OPTICITIES
Enhancing urban smart mobility

José Manuel Menéndez
Jorge Alfonso
Technical University of Madrid
**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.
**OPTICITIES**

**Objectives**

- 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.

![Diagram](image.png)
**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.