SUMMARY OF PROCEEDINGS

1. MOTIVATION FOR THE WORKSHOP


- The ITS Action Plan foresees the set-up of a specific ITS collaboration platform between Member States and regional/local governments to promote ITS initiatives in the area of urban mobility (Action 6.4).

- The Action Plan on Urban Mobility (Action 20) proposes that the Commission will offer assistance on ITS applications for urban mobility. This could, for example, take the form of a guidance document, to complement the ITS Action Plan.

As a first step, bilateral meetings have been held with European stakeholder associations and key projects which deal with urban issues and/or ITS. A synthesis paper summarises the main outcomes of these meetings.1

The next step in the preparation of the urban ITS platform has been a one-day stakeholder workshop with those who actually deploy and operate urban ITS. There were 58 participants from local and regional authorities, industry, national and European associations as well as public transport operators. Four services of the European Commission (MOVE, RTD, ENTR, INFSO) were represented.

The workshop helped develop thinking on the scope and implementation of the urban ITS platform. The European Commission received feedback to guide the platform's establishment and operation.

This paper summarises the main outcome of the workshop. The day has been organised along four key applications with one introductory presentation each. All presentations are available on the Commission website.2

2 http://ec.europa.eu/transport/its/road/action_plan/its_for_urban_areas_en.htm
2. **GENERAL PRINCIPLES**

In the workshop there was an accord on some important principles for any work in the urban ITS domain:

- Intelligent Transport Systems are tools which can help achieve policy objectives.

- The deployment of ITS applications should be both customer- and market-oriented in order to provide useful services in an efficient way. User acceptance is an important issue for any new system or service.

- There is a need for strong (local) political support.

- Supply and demand, products and needs have to be balanced.

- Cities function on similar principles but local circumstances are different. ITS development has to take account of the diversity of European cities.

- Cities have already invested in some ITS systems. Any new proposals have to take these legacy systems into account.

- Although local ITS systems mainly serve the local market, interoperability and continuity of services are highly desirable. Standards have an important role to achieve this.

- A further clarification of the roles of public and private actors is important, but there are different philosophies among the Member States.

- Knowledge transfer to support local decision making is crucial, especially in regions where ITS development is slow.

3. **KEY APPLICATIONS**

3.1. **Traffic and Travel Information**

Traffic and travel information was rated as the most important ITS application for the urban areas by the participants of the workshop (cf. Annex 2, Ch. 2).

It is obvious that traffic and travel information should be developed both from a **policy and a user perspective**. But there can be a conflict of interest: Navigation systems, for example, try to supply the best information for the specific user to maximise individual benefit. Maximising individual benefit may not be aligned with the policy objective to maximise societal benefits. For example the benefit to the urban...
society might be considered higher if traffic were not guided through 30 km/h zones or in front of schools or hospitals.

There was no disagreement that travel information should aim to be multi-modal. From the perspective of public transport a fair comparison of travel times with road traffic should be based on real travel times (based on e.g. floating car data and sensors) including likely congestion.

Another important principle underlined by the participants is the regional approach: Information on urban and inter-urban traffic should be integrated (or at least linked) to fully serve a functionally connected urban region.

The most important question to be answered is what type of information is needed for which type of user.

There must be a distinction between data and services. What should the data be used for is a question to be answered. On the one hand it is needed for supplying commercial and emergency services, on the other it has to be part of the monitoring infrastructure.

A key, long-standing question is that of public vs. commercial services, free vs. charged services. The business model for service provision is also at the centre of urban ITS.

On the roles of the public and private sector several observations were made:

- Some participants argued that public-private-partnerships (PPP) have failed in the past and therefore urban travel information was more a public task, others stated that we should learn from previous mistakes with PPP models to make them stronger.

- There are barriers to the integration of public and commercial services, especially regarding organisational and legal issues.

- Synergies with traffic management and also eGovernment should be exploited.

- Political support is necessary in any case.

Data availability was one of the core topics which were discussed:

- A clear trend is that more and more data sources, both public and private, are potentially available - a considerable amount of data is now in private hands (e.g. floating car and floating phone data).

- Real time information was considered to be a commercial good so that data access must be specified in contractual relations.

- Predictive information on the traffic status will become very valuable.
• The financing of data collection and monitoring tools is often a problem. Screen scrapers who "steal" data from your Internet site are difficult to stop.

• The quality of data and an efficient quality management is an issue of crucial importance.

High quality information services require raw data which needs to be processed. **Data access** and **data sharing** are topics which were discussed as well:

• The most promising way to integrate different datasets on different scales is to use localised, distributed and connected solutions.

• Some consider that data should be freely available with a specific obligation to share it, especially public data collected with public financing.

• In any case traffic and travel data should be made available to third parties if certain requirements are met. However, the conditions with regard to revenue, ownership, copyrights and control of use need to be clarified. Especially copyright and ownership issues are still a problem.

• Some statements supported a market oriented approach and asked to not further regulate the data access.

• The value of standards for data exchange was mentioned several times. It remained open if the dissemination and use of existing standards is most important or the development of new standards.

• Rules how to use data (e.g. to avoid interference with traffic management by authorities) should be used in a compatible way.

### 3.2. **Smart Ticketing**

Although smart ticketing was only rated number four in importance for urban areas by the workshop participants (cf. Annex 2, Ch. 2), it is one of the applications which is developing rapidly. The objective is to avoid the establishment of isolated national or local long-lasting solutions and to define the path towards cross border interoperability.

The project on **Interoperable Fare Management (IFM)**, co-funded by EU research funds, has just

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3 A screen scraper is a computer program that collects data from the display. Screen scrapers can provide a service for businesses or search engines, but are also used for data theft. There is debate over their legalities and ethics.
produced such a road map towards the implementation of electronic ticketing in Europe. Substantial progress has been made towards interoperability and first standards are now available.

Given the fact of considerable past investments in larger urban areas and diverging national standards, it seems clear that **multi-application solutions** using different media (smart card, mobile phones, USB sticks etc.) will be necessary for full interoperability.

Integrating urban smart ticketing with long-distance transport (e.g. rail) is still a problem which cannot be easily tackled with multi-applications. But standardisation is ongoing.

An interesting discussion evolved on the best structure for electronic ticketing:

- Some participants advised giving up operator- or even transport-specific electronic payment but rather converge with the general payment media (e.g. bank or credit cards) in collaboration with the payment industry. Current system costs alone for London's Oyster Card were stated at 13% of the revenues.

- Others argued for an operator-specific system, even if operation is more costly. If there is dependence on any external scheme, changes in the external setup could cause extra costs. More importantly, the public transport operator should stay in charge of the transaction (access to detailed travel profiles provides useful knowledge). Fare management is more than just payment.

When talking about interoperability and the recognition of applications from (maybe not well known) third parties, **trust** is fundamental. Therefore security matters are among the core issues to be solved.

The easy gathering and transmission of personal data related to travel gives rise to some threats on **privacy**. These threats need to be addressed in a holistic way. Interoperability requires the sharing of sensitive data with third parties. Privacy restrictions on storing or sharing data can definitely be decisive in what can be done with the generated data. The IFM project has issued best-practice guidelines on this subject.

There are several International (ISO) and European (EN) **standards** which govern transport smartcards (see presentation by J Verity). The maintenance of these standards is crucial. An example underlined the importance of this: in Sweden a national specification was developed (RFK), but implemented differently in eight regions so far. This led to a lack of interoperability although there is a national standard.

The **role of the European Commission** for this topic was discussed as such:

- There was a view that legislative action was not necessary. The existing e-money Directive (2009/110/EC)4 was regarded as sufficient.

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The promotion of best practice is a relevant task for the European Commission.

Social inclusion, for example the provision of "white label" cards to those who would not be able to acquire a bank card, should be part of public policy around smart ticketing.

Currently the European Commission is conducting a one-year study on smart ticketing under the Urban Mobility Action Plan (www.eesmartcards.co.uk). It is carried out by AECOM and the University of Newcastle and will review the current situation, trends in technology, business drivers, standards and make recommendations for any EU actions.

3.3. Traffic and Access Management

In the room survey (cf. Annex 2, Ch. 2) traffic management was regarded as the second most important ITS application for the cities. In the discussion it was clear that each city needs clear targets regarding what it wants to achieve with traffic management. Transport authorities are central to this issue. An exchange of experience among cities is considered useful. Future dialogue should address issues of demand management, the integration of tools and maybe also some form of benchmarking, compilation of best practice. The message to other cities should be: do not repeat our mistakes.

The knowledge of effects, e.g. cost-benefit analysis, key performance indicators, is important. Any cost-benefit analysis should be carried out very carefully. Environmental effects are still difficult to measure.

On the substance it was stated that reliability is far more important than speed for the transport user. So management of traffic should be about mechanisms to ensure continuity. Costs for the latest technology are a factor. A dialogue between private and public players is needed to strike a balance between supply and demand on the networks. A list of services which combine the interests of both public and private players could be drawn up as fragmentation of services is being noticed.

The European Commission could help to clarify roles and responsibilities within the traffic management domain. It was a point of discussion whether the Commission should focus on the larger cities which clearly have the greatest challenges in traffic management.

3.4. Urban Logistics

The interest in ITS tools for urban freight logistics was lower than for the other topics and the issue only ranged as number five in the room survey (cf. Annex 2, Ch. 2). But this might have been a consequence of the composition of the workshop participants which was more focused on passenger transport.
Urban logistics is an organisational challenge where ITS can serve as a tool. There were views that people and goods should be given the equal importance in urban transport planning and management. One argument for a focus on ITS for trucks was that deployment of systems for trucks is easier compared to cars.

The effect of online shopping on urban logistics was considered to be a key influence. E-shopping leads to a substitution of personal travel with home delivery. This leads to a growing amount of delivery vehicles in residential areas to deliver packages to consumers' homes.

An important area of work for urban logistics beyond the pure ITS agenda is to form and organise some kind of partnership or alliance between the public and the private sector.

It was mentioned that a better understanding on the links between logistics and traffic management was needed in many cities.

Some of the issues discussed in the workshop session:

- easier monitoring of location of delivery vehicles
- structures for data sharing; data exchange platform as a tool
- access control to be supported by ITS, e.g. differentiate restrictions by Euro norm not size
- controlled parking and loading
- capacity problems in terminals (harbours, airports)

4. **Expectations from a European Urban ITS Platform**

In the final roundtable five representatives from relevant European associations and networks discussed their expectations from a new European platform on urban ITS.

Common goal is to support sustainable mobility in cities and possibly a modal shift towards more sustainable transport modes.

Three important framework conditions were noted:

**Presentation**

**Urban Logistics**

Giuliana Chiodini, Emilia Romagna Region

- Regional policies for sustainable mobility
- Regional programme on urban logistics
- Access management
- Local applications

**Roundtable**

Expectations from a European Urban ITS Platform

Moderator: Magda Kopczynska, European Commission, DG MOVE

- Sylvain Haon, POLIS
- Marcel Meeuwissen, Eurocities
- Hermann Meyer, ERTICO
- Piotr Izdebski, EMTA
- Ulrich Weber, UITP
(1) **Diversity of European cities**: Work on European level should recognise local needs, objectives and targets and support local policy objectives.

(2) **Complexity of ITS**: Main challenges are not technical but economic and organisational ones.

(3) **Legacy systems**: Most urban areas have invested in specific systems, some of them are dependent on proprietary solutions of equipment providers.

It was considered that a discussion about the (transport) priorities should be avoided. There would already be a benefit if small changes can be achieved, e.g. a better connection of local initiatives.

From the public transport sector a market oriented approach to boost public transport use is preferred. ITS is seen as part of improving public transport service delivery. There was still some scepticism to a European approach.

There was a consensus that this Urban ITS Platform should go beyond the exchange of best practise. Work on some form of **deployment scenario** or 'road map' was welcomed. Here the cooperation of public and private partners will be crucial and their roles should be discussed.

From the room survey (cf. Annex 2, Ch. 3) three main tasks are endorsed by a majority of respondents:

(1) **Guidelines** (interoperability, continuity)

(2) Exchange of **best practice**

(3) **Standardisation** needs

A special focus should be on data availability and sharing, as data is the fuel for any kind of ITS applications and both amount of quality data and variety of data sources are on the rise.

Some other **issues** which were picked up in the discussion include:

- Awareness raising among local authorities
- ITS architecture, especially for the urban areas
- Needs for harmonisation and (cross border) interoperability, role of standardisation
- Incentives for ITS deployment and use
- Access management with ITS
- Assessment and benchmarking
- Future technology development, foresight
5. **THE WAY FORWARD**

The Urban ITS Platform will be organised as a **stakeholder group** to support the European Commission in their work item of both Action Plans on Intelligent Transport Systems and Urban Mobility. The group will work on a clear mandate and for a limited duration of approximately two years.

There was agreement about the basic scope of the planned Urban ITS platform: It should be **multi-modal, broad** in nature and cover the **urban region** taking into account the interfaces between the **urban and inter-urban** mobility. Both **passenger and freight** issues should be considered. A **dialogue between public and private** stakeholders should be foreseen.

The group will have a **focus on the deployment** of ITS in urban areas. There will certainly be a link with the discussion on sustainable urban mobility plans. Mature applications are in the focus, while future needs will be assessed. Research issues, e.g. establishing a strategic research agenda, will not primarily be on the agenda.

Among its **tasks** the following were identified as most important:

- developing guidance
- exchanging best practise
- assessing the need for standardisation

In the workshop it was stressed several times that the group should follow a rather **pragmatic** approach.

Traffic and travel information, traffic and access management, smart ticketing and urban logistics have been identified as **key applications** that should be covered in the work.

Concerning the link of the Urban ITS Platform with the European ITS Advisory Group foreseen in the upcoming ITS Directive, the current status is: while the Urban ITS Platform will be an expert group for a dedicated theme, the European ITS Advisory Group is a high-level group established by a legislative act with a broader focus. In practice, the work on urban ITS will be discussed by the Advisory Group, especially on the priority area of traffic and travel information.

The **participants** in this stakeholder group should come from different groups including local and regional authorities, (public) transport operators, relevant industry and service providers. Quality, pluralism and effectiveness will be criteria for selection of the participants.

The secretariat for the group will be handled within the Commission who will be supported in this task by an external contractor (under a specific framework contract).
The **indicative timetable** has been updated on the one shown at the workshop:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terms of reference for stakeholder group</td>
<td>July 2010</td>
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<tr>
<td>Selection of participants (associations)</td>
<td>July- September 2010</td>
</tr>
<tr>
<td>Specific contract for the secretariat</td>
<td>September 2010</td>
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<tr>
<td>Kick-off of the platform</td>
<td>October 2010</td>
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<tr>
<td>Final results</td>
<td>October 2012</td>
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</tbody>
</table>
Annex 1

Workshop Agenda

An event linked to the Action Plans on Intelligent Transport Systems and Urban Mobility

WORKSHOP

INTELLIGENT TRANSPORT SYSTEMS FOR URBAN AREAS

when? 18 March 2010, 9.30 – 17.30
where? Committee of the Regions, Bâtiment Jacques Delors
Rue Belliard 90-101, Brussels, Room JDE 53

Objective: For the EC the workshop will be an opportunity to receive new ideas and feedback on the synthesis paper, prepared in consultation with the associations. This will guide the establishment and operation of the new platform on urban ITS.

Participants will have the opportunity to contribute ideas and better understand the Commission’s objectives. The workshop will develop thinking on the scope and implementation of the urban ITS platform.

Agenda

from 9.00 Registration

<table>
<thead>
<tr>
<th>9.30</th>
<th>Guidance for urban ITS – an introduction</th>
</tr>
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<tbody>
<tr>
<td>Jean Eric Paquet, European Commission, DG MOVE</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>9.50</th>
<th>Key Application 1: Traffic and Travel Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator: Vincent Bienvaque, ERTICO</td>
<td></td>
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<tr>
<td>Scoping presentation: Hans Pity, ITS Vienna Region</td>
<td></td>
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</tbody>
</table>

| 10.50 | Coffee Break |

<table>
<thead>
<tr>
<th>11.10</th>
<th>Key Application 2: Smart Ticketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator: Ulrich Weber, UITP</td>
<td></td>
</tr>
<tr>
<td>Scoping presentation: John Verty, ITSO</td>
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<thead>
<tr>
<th>12.10</th>
<th>Key Application 3: Traffic and Access Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator: Maurizio Tomassini, ISIS</td>
<td></td>
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<tr>
<td>Scoping presentation: Steve Kearns, Transport for London</td>
<td></td>
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</tbody>
</table>

| 13.10 | Lunch Break |

<table>
<thead>
<tr>
<th>14.30</th>
<th>Key Application 4: Urban Logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator: Julio García Ramón, ITS Spain</td>
<td></td>
</tr>
<tr>
<td>Scoping presentation: Giuliana Chiodini, Emilia Romagna Region</td>
<td></td>
</tr>
</tbody>
</table>

| 15.30 | Coffee Break |

<table>
<thead>
<tr>
<th>16.00</th>
<th>Round Table: Expectations from a European Urban ITS Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator: Magda Kopczynska, European Commission, DG MOVE</td>
<td></td>
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<tr>
<td>Sylvain Haon, POLIS</td>
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<tr>
<td>Marcel Meeuwissen, Eurocities</td>
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<tr>
<td>Hermann Meyer, ERTICO – ITS Europe</td>
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<td>Piotr Izołubski, EMTA</td>
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<tr>
<td>Ulrich Weber, UITP</td>
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<table>
<thead>
<tr>
<th>17.10</th>
<th>Summary and Conclusions – The Way Forward</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magda Kopczynska, European Commission, DG MOVE</td>
<td></td>
</tr>
</tbody>
</table>

| 17.30 | End of the Workshop |

Translation: English – Français – Deutsch

Contact: Guido Müller, Tel. +32 229-80337, guido.mueller@ec.europa.eu
Annex 2

RESULTS OF THE ROOM SURVEY

1. CHARACTERISTICS OF SAMPLE

A short written survey with three questions has been carried out during the workshop. The questionnaire was handed out to the participants and collected at the end of the workshop.

29 participants (= 60%) responded to the survey. The two main groups were from local/regional authorities and from industry.

![Organisation of Respondent Pie Chart]

The questions were on

1. the **most important ITS applications** for urban areas,
2. the **main tasks of a European Urban ITS Platform**,
3. and **any important issues or remarks** on the topic of urban ITS (open question).
2. **Most Important ITS Application for Urban Areas**

<table>
<thead>
<tr>
<th>Application</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel and traffic information</td>
<td>80%</td>
</tr>
<tr>
<td>Traffic management</td>
<td>70%</td>
</tr>
<tr>
<td>Public transport operations</td>
<td>50%</td>
</tr>
<tr>
<td>Smart ticketing</td>
<td>40%</td>
</tr>
<tr>
<td>Urban logistics</td>
<td>30%</td>
</tr>
<tr>
<td>Cooperative Systems</td>
<td>20%</td>
</tr>
<tr>
<td>Access management</td>
<td>10%</td>
</tr>
<tr>
<td>Road pricing</td>
<td>10%</td>
</tr>
<tr>
<td>Safety-related applications</td>
<td>10%</td>
</tr>
<tr>
<td>Enforcement</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

n = 29

3. **Main Tasks of a European Urban ITS Platform**

<table>
<thead>
<tr>
<th>Task</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guidelines (interoperability, continuity)</td>
<td>80%</td>
</tr>
<tr>
<td>Exchange of best practice</td>
<td>70%</td>
</tr>
<tr>
<td>Standardisation needs</td>
<td>60%</td>
</tr>
<tr>
<td>Policy recommendations</td>
<td>50%</td>
</tr>
<tr>
<td>Public-private dialogue</td>
<td>40%</td>
</tr>
<tr>
<td>Benchmarking</td>
<td>30%</td>
</tr>
<tr>
<td>Technical recommendations</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

n = 29
4. **Important Issues**

18 respondents took the opportunity to add important issues or remarks on the subject. Together they gave 23 different answers which can be grouped into the following six categories:

- **Objectives**
  - start with local needs, objectives and targets (2x)
  - customer and service orientation (including all modes) (3x)
  - try to influence travel behaviour and paradigm of automatic choice

- **System Approach / Coordination**
  - what to harmonise at which level (EU, national, regional, urban)
  - manage complex systems, data access and exchange
  - connect urban and long-distance applications (TEN-T) (2x)
  - coordinate ITS with city planning
  - coordinate activities within the EU
  - in general: avoid duplication of activities

- **Economic Issues**
  - find business cases
  - funding for implementation (2x)

- **Impact Assessment**
  - cost-benefit analysis
  - modelling
  - impact of other EU activities and legislation on ITS

- **Content**
  - both passenger and freight transport
  - more emphasis on safety

- **Legal Issues**
  - ownership and copyrights
  - legal framework for traffic recommendations