



11th ITS EUROPEAN CONGRESS
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Traffic Management 2.0 - The Perspective of Salzburg

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Traffic Management – The Perspective of Salzburg City



- Characteristics:
 - high volumes of tourist traffic through the summer season
 - frequent traffic collapse in the city centre
- Different TM measures
- Missing: bi-directional link between traffic management and in-vehicle services

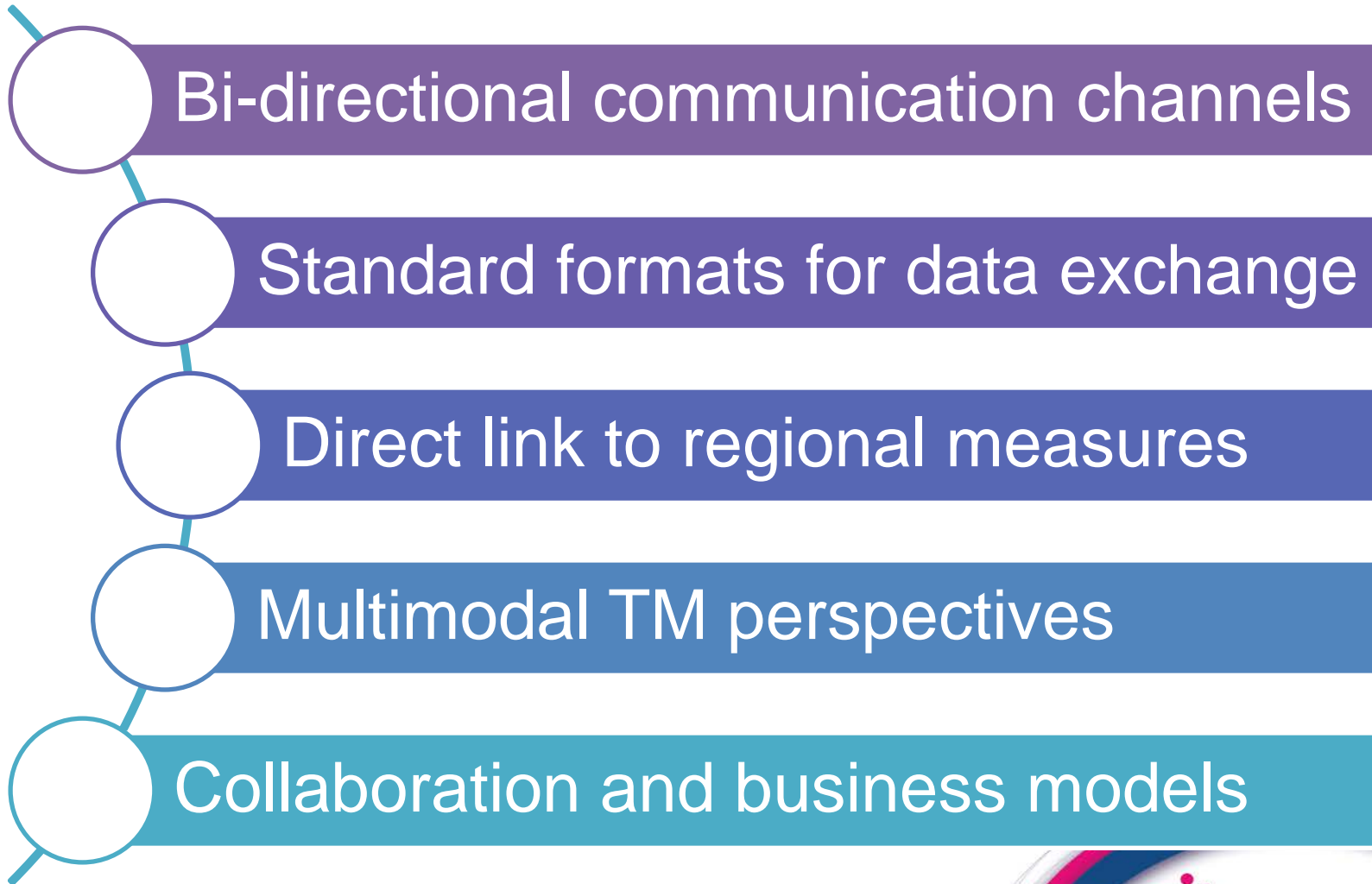


Traffic Management Measures in Salzburg

- Real-time Traffic State (based on probe data)
- Variable Message Signs (VMS) on the motorway
- Traffic-Adaptive Network Control
- Dynamic Parking Information
- Park&Ride and Public Transport Offers
- Comprehensive Tourist Information
- Lock-out of tourist vehicles from the city centre



TF Value Proposition – Elements of TM 2.0



TM 2.0 – Deployment

- Deployment Steps
 - Agreed traffic management plans including responsibilities (considering a federal structure)
 - Translation of traffic management plans in standard data exchange formats
 - Operating publically accessible data access points
 - Field trials with all stakeholders involved
- Challenges
 - Collaboration models (public authorities <-> service providers)
 - Multimodal perspective
 - User benefits & acceptance



Thanks for your attention!



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