Parallel Session B4
Intelligent technology in urban mobility – how IT solutions can help to achieve SUMP objectives

Sergio Fernandez Balaguer | Empresa Municipal de Transportes de Madrid
Data as an asset: an open platform for transport data in Madrid

Gabriele Folli | City of Parma
The integration of IT solutions in the SUMP of Parma

Claire Depre | European Commission, Directorate-General for Mobility and Transport
Urban ITS: The European Policy Context

Ljubo Nikolic | City of Dubrovnik
Crowd management in Dubrovnik historic center - A pilot project

Moderator: Simone Bosetti | TRT Transporti e Territorio

Session Summary
Several important general conclusions can be drawn from the four presentations
- It is imperative to have clear vision of what questions we want to answer by collecting particular data;
- Choosing the correct and trustworthy sources – in this session for example household surveys were not mentioned although they remain a key source of data on mobility patterns and motivations;
- Greater awareness of app users and data providers is very much needed – people must know and understand how data about their behaviour collected from their private devices will be later used to meet their personal travel needs, and thus improve their travel experience;
- There is a critical need for standardisation in data gathering if benefits are to be maximised.

Key Messages
Urban ITS is an important enabler for clean, shared and integrated mobility – an essential tool for sustainable urban mobility planning

Claire Depre | European Commission, Directorate-General for Mobility and Transport

Its open data platform improves the way Madrid collects mobility data to support SUMP implementation, and beyond.

Sergio Fernandez Balaguer | Empresa Municipal de Transportes de Madrid

Information will be the success key of all mobility plans and strategies of urban areas for the next future and in the City of Parma’s SUMP IT solutions will have a central role

Gabriele Folli | City of Parma