

The Challenge

With more than 6 million inhabitants, the city of Rio de Janeiro, Brazil would swell by one million visitors and 11,300 athletes when the city hosted the Olympic Games in August 2016. Already strained with some of the world's most congested streets and roads, an over-crowded bus system and reliable but limited subway, Rio's transit infrastructure was feared to buckle with the addition of 32 Olympic venues on top of the city's massive infrastructure. Rio's challenge was to ensure transportation flowed when the world's athletes, media and fans descended and took up residence for several weeks.

Moovit helped Rio keep moving for the Olympics.



After Game Push Messages

The Objectives

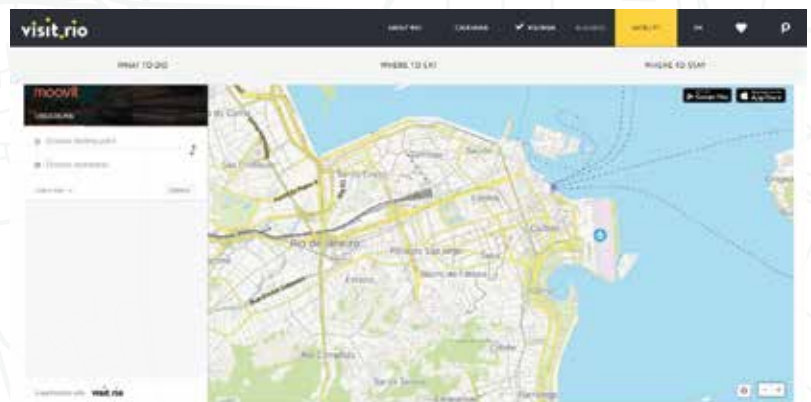
1. Inform tourists and athletes about the best routes to Olympic venues, minimizing disruption during peak arrival and departure times (especially at night)
2. Ensure locals could navigate their public transport system despite over 2,000 route changes and road blocks due to the Olympic Games

The Solution

Moovit established a partnership with the municipality and Rio's City Hall, and was invited to participate at the Integrated Center for Urban Mobility (CIMU), which operates within the Centro de Operações Prefeitura do Rio (COR), the institution that monitors local traffic 24 hours a day. Moovit executives sat alongside COR and other transit agencies/operators throughout the course of the Olympic Games to update transit riders in specific places like Maracanãzinho, the Olympic Park and Engenhão stadium with real-time updates on transit routes and alternatives.



Moovit's User Report API Integration with COR Geoportal System



Visit.rio Mobilty Page - Moovit Official Trip Plan

Chronology

In September 2015, almost one year before the Games, Moovit started its campaign to show event organizers and local institutions how it would help the Rio Olympics manage its public transit system during the Games.

In December 2015, the Mayor of Rio launched a competition to choose the best public transit app to help improve service on local transport during the Olympics. Moovit was chosen as the official transit app by Rio's City Hall in April 2016, and began its work to ensure it could provide the best service for one of world's largest events.

Moovit worked tirelessly to optimize its technology, creating a specific web app for people who didn't have access to its smartphone app, as well as ensuring the service would be accessible for the visually impaired. Updates were made to 2,314 bus, train and subway lines in Rio that were impacted, and over 50 kilometres of additional lines were added to the app.

Due to the enormity of this project, the

changes would not have been possible without the power of the Moovit community, local volunteers Moovit calls "Moovitors" who helped determine the best routes to the Olympic venues as well as the most up-to-date transit information.

Results

- 3.5 million alerts with geolocation sent to transit riders
- 29%* increase in Moovit app downloads
- The average of new users per day jumped 36% when Olympics began
- An 82%* increase in trip plans (over half a million trips).

* Compared to the monthly average (June 2016)

Quote

Pedro Junqueira, Chief-Executive at COR - Rio Operations Center

"Subway, trains and other forms of public transport aim to provide the best service to the public. However, at times, they need to stop operations in order to carry out maintenance. For example, if subway Line 2 is closed, an alternative route using the bus may be required. As many people now have smartphones, we strongly recommend using the Moovit app – always keep it on, especially during the Games and events that end late at night – so you can receive information about the best way to get home."



Visit.rio - Recommended Apps



COR - Centro de Operações Rio

Media Coverage

Moovit's selection by City Hall as official transit app

[Veja Rio](#)
[Mobile Time](#)
[O Dia](#)

Announcement of partnership with COR

[O Globo](#)
[Mobile Time](#)
[IDG Now!](#)
[Canaltech](#)

Launch of service for the Olympics and Paralympics

[Tudo Celular](#)
[Convergência Digital](#)