



# OPTICITIES

ENHANCING SMART MOBILITY



## AN INNOVATION PROJECT COORDINATED BY GRAND LYON MÉTROPOLE

- **6 major european cities:** Lyon, Madrid, Birmingham, Göteborg, Turin, Wroclaw
- **Major ITS stakeholders :** Spie, Volvo trucks, Vedecom (Telecom Paris, PSA, Renault), Cityway, Hacon, Icca, Neurosoft, Chalmers, Polito, Lyon university, ...
- The most important **European networks on urban mobility and ITS :** EUROCITIES, ERTICO, UITP





## KEY FIGURES

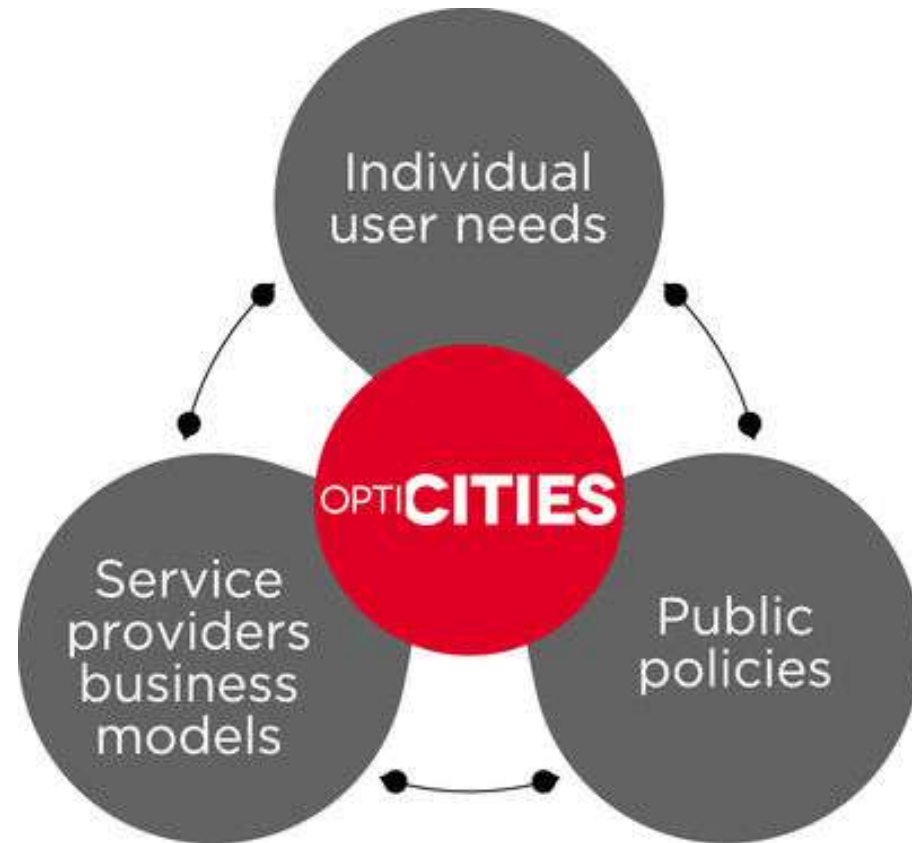
- ⇒ **Three-year project** :  
November 2013 –  
November 2016
- ⇒ **13 M€ budget** : cofunded  
by the European  
Commission (FP7) and  
the partners
- ⇒ **6 pilot cities**
- ⇒ **25 partners**



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

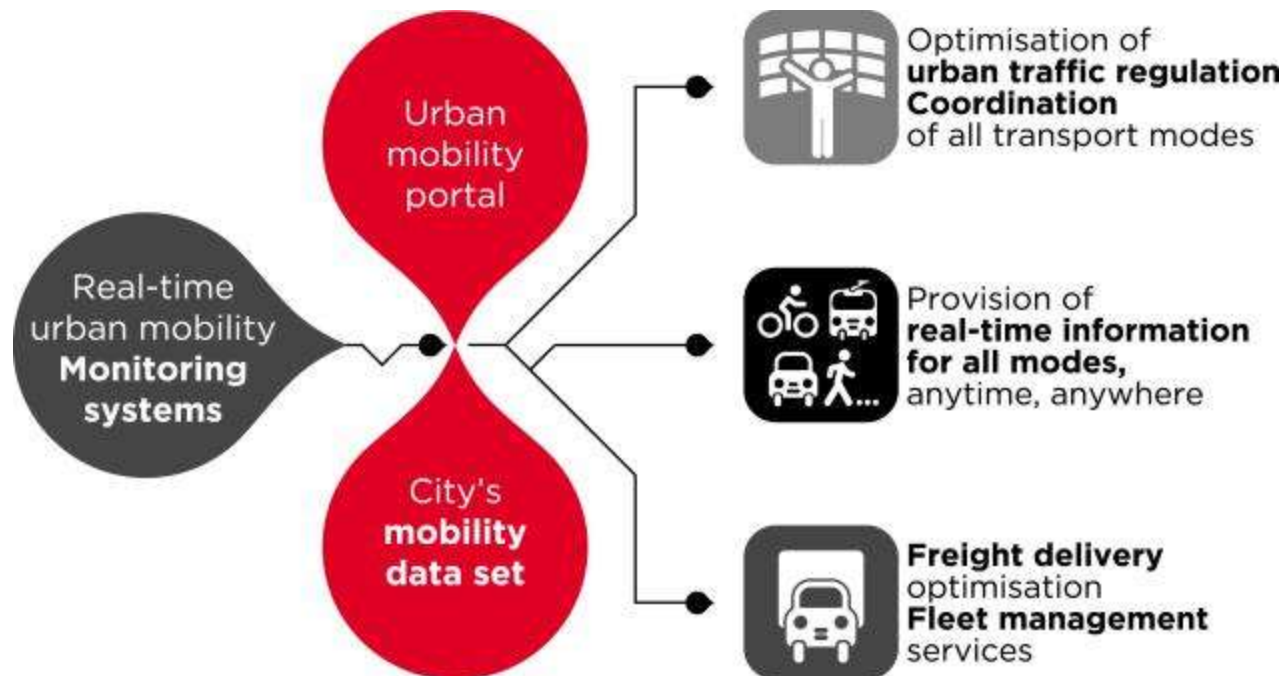
Support mobility policy and an open market for **business development around urban ITS**, through a contractual framework between public – private actors

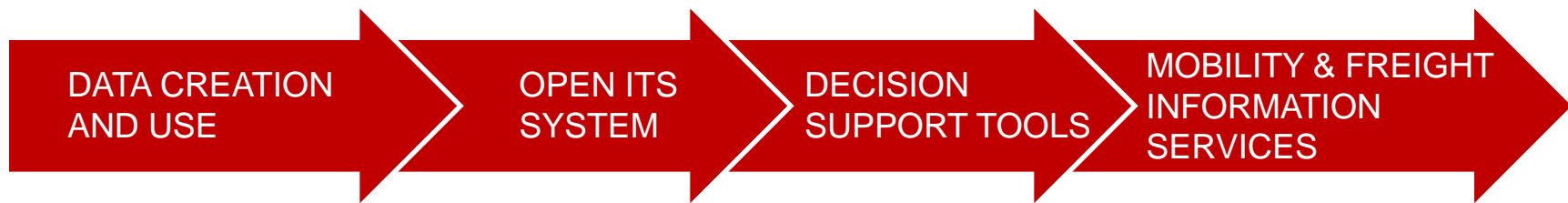
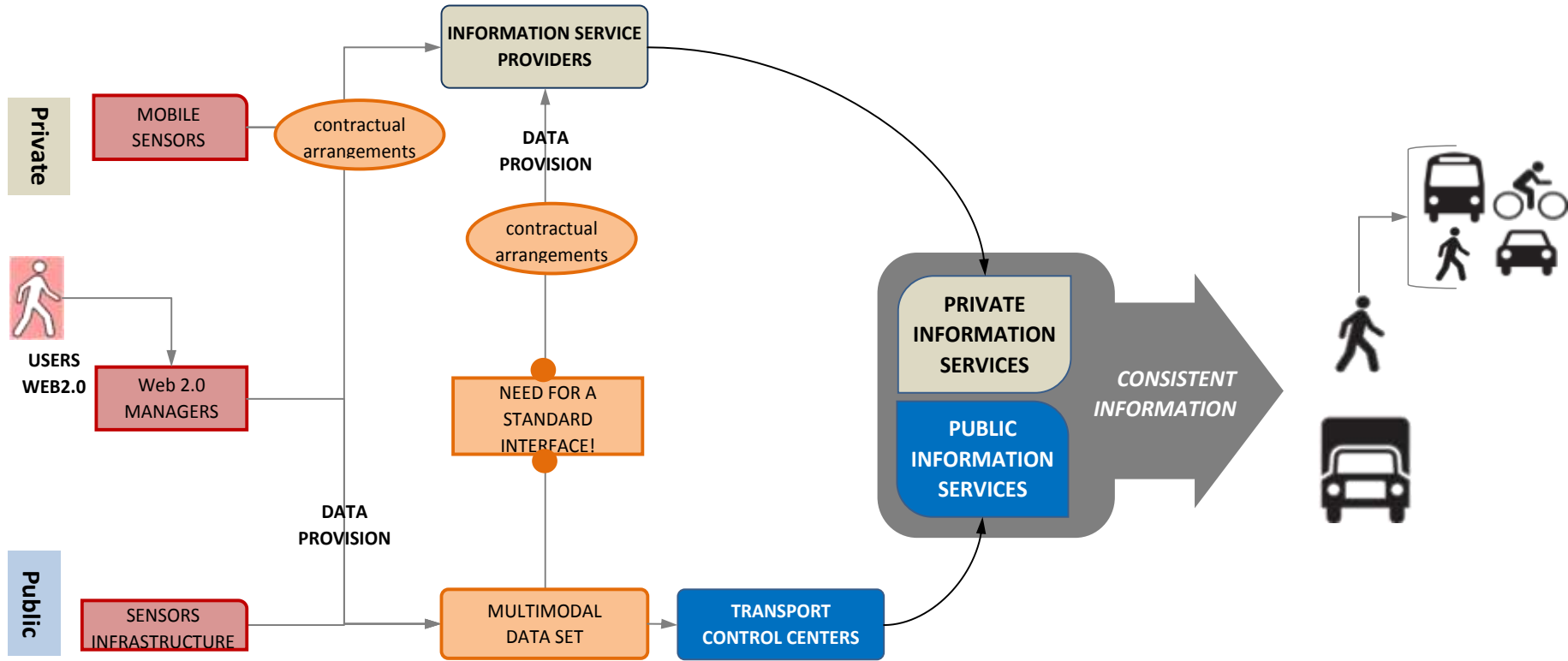
**Define standard and architecture** to foster interoperability among cities and among travel modes



Set up a **comprehensive data mobility 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







- **New monitoring systems** for urban freight, multimodal data in large cities, road works
- Development of **urban multimodal GPS**
- **Interoperability of traveller information apps** with various urban data sets: different apps working in different environment
- **Continuity of services** between traveller mobility apps and in car GPS
- Development of real time multimodal management and **dynamic car pooling**
- Integration into traffic management systems of **1h traffic prediction**
- Development of **high level freight information services**





## LYON

- DATA CREATION AND USE**  
Freight data  
Web 2.0 data
- DECISION SUPPORT TOOLS**  
Traffic prediction into traffic management systems
- TRAVELLER INFORMATION SERVICES**  
Multimodal urban navigator  
Interface with in-car systems  
Real-time car pooling

## GOTHENBURG

- DATA CREATION AND USE**  
Roadworks data
- DECISION SUPPORT TOOLS**  
Soft modes priority
- TRAVELLER INFORMATION SERVICES**  
Multimodal urban navigator

## BIRMINGHAM

- DECISION SUPPORT TOOLS**  
Traffic prediction into traffic management systems
- FREIGHT INFORMATION**  
Freight Journey Time Reliability  
Driver Assist Services

## WROCLAW

- DATA CREATION AND USE**  
Freight data
- FREIGHT INFORMATION**  
Dangerous goods and oversized vehicles information

## MADRID

- DATA CREATION AND USE**  
Data for large cities
- DECISION SUPPORT TOOLS**  
Multimodal management
- TRAVELLER INFORMATION SERVICES**  
Multimodal urban navigator

## TORINO

- DATA CREATION AND USE**  
Web 2.0 data
- DECISION SUPPORT TOOLS**  
Multimodal management
- TRAVELLER INFORMATION SERVICES**  
Multimodal urban navigator  
Real-time car pooling





**A standard for an Urban Multimodal Dataset taken on board by ISO and CEN WG** (quite rare during the time life of a project)



⇒ This standard will support and ease connections between modes and foster portability of mobiles apps from one city to another



**A proposal of contractual arrangements to access public and private data on a city territory**

⇒ Foster private businesses, ensure compatibility of the services with public policies, ensure a fair business environment





## Data collection tools

- ⇒ Manage road works in a very efficient way ensuring provision of up to date and accurate data
- ⇒ Feed GIS with up to date and accurate data regarding road signs and marks, in a cost effective way
- ⇒ Gather and manage data from more than 30 PT operators in large cities



## Multimodal GPS :

- ⇒ First version set up in Lyon: all information on all modes, with real time multimodal journey planner.
- ⇒ A first world trial. Seamless interface with in cars navigation system will be tested in 2016



## Traffic management tool based on one hour traffic prediction





**By the end of 2016 OPTICITIES will deliver and assess:**

- ⇒ **Multimodal GPS evaluation** with more than 200 users
- ⇒ **Freight management tools** and **freight information services**
- ⇒ **Real time car pooling apps**
- ⇒ **Interoperability of mobile apps and cities**



**OPTICITIES will support European Cities and services providers to replicate its outcomes:**

- ⇒ **Implementation Guidelines** for public authorities (metropolises, cities, conurbations) and services providers will be made available
- ⇒ All guidelines will be consolidated in the **OPTICITIES Transferability Handbook**



P+R



P+R







Prezydent Wrocławia



Get more information on OPTICITIES partners and activities:

[www.opticities.com](http://www.opticities.com)



[twitter.com/opticities](https://twitter.com/opticities)



[OPTICITIES group on LinkedIn](#)



[www.facebook.com/OPTICITIES](http://www.facebook.com/OPTICITIES)

Jean COLDEFY

Project Coordinator

[JCOLDEFY@grandlyon.com](mailto:JCOLDEFY@grandlyon.com)



P+R



P+R

