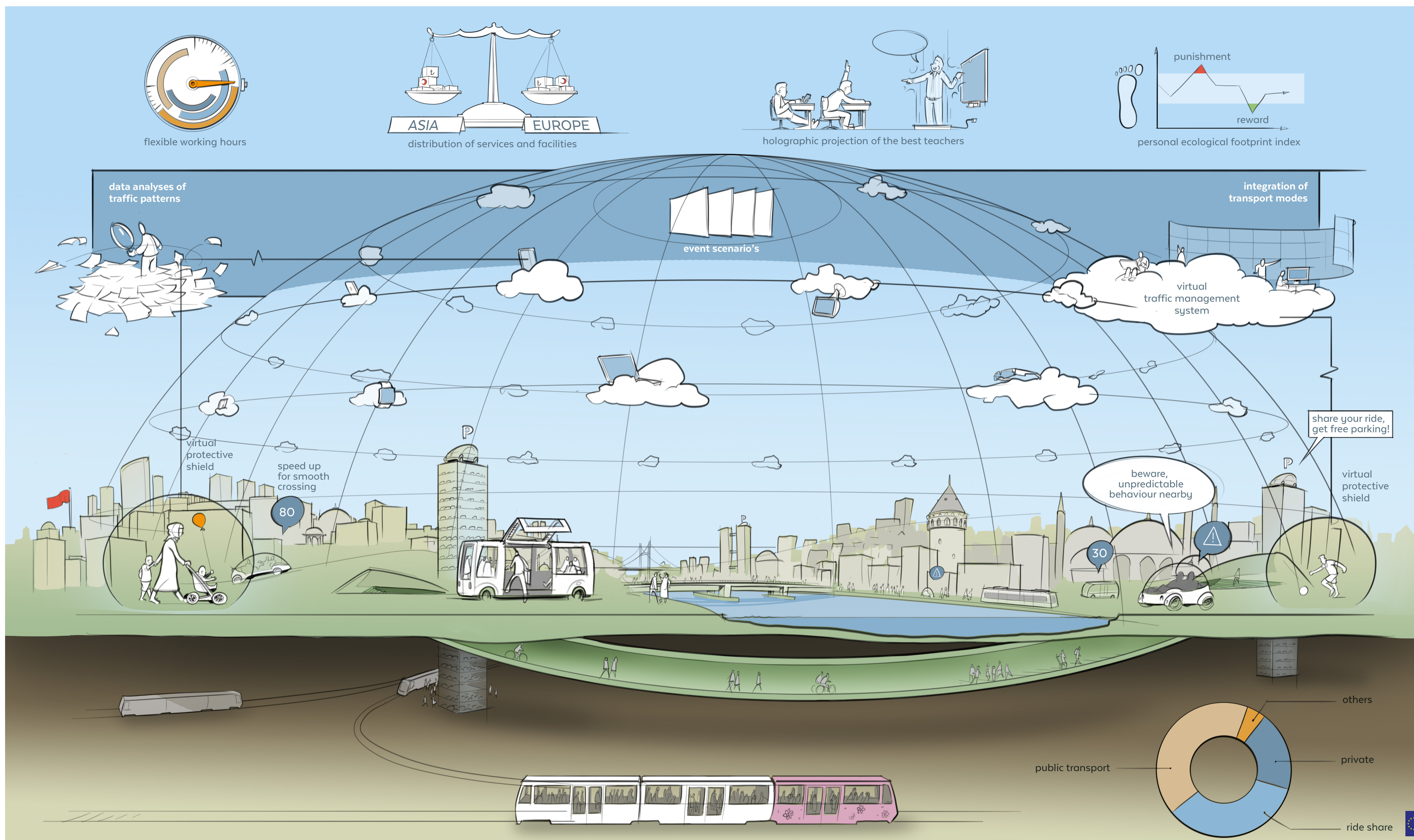


PERSONALISED, SMOOTH, SAFE TRAFFIC IN ISTANBUL 2050

In 2050, individual travellers in Istanbul are valued and facilitated by personalised travel advice. Smart technologies and apps enable personalised route planning. Communication between vehicles, drivers and infrastructure allows smart signalling. Green behaviour is encouraged by a range of personalised, sustainable options.

People value fast, smoothly flowing traffic, free from congestion. Automated systems support smooth traffic flows through the city. Mass transport solutions are attractive thanks to flexible charging and working hours. Alternative routes and transport modes are conveniently available. People value better air quality and choose healthier options such as walking and cycling.

Traffic is safe. Smart safety measures help to avoid accidents and traffic violations. Vehicles are equipped with smart solutions and options to communicate, both with other road users and with the infrastructure.



Elements of the desired future scenario are:

Smart traffic management system

All traffic in Istanbul is managed through a single, safe, reliable and efficient system. The system connects all public and private vehicles, devices and road users and is accessible from anywhere. Data is collected to analyse the traffic movements and provide real-time (event-driven) smart traffic management.

Compact smart e-vehicles:

People make use of personalised services based on compact smart vehicles. Vehicles are sustainable (using recycled materials and with zero-emissions) and are charged at widely available charging stations using renewable energy sources. The service allows easy reservation, flexible payment and pick-up/drop-off at any point. Personal profiles (e.g. including a network of friends) and connection to the smart system provide routes and options to share rides with friends.

Strategic demand management

People travel less because high-quality services are available remotely. Remote health monitoring and preventive health services reduce the need to visit distant hospitals. High-quality training and education are available in all districts, for example through holograms of excellent teachers. Flexible school and working hours and relocation of offices spread the demand for travel. Ride-sharing and air-cargo drones reduce road traffic. Ride-sharing is safe and efficient thanks to easy reservation and accessibility (e.g. special, cheaper parking for shared cars).

Sustainable, healthy behaviour

Citizens have adopted healthy lifestyles. Activity levels are measured by wearable devices, and more walking is rewarded by privileged services. The use of private cars has been reduced. The new generation of people care about sustainability and use the system to make optimal choices (balancing costs, emissions, time, social aspects etc.).