

Novoville Platform Revolutionises Transportation in Yermasoyia Limassol

Client Profile: The Municipality of Yermasoyia

Yermasoyia, a municipal district of Limassol, Cyprus, is a popular tourist destination. The region has a population of 245,000 residents and attracts over 350,000 visitors annually. At the same time, Cyprus ranks high in terms of cars per inhabitant, with more than 630 cars per 1,000 people. Consequently, traffic congestion and high energy consumption from cars are major challenges for the Municipality.

Challenges:

The Municipality of Yermasoyia faced several key challenges, including traffic congestion, legacy tools for parking management, limited public transportation options, lack of IT tools for data processing, and the need for a comprehensive CRM system. Additionally, citizens expressed dissatisfaction with commuting experiences, a lack of sustainable transportation options, and a desire for improved services.

Solution:

Based on the collected insights, Novoville deployed a modular solution comprising a citizen app, APIs, and a cloud management dashboard. The key components of the solution are:



Citizen App and APIs: Novoville's modular solution includes a citizen mobile app and APIs that integrate various transportation services. Vendors can leverage templates provided by Novoville to offer their services through the app or update the city database using their own apps and APIs.



Citizen Reports: The Novoville app supports a real-time CRM for incident management, applications and live updates with in-app announcements, news etc. The app also includes features like alerts with geofencing and emergency phone directories.



Parking: The same app includes a user-friendly parking feature that simplifies finding and booking parking spaces. Drivers can manage their parking sessions, receive automated notifications, and extend their parking remotely.



Enforcement Solution: The Municipality implemented Novoville's enforcement solution that includes an app for enforcement officers, terminals with printers for fines and live feedback from algorithms to identify areas requiring attention.



Integration with Public Transport: Novoville is now integrating its solution with GMV Solutions to enable seamless tap-in/tap-out experiences using Account-Based Ticketing for buses. An integration with Nextbike is also on the way to facilitate easy transitions between car parks and bikes.



Additional Features and Analytics: Novoville's solution includes a customisable analytics dashboard for managing content, analysing data from the CRM, pricing parking, monitoring city load, and examining revenue trends. The platform also accepts fine payments and parking permit applications, integrating in real-time with the council's ERP system.

Results and Highlights:

The platform is estimated to save approximately £1 per parking ticket and £3 per incident report for the city. Additionally, it aims to achieve a 10% annual decrease in car usage for journeys that can be facilitated by bikes and buses. The loyalty program introduced by the council incentivises users to adopt sustainable transportation options, further promoting a shift in habits.

Next Steps:

Novoville plans to expand the platform's capabilities by creating a network of electric vehicle chargers at hotels in the region. Additionally, we aim to integrate "hire-a-taxi" and "rent-a-car" functionalities, collaborating with AVIS APIs and sharing revenues with the council.

Testimonial

"We wanted to start with a solution that has the basic ingredients, but also has an eye to the future. Novoville has been delivering on time and is helping us understand the market without feeling we are leap-frogging into uncharted territory. We finally have confidence that the mobility challenges can be met and the life of constituents can be measurably improved."

Kyriakos Xidias, Mayor of Yermasoyia