

## Creation of the new Mobility Observatory of Catalonia

- The Mobility Observatory of Catalonia (OMC) is a new digital platform that aims to provide all the mobility-related information in Catalonia on a single website.
- The OMC was born out of other already-existing observatories, including those of the Government of Catalonia and the Barcelona Metropolitan Transport Authority (ATM), and it relies on data compiled and published by numerous public agents and institutions throughout Catalonia.

*Barcelona, 5 July.* - The Metropolitan Transport Authority and the Government of Catalonia are launching a new Mobility Observatory of Catalonia (OMC), a renovated digital platform designed to **combine all mobility-related information in Catalonia on a single referential website.**

The new portal is in fact the successor to the currently existing sites of the Government of Catalonia's OMC and the Observatory of the ATM for the Greater Barcelona Area, which were conceived under the precedents of Law 9/2003 on Mobility and Law 21/2015 on the Funding of the Catalan Transport System. The former law defines the OMC as an instrument for the collection and dissemination of information and as a tool for the evaluation and monitoring of planning policies. The latter law determines that the Government of Catalonia must draw up an extended mobility audit and carry out a complete and integrated monitoring of the funding sources for the mobility system.

The OMC is therefore designed to serve as a tool to fulfil these requirements and become a new benchmark platform that enables monitoring, assessment and decision-making vis-à-vis the management of mobility policies. The portal also aims to publicise information in an accessible, user-friendly way, while ensuring the reliability of an updated and validated database.

### OMC contents

With content in three languages --Catalan, Spanish and English--, the platform is the result of institutional collaboration and features data compiled and published by numerous public agents and organisations from across Catalonia. As a result, the OMC is envisaged to enable users to cross-reference and link a wide range of data on indicators from different sources.

The screenshot shows the homepage of the OMC website. The header includes the OMC logo and navigation icons. The main content area features a large banner with the text "Et donem la benvinguda a l'Observatori de la Mobilitat de Catalunya." and a sub-header "Pots ajudar-nos dient-hi la teva." with a "Contacta" button. Below the banner is a section titled "Bases de dades" (Data Bases) with eight data categories represented by icons and text: "Dades socioeconòmiques", "Mobilitat inclusiva i equitativa", "Mobilitat sostenible i saludable", "Economia del transport", "Mobilitat de persones", "Mobilitat de mercaderies", "Infraestructures", and "Indicadors de referència".

## Databases

The Observatory's new web portal offers users a multitude of databases with data and indicators on mobility in Catalonia grouped into eight categories, each with a brief explanation, useful information and a subsection of contents.

### Indicator Laboratory

One of the main tools of the platform is the Indicator Laboratory. This lab allows the user to work with all the indicators in the database and interrelate them, work with them, plot out the results graphically, format the graphic, draw up the results in a template or report, ensure that it is automatically updated as the data is updated on the website, and more. It should also be noted that data from other sources external to the OMC or previously processed data can be uploaded to also form part of this laboratory.

### Other contents and sections

The OMC additionally features other contents and sections: **Publications, Mobility Surveys, Planning and Future Trends**. Each section allows the user to apply filters by subject, regional area and sources, where appropriate.

All the different sections share a similar structure that serves as a repository for documents and information on the subject that they cover. Hence, in the Mobility Surveys section, for example, users will find all the surveys conducted in Catalonia, such as the **EMEF (Workday Mobility Survey), the EMQ (Daily Mobility Survey), the Cycling Barometer**, and others.

For its part, the **Links of interest** area contains four sections that also act as content repositories, storing information such as: socio-economic data of interest in the realm of mobility; links to data viewers with graphics; open data portals; and links to other observatories of interest.

### Websites:

You can currently find us at: <https://omc.cat/>

### Social media:

In order to provide this information to a more extensive local and international audience, the OMC will also be administered in the following social media, in all cases under the name OMccat:



Twitter account: [@OMCatalunya](https://twitter.com/OMCatalunya)



LinkedIn account: [/omccat](https://www.linkedin.com/company/omccat)



Instagram account: [@OMCcat.cat](https://www.instagram.com/OMCcat.cat)

**Comentado [APF1]:** Això està actiu ja al web?

**Comentado [MGB2R1]:** Estem pendents de que Google ens validi un connector que permet conecar la base de dades de l'OMC amb el Google Data Studio. Esperem que ens donin l'ok els propers dies i que ja estigui funcionant quan aquesta nota de premsa es publiqui. Et mantinc informat.

**Comentado [APF3R1]:** Fins que no estigui 100% ok no podem enviar res. Quedem pendents de resolució.

**Comentado [APF4R1]:** Pendent de saber ok final en aquest apartat