Workshop
INTELLIGENT TRANSPORT SYSTEMS FOR URBAN AREAS
Travel and Traffic Information

Hans Fiby, Project Manager
ITS Vienna Region

Topics

• AnachB.at as an example: A short introduction to intermodal real time traveller information services
• Cost and benefit: Why should metropolitan areas finance traveller information services?
• Cities and TEN: Where are the congestions and delays?
• Critical success factors:
  – Organisational and legal framework
  – Quality, service
  – Cooperations
Vienna Region

Vienna
Lower Austria
Burgenland

23,500 m²
3.5 million inhabitants
40% of all Austrians
200,000 daily commuters

Partners

- **initiative and funding:**
  Vienna, Lower Austria, Burgenland

- **integrated in:**
  Public Transport Association of the Vienna Region

- **traffic data in the common data pool:**
  Wiener Linien, ORF Ö3, ÖBB, ASFINAG
Motivation

- Traffic information
  - permanently updated
  - for all traffic modes
  - for the entire Vienna Region
  - free for the public
  - based on traffic, city development and environmental policies

- support the Federal states and municipalities
  - traffic management / traffic control
  - E-Government
  - optimisation of administration
  - research projects

Basic Concept

taxis (Floating Car Data, 2500 Taxis)

individual traffic
ASFIN AG, ORF Ö3, police, Citybike Vienna

public traffic
Wiener Linien, ÖBB, P+R

Vienna
Lower Austria
Burgenland

additional:
- traffic management
- E-Government

http://AnachB.at
Traveller information in cities:

- Most successful services are funded by public money and/or PT operators.
- PPP (eg. VMZ Berlin) did not work.

Private services often:
- Use free public data
- Do not care much about quality
- Have no access to real time information

Benefits

- Influence traveller behavior
  - Use environmentally friendly modes of transport
  - Avoid congestions
  - Conform to traffic management measures
  - Use parking facilities
  - Do not drive through residential areas

- Synergies with
  - Traffic control (traffic lights, dynamic schedule synchronization, variable message signs)
  - Electronic administration
  - Traffic planning and quality management
Cities and TEN

- Regular congestions on highways mostly originate in metropolitan areas.
- Major delays in public transport often occur in the main stations.
- Important routes in metropolitan areas are used by long distance and short distance travellers alike.
- Long distance trips often start or end in cites. *How did you come here today?*
- Cities are the crucial points in TEN.
- **Traffic management and traveller information for TEN must be linked with urban ITS.**

Critical Success Factors

Organisational and legal framework:
- Strong political support
- Reliable bonds to relevant players:
  - City / regional administrations
  - Public transport operators / association
  - Highway / railway operators
  - Police / broadcaster
- Flexible organisational structure
Critical Success Factors

Quality and Services

- Improve usability of services
- Manage data quality
- Operate a service
- Collect relevant data

Cooperations / Partners

Reliable cooperations are necessary for various purposes:

- Funding
- Access to real time traffic data
- Software und service providers
- Integration of traffic information into governmental procedures
- Public relations, promotion of services
- Research and development
Thank you for your attention!

Hans Fiby  
hans.fiby@its.viennaregion.at  
Project Manager  
+43 1 581 30 60 – 0  
http://AnachB.at