



Workshop: ITS for Urban Mobility Consultation on draft Guidelines of the Urban ITS Expert Group *Summary report*

On 15 May 2012, the European Commission, together with ERTICO and EUROCITIES organised a consultative workshop on draft Guidelines for ITS deployment in urban areas, written by members of the Urban ITS Expert Group (as mandated by the Commission). The workshop was held in Brussels, in the BIP (Brussels Info Place) thanks to the courtesy of the Brussels-capital region.

The Urban ITS Expert Group has been created in December 2010 for the duration of 24 months. It gathers 25 experts from different stakeholder groups (national and local authorities, public transport authorities and operators, travel information providers, research, ITS industry, European and local standardisation organisms, consultancies), nominated by relevant stakeholders associations: ERTICO, EUROCITIES (both co-organising the workshop with the European Commission), CEMR, CEN, CONDUITS, Easy Way, ECTRI, EMTA, OCA, POLIS, UDG, UNIFE, UITP.

The Urban ITS Expert Group has a number of tasks. The Experts are working towards drafting Guidelines for local authorities, concerning deployment of key ITS applications in urban areas, collecting best practices of such deployment and reflecting upon standardisation needs. The three key applications were determined during stakeholder workshop in March 2010, organised by the European Commission, and are the following: multimodal information, smart ticketing, traffic management and urban logistics.

While Experts keep their respective associations in the loop concerning the progress of the work of the Expert Group, the workshop gave an opportunity for broader discussion concerning the draft guidelines with representatives of different stakeholder associations, present in the room.

The workshop commenced with a series of short welcome speeches pronounced by: Mr Pierre Schmitz, Representative of the Brussels-capital region, Mr Gzim Ocakoglu, Team Leader of the unit "Intelligent transport systems" at DG MOVE, European Commission, Mr Rudolf Schicker, Vice-Chair of the EUROCITIES Mobility forum, and Mr Hermann Meyer, CEO of ERTICO – ITS Europe.

The remaining part of the workshop was organised in three subsequent sessions discussing the three draft Guideline documents on the aforementioned key applications. All sessions were moderated by Mr Marshall Poulton, Head of Transport, at the Edinburgh City Council. Each session followed the same structure: it kicked off with a presentation of the draft Guideline by a member of the Expert Group (leader of the sub-group on the topic), which was followed by comments from ERTICO and EUROCITIES panellists, and concluded by a Q&A session with the public.

During the day, the workshop participants had a number of occasions to exchange views also outside of the panel sessions, during coffee breaks, or lunch and cocktail offered by ERTICO.

1st session focused on "Multimodal information"

Panellists:

The Expert Group presenter: **Jean Coldefy**, Grand Lyon
 ERTICO panellist: **Monica Giannini**, PluService
 EUROCITIES panellist: **Rainer Haselberger**, City of Vienna

After the presentation of the draft Guideline, by Jean Coldefy, the follow-up discussion touched upon a number of important topics:

- Question of data from different transport modes and:
 - its quality
 - its accessibility (from both public and private sources)
 - the modalities of data exchange between different stakeholders
 - the ways to obtain missing data, e.g. social media
 - the crucial importance of real-time data, to be provided on top of static data
 - integration of different sets of data in multimodal datasets
- Readiness to deploy MIS (Multimodal Information Services) to the benefit of end users
- Potential of multimodal information to contribute to modal shift
- Existence (or its lack) of commercial business models for the provision of multimodal information
- Need of cooperation between public and private stakeholders
- Inclusion of different modes (e.g. walking and biking) and services (e.g. Points of Interest, ticketing etc.) into multimodal information services
- Definition of different parts of the MIS system architecture and process: pre-trip, on-trip, post-trip (that could help also collecting mobility patterns of end users)

2nd session – Smart ticketing

Panellists:

The Expert Group presenter: **Alexandre Blaquièrre**, TISSEO - Toulouse
 ERTICO panellist: **Richard Harris**, Xerox
 2nd ERTICO panellist (spot conceded by EUROCITIES): **Theo Quick**, Logica

After the presentation of the draft Guideline, by Alexandre Blaquièrre, the follow-up discussion touched upon a number of topics:

- The aims of the ticketing system and the benefits of a smart ticketing system
- Definition of smart ticketing
- Possible media that can carry a ticket (and additional services or applications) and different organisational models of ticketing systems
- The relevance of showcasing examples of successful deployment (e.g. London's Oyster card and current transition to contactless bankcards) and its limits: how well such specific examples can travel across Europe?
- Standards and (European or at least cross-border) interoperability
- The need not to exclude less technology-literate users and those who do not have bankcards from future technological ticketing solutions

3rd session – Traffic management and urban logisticsPanellists:

The Expert Group presenter – **Steve Kearns**, Transport for London
ERTICO panellist – **Michael Ortgiese**, PTV
EUROCITIES panellist – **Helge Jensen**, City of Oslo

After the presentation of the draft Guideline, by Steve Kearns, the follow-up discussion touched upon a number of topics:

- The crucial importance of urban logistics to traffic management and the need to strengthen its prominence in the draft
- Cooperation between different stakeholders and the need of clear definition of their roles
- Emerging and future technologies that can reveal highly useful for traffic management in upcoming years, such as Vehicle to Vehicle (V2V) and Vehicle to Infrastructure (V2I) communication.
- Relevance of open systems, which help local authorities to avoid vendor lock-in and to reduce costs
- How traffic management can contribute to a better mobility management and more safety on the road, e.g. for bikers and pedestrians and other vulnerable road users
- The political and media aspects of launching controversial policy measures, such as road user charging
- Data exchange with private stakeholders

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