



MOTUS: a project to improve mobility and tourism flows in Italian cities

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What is MOTUS?

MOTUS project wanted to propose real solutions to satisfy the needs of citizens and tourists in Italian cities. The project was co-funded by the Ministry of Economic Development under the programme called Industry 2015. Partners included over twenty well-known companies and national research institutes under the leadership of Telecom Italia.

Italian cities of art attract a high number of visitors every year who join resident citizens causing a number of mobility and overcrowding problems. Moreover, mobility in Italian cities is mainly characterized by means of transportation on wheels (cars and buses) that cause pollution and traffic congestion. MOTUS (Mobility and Tourism in Urban Scenarios) project has been implemented with the aim of improving mobility and environmental impact in Italian highly touristic areas. It is focused on the improvement of sustainability and eco-compatibility of urban mobility by means of an integrated technology for traffic management.

How does it run?

MOTUS is based on a platform of services that identifies and interprets the pedestrian and vehicle flows by means of mobile devices including GPS, localization systems based on GSM/UMTS, local info providers and infrastructures that are already installed in some big Italian cities. Moreover, citizens and tourists can also provide information to the real-time system.

Thanks to the huge amount of data collected, a flow simulator is available to public transport operators, tourism bodies and public administrators to plan intervention to improve the urban area. On the other hand, citizens may "query" MOTUS to get information, anticipations and suggestions about the best way to reach a given point in the city, also receiving a real-time alert on viability conditions on their cell phones, computers, tablets or digital TV, where a dedicated channel is available. Finally, tourists can receive useful information to manage their stay in the city at best, being able to plan the best routes and to avoid the streets with ongoing traffic congestion. MOTUS actively involves users in solving urban mobility issues: as a web marketing tool, people who register on the platform can provide data that are important for processing urban flow models. A solution that can lead to effective results especially in case of great events that attract a huge amount of tourists, like for example EXPO 2015.

MOTUS' Applications

Together with the collaboration of Politecnico di Milano, a new system of Urban Transport Roadmaps was created basing on MOTUS app and its upgrade. This new project supplies an on-line tool able to help cities develop some preliminary scenarios in order to support the Sustainable Urban Mobility Plan (SUMP). The tool has an immediate approach that allows users without any specific technological knowledge to analyze and identify proper and sustainable transport measures; estimate the transport, environmental and economical impacts; establish a proper roadmap.

The great success of MOTUS during EXPO 2015 drove Rome to adopt SUMP during the Jubilee of Mercy in 2016. The Mobility Center, located in Rome Servizi Della Mobilità, is the heart of an integrated system, which has the main functions of monitoring, controlling management of the urban traffic, together with process and fining management as well as diffusing traffic information. The Center then put together a series of subsystems, each dedicated to the performance of specific functions of monitoring and/or regulation of traffic flows. The purpose was to help millions of pilgrims follow the best way to reach the different destinations of the event avoiding the most overcrowded areas. This function has been considered important also for the security of the city and the participants and for this reason the project will be exported to several European cities that have important tourist industry and on the occasion of great events.

A) Decide if these sentences are true (T) or false (F) 

T F

1. MOTUS was born to help people move inside Italian cities with a high level of traffic	T	
2. Only public companies have contributed to the creation of MOTUS		F
3. The leader of the project is the Ministry of Economic Development		F
4. This system is able to send messages about the best way to drive	T	
5. Only people who register on this platform can add information about urban traffic	T	

B) Match the definition... 

... to the correct word

1. The presence of more people or things in a space than it is comfortable, safe, or permissible. b	a. issues
2. The movement of something in one direction. d	b. overcrowding
3. Problems or difficulties, especially with a service or facility. a	c. aim
4. A notice to people to be prepared to deal with something potentially dangerous. e	d. flow
5. A purpose or intention; a desired result. c	e. alert

C) Choose the correct option 

1. Industry 2015 is:


- a. a programme that includes MOTUS and totally financed by Telecom Italia
- b. a programme that includes MOTUS and totally financed by the Ministry of Economic Development
- c. a programme that includes MOTUS and partially financed by the Ministry of Economic Development
- d. a programme that includes MOTUS and financed by Italian companies and universities

2. MOTUS is an acronym that means:

- a. Mobility and Transports in Urban Scenarios
- b. Mobility and Tourism in Urban Systems
- c. Mobility and Tourism in Urban Scenarios
- d. Mobility and Tourism in Urbanity Scenarios

3. MOTUS was born to avoid:

- a. mobility and environmental impact
- b. transportation on wheels
- c. sustainability and eco-compatibility
- d. pollution and traffic congestion

D) Solve the crossword filling the horizontal boxes with the words corresponding to the definitions. If your solutions are right, the key word will display in the colored frame. 

1	W	E	B	M	A	R	K	E	T	I	N	G
			2	M	O	B	I	L	E			
		3	I	N	T	E	R	N	E	T		
4	C	O	M	P	U	T	E	R				
	5	A	P	P	S							

Definitions:

- 1. Advertising targeted at people who use the Internet
- 2. Cell phone
- 3. The large system of connected computers around the world that allows people to share information and communicate with each other
- 4. An electronic machine that is used for storing, organizing, and finding words, numbers, and pictures, for doing calculations, and for controlling other machines
- 5. Computer programmes or pieces of software designed for a particular purpose that you can download to a mobile phone or other mobile device