OPTICITIES
Enhancing urban smart mobility
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Objectives

• Set up **high level services** for travellers and urban logistics, addressing **user needs** and urban mobility **public policies**.

• Support mobility policies and an **open market for business development** around urban ITS.

• Define **standards and architectures** to foster **interoperability** among cities and travel modes.
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• Set up a **comprehensive mobility data store** in European **cities** controlled by public stakeholders

• **Develop innovative services** managed by private sector or public stakeholders using the urban mobility data store, **supported by an adapted contractual framework**.
OPTICITIES Major achievements

- A standard for an urban multimodal dataset taken on board by ISO and CEN.

- Mechanisms to integrate data on:
  - Public transport information, road traffic data, …
  - Road works management.
  - Freight access and tracking.
  - Collaborative user information.
**Major achievements**

- Reinforcement of the multimodal approach to implement holistic network management solutions.
  - Multimodal network map for planning
  - Multimodal network management
  - Integrated soft priority tools for public transport
  - Dangerous goods vehicles monitoring and management.
  - Traffic prediction in traffic management centres
Traveller information services are the key to a true seamless multimodal mobility for citizens.

Complete trip information anytime, anywhere, updated in real-time.
• Consolidation of the concept of **the citizen as the central part of urban mobility environment**.

• Consideration and integration of small/dynamic ITS initiatives in the mobility policies.

• Complete integration of urban mobility data centres, traffic information services, data provision, ticketing information and payment mechanisms.

• Complete **integration of innovative data sources**:
  • Crowd-based and social-based information.
  • Mobile and Ad-Hoc networks data.
  • BigData and distributed processed information.
• First-mile and Last-mile passenger and freight or logistics issues are still pending issues.

• Prediction tools still do not consider all the information relevant for accurate decision-taking process.

• It is necessary to take a look at urban mobility in its wider environment and implications, with the citizens at its center.
THANK YOU FOR YOUR ATTENTION

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