MiMurcia
Murcia Smart City Project
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‘Smart’ solutions are instrumented, interconnected and intelligent

Instrumented: Event capture and filtering for timely response
Interconnected: Any to any linkage of people, process, and systems
Intelligent: Deep discovery, analysis and forecasting

Open, interconnected, closed and agile city council. Suited to your needs

= Smart Murcia

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Smart Murcia: MiMurcia

7th city of Spain  | Previous experiences on smart initiatives  | Energy efficiency and sustainable mobility  | Citizen participation

Murcia’s size, geographic dispersion and previous experiences makes it the perfect “incubator” for pilot project deployments in the area of innovation and ICTs

Murcia project funded by Red.ES in the II Call Smart Cities Project. 8Meuros for a 30month project

MURCIA, suitable scenario for Smart Cities
MiMurcia Vision

ONE PERSON
ONE CITY COUNCIL

- The city council in search for the citizen
- Smart city council looks for the citizen

COMMUNICATE
SOLVE
OPEN
SUSTAINABLE
Objectives of the Initiative and Expected Results (I)

- **Communicate**
  - Communicating with the citizen through the most appropriate channel
  - Provide information of different areas
    - Cultural
    - Feasts
    - Information about traffic state
    - Environmental information (% de pollen for allergic people)
    - Etc.
  - Customization and geo-localization, useful, required and contextualized information

- **Solve**
  - Innovative paperless administration. Closed to the citizen
  - Re-orienting offered services to citizens. Making easier their common procedures (company and citizen registering, …).
  - Internal processes improvement and administration modernization to reduce the documentation provided by the citizen
  - Administration 3.0
Objectives of the Initiative and Expected Results (II)

- **Open**
  - Transparency and clarity in information
  - Participatory democracy mechanism support
  - Data source integration into Open Data initiative
  - Unified SDI-GIS with information of every area
  - Business attraction and entrepreneurship support
  - Data Marketplace and innovation support

- **Sustainable**
  - Smart urban mobility
    - Punctual and contextualized information of the state of the city: traffic, construction works, ...
    - Public transport mix-modality improvement: bicycle, buses, tram
    - Selective and smart waste collection
  - Urban quality
    - Integrated environmental information
    - Energy efficiency improvement: buildings, smart lighting systems, reduction of CO₂
    - Reduction of the use of own vehicle: car park management, reservation car park system for users with reduced mobility
    - Improvement in parks and gardens management
CEUS: The intelligence of the project

- There is a huge amount of information provided by different devices and sensors along the city
- An smart brain is needed to process this information
  - Analysis of the whole information
  - Decision making
  - Action plans elaboration

- CEUS
  - The intelligence of the city, coordinating actuations and areas of the city council
  - Training, information and interaction point with the citizen
  - A demonstration and support place for the citizen
MiMurcia

Architecture

Communicate
Solve
Open
Sustainable

CRM (PROACTIVE)
- Business Offices
- Call Center
- Web Portals
- Social networks
- Apps
- Extranet

SMART CITY PLATFORM

Sensorization
- Living Murcia
  - Urban mobility
  - Urban quality
- Enjoy Murcia
  - Parks
  - Lighting systems
- Municipal Services
  - ...

Data sources

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Smart City Platform

- Integration and interoperability layer
- Analysis and storage layer
- Advanced services layer
- Balanced scorecard
- Access identification and authorization layer
- Configuration, management and monitoring layer
- Data publishing layer (OpenData)
Data sources

- Commerce promoting in the centre of the city (iBeacons)
- Users and tourist profiling
- Regulated Parking Service and private car parks
- Mix-modal public transport and the use of bicycle
  - Citizen Card
- Traffic management
- Lighting system
- Watering systems for parks and gardens
- Noise
- Waste collection
- Incidences of citizens

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Tourism and Mobility patterns

- Important in MiMurcia objectives to provide added value to the city economical activities:
  - Tourism
  - Local commerce
  - Promotion of local interest point to visitors but also to Murcia regional inhabitants

- Objectives:
  - identify visiting activities of tourist
  - Most visited places
  - Promote weekend and gastronomic tourism
Visiting places and activities promoting in the city centre

- **iBeacons**
  - Interact with your mobile phone
  - Send push notifications
  - Advertisements
  - Promotions
  - Offers
  - Discounts
  - News
- **Deployment**
Users and tourist profiling

- Using location based information (cellular or beacons, etc).
  - Identify tourist flows
  - Special dates when tourism increases
    - Christmas
    - Summer holidays
    - Easter, ...
  - Schedule and orchestrate a strategy for:
    - Derivate traffic improving quality of living
    - Incentivate and promote public transport
    - Balance the city council resources to assure security, confortability, and a great variety of services to tourist
    - Avoid overcrowding and provide mechanisms to handle it.
Example

SMART CITY PLATFORM

CEP

CRM

CONCESSION COMPANY FOR SPECIFIC MAINTENANCE

Information Broker

DB

MiMurcia
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Thank you very much