Traffic and Travel Information
The European Agenda

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Outline

- Data, Information and the Customer …
- Traffic and travel information in the ITS Action Plan
- The ITS Directive: what will it bring?
Data, Information and the Customer …
Traffic and Travel Information Services

- Key element of ITS deployment
- Increasing demand for European services
- Accelerated market development (roles of public and private providers)
- Information needed for smart choices … but even with full information human behaviour would not be rational
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 relevant modes of transport
- **Urban and long-distance**: interfaces to be better organised
- **Mobile applications**: fast growth to continue
Data: Fuel for ITS Services

- Growing data availability
  - technological progress
  - diversifying data sources
  - data organisation needs to manage

- Re-use of public sector information
  Directive 2003/98/EC
  - minimum rules based on transparency, fairness and non-discrimination
  - re-use ≠ free of charge
  - excludes industrial or commercial services
Service Value Chain

- Differences in national policies
  - >> no general attribution to private or public

  - Public Services
    - obligation to society to provide information
    - contribution to policy goals
    - market failure

  - Private Services
    - if successful business model is available

  - Public-Private Partnership
A Look From The Demand Side …

- How does the customer use the information?
- How much information can be digested?
- How is the link between information and behaviour (habits, uncertainty, imperfect information, costs of adjustment etc.)?
- What is the best format and timing for information?
- Which are the preferred information channels?
- How is the willingness-to-pay?
Behavioural Types in Congestion

(Schreckenberg / Selten)

- **44% Direct responders** react to congestion and change route
- **42% Conservatives** do not care about traffic information
- **14% Strategic responders** drive directly to announced congestion
Traffic & Travel Information in ITS Action Plan
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
Some Examples

- Private provider detects serious life threatening incident
- Private traffic information for the individual benefit <> public traffic management for the collective benefit
- Public data distribution not always non-discriminatory and transparent
Area 1

Optimal Use of Road, Traffic and Travel Data

1. EU-wide real-time travel information
2. Collection and provision of road data
3. Accurate public data for digital maps
4. Free minimum traffic information services
5. Promotion of multi-modal journey planners
Action 1.1 Procedures for the Provision of EU-wide Real-Time Traffic and Travel Information Services

- Fair and transparent access to public traffic and travel related data
- Private, safety-related traffic information available to public authorities
- Promote public-private co-operation
- Increase data quality
- Improve multi-modal co-operation
- Encourage (cross-border) data exchange
Action 1.4  Free minimum traffic information services

- Definition of specifications for data and procedures for the free provision of minimum universal traffic information services
  - Free safety-related traffic services for all travellers
  - Harmonisation of a Europe-wide minimum service free of charge to the user
  - Establishment of suitable organisational models
Key Questions for the Study

1. State-of-the-art: data availability, access, co-operation and data exchange?
2. Definition of safety related traffic information?
3. Status of free universal traffic information?
4. How to make public data available in a fair, transparent and harmonised way?
5. How to make privately held safety-related traffic information available to public authorities?
6. How to improve integration of road and public transport information?
7. Most appropriate instruments for Community action?
A Short Look Back …

- 2001 - EC Recommendation (2001/551/EC) on deployment of traffic/travel services in the EU
  - facilitate access to public sector data
  - enable private and public sectors to co-operate for service provision
  - little impact on deployment

The ITS Directive: What will it bring

SOURCE: Wikimedia Commons
ITS Directive: Priorities

- Common specifications based on interoperability and open, public standards
  - EU-wide multimodal travel information services
  - EU-wide real-time traffic information services
  - Road safety related minimum universal traffic information free of charge to users
  - Harmonised, interoperable EU-wide eCall
  - Information services for safe and secure truck parking
  - Reservation services for safe and secure truck parking
ITS Directive: Specifications

- Functional, technical, organisational, service provision specifications

- Procedure
  - delegated acts (Art. 290 TFEU)
  - prior impact assessment
  - expert group (Member States) and advisory group (high level stakeholders)

- Obligations for Member States
  - ensure use of specifications if service is deployed
  - cooperate in priority areas
  - deployment obligation only if new legislative act
Status of ITS Directive

- Early 2nd reading agreement between EP and Council in December 2009
- Formal adoption by Council in May 2010
- Next steps
  - Adoption of agreed text by EP in July 2010
  - Entry into force of Directive after publication in the Official Journal in Autumn 2010
Thank you very much for your attention!

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