

## S@MPLER Mobility Manager knowledge list

1. Transport and mobility planning:
  - a. addressing of community transportation challenges;
  - b. employment of ITS/ICT and smart measures;
  - c. understanding of travel behaviour;
  - d. development of mobility solutions meeting community challenges;
  - e. evaluation of transport measures;
  - f. strategic planning and public administration involvement.
2. Development of Sustainable Urban Mobility Plans.
3. Urban and spatial planning.
4. Logistics and urban freight management.
5. Data analysis for mobility planning:
  - a. data collection and analysis;
  - b. transport modelling and simulation;
  - c. traffic demand forecasting;
  - d. GIS and data visualisation.
6. Economics and management of transport services:
  - a. business model development;
  - b. economics of public transport services.
7. Stakeholder involvement tools.
8. Promotion and publicity.



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