



● The potential of big data to Transform Transport in cities

The Impact of Big Data for Smart Cities

Brussels – 6th September 2013

Mark MAJOR
Clean Transport and Sustainable Urban Mobility (DG MOVE C1)

● Basics

- **Transport is a derived demand**
 - » **People want access to**
 - Healthcare
 - Employment
 - Leisure
 - Education
- **People are not 'demanding' urban transport**
 - Access to info/ideas/goods

● Basics

- **Avoid** – the need to travel
- **Shift** – to more appropriate modes
(influence and reward)

- **Improve**
 - Occupancy
 - Experience
 - Vehicle
 - Engine
 - Fuel

**New
opportunities**

**Traditional
effort**

We need to transform urban mobility - huge opportunity

- **Transport is an organisational / informational problem – not a technical one**
 - What options?
 - What location?
 - What time?
 - What availability?
 - What cost?
 - What services?
- **Huge external cost savings – to be captured (health, infrastructure, delays, safety.....)**

● More diverse forms of mobility

- Peer to peer car pooling
- Public bikes
- Electric assisted bikes
- Car sharing clubs
-

The 2011 White Paper - Roadmap to a Single European Transport Area s

- » Oil dependency -
High and volatile oil
prices
- » - 60% Greenhouse
gas emissions by
2050
- » Congestion
- » Competitiveness of
the EU economy



● **Ten Goals** for a competitive and resource efficient transport, including ...**two specifically urban.**

- » Halve the use of 'conventionally-fuelled' cars in urban transport by 2030, phase them out by 2050
- » Achieve essentially CO₂ free city logistics by 2030 – in major urban centres



- **Don't forget freight/parcels**
 - First and last mile are difficult/expensive
 - Information/organisational problem
 - Lockers at transport node points (train stations)
 - Out of hours services

Information sources

- EC Sustainable Transport:
http://ec.europa.eu/transport/sustainable/index_en.htm
- EC Urban Transport:
http://ec.europa.eu/transport/urban/index_en.htm
- Clean Power for Transport
<http://ec.europa.eu/transport/themes/urban/cpt/>
- CIVITAS Programme: www.civitas-initiative.org
- Local travel information service: www.eltis.org
- European Platform on Mobility Management www.epomm.eu



THANK YOU for your attention!

Mark MAJOR

mark.major@ec.europa.eu

http://ec.europa.eu/transport/urban/index_en.htm