Bilbao, Spain
Customer Success Story

Improving traffic management operations
Customer Profile

Bilbao, Spain
- 6th most populated area of Spain
- 250-320K people enter/exit the city everyday (50% by private car)
- 1 main entrance through San Mamés tunnels

Multiple agencies and stakeholders:
- Bilbao City Council
- Urban buses (Bilbobus)
- External control centers
- Drivers
- Citizens
- Mobile Apps developers and services providers (Open-Data users)
Project Objectives

Make of our city a better place to live, by promoting the public transport, urban freight improvement, smart mobility services deployment and making the traffic and mobility data available to the citizens.

- Improve incident management
- Improve systems integrated management
- Increase the number of apps related to traffic available in the city by using the Open Data concept

Multiple systems in parallel
- CCTV system
- Dynamic Message Signs
- Communications network devices
- Enforcement devices (red-light),
- Restricted areas access control systems
- Municipal databases and GIS
- Roadworks management application
- Urban buses information
- Parking systems (private operation)
Solution

**EcoTrafix™ Command**
- Command traffic devices, such as: CCTV and DMS.
- Monitor other ITS systems (Communications network devices, enforcement devices (red-light), restricted areas access control systems)

**EcoTrafix™ Expert**
- Events, plan, decision support
- Data visualization

**EcoTrafix™ Mobility**
- Internal collaboration: sharing Intelligent Transportation System resources (CCTV, etc.) with other City departments
- Integration of Municipal databases and GIS, multimodal data integration (buses, parking, road works)
- External collaboration and coordination: C2C (TMDD standard)
- OPEN-DATA: multi-modal mobility open-data (European standard In-Time / Co-Cities)
Benefits

**EcoTrafi**™ solution provides a comprehensive, shared and collaborative map-based system to make mobility more **Efficient, Safe, and Sustainable**

**Benefits to the public administration**
- increased collaboration between agencies to **improve Safety**, through a series of pre-approved, coordinated, data-based, **response plans**
- single interface of all existing traffic & transport systems increasing operators’ **situation awareness** and enables more **efficient operations**
- sustainably **reduces traffic congestion**
- promotes the use of **public transportation** systems
- **open standards** to ensure interoperability for today and for a **sustainable** future

**Benefits to the citizens**
- “My city is taking care of my day-to-day traffic problems!” - more **sustainable region**, improved **quality of living**
- **Open data** to encourage creative “apps” for improved “**City living**”
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