Traffic and Travel Information

Workshop on Data Access and Services

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Traffic and Travel Information

SOURCE: stock.exchng - flaivoloka
Traffic and Travel Information Services

- Key element of ITS deployment
- Information is needed to make smart choices
- … but even with full information behaviour is not always rational
- Increasing demand for European services
- Accelerated market development (roles of public and private providers)
Important Issues

- **Pre-trip and on-trip**: information chain should follow the trip chain
- **From static to real-time**: technical progress provides “always on”
- **Multi-modality**: all modes of transport
- **Urban and long-distance**: interfaces need to be better organised
- **Mobile applications**: fast growth to continue
Objectives of the European Commission

- **Continuity of Services**: data exchange and continuous information (across borders), interoperability
- **Road Safety**: universal access to safety-related information
- **Use of Public Data**: efficient information supply, fair competition
- **Market Development**: market promotion, feasible business models and lower costs (economies of scale)

**Scope**: Trans-European road network, interfaces with urban networks and other modes
Agenda for Today
Workshop Agenda

- Aim for the day:
  - review interim study results with stakeholders
  - discuss the role of possible EC action

- Morning: three general presentations to set the scene

- Afternoon: focus on on-going study time for discussion > please make use of it
  - Access to traffic and travel data
  - Free minimum traffic information
Workshop Participants

- European Commission
- Industry Consultants
- Research
- Government National
- Associations National
- Associations EU
- Government Regional/Local

n = 75
I wish you a successful workshop!

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