

One Service Does Not Fit All: A Decision Support Framework for Deploying Locally Adapted CCAM Services

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The CCAM Alignment Framework

Which CCAM service fits which place?

Service success depends on the alignment between **context conditions**, **population characteristics**, and **service specifications**.

The CCAM Alignment Framework

- assesses how well CCAM service models fit local conditions
- allows for tailoring CCAM service models to local conditions

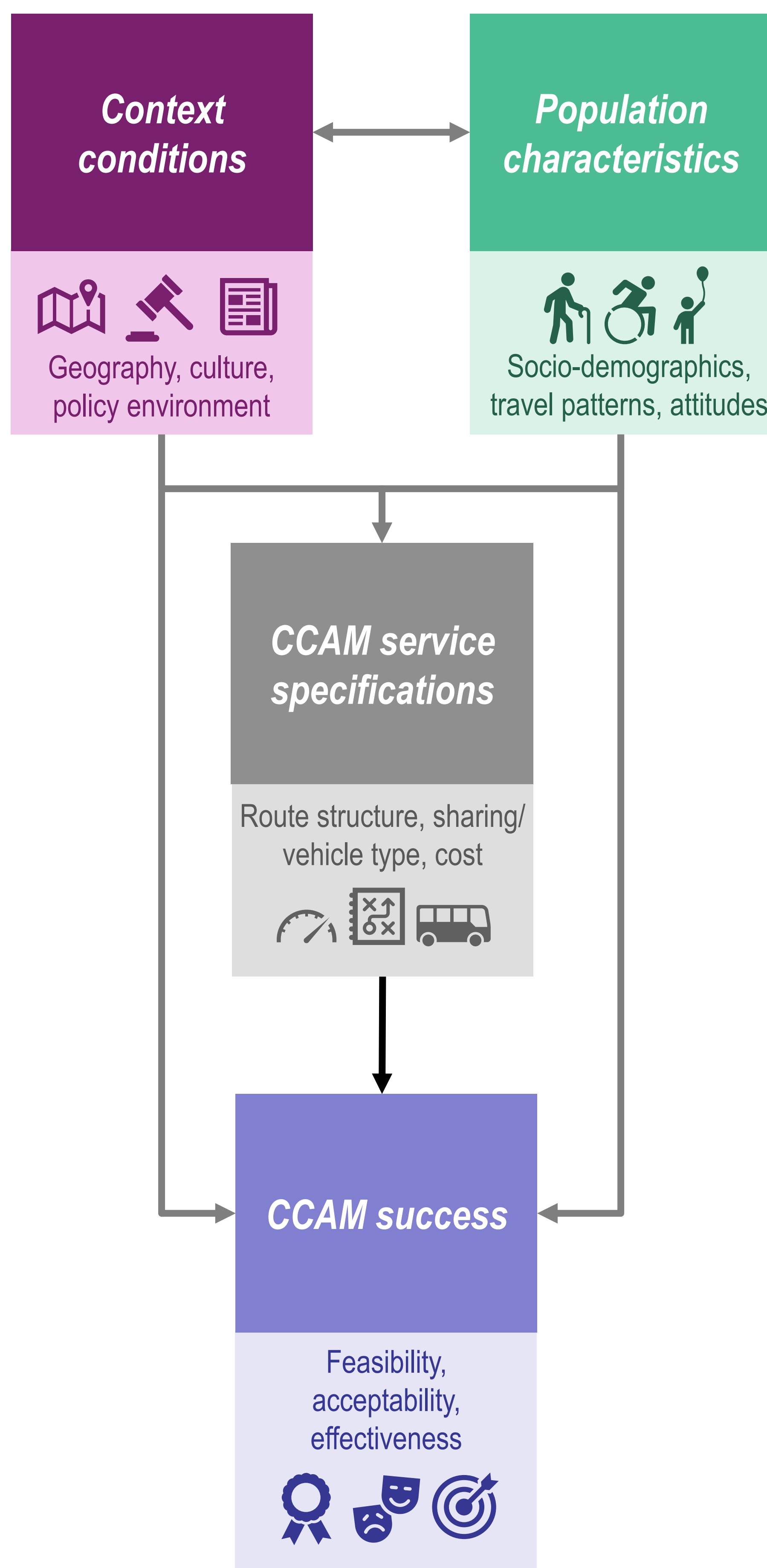


Figure 1. CCAM Alignment Framework.

Method

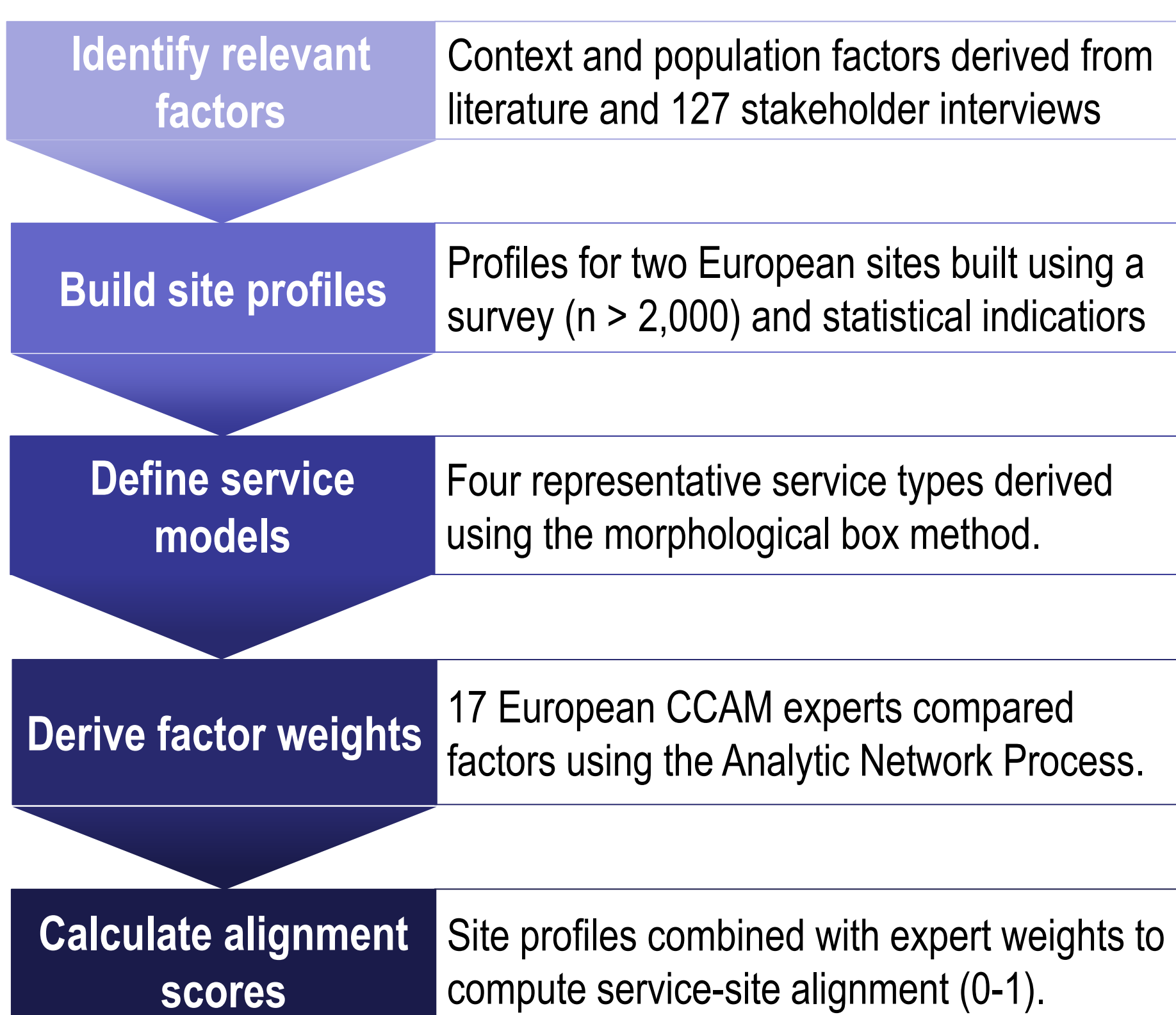


Figure 2. Method.

Site profiles

Site profiles quantify the local conditions (context and population) at a given site.

- Linköping**

 - higher infrastructure quality
 - lower spatial connectivity
 - higher income
 - tech-savvy

Thessaloniki

 - high spatial connectivity
 - lower infrastructure quality
 - high share of commuters



Figure 3. Pilot sites.

CCAM service specifications

Four CCAM service models were developed and assessed for their alignment with the sites.

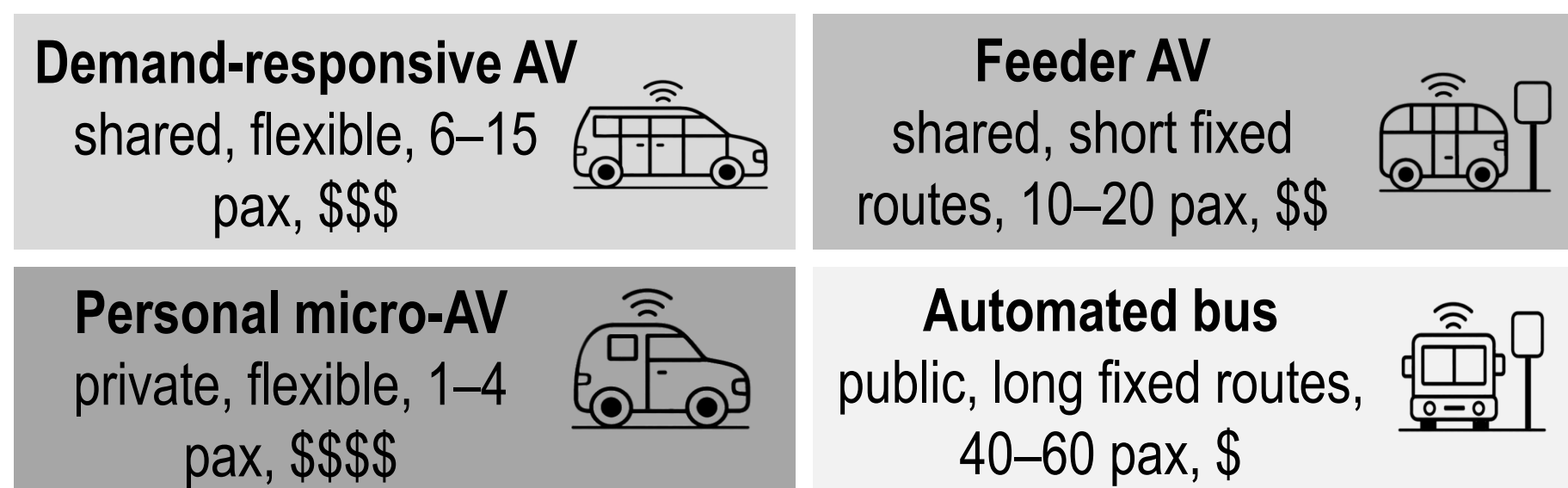


Figure 4. CCAM service specifications.

Site profiles

Service-specific weight profiles (0-1) indicate which factors matter most for a given service.

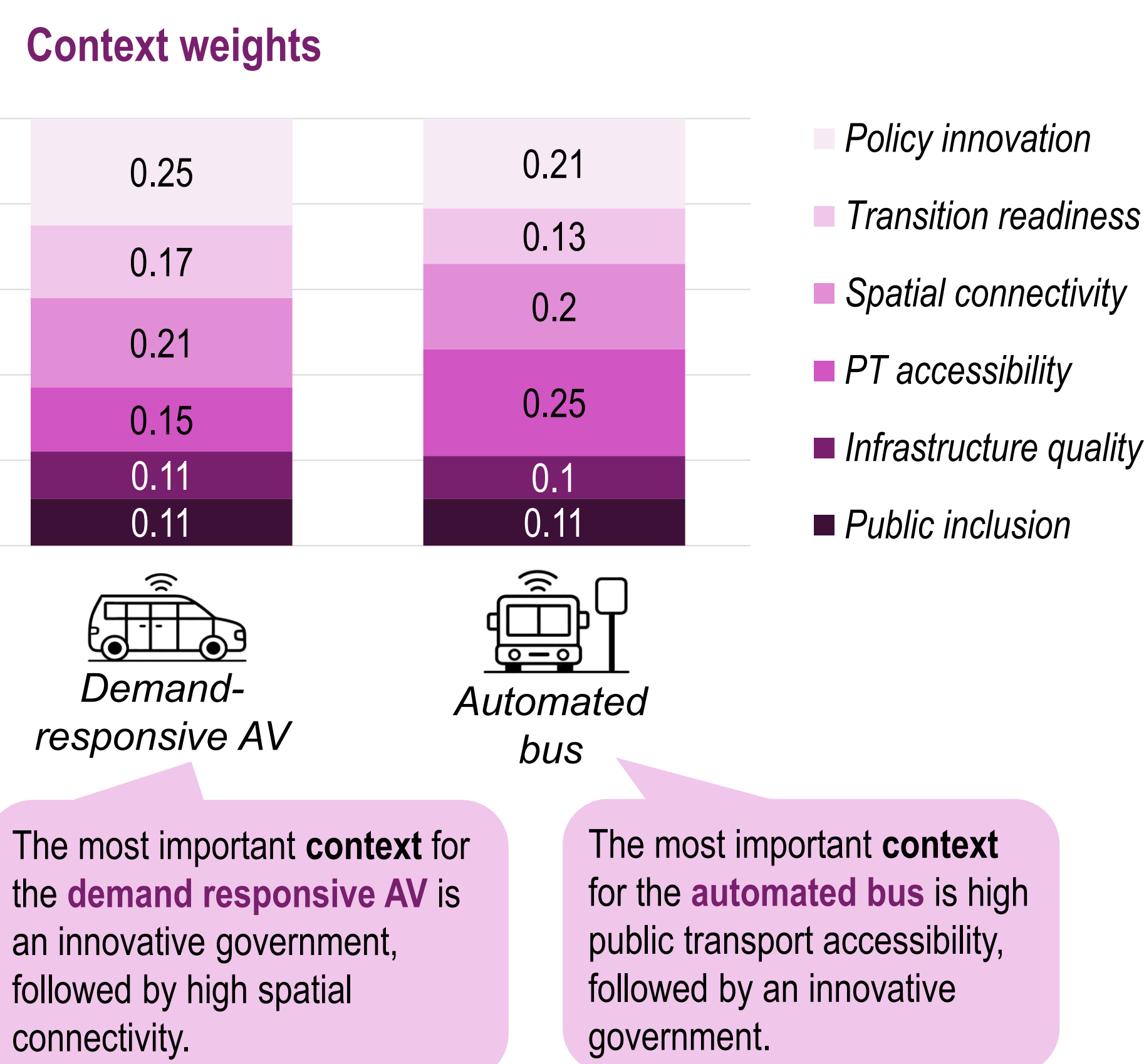


Figure 5. Context weights.

Population weights

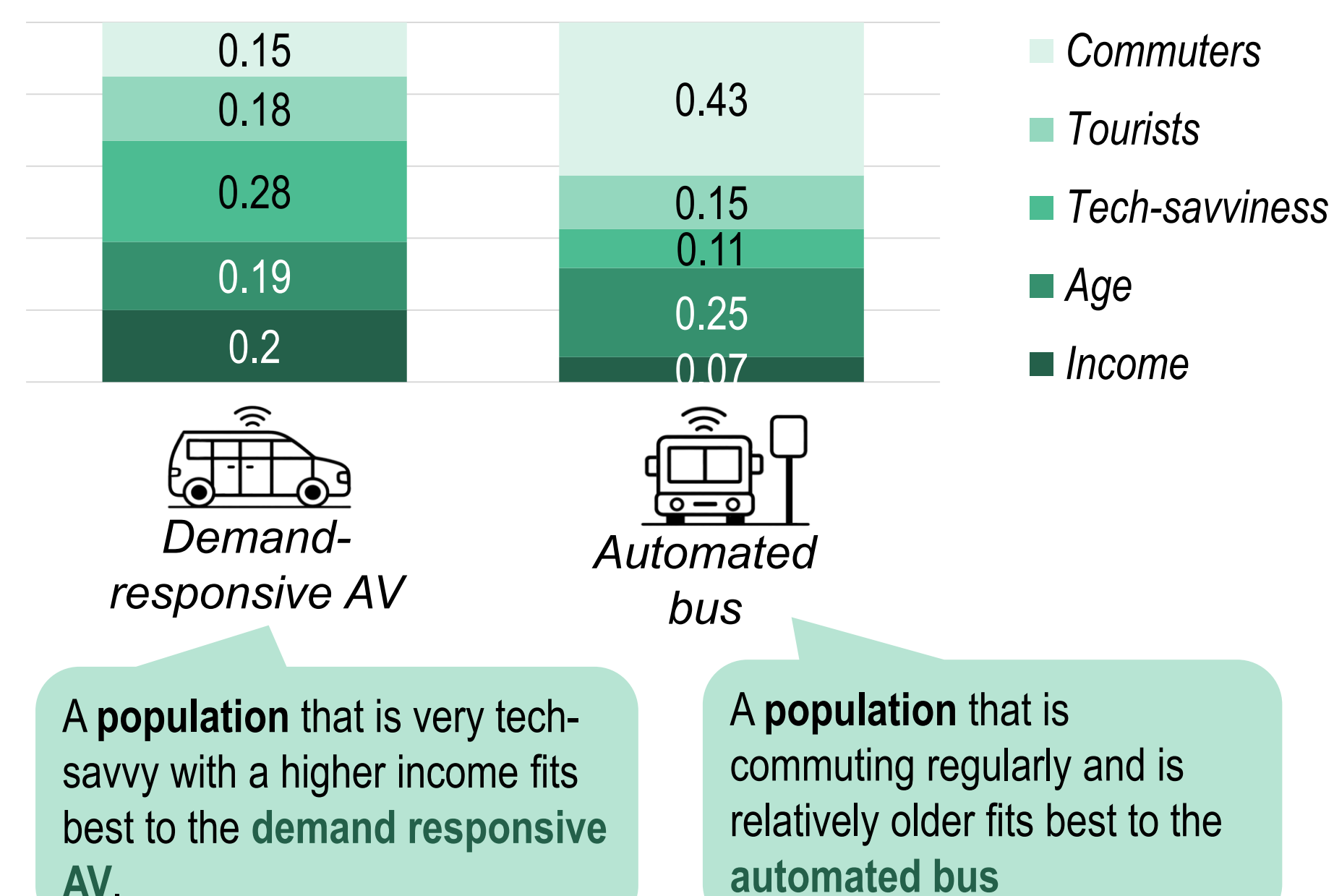
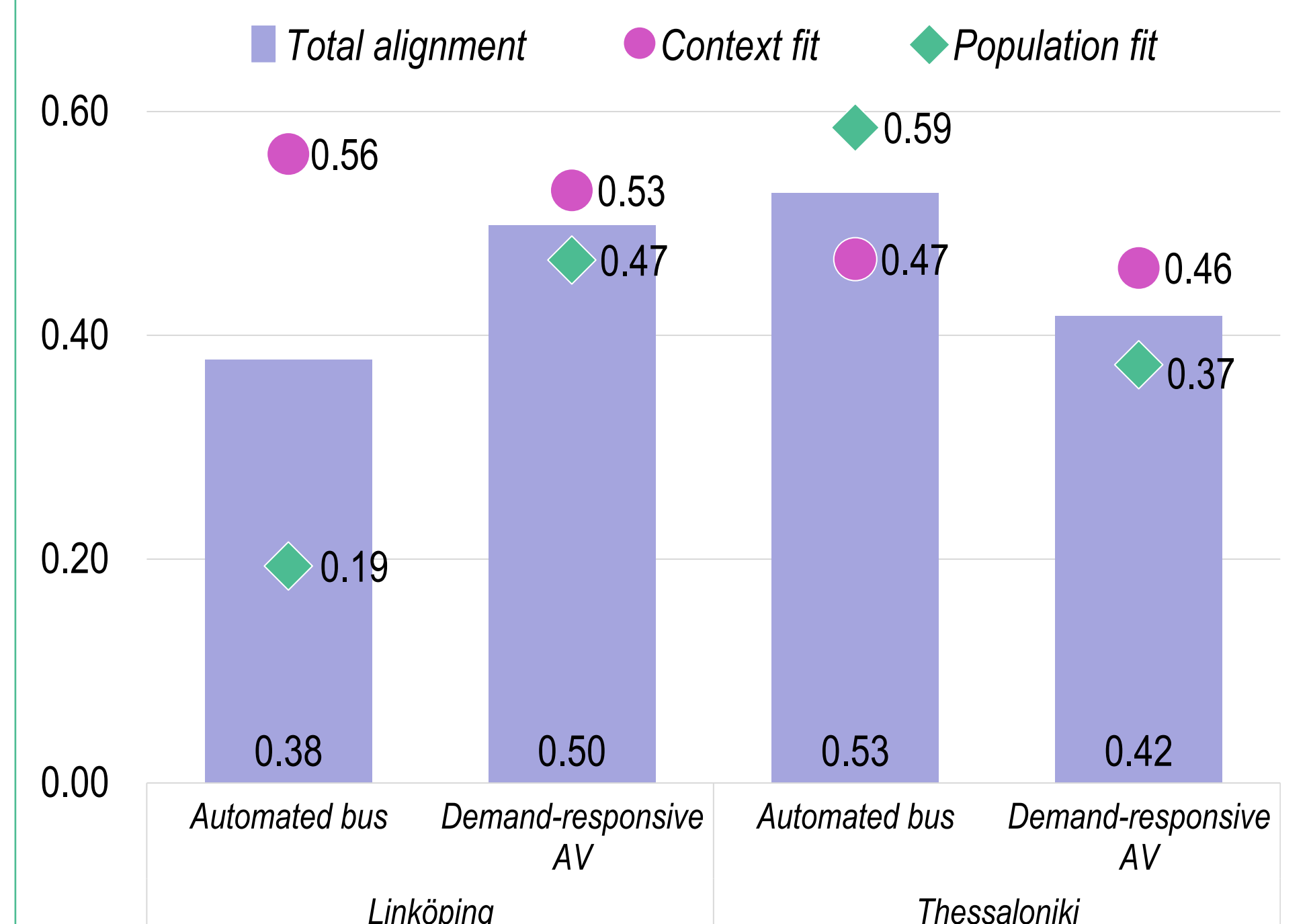


Figure 6. Population weights.

Note: Results shown for 2 out of 4 services.

Result: Alignment indexes for two sites

Alignment indexes (0-1) show how well a site aligns with the different CCAM services.



Linköping aligns best with the demand-responsive AV.

This is driven by high context and population fit.

Thessaloniki aligns best with the automated bus.

This is driven especially by high population fit.

Figure 7. Alignment index results.

Limitations include a reduced factor set, relative (not predictive) scores, and a limited number of service models.

Key takeaways

- CCAM service suitability varies by context and population
- The framework shows that service-context fit is measurable
- Alignment scores support evidence-based service selection
- The approach helps avoid misaligned pilots

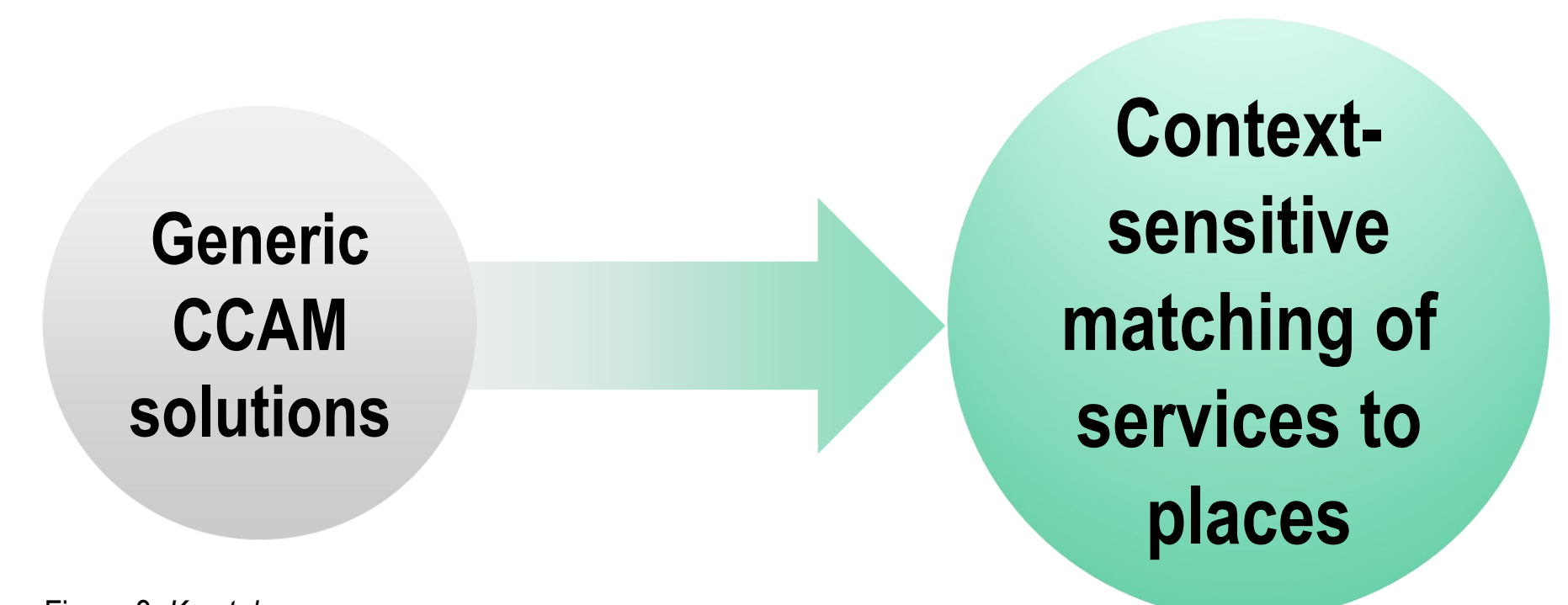


Figure 8. Key takeaway.

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