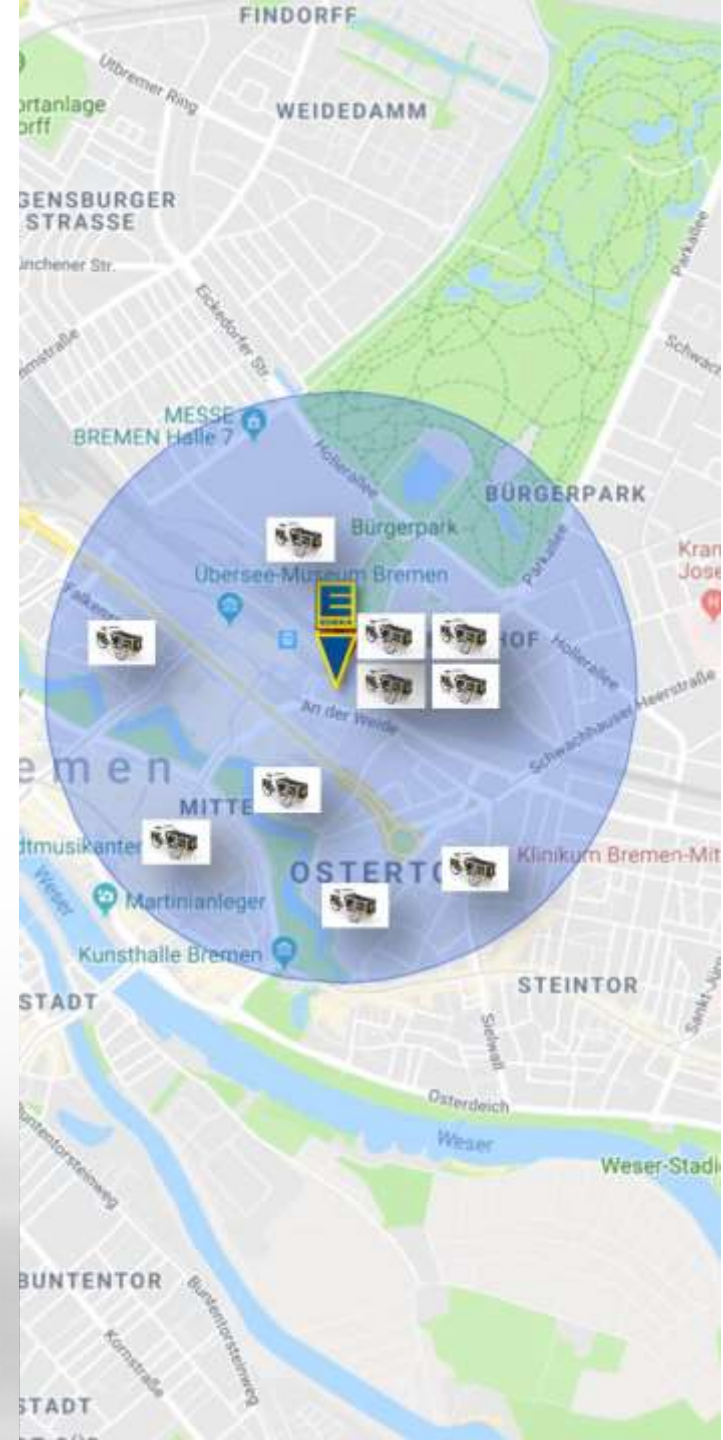nomago.si   NOMAGO

E-Smart bike

Lithium ion battery

- Designed for durability
- Encapsulated into the downtube
- Capacity of 14 Ah, 500 Wh, 36 V
- Charge level display integrated in the frame

Engine

- Natural driving experience due to mid-mounted engine
- Made in Germany
- Supports up to 25 km/h
- Stepless boost feature for fast acceleration

nomago.si

NOMAGO

Cargo & E-Cargo bike

Station with terminal

For electric & classic bikes

Multimedia Kiosk with charging infrastructure

- 7 inch touch screen with interactive map

- Customer channel for registration, rental and return

- Smart Card reader

- Large surface for additional information or advertisement

nomago.si

NOMAGO

Docks & Sign station

Flexible, prominent, easy to install

- No cabling, grid connection or wireless signal

- Cost-efficient

- Operations security

- Best user experience

- Different variations
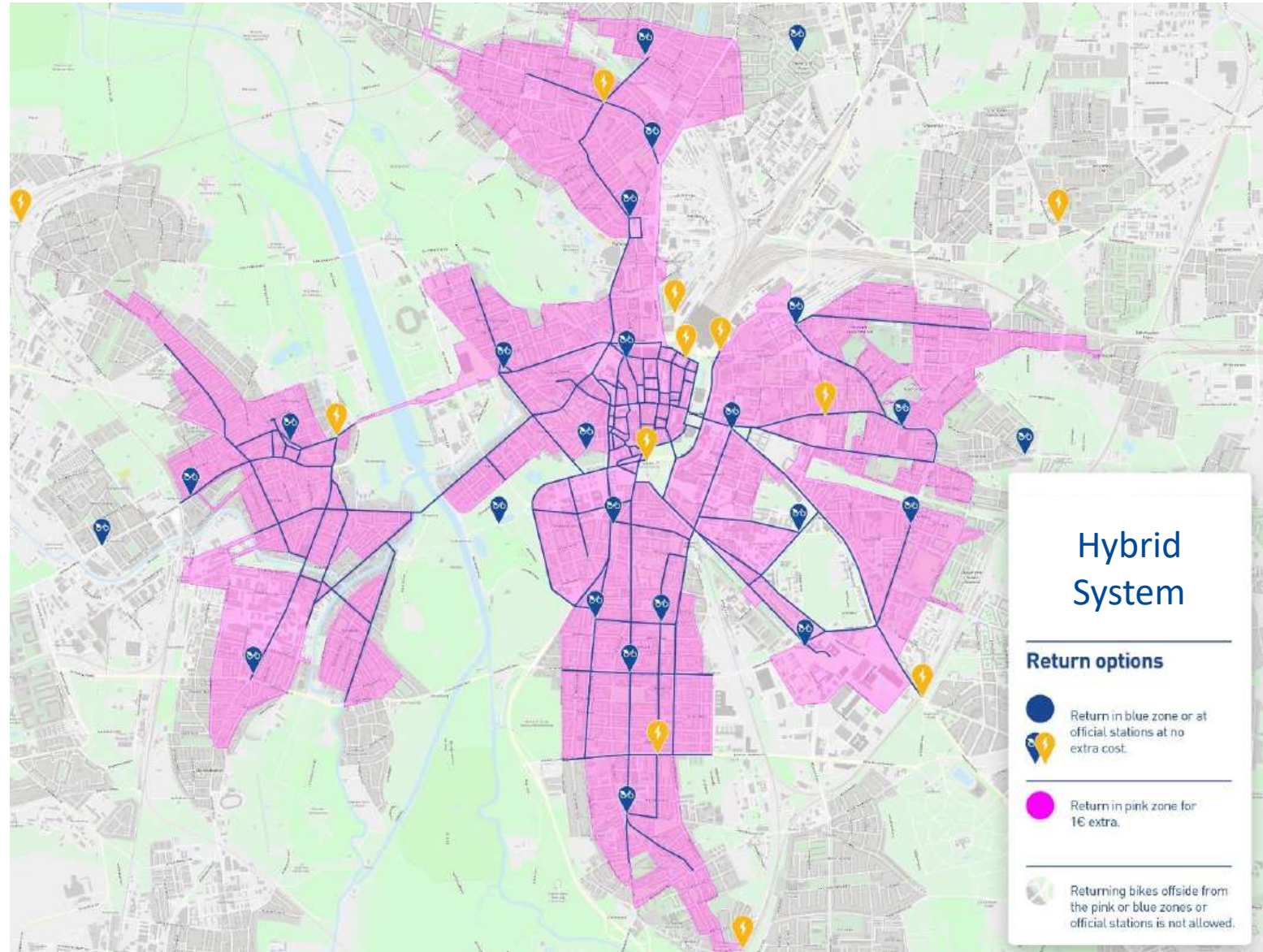
nomago.si

NOMAGO

Micromobility Corral

- **»gather together and confine«**

- Smart parking based on GPS data and geofencing

- Guided dockless Micromobility – virtual stations

NOMAGO bikes
powered by nextbike86

nomago.si

NOMAGO

Hybrid system

- Dockless system with designated stations with docks & Charging stations

- Virtual stations with infrastructure - Corral type

- Integration into seamless network – guiding the users with differnet pricing

- Micromobility stations at Mobility Hubs

- Involvement of the community

- Collaboration with the City and private land owners

Hybrid System

Return options

- Return in blue zone or at official stations at no extra cost.

- Return in pink zone for 1€ extra.

- Returning bikes offside from the pink or blue zones or official stations is not allowed.

nomago.si

NOMAGO

Mobile app

Key benefits of the NextBike mobile app

Overview of real time availability of bicycles and docks at the stations

Rental history along with distance travelled and CO2 savings

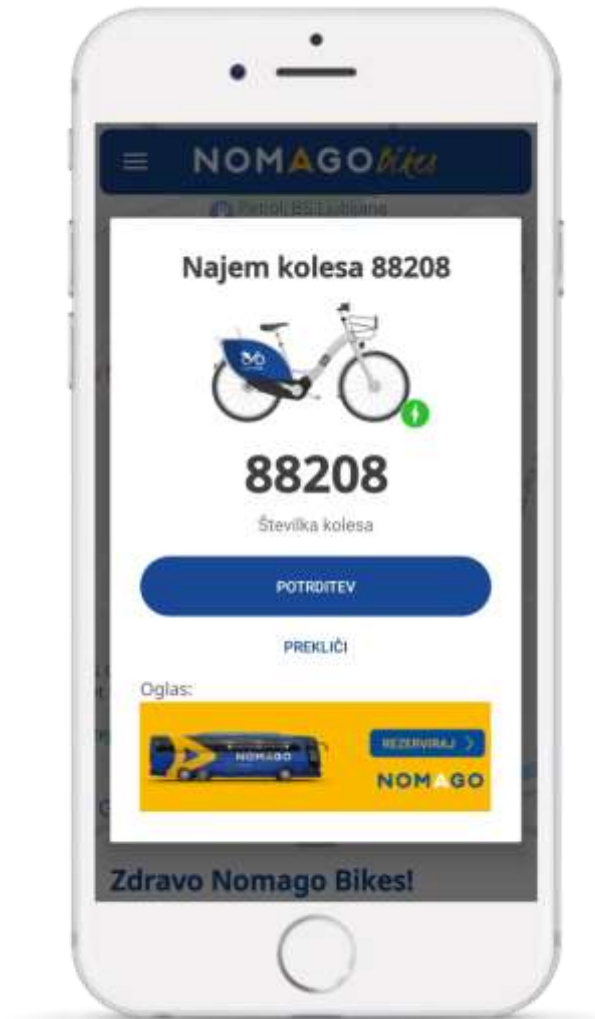**Comments** on the rental and provide **feedback**

Registration, user account settings and rental history

Easy bike rental process via bike number or QR code in less than 3 seconds

It works in **Slovenian, English, Croatian, Italian** and more than 10 foreign languages

NOMAGO*bike*

Petrol BS Ljubljana

Najem kolesa 88208

88208

Številka kolesa

POTRDITEV

PREKLIČI

Oglas:

NOMAGO

REZERVIRAJ ▶

NOMAGO

Zdravo Nomago Bikes!

NOMAGO*bikes*
powered by nextbike

nomago.si

NOMAGO

System Administration

Backend office

- **Cloud based system, multi-user access**

- Comprehensive overview of the database (users, rentals, bicycles, stations) on visual **Dashboard**

- **In-depth analysis** (access to detailed analytics with more than 50 data categories, daily / monthly report interval, number of registrations, leases, returns, new and regular customers, average rental duration, movement reports, servicing, bicycle inspections, rental amounts, payments with credit cards and cash)

- Provides support for customer relationship management (**CRM**) and content management (**CMS**)

- **System control via backend 24/7;** monitoring the movement of wheels and the operation of stations and the condition of batteries on wheels, etc.

- **24/7 call center** available via phone, e-mail and app support, with access to the functions of the back-end system for quick help to users

- **Compliance with all necessary legislation!**

nomago.si   NOMAGO
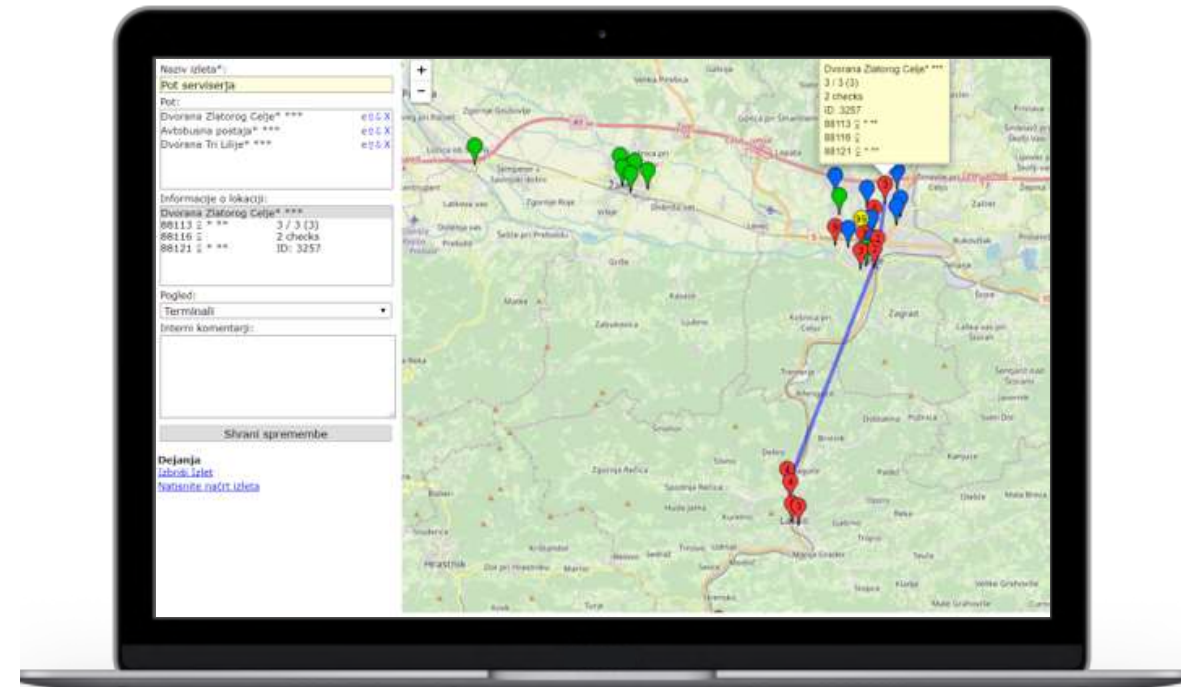
System integration

System integration via already developed input and output API connection – RFID/NFC cards

- Public Transport
- Smart city services
- Hotel and destination cards
- Workplace contactless cards

Support for employers in promoting a healthy mode of transport to work and after work

Numerous references from more than 200 cities from 30 countries around the world (EU, USA, NZ, India):

- Cologne - integration with KVB (public transport)
- Stuttgart - integration with a smart public transport card
- Budapest - integration with BKK (public transport)
- More than 20 cities in Croatia and Bosnia and Herzegovina

nomago.si

Mobility hub – space for integrated public and shared mobility

- different and connected transport modes
- facilities and information features to attract and benefit the traveller
- areas providing services to connect people through sustainable travel

Components:

- **Public transportation**: bus, rail, on-demand ride sharing
- **Shared Mobility**: bike share, cargo bike share, car share, scooter share
- **Mobility related**: digital pillar, journey planning service, registration and ticketing, customer services, electric car charging, bike parking and charging, last-mile delivery
- **Non-Mobility**: Package delivery, cafe shops, waiting area, Wi-Fi, phone charging

nomago.si

NOMAGO

Jelbi station at Berliner Verkehrsbetriebe (BVG)

Micromobility hub

- Combining different modes in one place

- Supported with MAAS platform

- User and operations benefits

- Can be a part of Mobility Hub, PT stations or P+R facilities

nomago.si

NOMAGO

What will the future of bike sharing look like?

- Electric or regular bikes?
- What in more important for good bike sharing – hardware or software?
- What will be the future of Micromobility - docked, dockless or hybrid systems?
- What is the most popular way of renting the bike – via Kiosk terminal, Mobile app or Smart Card?
- Cargobikes, kids bikes, tandems in bike sharing?

nomago.si

NOMAGO

The future of Micromobility

nomago.si

NOMAGO

FREEDOM isn't the ability to get anywhere with a car.

FREEDOM is ability to get anywhere without one!

NOMAGO

nomago.si |

Come along!

NOMAGO