

ABSTRACT TITLE:

CONNECTED MOBILITY: A CHALLENGE FOR A TRAFFIC AUTHORITY

NAME AND CONTACT DETAILS OF THE AUTHOR(S) AND AUTHOR'S AFFILIATION

Jaime Moreno. Subdirector General de Gestión de la Movilidad. Dirección General de Tráfico sgmovilidad@dgt.es

Ana I. Blanco. Subdirector Adjunta de Circulación. Dirección General de Tráfico abergareche@dgt.es

ABSTRACT

Since 1959, the General Directorate for Traffic (DGT) has been working to fulfill its commitment with road safety and sustainable mobility. Through this time, DGT has adapted its acting to the different changes experimented by technological progress or citizens demand, but none of the previous changes has offer such as great scope as the foreseen in the called "Information Society".

Nowadays, Citizens increasingly expect access to connected services including while moving in their vehicles. This situation follows to a new environment in which traffic public authorities will have to develop their own strategies.

In this context, with the use of new technologies there is a great potential of getting real-time data which will enrich the information for the decision- taking at the traffic management centers but also it will allow to reach the citizens in a personal approach depending on their specific location and moment.

New platforms will connect multiple stakeholders like: cities, drivers, cyclists, motorcyclist, pedestrians, fleet managers, renting enterprises, transport companies, taxi companies, OEM's or insurance companies. These platforms will soon be deployed and new skills will have to develop with the aim to provide and receive information from millions of users in an anonymous way. The services deployed will be oriented to the reduction of fatalities in our roads, preventing road accidents and warning other users about incidents in their way. This approach focus in collaboration will provide a better way of moving: with less congestion, less emissions, more comfortable and safer.