CITIES Forum 2020
Together we shape a sustainable urban future
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#citiesforum2020
#SustainableUrbanDevelopment
TMAAS

TRAFFIC MANAGEMENT AS A SERVICE

GHENT, BELGIUM

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GENERAL INTRODUCTION

- Ghent, Belgium: capital of East-Flanders
- 260,000 inhabitants
- Population growth of 10% over the last decade
- Tourist destination
PROBLEM & SOLUTION

- Mobility challenges:
  - A lot of cars, not enough parking spots
  - A lot of traffic in the historical city center: unsafe for cyclists and pedestrians, a lot of traffic jams
  - Urban mobility profile: many different transport modes present

- Solution:
  - Policy decisions: implementation of parking plan and circulation plan
  - Project implementation: TMaaS (Traffic Management as a Service) – Cohesion fund: UIA (Urban Innovative Actions)
• **Project goals:**
  - For cities: see and know what is going on in the city mobility wise 24/7
  - For citizens: one dashboard with all the actual mobility information on it + option to subscribe to notifications with an alternative when something has happened on their usual route.
  - Use mobility data that is already there to reach these goals and develop both dashboards

• **Project data:**
  - 8 partners from all the different fields
  - 3 years
  - Research with important mobility stakeholders, citizens and cities
HOW TO IMPROVE URBAN GOVERNANCE IN YOUR CITY?

• Work together with your citizens and stakeholders to solve problems, involve them from the very beginning.