Guidance for Intelligent Transport Systems (ITS) in Urban Areas

An introduction

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Overview

- Background of the Initiative
- General Assessment
- Objectives
Intelligent Transport Systems

- ITS are a tool for achieving policy objectives. These vary from one place to another.
- [EU projects] produce advice to help cities take advantage of ITS matching their individual needs.

*Developing the Citizens Network*
COM (1998) 431

Some History: ITS City Pioneers

- 1996-1998 under TEN-T programme
- To stimulate the deployment of proven and promising ITS solutions
- Main output:
  - ITS Awareness Booklet
  - ITS Toolbox
  - ITS Planning Handbook

Technology has progressed ...
...but policy issues are still valid
Action Plan on Urban Mobility **COM(2009)490**

- Programme of 20 actions to support sustainable mobility in cities and regions
- Addressing congestion, pollution and social concerns
- Local/regional responsibility in a European framework

**Action 20: ITS for Urban Mobility**
- assistance on ITS for urban mobility
- study on interoperability of smart ticketing


- Programme of 24 actions to coordinate and accelerate the deployment of ITS
- Make road transport and interfaces with other modes more sustainable

**Action 6.4: Urban ITS Platform**
- promote urban ITS
- provide guidance and technical support
Link to the Upcoming ITS Directive

- EU wide traffic and travel information as one of the key priorities in the Directive
- Framework Directive to adopt common specifications
  - Commission adopts specifications (as delegated acts) for compatibility, interoperability and continuity
  - shall be applied in case of deployment
  - deployment decisions remain national or local
- (High Level) European Advisory Group
  - service providers, user associations, transport operators, industry, social partners, professional associations, local authorities

Current Status of Urban ITS Deployment

- Fast technical development > fragmented uptake
- Large differences between urban areas
- Integrated approach needed: policies, modes, technologies, public-private
- Support from the EU welcome but cities want autonomy for deployment decisions
Key Applications

- Travel and traffic information
- Electronic payment and ticketing
- Traffic management, demand management, road pricing
- Urban logistics
- Public transport operations
- Enforcement

Important Issues

- User friendliness
- Awareness and political will
- Financing and incentives
- Regional scope
- Interface urban and inter-urban
- Cooperation vs. competition
- Role of the car
Objectives for the Urban ITS Platform

- Promote the deployment of urban ITS
  - dialogue between public and private stakeholders
  - guidance and technical support
  - exchange of best practise
  - political recommendations

Workshop Objectives

- **Thematic sessions**: structured discussion on key applications, city needs and barriers
- **Roundtable**: expectations on such a platform
- **Final presentation**: key messages of the day and the way forward

Scope of the urban ITS platform
- multi-modality, geographical area, interfaces with inter-urban transport, public-private-cooperation

Main output
- Your expectations from EU level guidance
More information

Urban Mobility Action Plan
http://ec.europa.eu/transport/urban/urban_mobility/action_plan_en.htm

ITS Action Plan and Directive
http://ec.europa.eu/transport/its/road/action_plan_en.htm

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