



Innovative ITS and public-private cooperation in the service of efficient urban mobility with OPTICITIES

Madrid, 27th of November 2014



Tu sistema de transportes



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS



OPTICITIES AT A GLANCE



Nov 13 – Oct 16

Budget = 13 M€

Project Coordinator = Grand Lyon



25 partners (6 cities, service providers, car industry, research laboratories and major European networks)



OPTICITIES will be deployed in **LYON, MADRID, TORINO, GOTHENBURG, BIRMINGHAM** and **WROCLAW**.

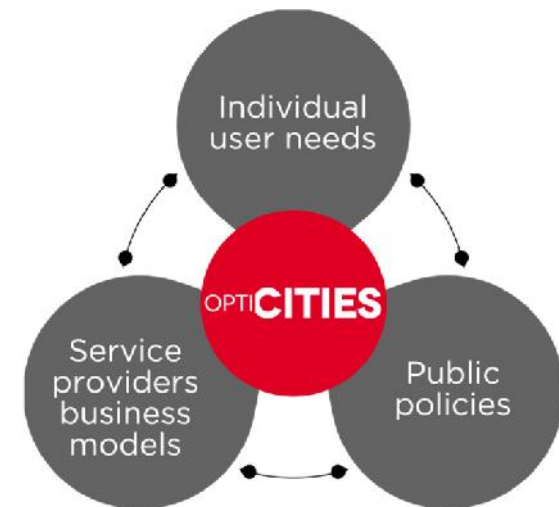


CHALLENGES & AMBITIONS

OPTICITIES main objectives are to:

- ⇒ Establish a **European standard of multimodal urban data set**
- ⇒ Develop a **contractual architecture for public data access and exchange**
- ⇒ Enhance **network operators' supervision capacity** and management efficiency
- ⇒ Develop, try out and assess **innovative services for sustainable urban mobility**
- ⇒ Enhance **users' accessibility to mobility services**

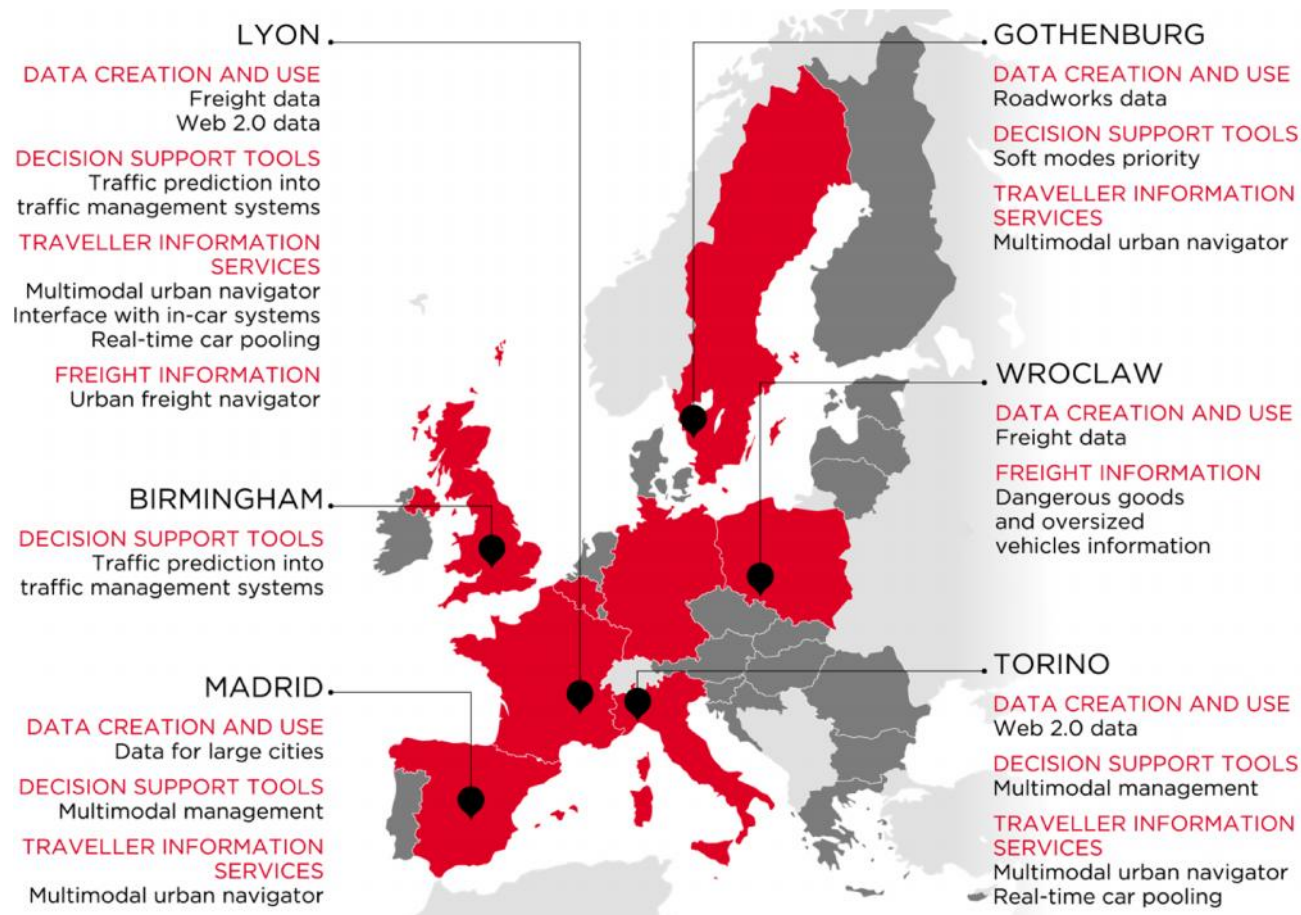
Help European cities tackle complex mobility challenges. OPTICITIES' strategy focuses on the **optimisation of transport networks** through the **development of public/private partnerships** and the **experimentation of innovative ITS services**.





EXPERIMENTATIONS

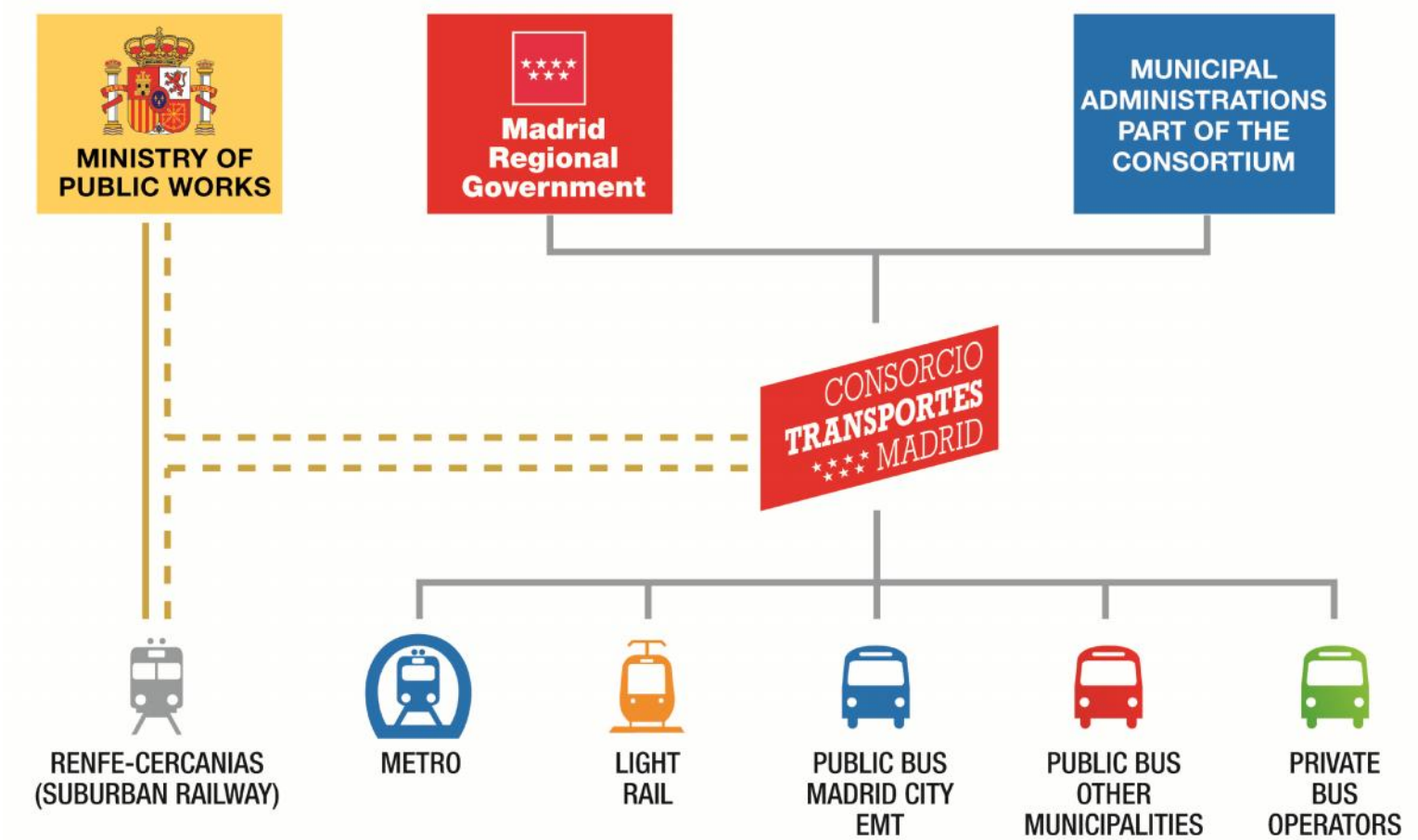
Develop and test interoperable ITS solutions → Provide urban citizens with the best possible journey conditions and to optimize urban logistics operations.





MADRID EXPERIMENTATION

MADRID PT CONTEXT



PUBIC TRANSPORT MANAGEMENT CENTRE (CITRAM)



Principles

- ⇒ Transport system focus
- ⇒ Decisions at strategic and tactical level
- ⇒ Actions for information management

Goals

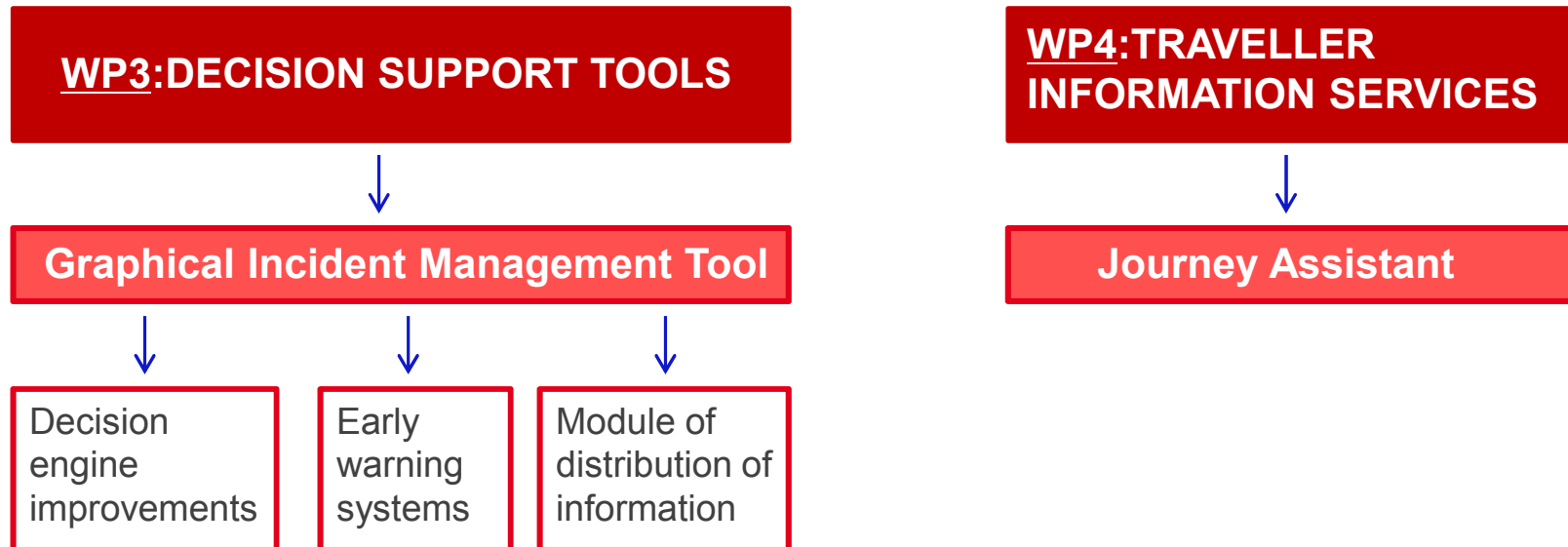
- ⇒ Coordination among all modes of public transport
- ⇒ Multimodal information in real time to public transport clients.
- ⇒ Technological integration and information management to support decision-making.
- ⇒ Continuous monitoring of the status of the public transport system.

Data → Information → Knowledge



OPTICITIES

Madrid experimentation

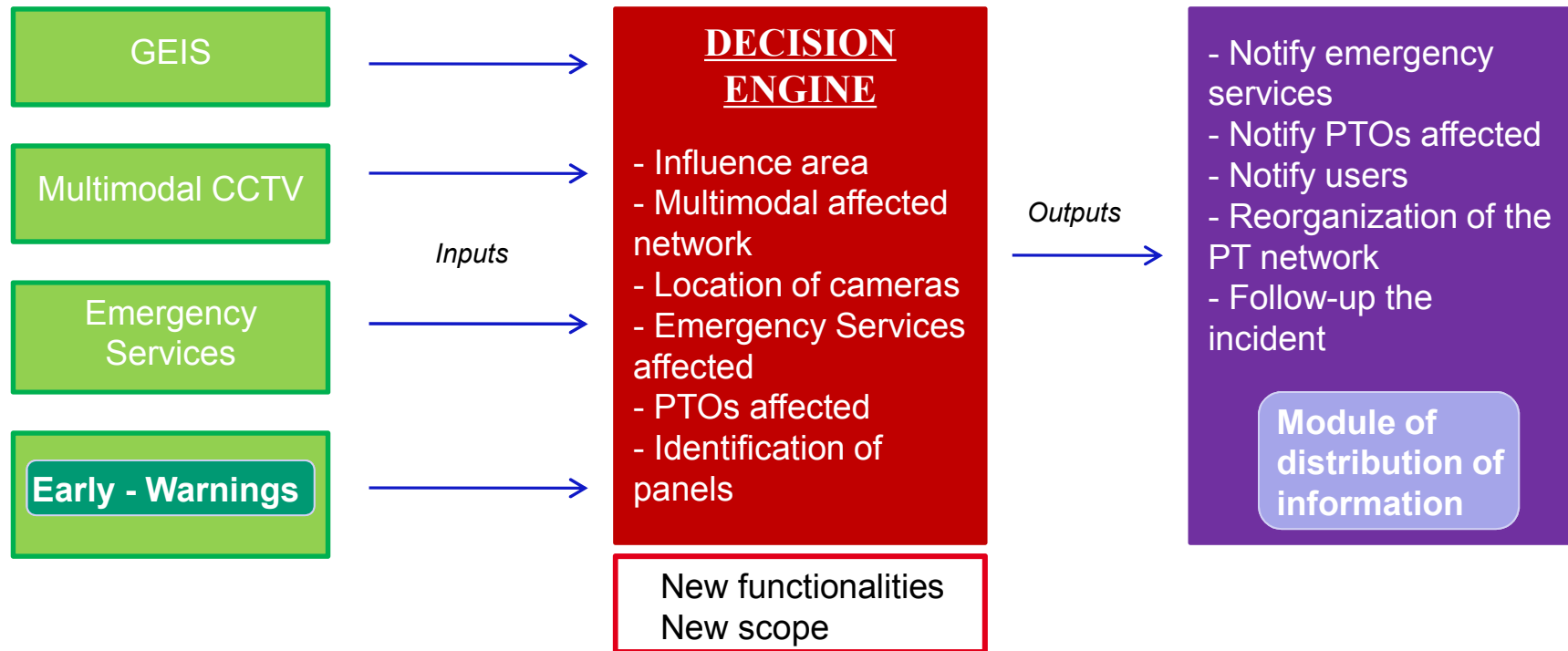


Integration of data about all the modes of transport inside the same platform.
More than 40 public and private companies providing and receiving information.

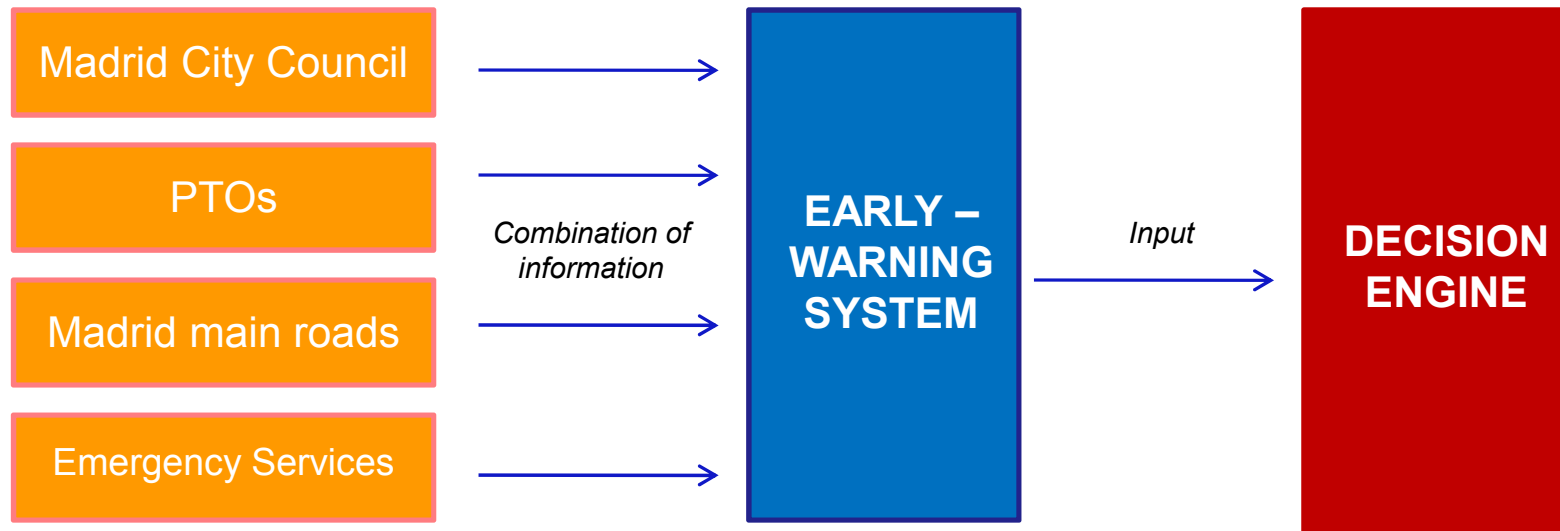


DECISION SUPPORT TOOLS

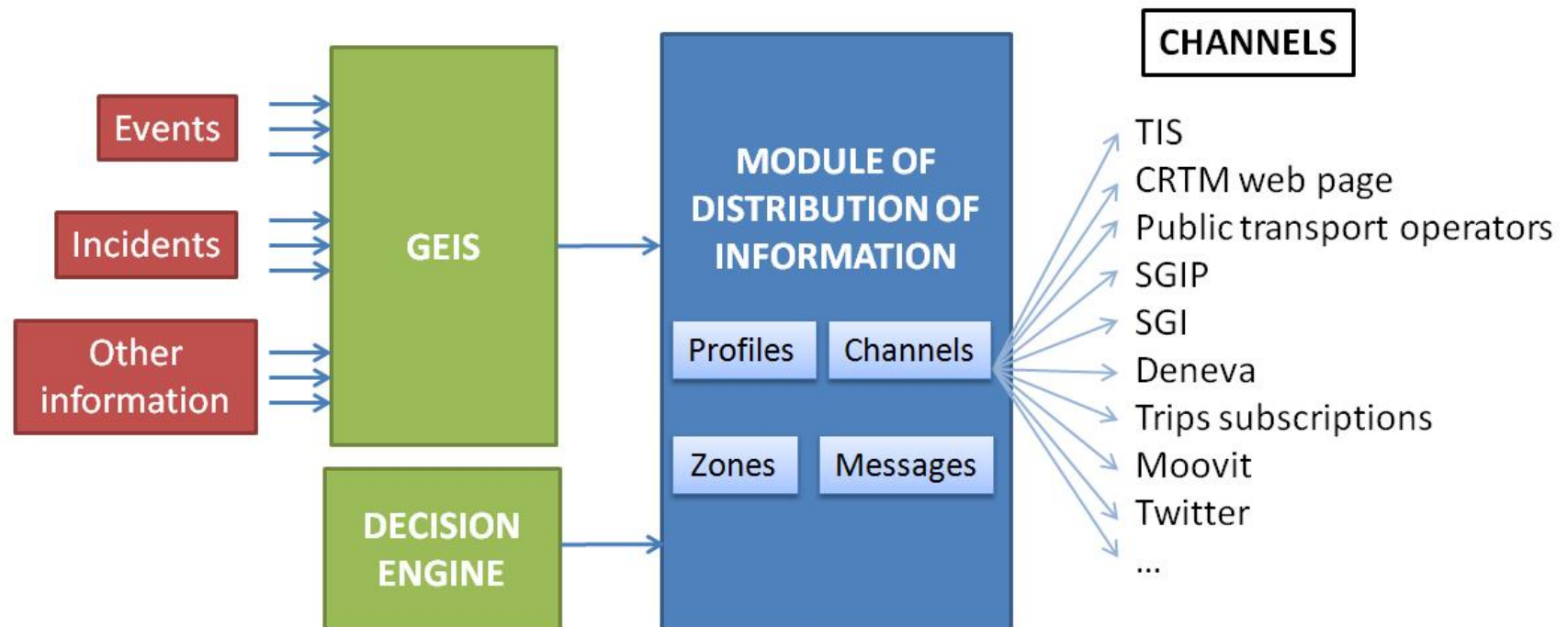
Decision engine



Early- warning system



Module of distribution of information

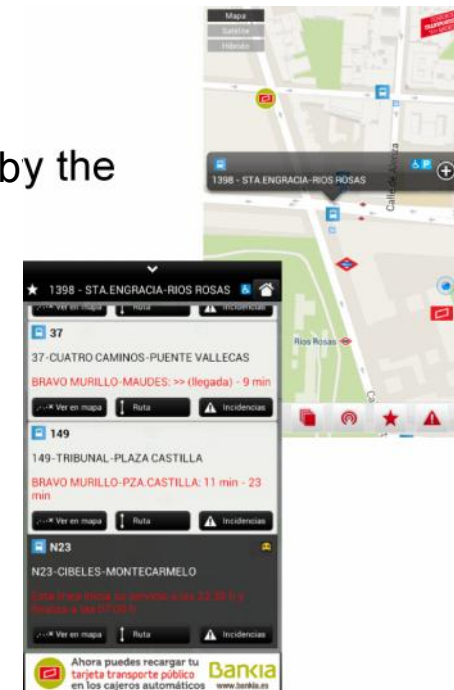




TRAVELLER INFORMATION SERVICES

Journey Assistant main functionalities:

- ⇒ All PT stations, stops and **connections in the surrounding area at a glance.**
- ⇒ Real time information of all modes of PT in one click.
- ⇒ Anticipating the information to clients in case of event, provided by the Module of Distribution of Information
- ⇒ **Static information about stops**
- ⇒ **Augmented reality**
- ⇒ Module of **trip subscription**
 - Users can select a trip as favorite/frequeunts and be informed about it



Integration of over 40 public and private operators → **Global view about public transport system**



OPTICITIES MAIN OBJETIVES FOR MADRID

Decision Support Tools

- Quicker response in case of big event, incident and other exceptional situations.
- Improve coordination between stakeholders.
- Minimize the negative impacts in PT clients
- Ensure high quality of information to:
 - The involved actors: public transport operators, emergency services..
 - Passengers

Traveller Information Services

- Real-time Journey assistant combining all public transport operators.
- Improving the quality of the information on PT.
- Improving the quality of the service.
- Increasing the credibility and reliability from the public transport.
- Increasing the satisfaction of the users.

New tools for a mobility based on cooperation.



**If you are interested in visiting CITRAM
please contact us.**

Muchas gracias por su
atención

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unimos Personas