



Numérique & vélo Collaboration associations - collectivités







Choisir Le Vélo - Alpes-Maritimes



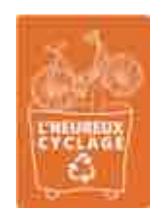






Choisir Le Vélo - Alpes-Maritimes





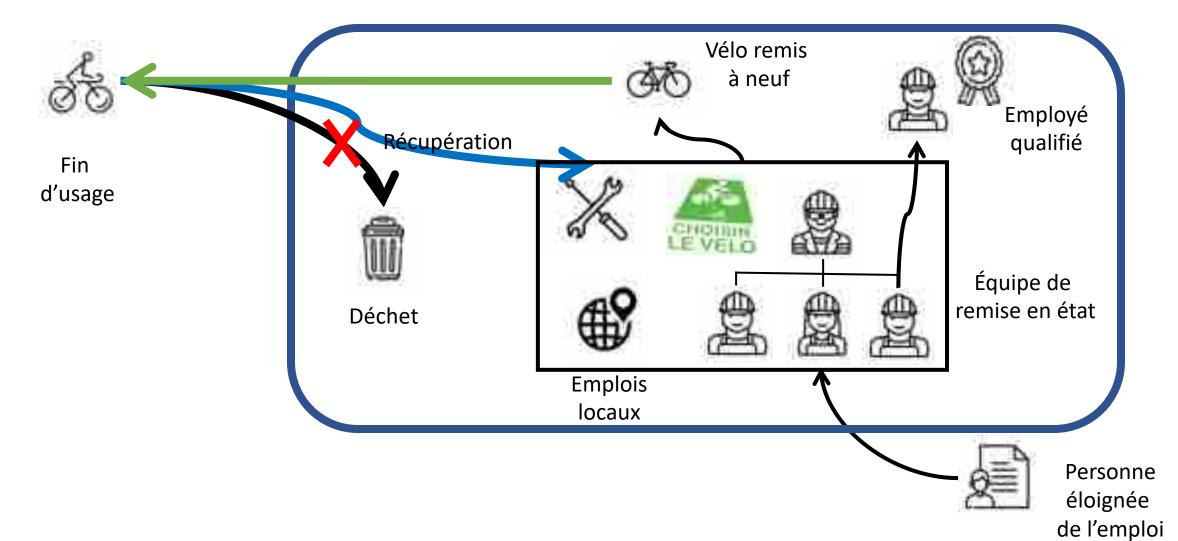






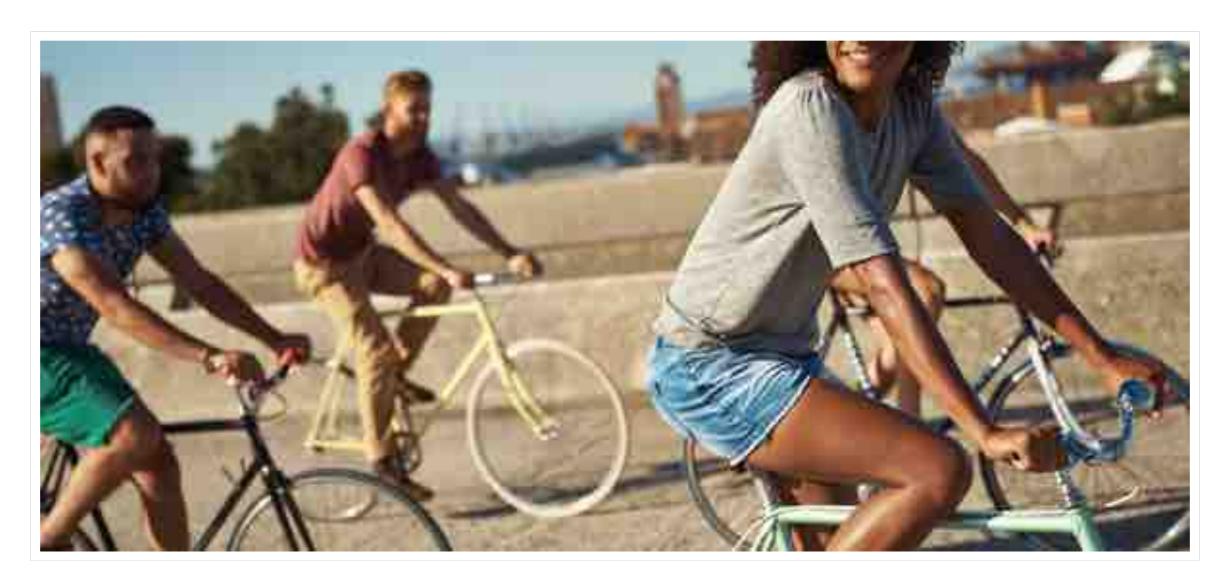


Location de vélos issus de déchetteries



1. Fédérer les usagers





Slack : forum d'échange



- Plus de 650 membres
 - 40 en Novembre 2016

Partager les connaissances

- Remonter les informations du terrain
 - Tri, classification et aggrégation
 - Pour présentation en réunion avec les collectivités



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2. Visualiser les besoins





Cartographie – Notre stratégie





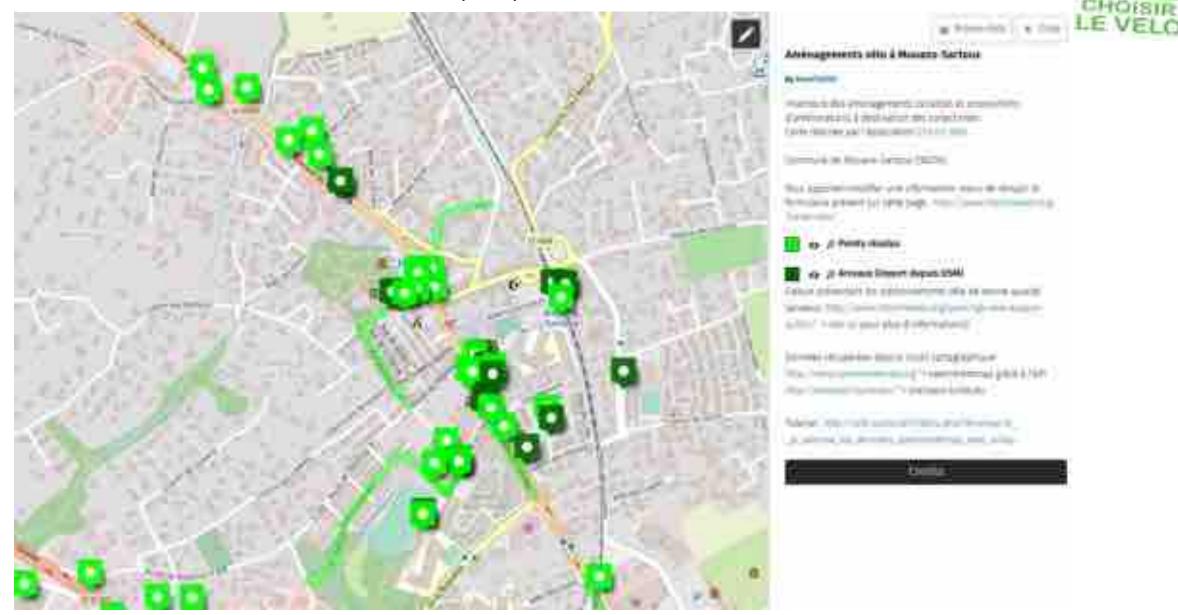


Ville de Mouans-Sartoux (06)





Ville de Mouans-Sartoux (06)



CHOISIR LE VELO



3. Communiquer

Réseaux sociaux



- Communication positive
 - Encourager à l'usage du vélo
 - Montrer les initiatives locales
- Apprendre
 - Autres associations, urbanistes
 - Ambassades du vélo (NL & DK)
- Interagir avec la collectivité
 - Communication mobilité active
 - Interpeller sur les problématiques
 - Remercier les élus lors des réalisations













4. Optimiser











MONTPELLIER (0.0.12)



Carte



Statistique

HOISIR E VELO

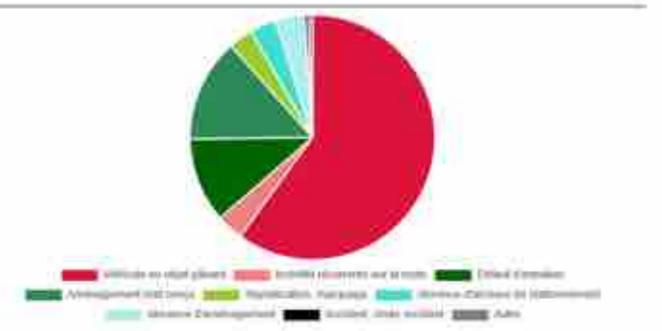
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3083

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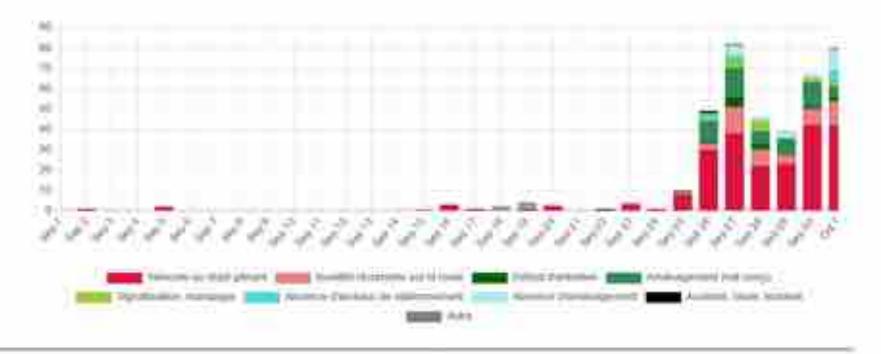




Statistique

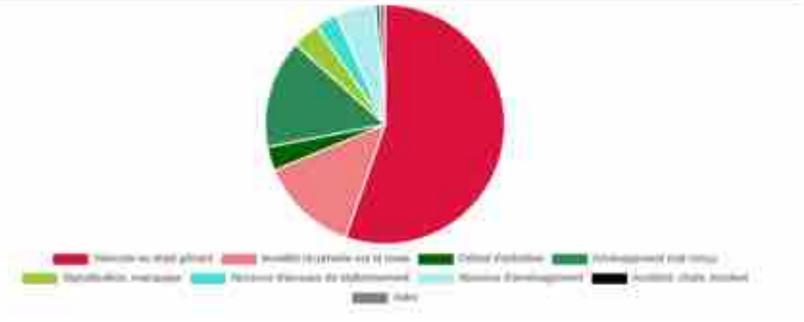
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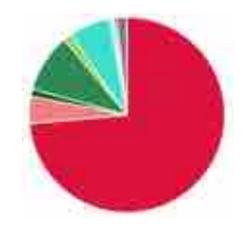
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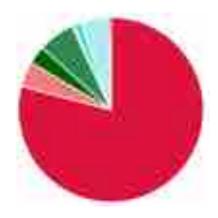


Statistiques Vigilo

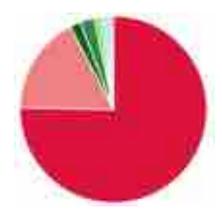




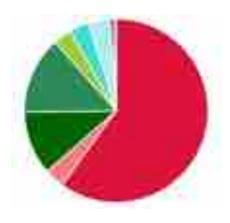
Troyes 246 obs



Aix – Marseille 474 obs



Paris – Vallée Sud 2840 obs



Montpellier > 3000 obs



5. Quelles réponses apporter?



