



Traffic and Demand Management



Image: Unsplash / Luca Tacinelli

Too often, our cities and towns are built to be most conveniently navigable by private car, leading to traffic congestion and a number of knock-on negative impacts on air quality and wellbeing. In order to secure more sustainable mobility systems, we must manage traffic in such a way that leaves space for other modes of transport as well.

FastTrack cities explored innovative ways of **managing multi-modal traffic**, through the implementation of **traffic management centres**, **MAAS systems which will enhance the use of the sustainable transport modes**, as well as integrated databases including all the data needed for the sustainable mobility planning which will divert and reduce car traffic in cities.





Stakeholder engagement

By working with data providers, policy-makers, businesses, government departments, city residents and app builders, it is easy to reform the mobility system and make traffic smoother, more sustainable, and safer for all road users. Working with different stakeholders and asking them to provide their data related needs can act as a catalyst for optimising sustainable mobility project development.

What Belgrade has to say:

“For the city of Belgrade, the relationship between stakeholders is one of the main challenges for the implementation of real-time data-driven innovations. Stakeholder engagement by itself represents the main acceleration factor. As different stakeholders possess ownership of the traffic data, a significant milestone on our journey towards deploying the big-data platform, which integrates real-time traffic data from various sources, lies in defining the legal relations between the Secretariat for Transport and other data owners, as well as speeding up the associated processes. Stakeholder engagement is no less important when it comes to needs assessment within our organisation and with different private and public stakeholders in order to have a well-structured solution that, in the end, could be useful to all. By focusing on these two aspects of stakeholder engagement, we can take a significant step forward in achieving a real-time data-driven approach to traffic management, bringing us closer to our sustainability goals.”

Jelena Davidovic, Traffic Engineer,
City Administration for the City of Belgrade

Data Collection

Innovative data collection and analysis sources are used during the implementation and operation of traffic management centres. Such sources can include -but are not limited to- roadside detectors, floating car data, connected car data, bluetooth/wifi sensors, and GPS locations. For optimising the data and to ensure its interoperability it is essential to set specific data storing standards.

The stored data should be available to all the relevant city departments but also to different stakeholders including urban planners, policy-makers and researchers. Analysis does not need to be limited according to the internal capacities. If the city administration does not have extensive expertise on data analysis, working with external parties such as researchers and academia can ensure that data is being properly analysed and interpreted. With reliable information, cities can influence choices, showing that mobility alternatives to the car are advantageous for many different reasons.

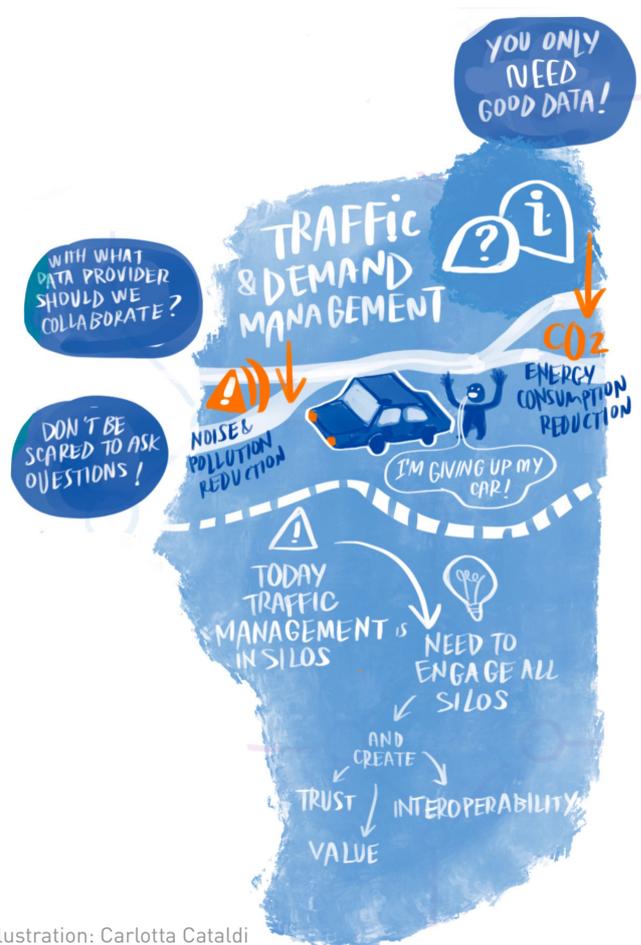


Illustration: Carlotta Cataldi



Business Models

The funds for implementing a traffic management centre can come from several sources. Frequently, local funding opportunities within municipalities are not sufficient to cover the cost alone, and thus European Union-funded projects and national funding opportunities can be a good source of financial support. When considering the cost of a traffic management centre, it is important to reflect the different stages of implementation- short, middle, and long-term.

What Bucharest has to say:

“Implementing a strong business model for multi-modal mobility systems in the Bucharest-Ilfov region is crucial for revenue generation, integration of transportation modes, and even the possibility of forming public-private partnerships. At the same time, it should prioritise user satisfaction, efficiently utilise data and analytics, promote innovation, and reduce bureaucracy, expenses, and increase revenues to ensure a sustainable and efficient transport network.”

Dan Rusu, Project Manager,
TBPI Bucharest-Ilfov

With regards to revenues, these can be calculated and projected in terms of economic and societal benefits, as was the case in Braga, Sofia and Belgrade. The business plan of a management centre should take into account all the previous mentioned issues and examine the cooperation between the municipality with other stakeholders but also private companies in the form of a public-private partnership scheme.

Governance

There is a clear need to have the political and governance support in order to implement a successful and efficient traffic and demand management system. Decisions from central government structures are sometimes needed to help structure an integrated traffic management platform which will control all the different means of transport (public and private, national etc).

It is key that high levels within municipal governments are aware of the importance of traffic management and the need to integrate innovation into the hierarchical structure within municipalities. In Braga, for example, there is a need to create a new interdepartmental structure including mobility, public transport, civil protection, and the police, as well as provide information to other municipal services such as urban planners.

What Braga has to say:

“Braga’s traffic and demand management is achieving success with strong governance support and integration of innovative traffic management practices into the municipal structure, enabling seamless coordination between various stakeholders and facilitating data-driven decision-making for our Sustainable Urban Mobility strategy.”

Pedro Moreira, Head of Transport Authority and Mobility Management Unit,
Municipality of Braga



Image: Dreamstime / Fritz Hiersche



Acceleration Factors

- Clear scope of the project
- Convincing outline for political decision makers
- Obtaining buy-in from top-level executives
- Establishing a culture of data-driven decision-making Streamlining processes
- Communicating effectively with stakeholders
- Clear technical specifications

Resources

For more real examples of how to accelerate the implementation of innovations in Traffic and Demand Management, check out case studies from FastTrack cities, **Braga** (Portugal) and **Bucharest** (Romania) and all of FastTrack's Deployment Plans [here](#).

For more resources, check out FastTrack's [State of the Art Cases](#) Database, which showcases how local areas across Europe have sped-up their roll-out of sustainable mobility innovations.

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