



WEBINAR

Data management and exploitation for sustainable urban mobility



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Content



1. **Challenges answered**
2. **Usability**
3. **Impact**
4. **Who?**



1. Challenges answered

Load/unload
assessment in
city centre

GPX Traces

Urban Traffic
Monitoring
through
Crowdsourcing

- Urban traffic data collection
- Real-time and historical traffic monitoring
- Difference freight and passenger traffic
- Usability of the infrastructure

Support the transformation of mobility and decision making towards integrated transport planning

2. Usability

Traffic information and traffic visualization

- To evaluate new measures in order to know what would happen with the traffic in the city
- Assessment of load and download places (overused or no existence) and modify the usage
- Reorganize the traffic in case of accident in the city, when the city holds a big event or in case of street works.
- Assessment working areas

3. Impact

- Traffic profiles, displaying:
 - frequent delivery points
 - popular routes
- Assessment of the impact mobility measures related to freight and mobility (SUMP and SULPs)
- Historical data to facilitate the decision making of the city council and the different transport actors.
- Improvement of urban accessibility, optimize the distribution of goods.
- Reduction of pollutant emissions and energy consumption, increase quality of life and economic growth
- Reduction of distances travelled and travel time.

4. Who?

1. **Local authorities** (towns and cities)
2. **Taxi fleets:** Increase exploitation reduce the empty running.
3. **Sharing services fleet company:** Better distribution of the vehicles in the city
4. **Logistic company:** Traceability of their vehicles and goods to the client.
5. **IT company:** development a booking APP to provide an efficient management of the spots.
6. **Big companies:** to assess the flows produced by the workers and provide incentives for sustainable transport or lack of mobility infrastructure.

THANK YOU!



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