

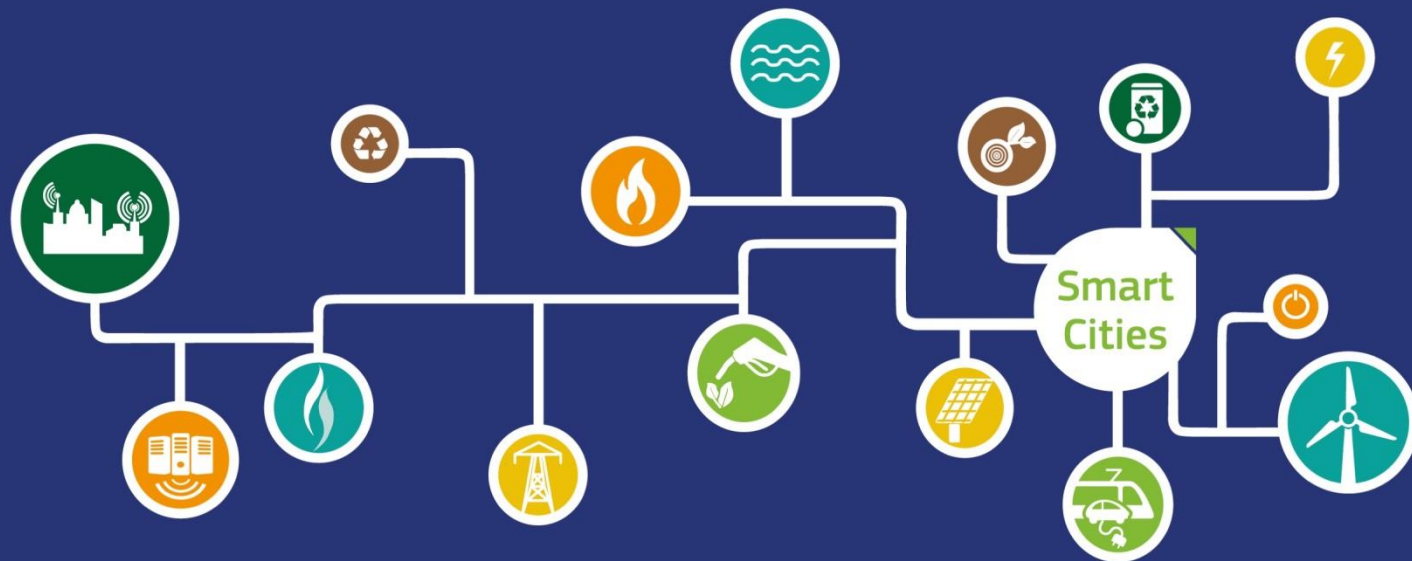
# Empowering smart solutions for better cities

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## TRACE: Innovative Walking and Cycling Tracking Solutions

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#SS4C17

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# In a nutshell

***TRACE project*** will crease tools for tracking and modelling of bike and pedestrian flows to better:

- Understand the reality of application of tracking tools
- Understand the application of data in infrastructural planning – incl. routes, stands, etc.
- Apply data in attracting bikes and pedestrians to specific urban zones and initiatives
- Acquire a vision over the demands and behavior of the everyday passengers
- Understand the motivation behind the sustainable travel and modal shift

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# Approach

***TRACE project*** will establish 4 tools along with promotional campaigns to test and validate its approaches:

1. Positive Drive App
2. The Shop-by-bike campaign
3. The Traffic Snake Game
4. Tracking Analysis Tool (TAToo) for planning

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# Technology



- Within a campaign, the users would download specialized TRACE applications and share their routes.
- In return they could receive promotional discounts, special offers and rewards.
- Data collected is used for urban mobility planning

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# Innovation: Positive trip with Positive Drive

- The app Positive Drive encourages smart trips with each type of transport
- The users win *(s)miles* as they share their sustainable route
- They can claim awards and participate in the lottery with their awarded *(s)miles*



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## Innovation: bike with benefits in Biklio

- **Biklio** encourages the fun and smart way to travel in the city
- **Biklio** shows the cafes/shops that have special offers and promotions for cyclists
- **Biklio** provides prizes and awards for the citizens who have chosen the bike for their everyday travels



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# Innovation: Traffic Snake Game Upgraded

- The kids receive colourful stickers every time they go to school via sustainable mode of transport
- They stick them to a snake-poster and when the poster is fully filled-in the pupils receive awards.
- Additionally, they have the tracker with them to show their home-school route.



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# Innovation: Integrated urban mobility planning

- TAToo integrates information for the flows from different applications in one city map
- TAToo presents aggregated information for the bike and pedestrian traffic, including speed, congestion, number of users, etc.
- TAToo is useful for local authorities, transport operators, bike and pedestrian associations, energy and environment experts



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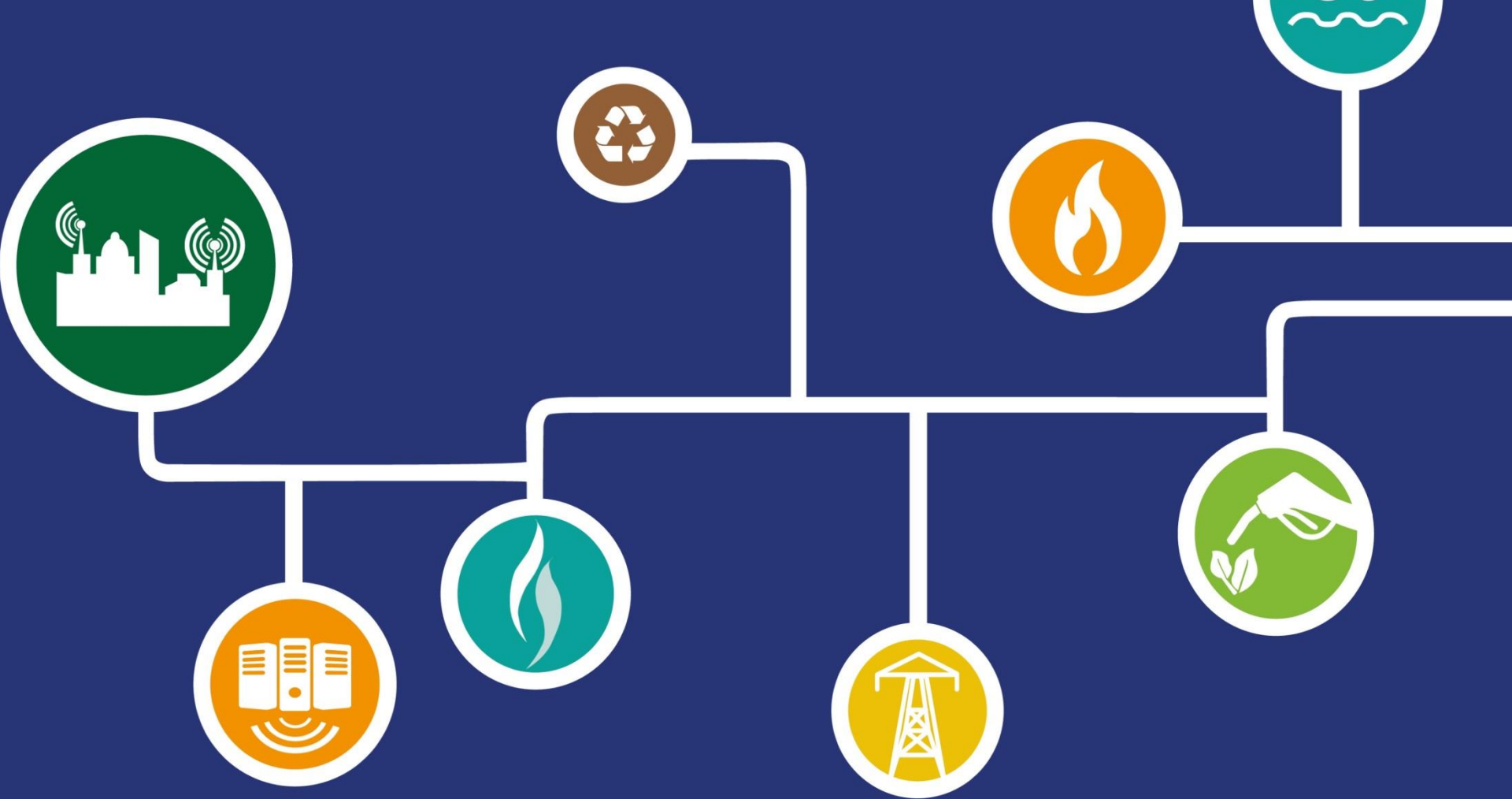


# Results & Outcomes

- Innovative tools validated through creative campaigns
- Integrated transport analysis tool to aggregate tracking data
- Evidence-based decisions for better cycling and walking urban planning
- Inclusion of the end users in the decision-making process of urban planning
- Positive user emotions and significant benefits for the community

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**THANK YOU !**