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ASOCIAȚIA METROPOLITANĂ
PENTRU DEZVOLTARE
DURABILĂ A TRANSPORTULUI
PUBLIC BRĂȘOV



agenția
METROPOLITANĂ
BRĂȘOV

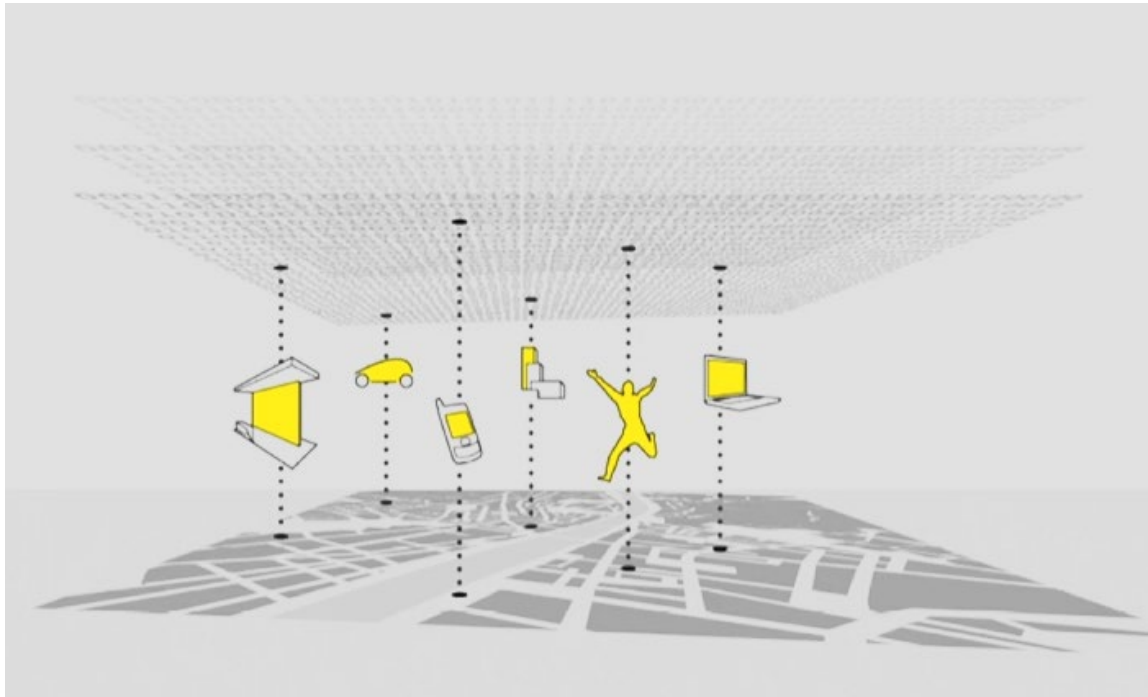
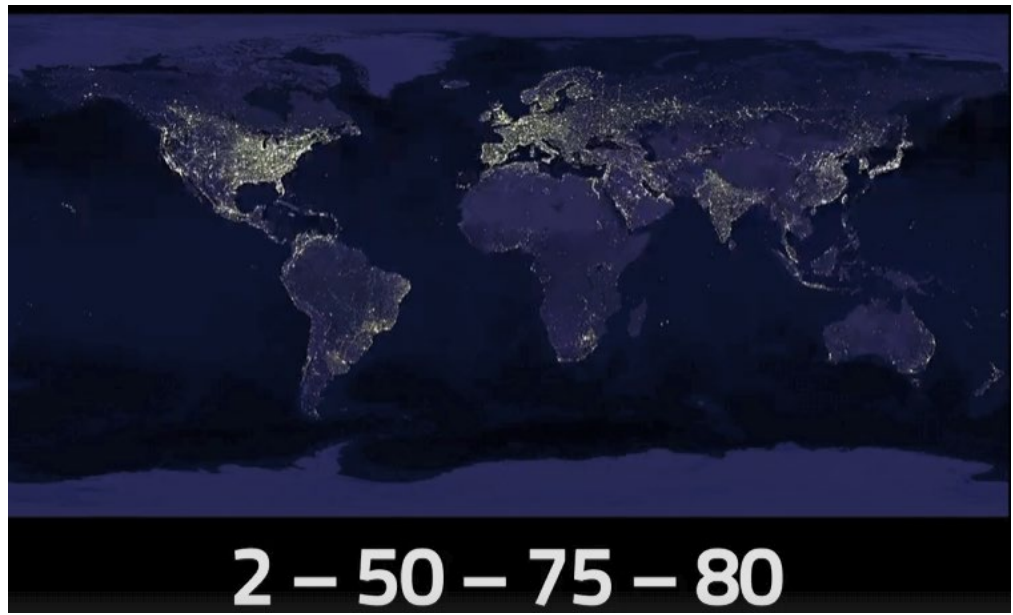
AGENȚIA METROPOLITANĂ
PENTRU DEZVOLTARE DURABILĂ
BRĂȘOV

TIB

OD Matrix

27-02-2024 | Rome



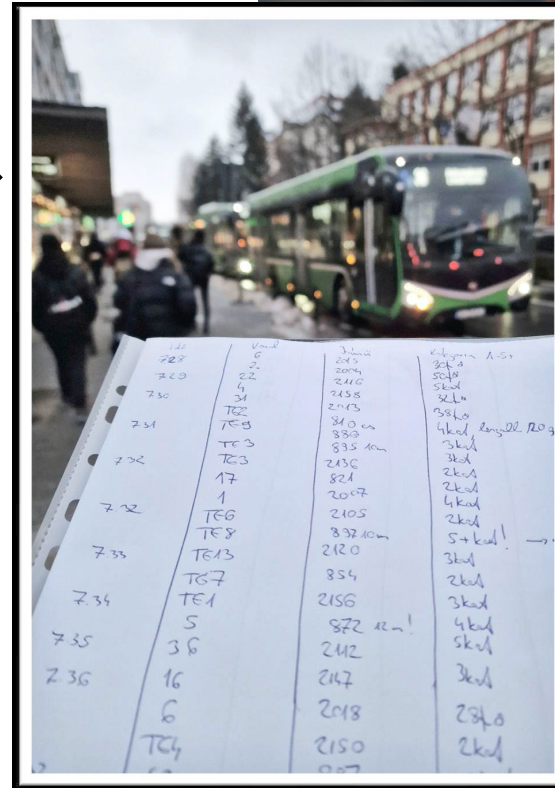




Status quo



&

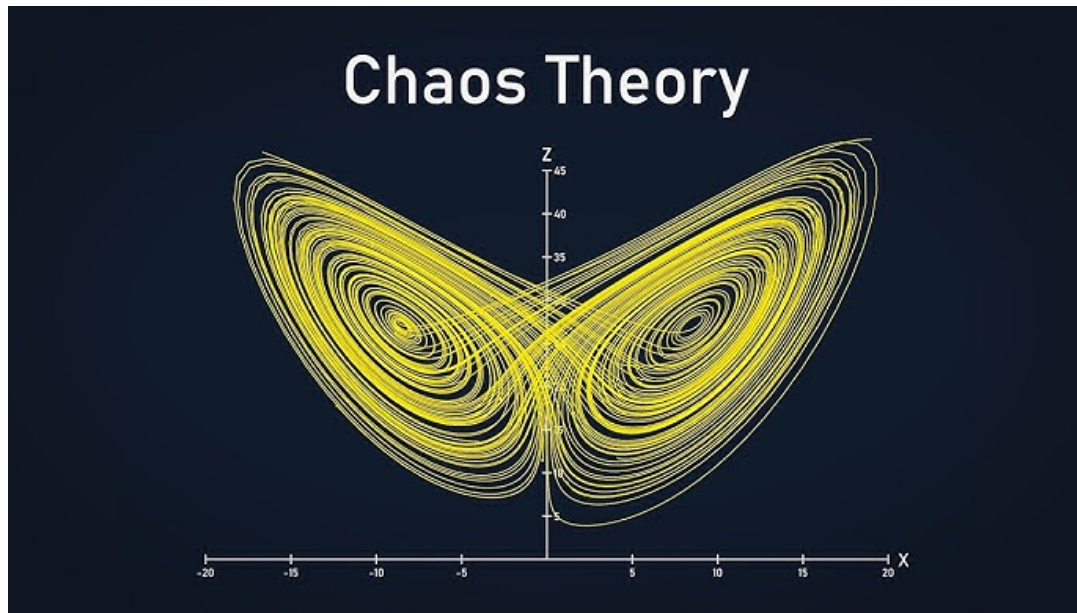


The good old fashioned way

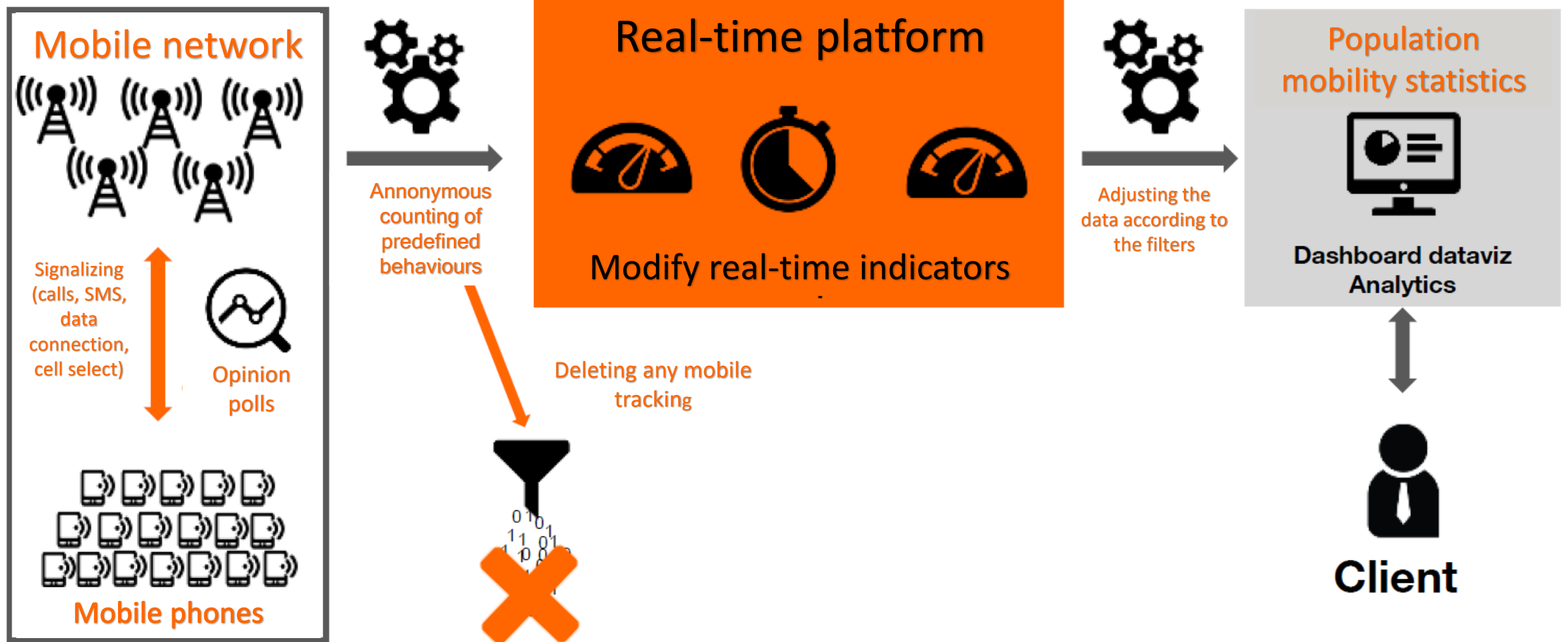
vs.

The smart-digital way?

Status quo



Flux Vision



Flux Vision

Orange

approx. 40% of the RO market share
+
roaming for foreign visitors by Orange

Adjusting the data according to the spacial-temporal (zone) filters



Adjusting the data according to the spacial-temporal (zone) filters based on the following data:

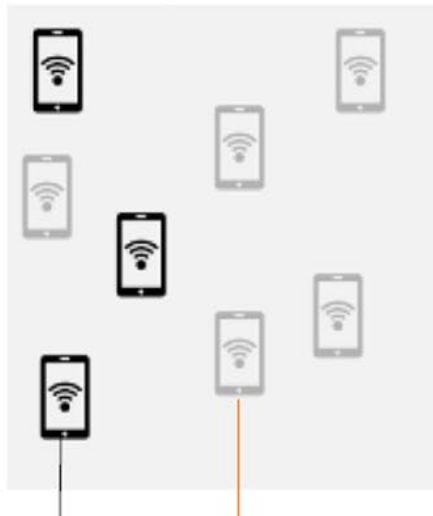
- market share of the telecommunication operator;
- roaming agreements;
- equipment tax, available data from NSI (RO: INSSE)



Entire population extrapolation for:

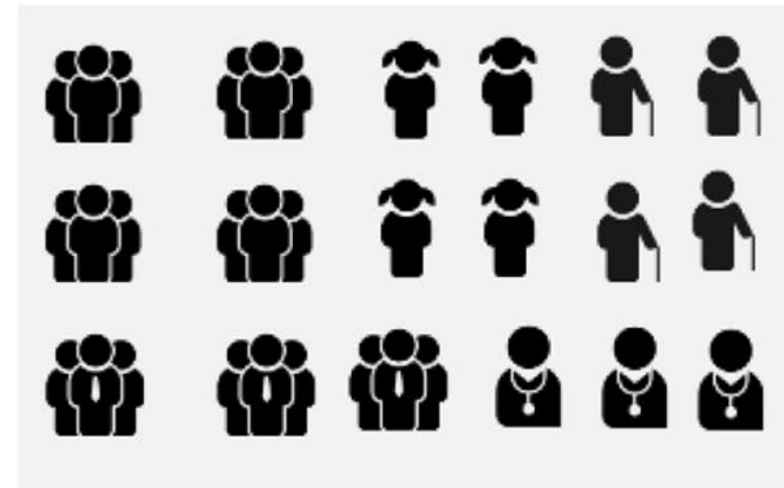
- counting the mobile phones not reached by the network;
- reflect the pattern of the reached population;
- eliminate the exceptions

3

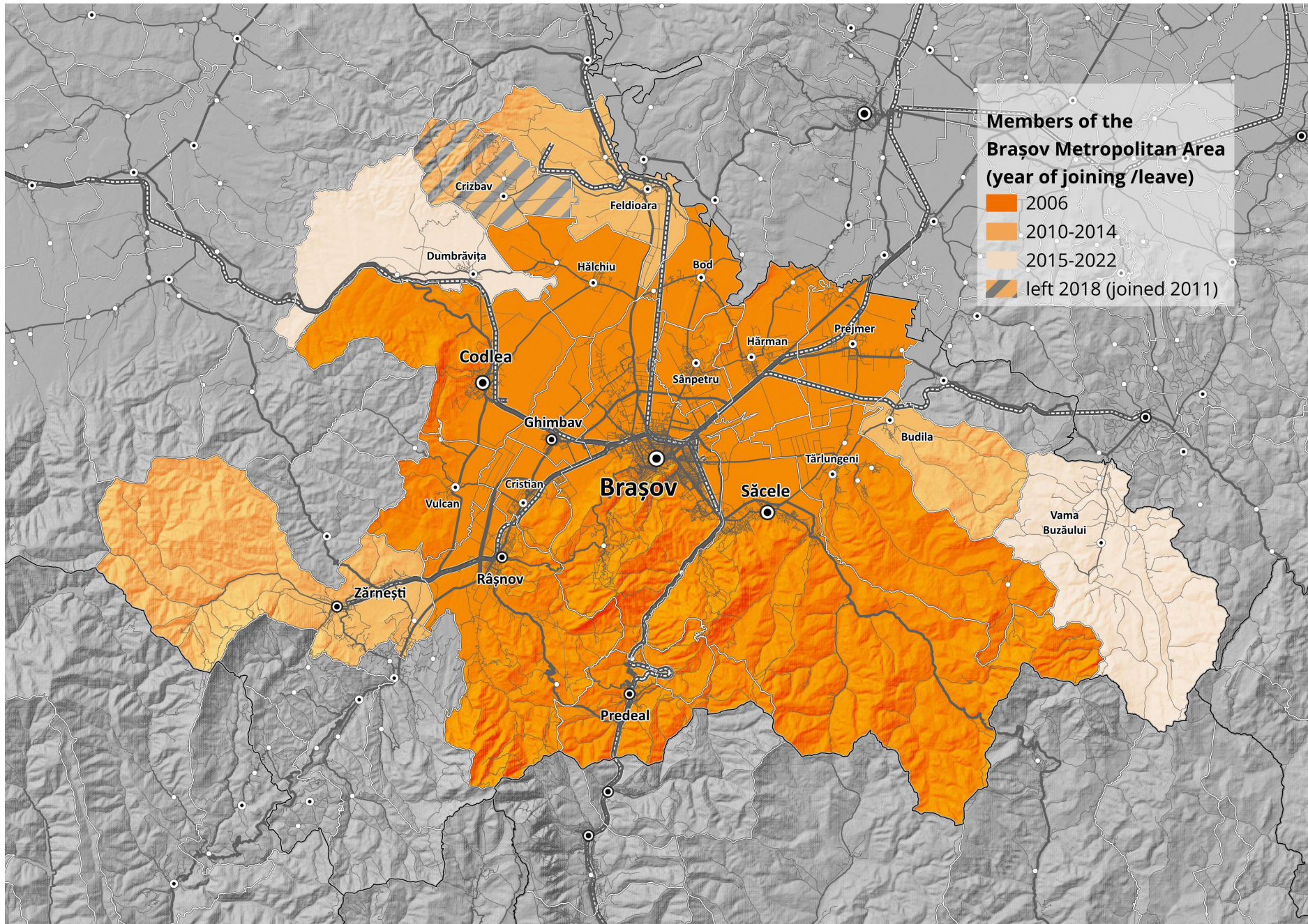


Visible targeted behaviour

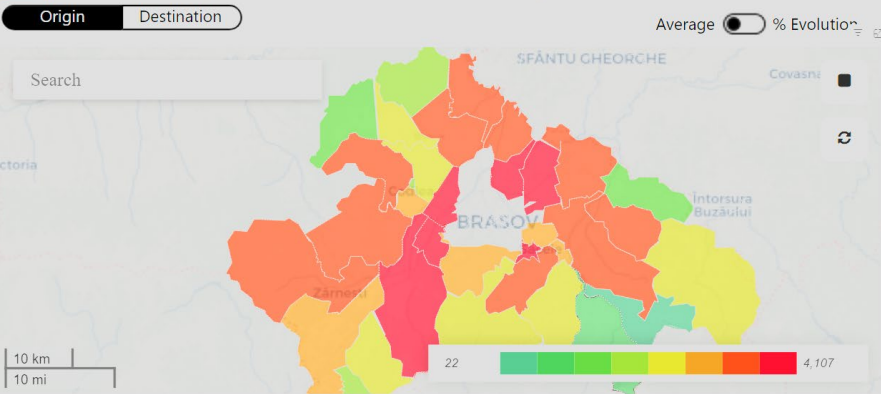
Invisible targeted behaviour



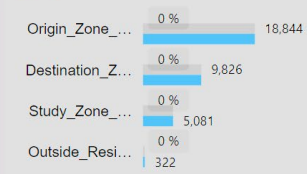
Timeframe
12/15/2021 – 03/31/2022



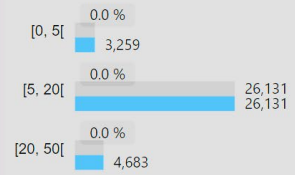
Average flow by origin area over the reference period



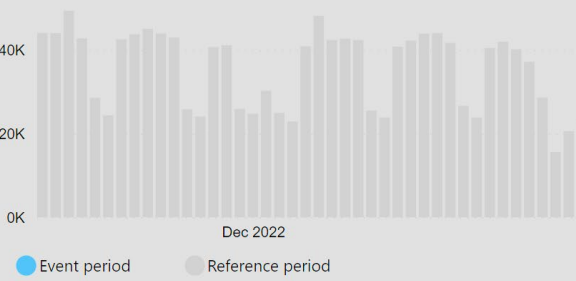
Place of residence



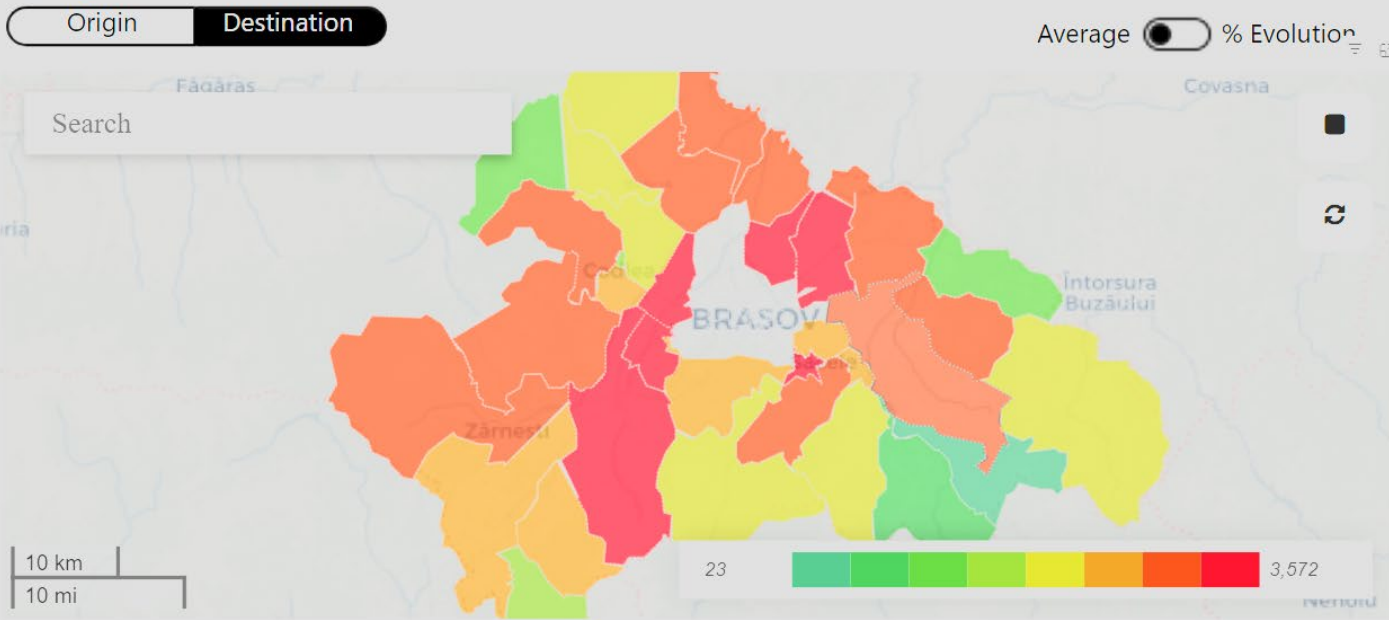
Movement flow by KM



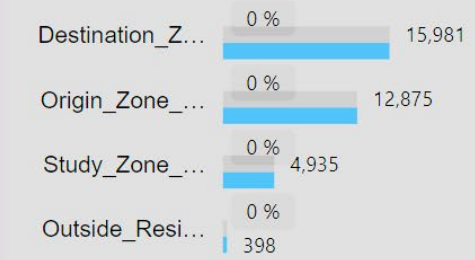
Daily movement flow



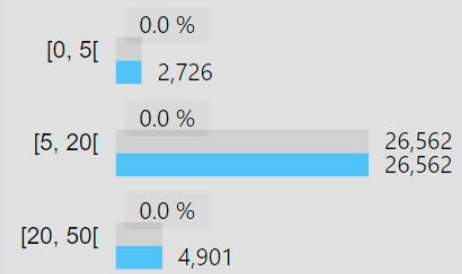
Average flow by destination area over the reference period



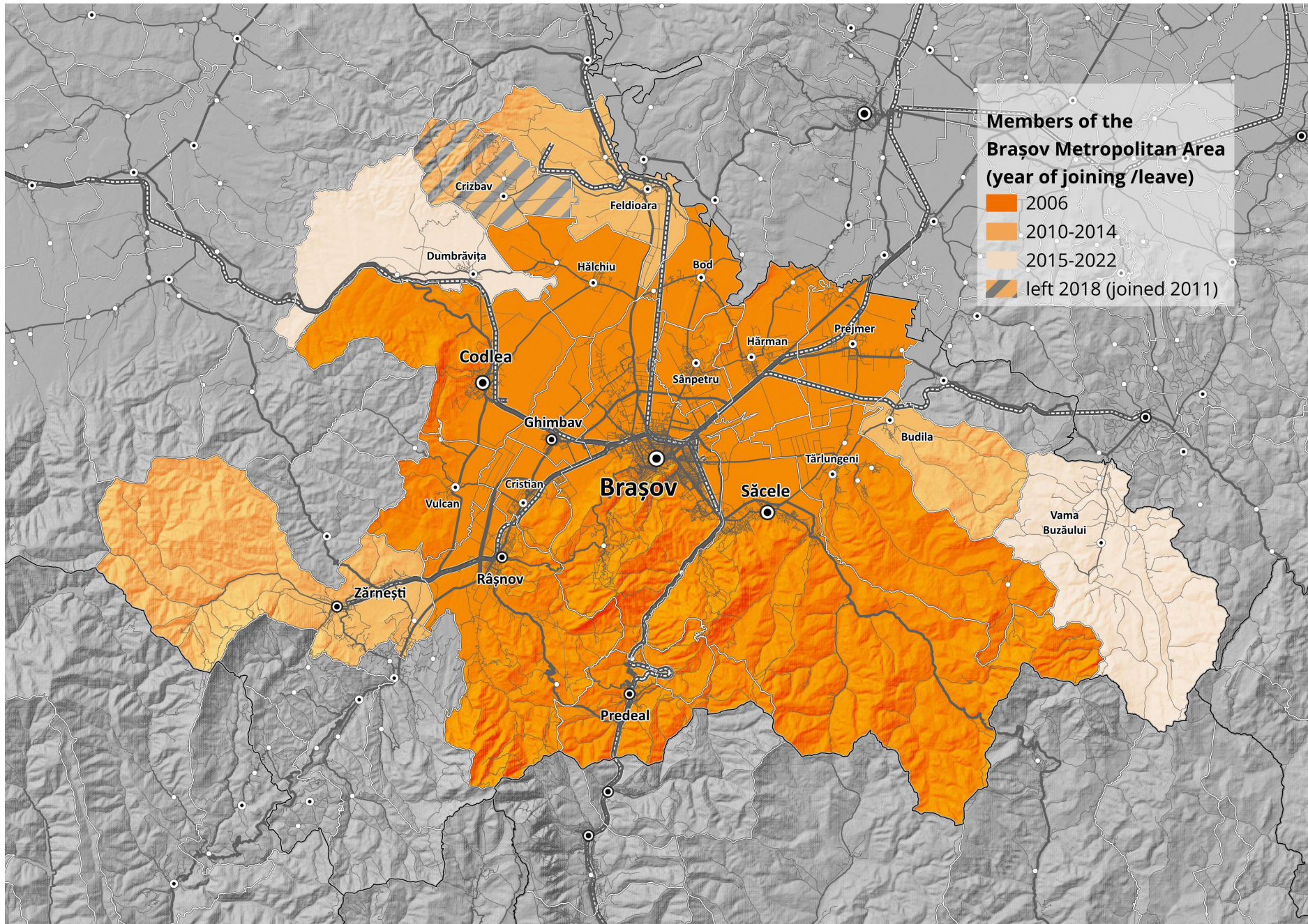
Place of residence

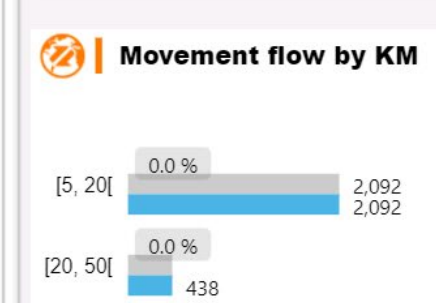
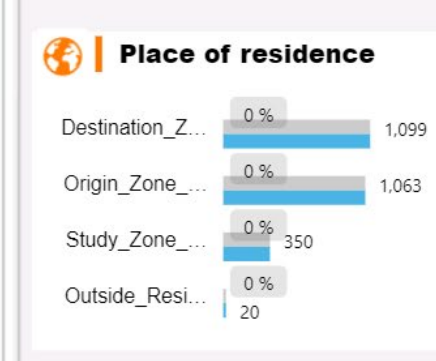
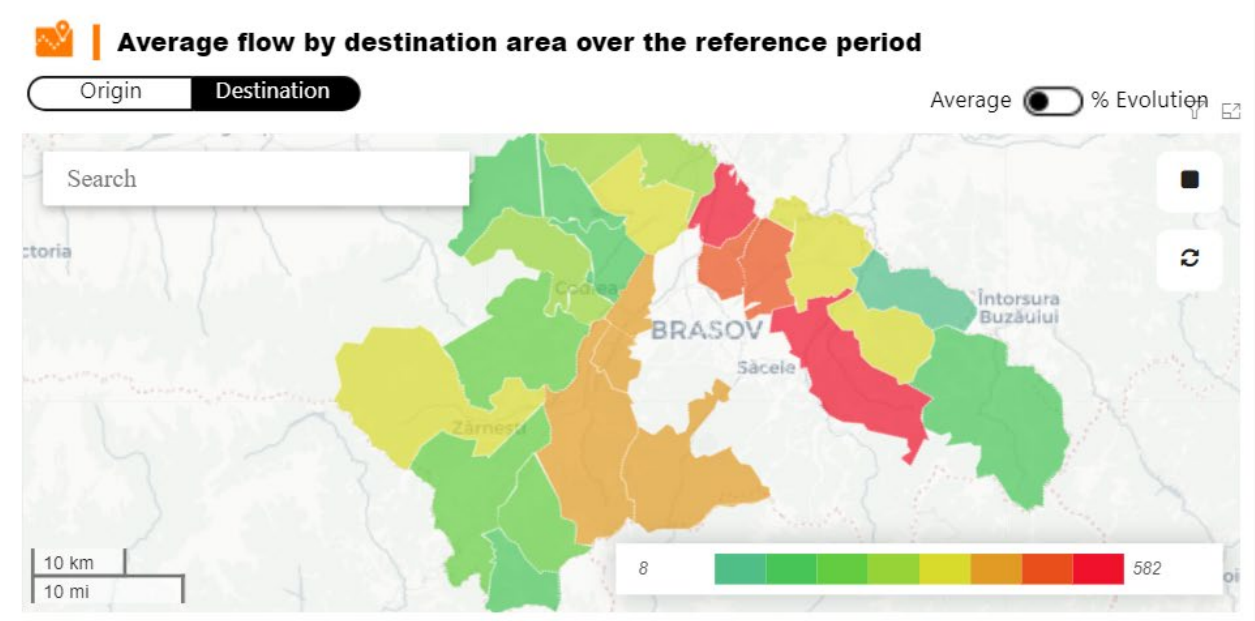
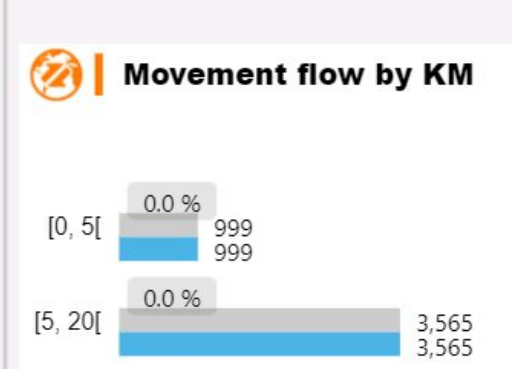
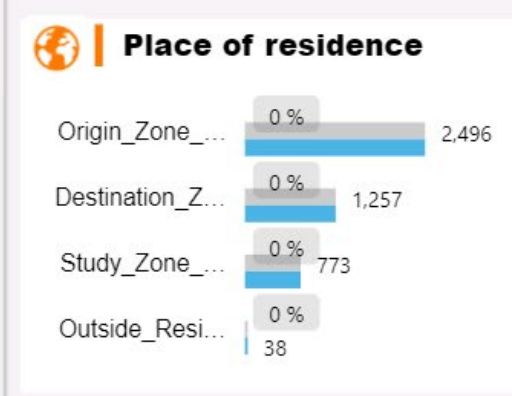
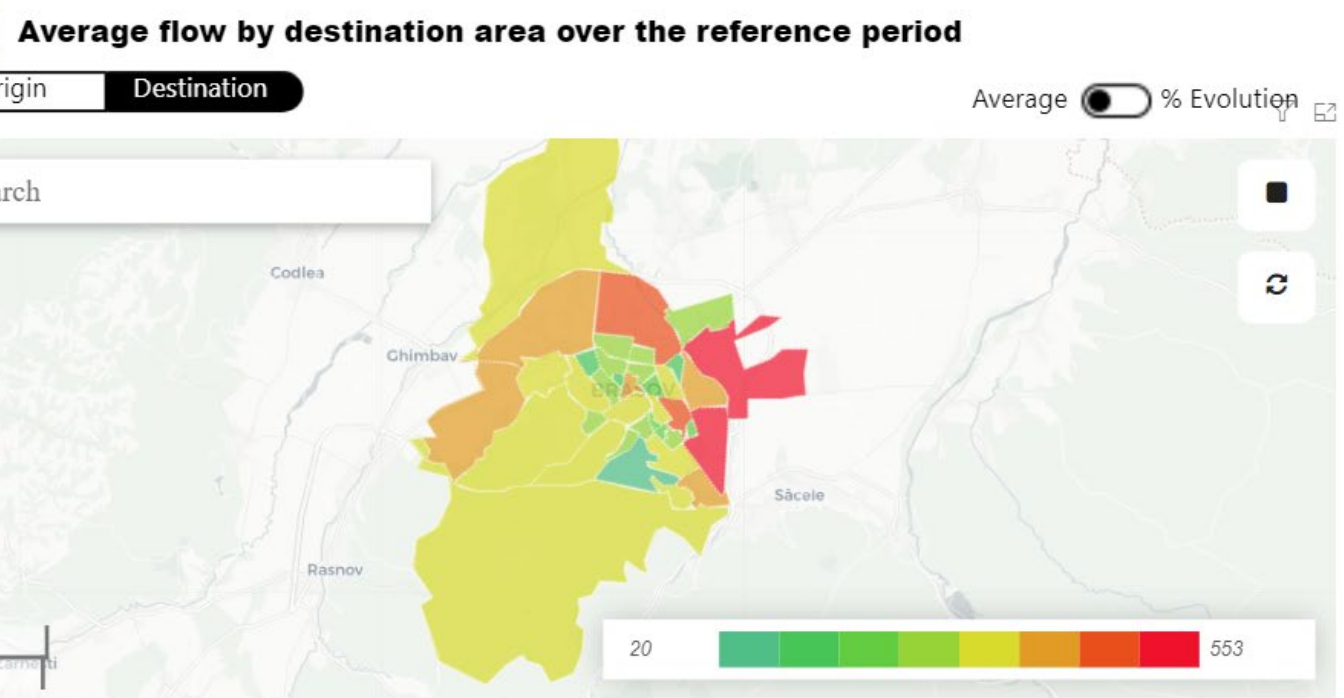


Movement flow by KM

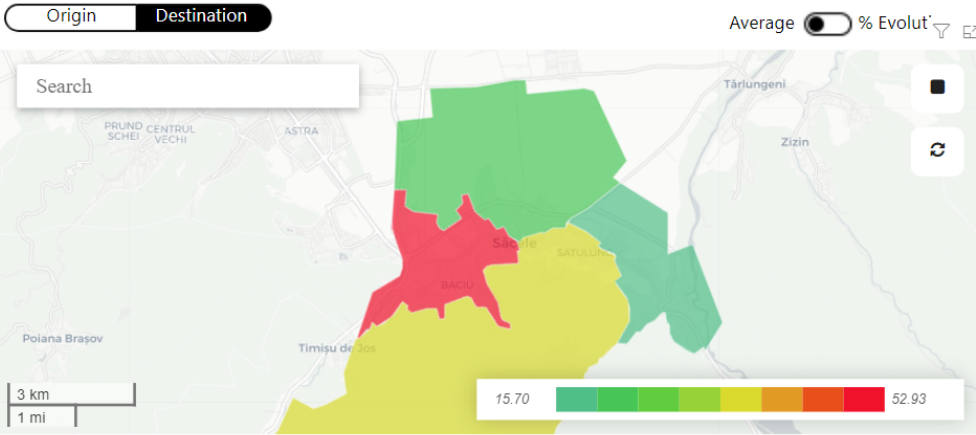


Daily movement flow

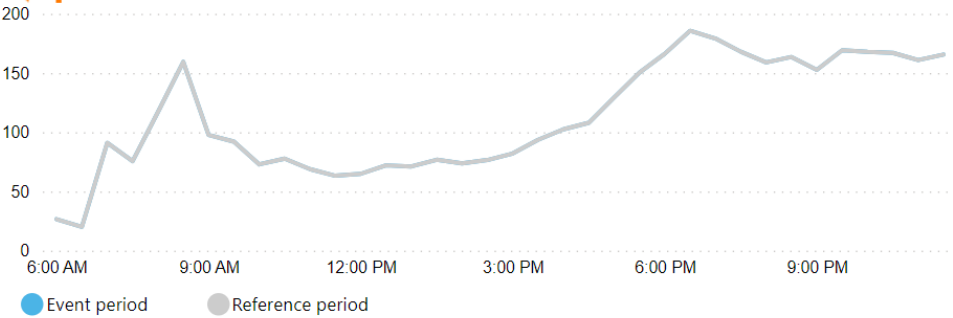




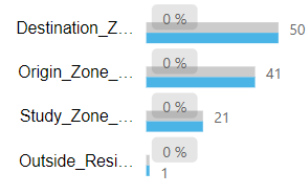
Average flow by destination area over the reference period



Average flow per slot of 30 min



Place of residence



Reference period, average volume

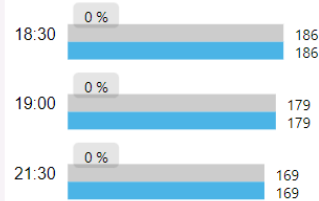
112.80

Event period, average volume

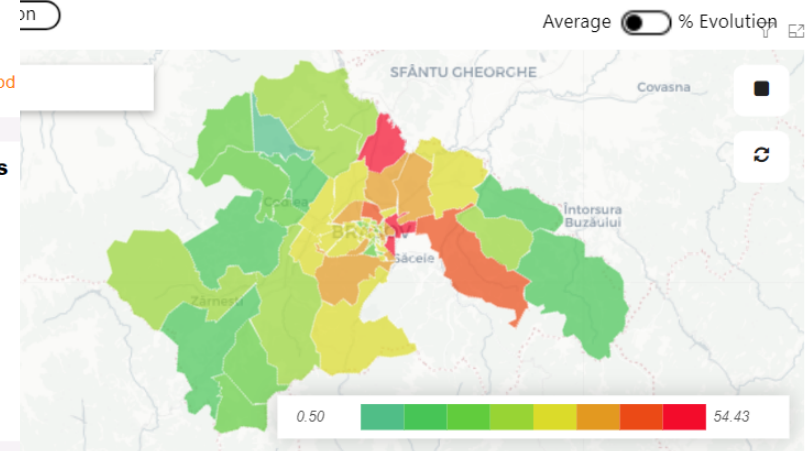
112.80

0,00% compared to the reference period

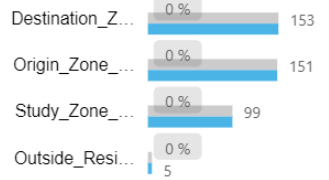
Attendance peak times



Average flow by origin area over the reference period



Place of residence



Reference period, average volume

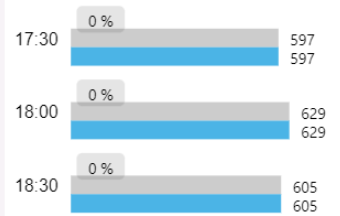
407.27

Event period, average volume

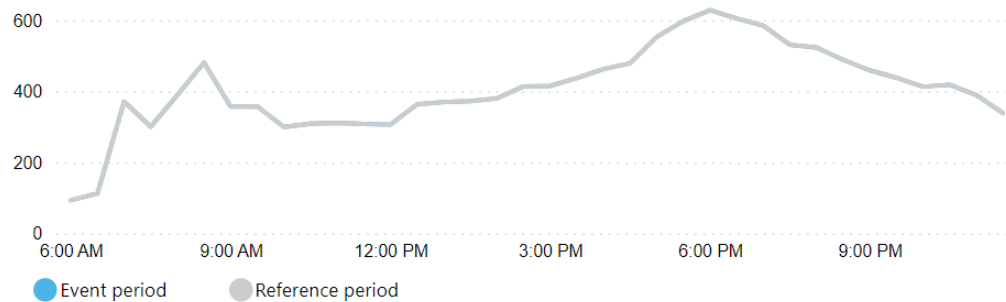
407.27

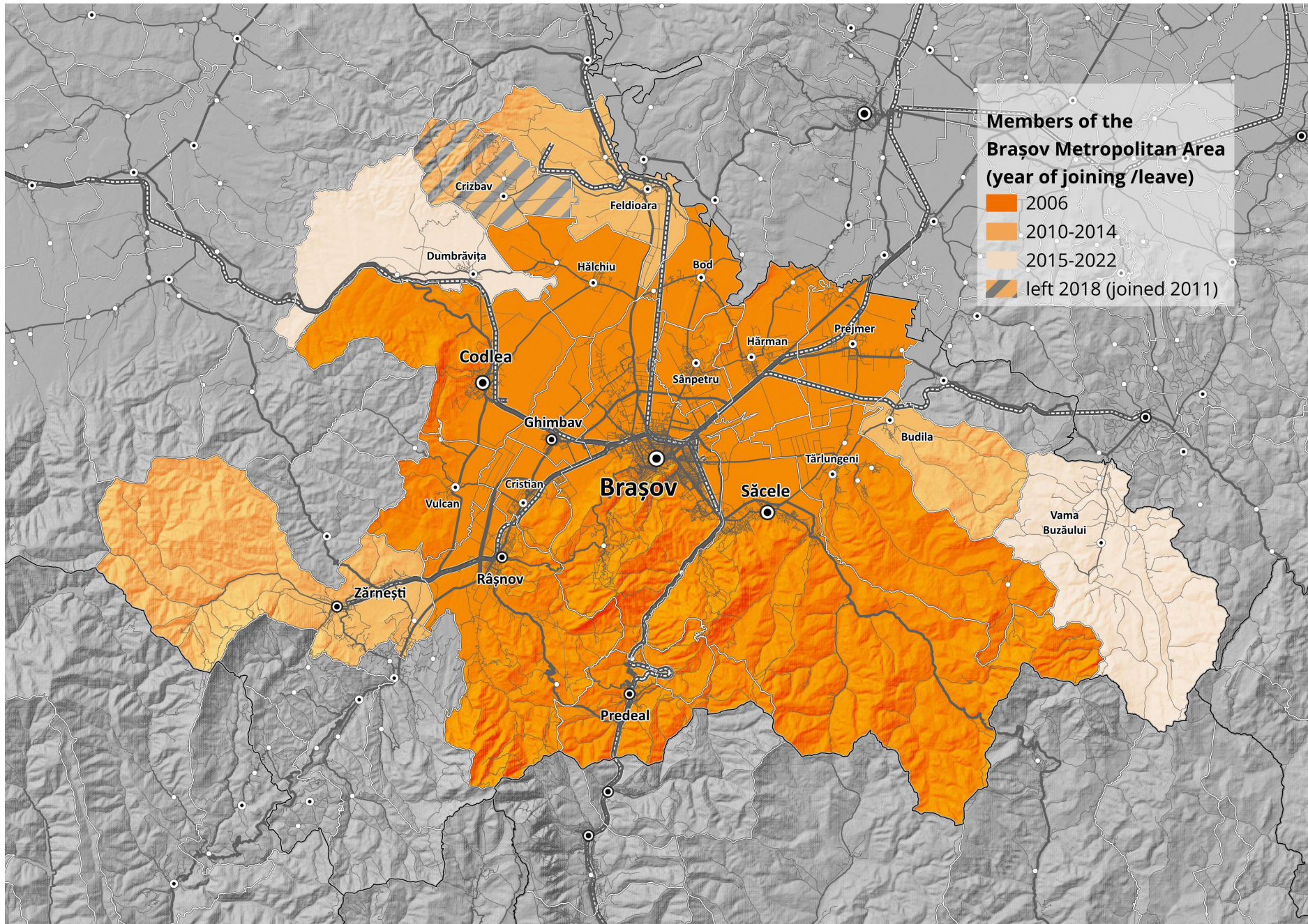
0,00% compared to the reference period

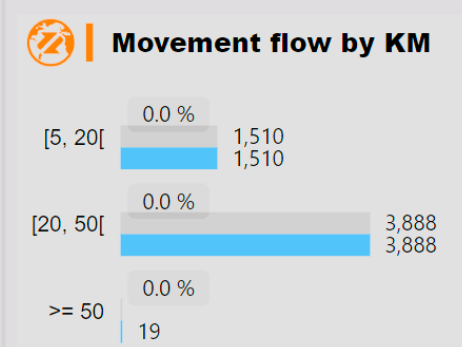
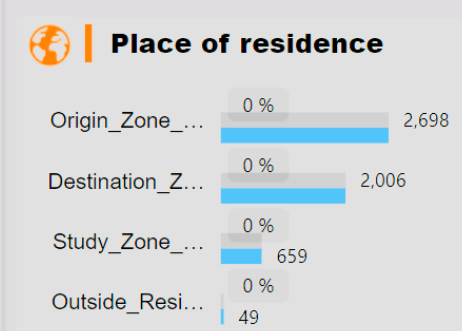
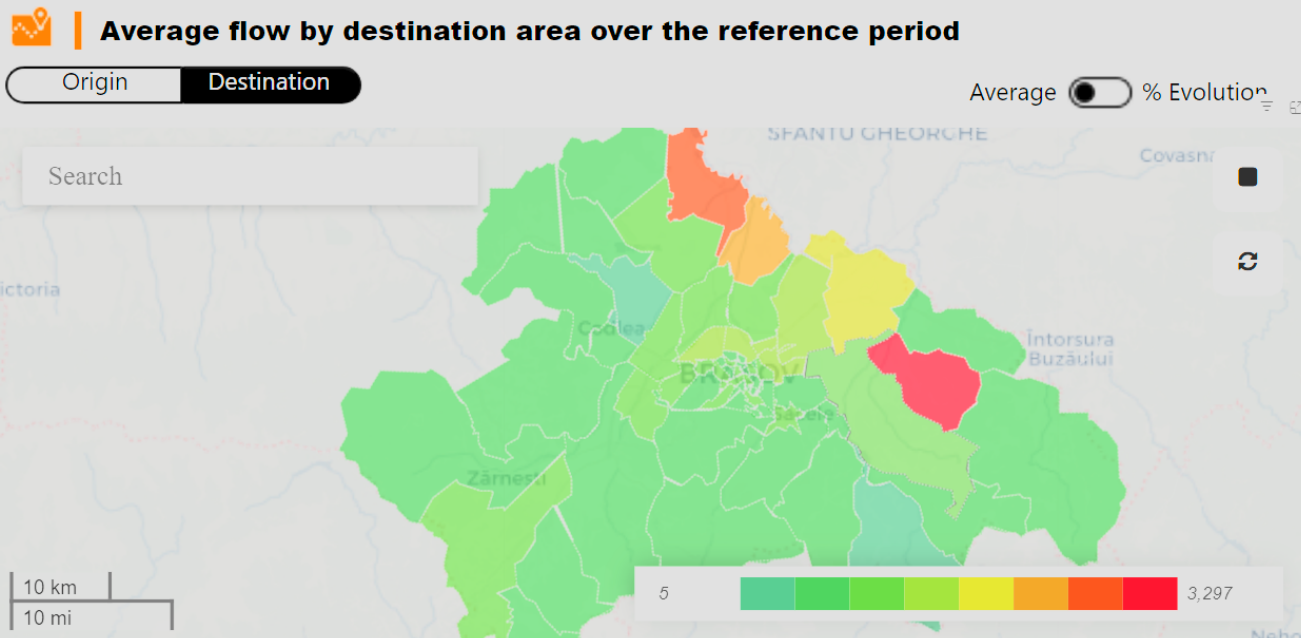
Attendance peak times



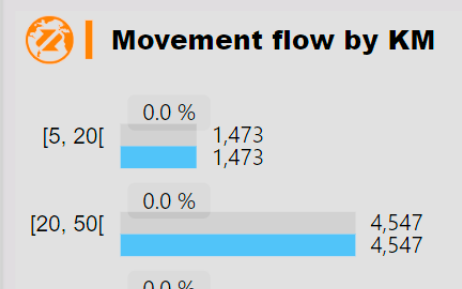
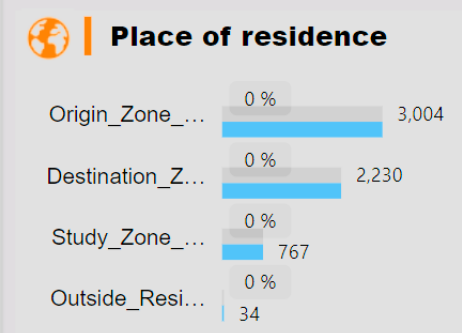
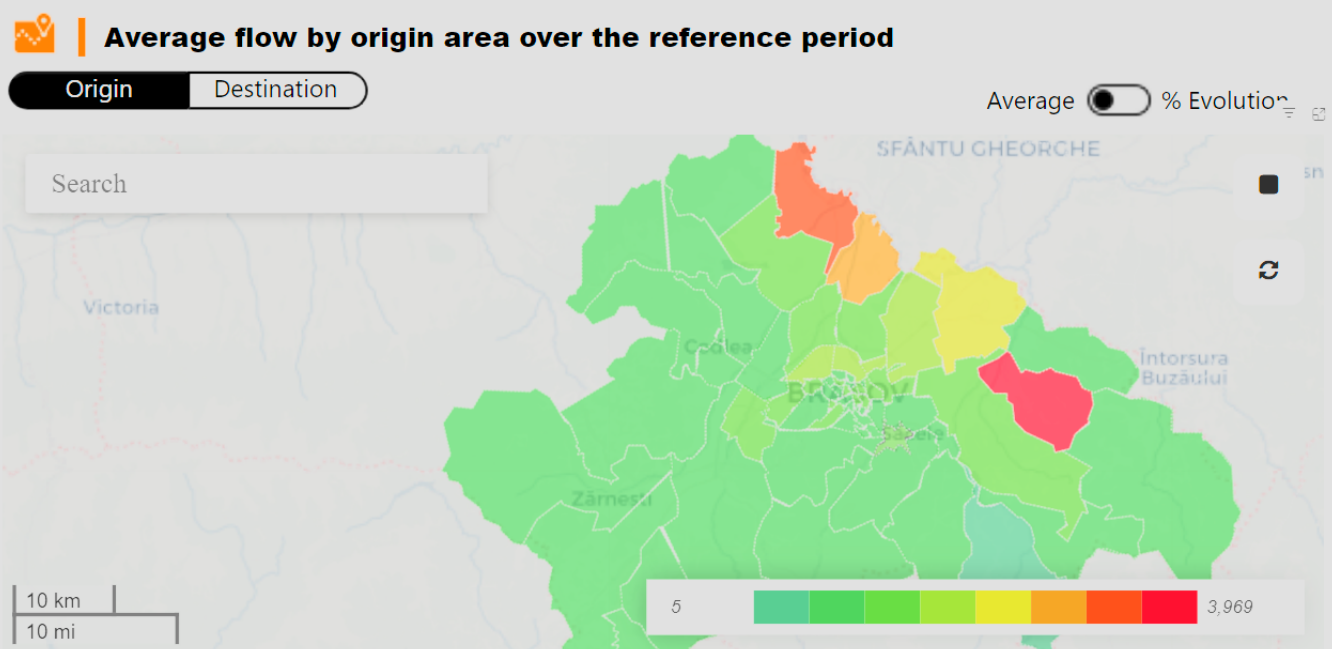
Average flow per slot of 30 min







Daily movement flow



Business Services

Flux Vision

Indicators

Movement flow | Attention

30 min | 24 h | night

Zone filters

Origin

Multiple selections

Destination

Sfantu Gheorghe

Switch O/D

Flux Vision

Indicators

Movement flow | Attention

30 min | 24 h | night

Zone filters

Origin

Sfantu Gheorghe

Destination

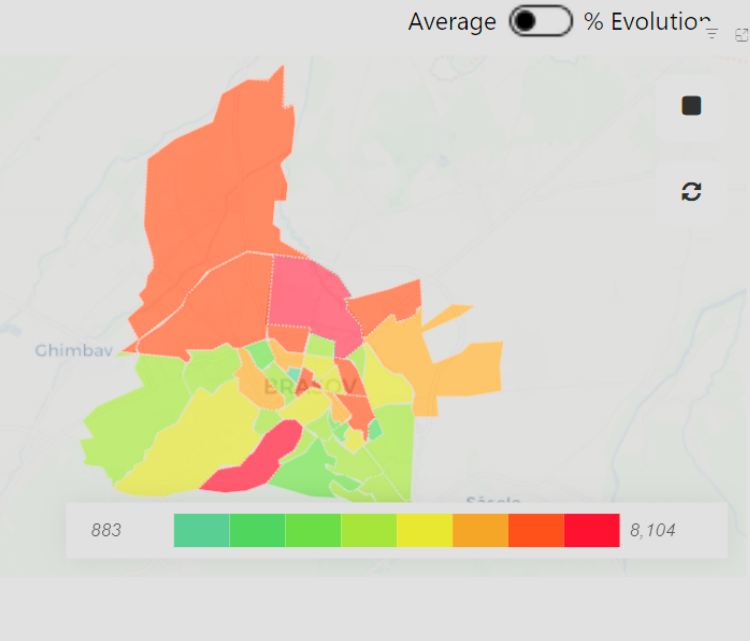
Multiple selections

Switch O/D

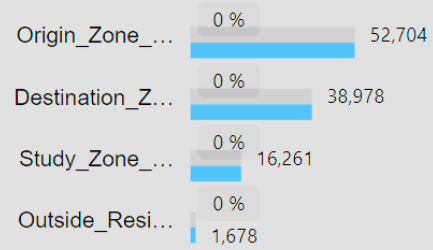
Immobility

3h

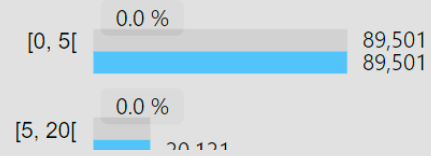
the reference period



Place of residence



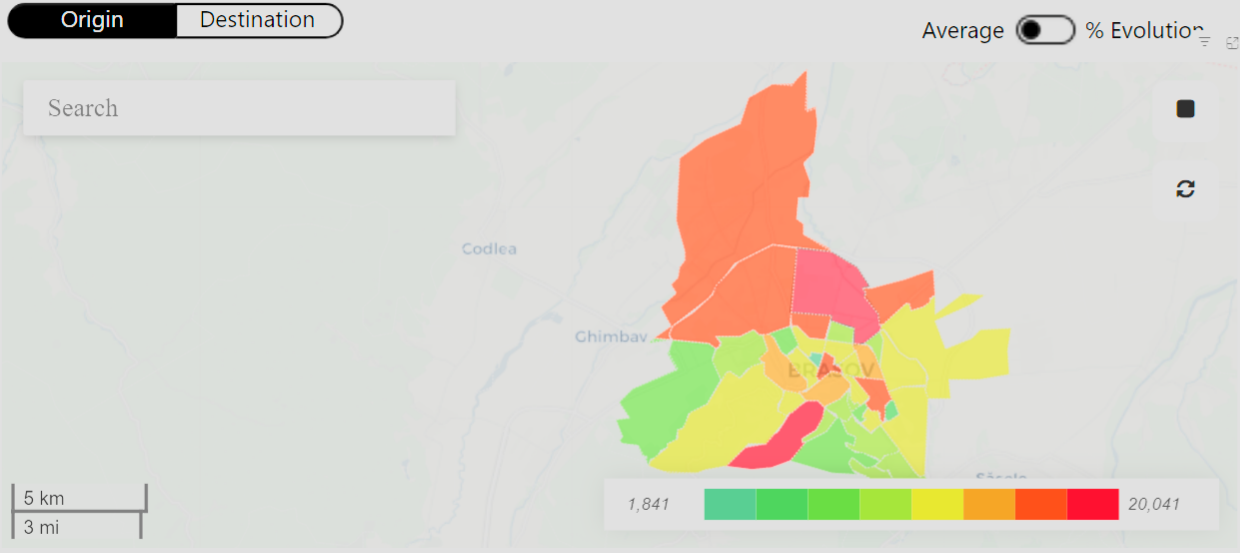
Movement flow by KM



Average flow by origin area over the reference period

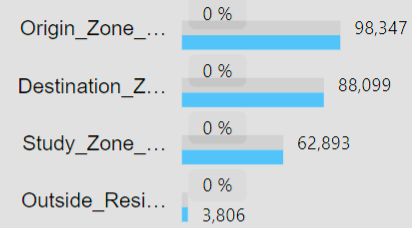
Origin Destination

Search

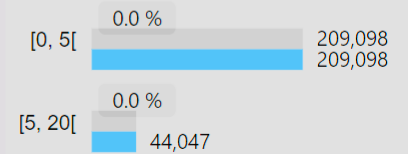


Daily movement flow

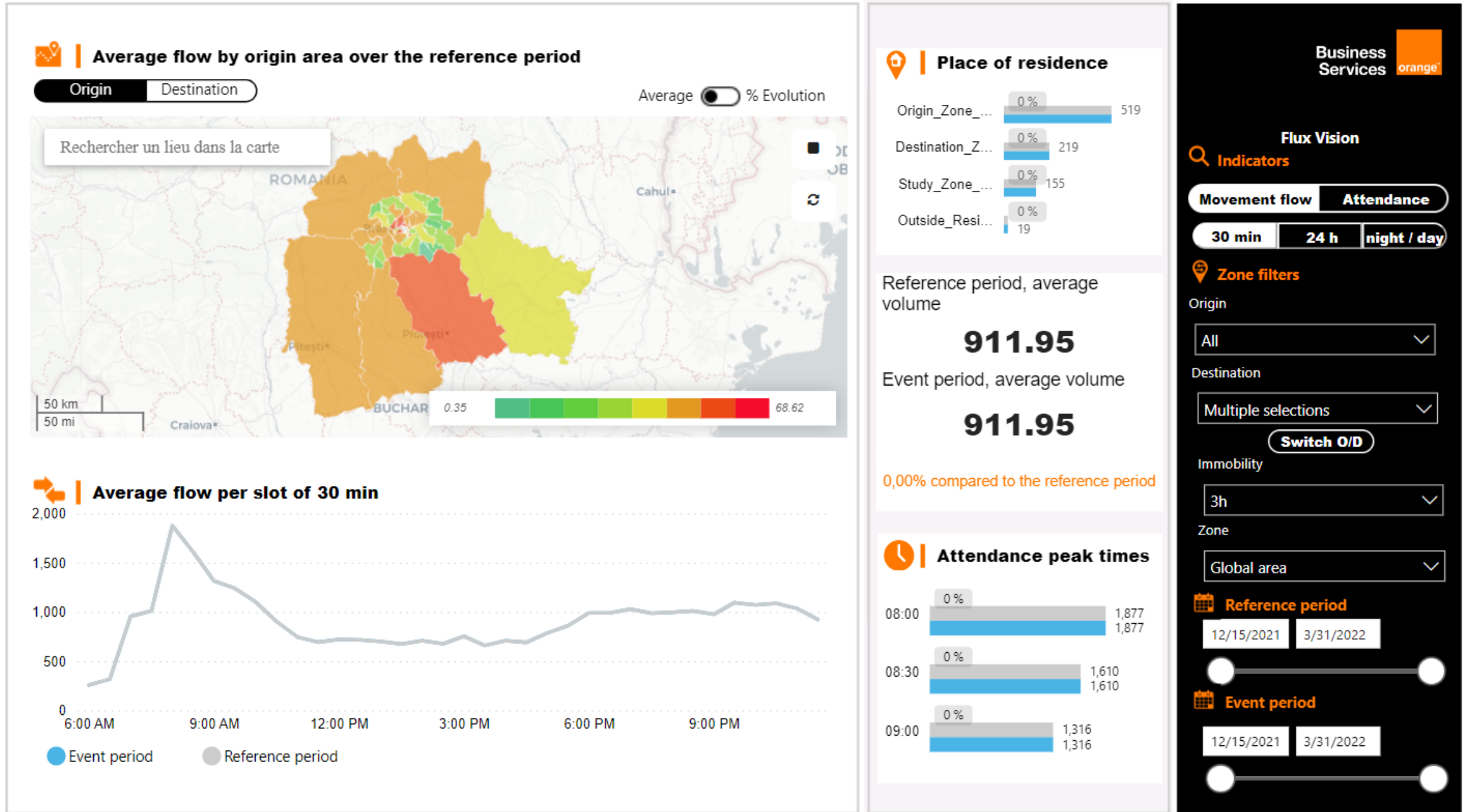
Place of residence



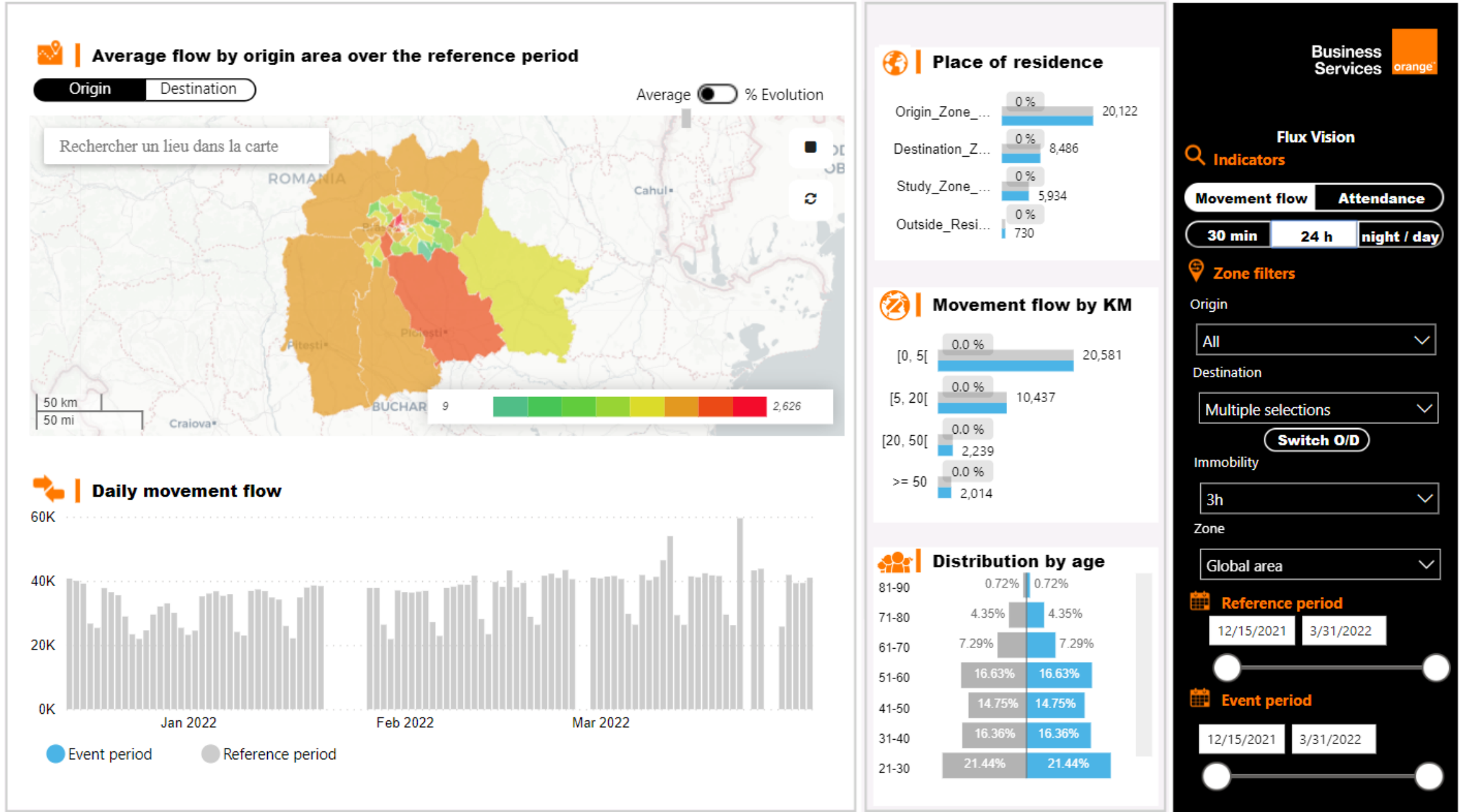
Movement flow by KM



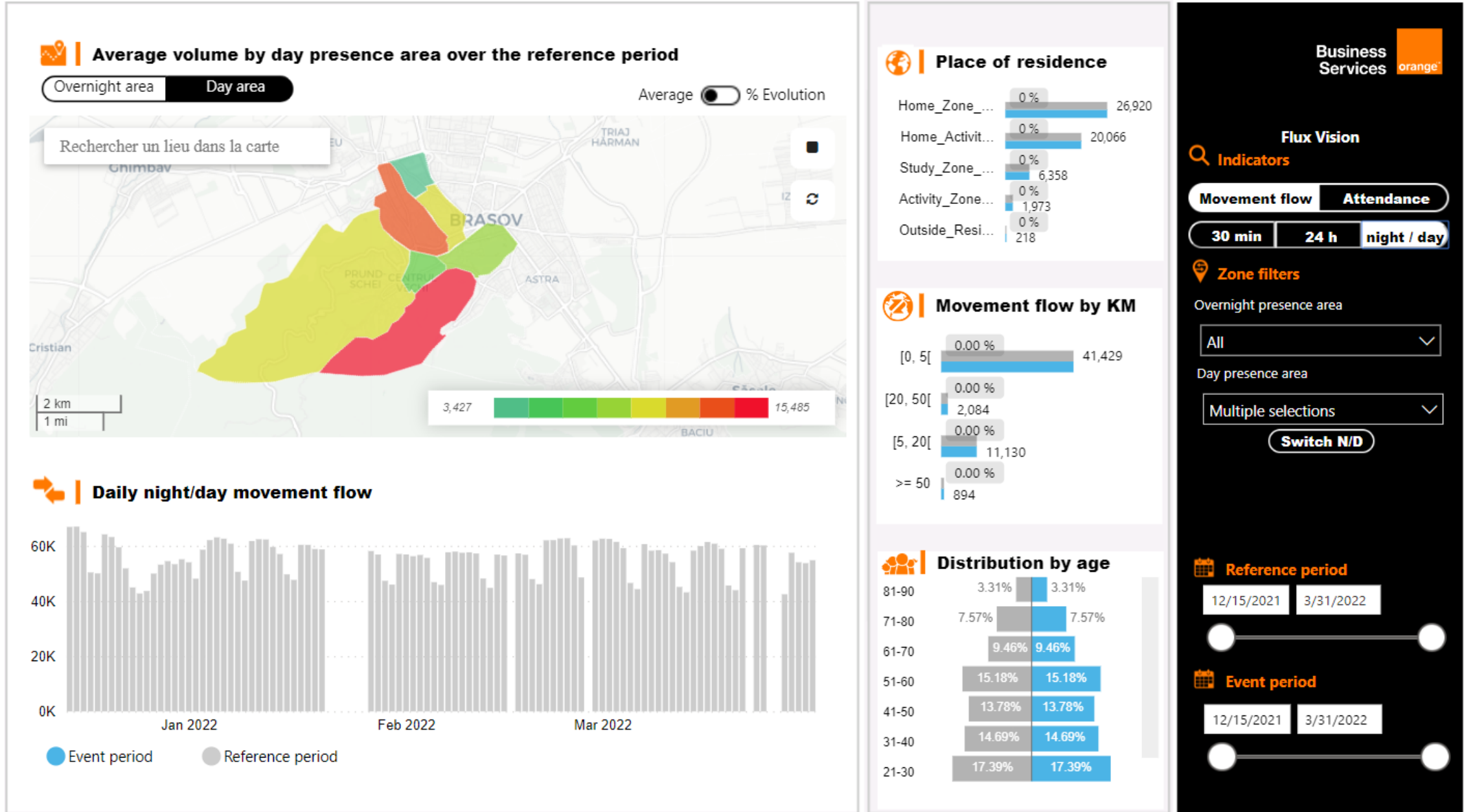
The origin of the visitors who stayed less than 3 h in the Old City Centre



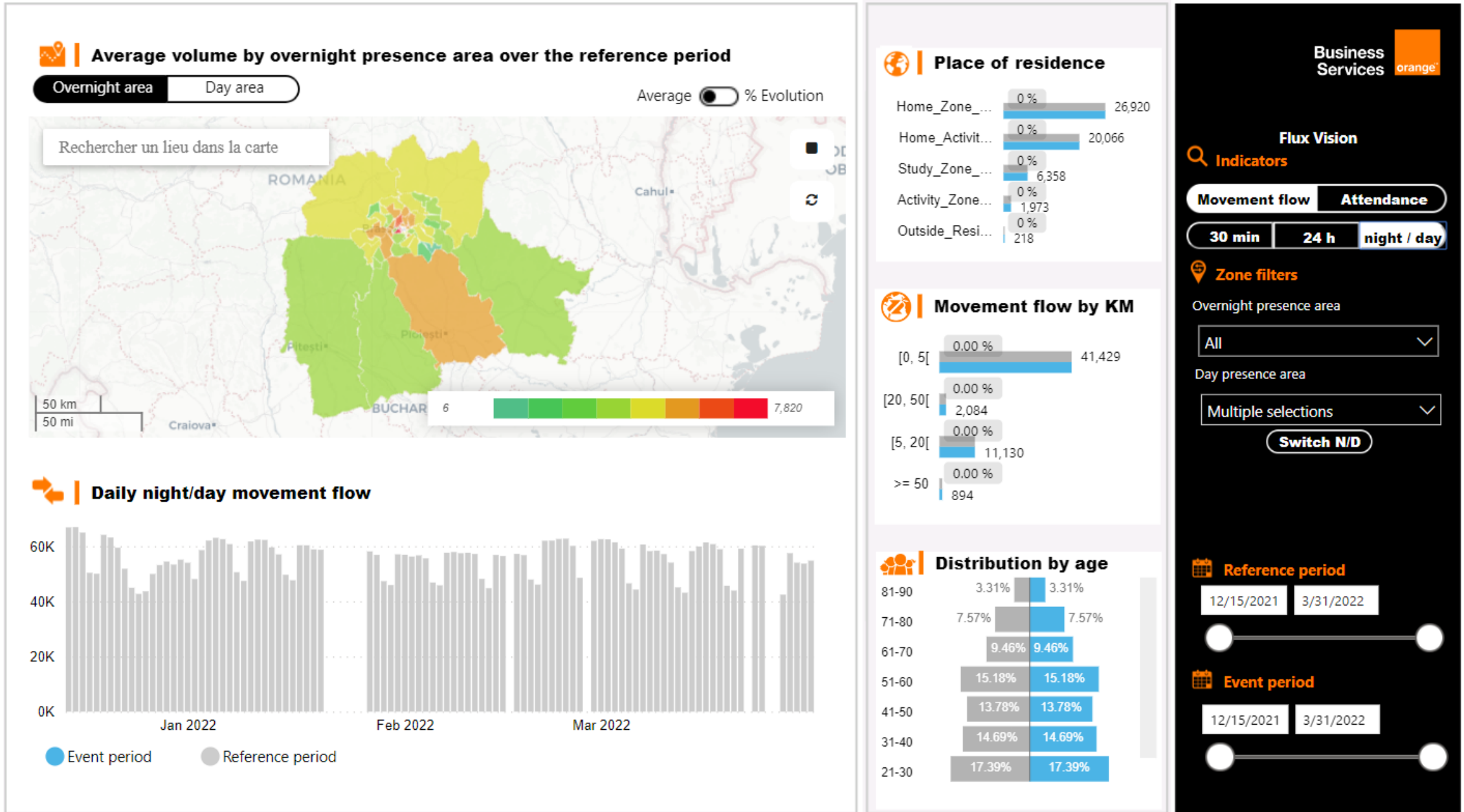
The origin of the visitors who spent most of the day in the Old City Centre



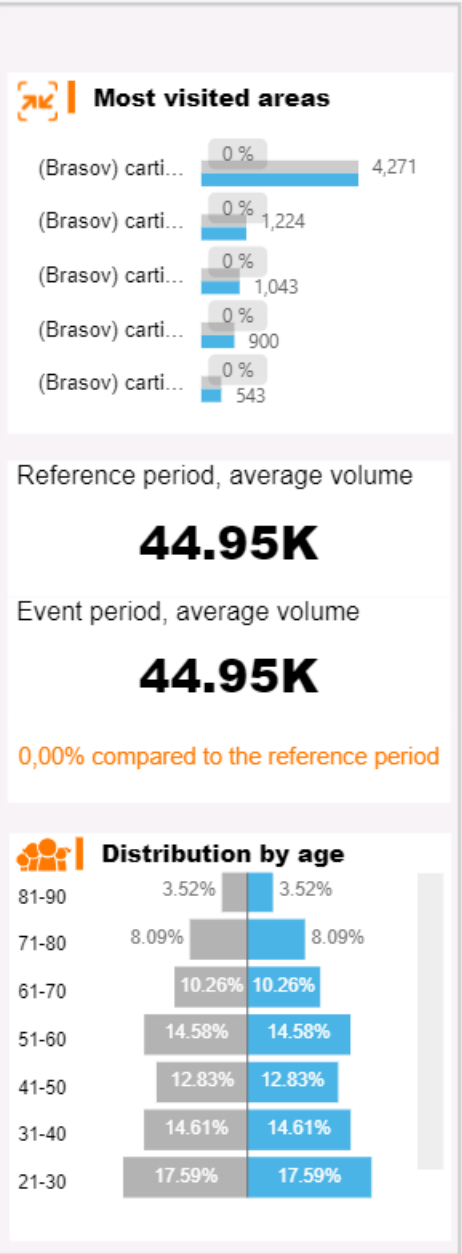
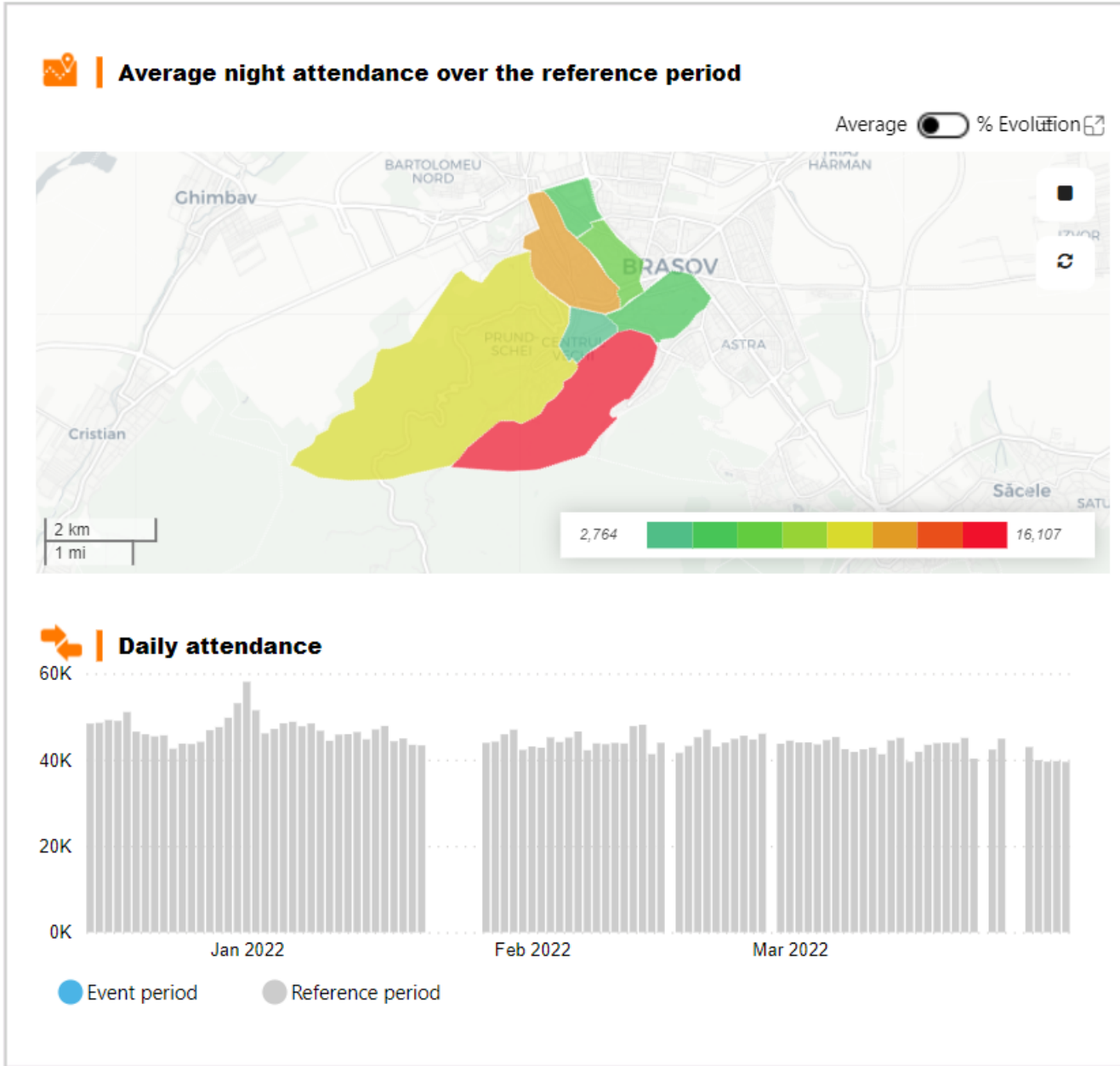
The movement flow during the day in the Old City Centre's neighborhoods



The movement flow during the night in the Old City Centre



The night attendance in the Old City Centre's neighborhoods



Business Services orange

Flux Vision

Indicators

Movement flow Attendance

Night 30 min Day Activity

Zone filters

Zone: Multiple selections

Home area: All

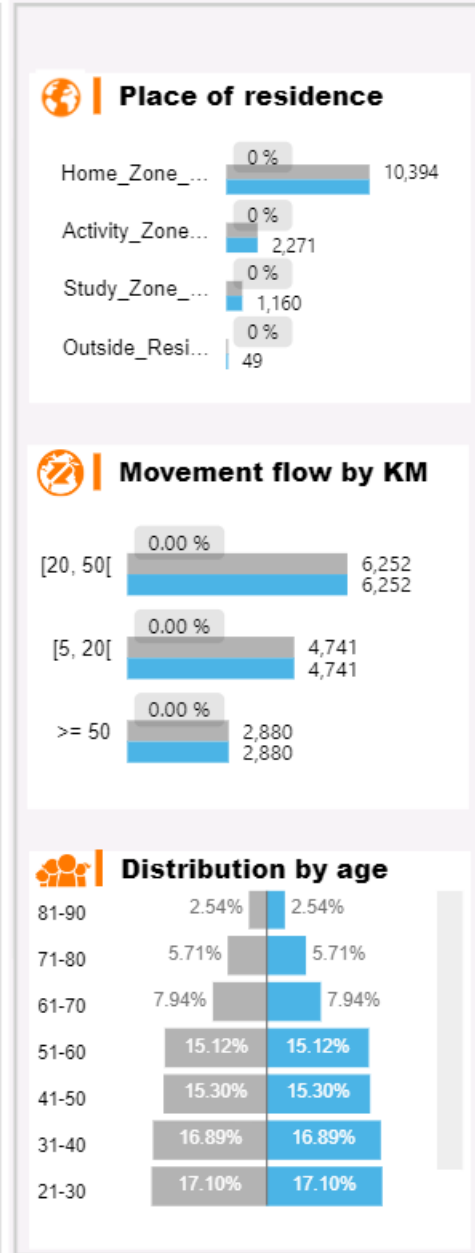
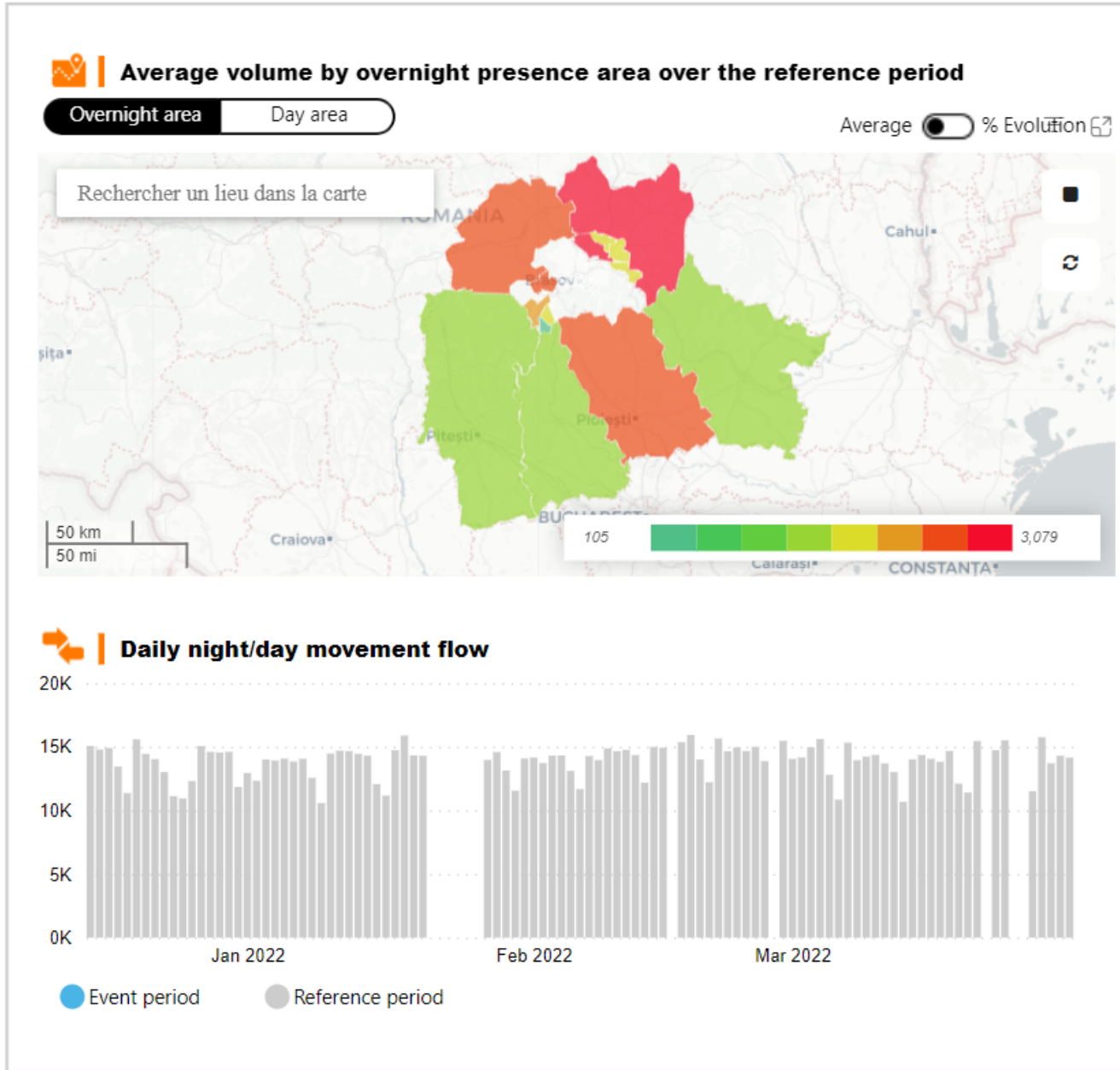
Activity area: All

Nationality: All

Reference period: 12/15/2021 3/31/2022

Event period: 12/15/2021 3/31/2022

The origin of the inhabitants coming from outside of Braşov Metropolitan Area who stayed in the Metropolitan Area by day



Business Services orange

Flux Vision

Indicators

Movement flow | Attendance

30 min | 24 h | night / day

Zone filters

Overnight presence area

Multiple selections

Day presence area

Multiple selections

Switch N/D

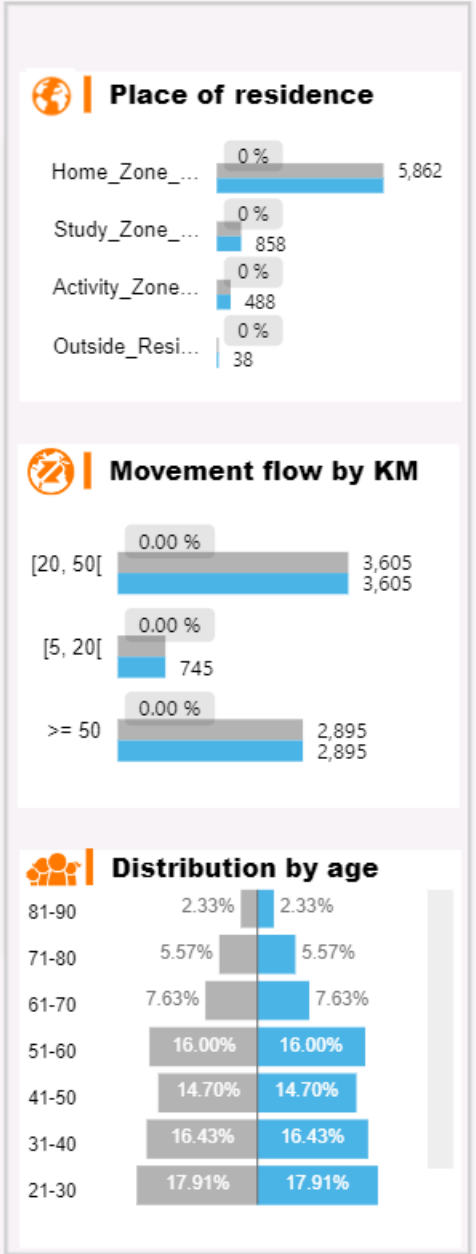
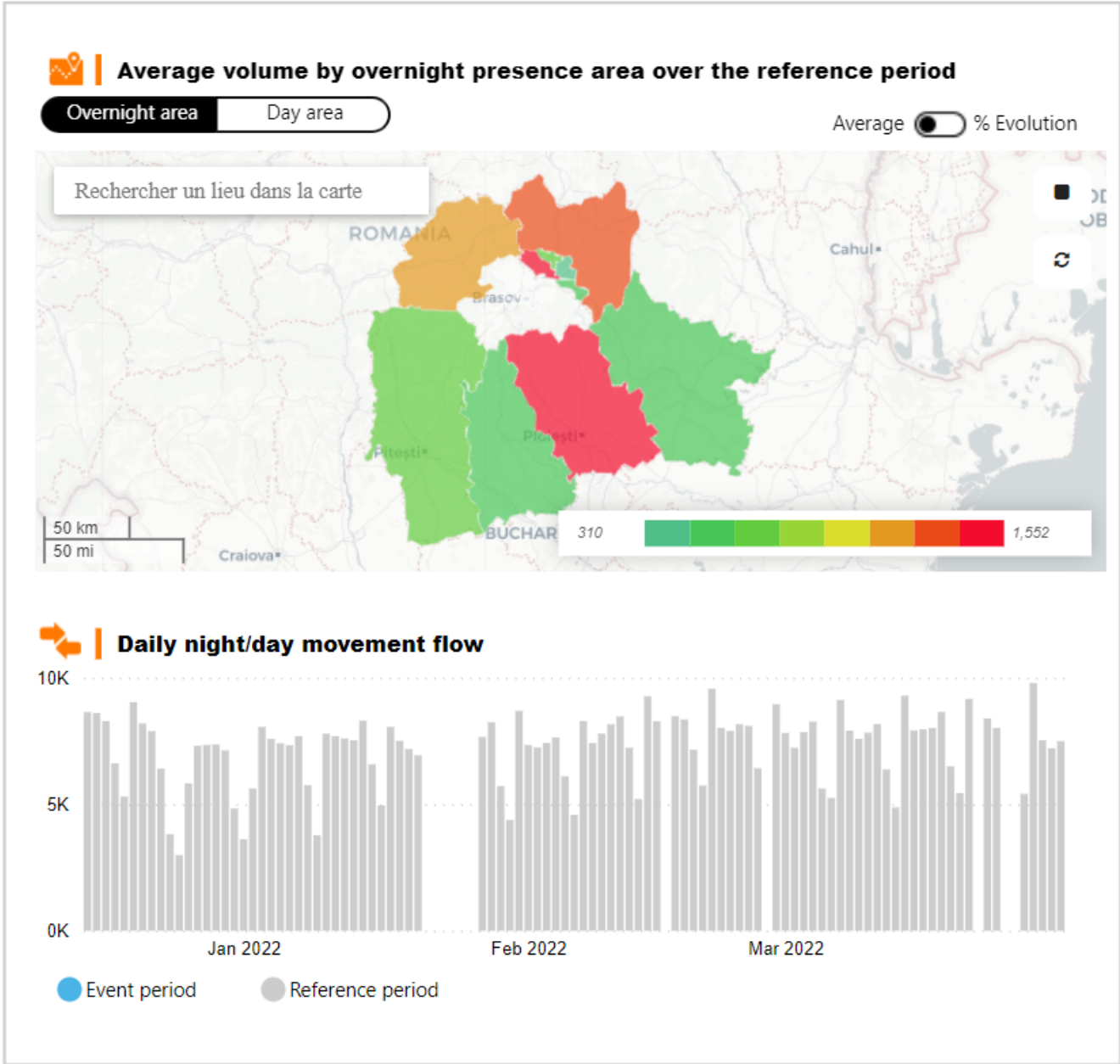
Reference period

12/15/2021 | 3/31/2022

Event period

12/15/2021 | 3/31/2022

The origin of the inhabitants coming from the neighboring counties who stayed in Braşov by day



Business Services orange

Flux Vision

Indicators

Movement flow | Attendance

30 min | 24 h | night / day

Zone filters

Overnight presence area

Multiple selections

Day presence area

Multiple selections

Switch N/D

Reference period

12/15/2021 | 3/31/2022

Event period

12/15/2021 | 3/31/2022

Advantages of using ODM by Flux Vision

- ✓ More accurate data compared to the results from opinion polls;
 - ✓ Easiness to capture mobility behavioural patterns;
 - ✓ Multi-filtering opportunities;
 - ✓ Easy-to-get visual reports;
 - ✓ Valuable data to interpret;
 - ✓ Representativeness for the entire population.
-
- X The possibility to filter the mean of transport;
 - X Costs for a bigger timeframe and recurrence.



FAIRTIQ

Public transport made easy.

Phase 1 - Lab A

- Create OD matrices of public transport trips in the area served by RATBV
- Use the detailed trip data generated to compare the existing fare structure with alternatives, including Beeline, using a spreadsheet-based tool
- Obtain customer feedback on the experience of using FAIRTIQ to gauge its potential application as a payment method

To be continued...

- ✓ New ODM for 8-17th of March 2024 (International Women's Day weekend + MASSIF set-up week + MASSIF extended weekend);
- ✓ MASSIF Festival 2nd edition in Poiana Braşov (14th - 17th of March 2024);
- ✓ Creating LEZ and LAZ in the old city centre;
- ✓ Optimizing the public transport in Braşov;
- ✓ ...

And counting!



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agenția
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AGENȚIA METROPOLITANĂ
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BRAȘOV

Thank you!

catalin.frangulea@metropolabrasov.ro