

# Lessons learnt from development of a comprehensive smart mobility concept for a new urbanist community in Florida

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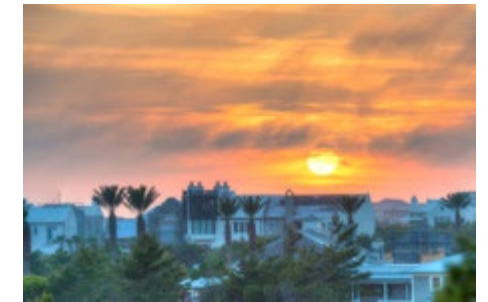
CERV 2020, Park City, Utah, USA



INTERNATIONAL TRANSPORTATION INNOVATION CENTER



# The deployment area - 30A corridor/Seaside



# The key challenges at 30A

1

At peak-season the influx of visitors using personal cars lead to road traffic congestion as well as congestion of digital networks

*Conventional methods of providing more road capacity through wider roads or more road lanes and providing more parking capacity close to the beaches are not applicable !*

2

The beach areas are dependent on workforce mobility which means that service workers need to have an efficient and affordable way to reach and leave their working locations without contributing to additional traffic congestion

3

Large service vehicles to supply local businesses contribute to traffic congestion



# The implementation of a MaaS platform

Creation of parking areas outside the 30A corridor to provide both visitors and workforce an opportunity to store their vehicles similar to airports (short-term and long-term parking)



*The closer the parking location is to the 30A corridor the higher the usage fee is*

Creation of two layer bus shuttle system to connect parking areas with the 30A corridor

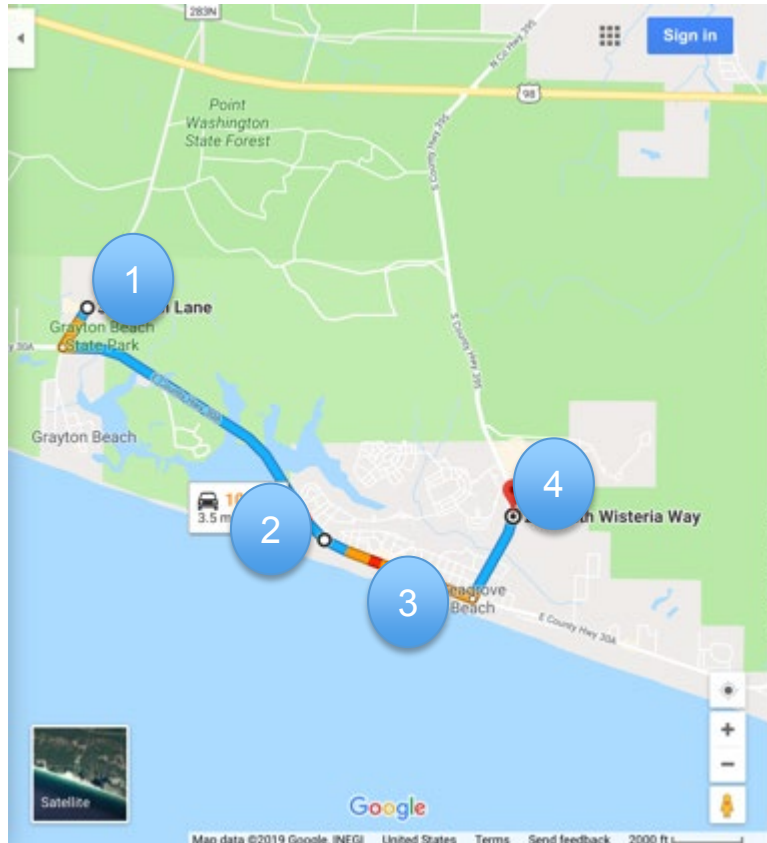


*Larger electric shuttle buses bring workforce and visitors from remote parking areas close to 30A*



*A fleet of smaller electric shuttles (automated, non-automated) bring workforce and visitors from parking areas close to 30A to the beaches via dedicated lanes*

# Suggested 30A smart mobility pilot routes



1

Grayton Beach Parking Lot



3

Seaside Bud and Aley's



2

Water Color Inn

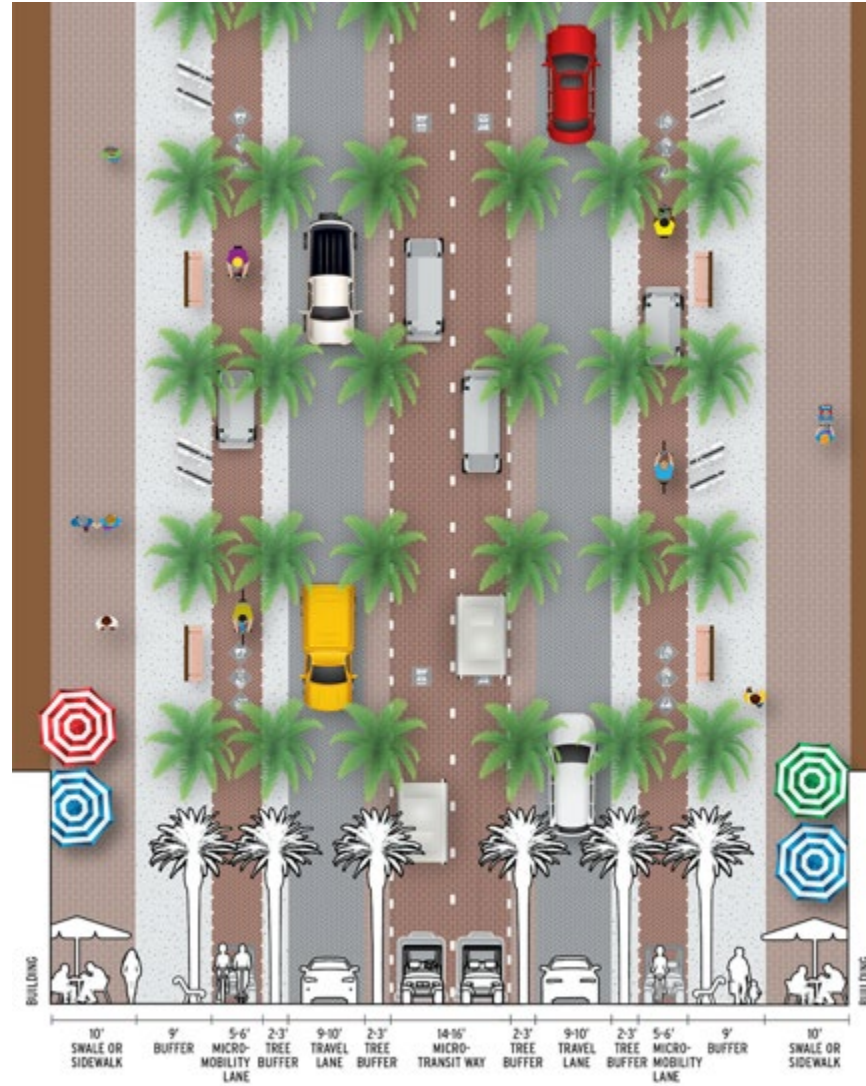
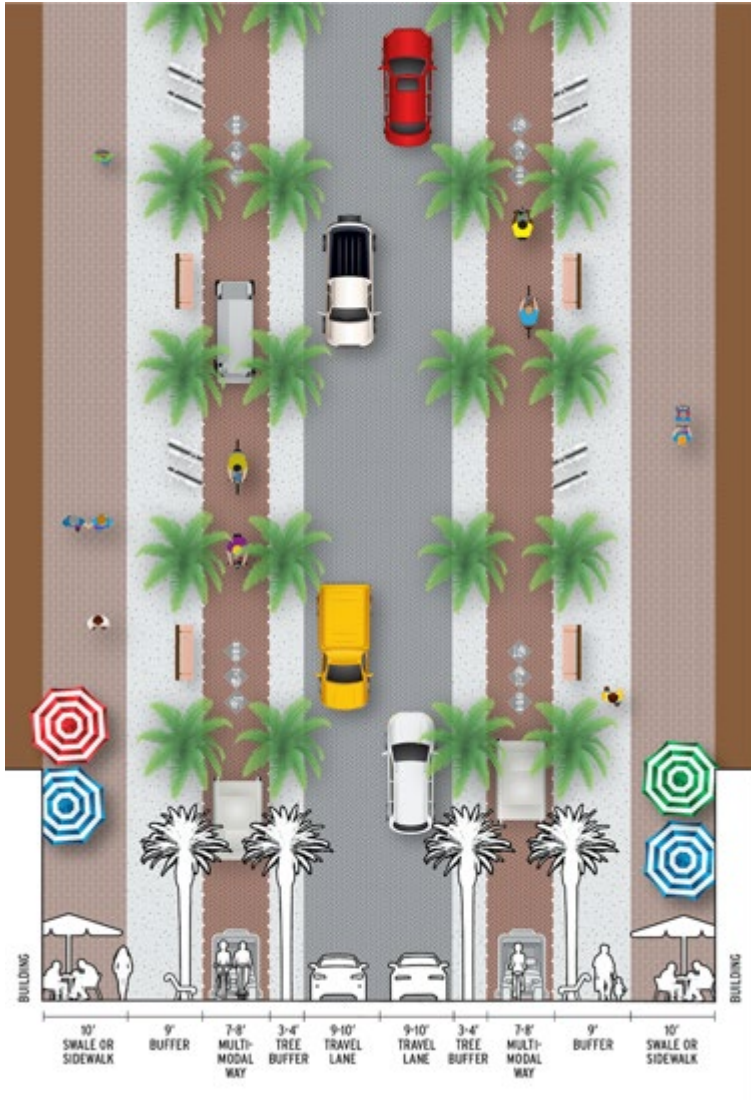


4

Seagrave Beach Publix



# Redesign of street layout



Source: NUE



# The important role of open and closed cyberphysical testbeds on the path of customized and standardized mobility service solutions



Business model validation and customer adoption assessment with real customers

Generation of real world test data sets



Technology validation of multi-modal mobility service model with simulated customers

Utilization of real world test data sets

