



EasyWay

ITS from research to deployment

How to remove the barriers to ITS deployment : the role of EasyWay

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The barriers to ITS deployment and the role of EasyWay

The conditions of deployment of ITS

The barriers to deployment, at the present time

The role of EasyWay

Conditions of deployment

ITS lies in integrating innovations from ICT area in new services and in creating new demand for those services.

But there is a lack of market feed back and demand wouldn't emerge without specific public policies :

- Users generally don't pay the entire part for transport services;**
- Traffic and network managers have no direct incentives from the market to incorporate innovation;**
- Transport services are characterised by time, comfort, reliability, security... whose value are imperfectly known;**
- Transport services provision involves a significant number of public and private actors.**

Taking into account the economical constraints as well as the end user benefit, the service must be deployed at a european level.

The barriers to deployment, at the present time

Public administrations

ITS are not enough integrated in transport policies

- Insufficient knowledge on benefits of ITS and on how they can modify users' behaviour
- Insufficient knowledge of needs of users

Public administrations have difficulties to deploy ITS

- ITS needs high initial investment cost on large areas to implement new equipments before the beginning of the deployment of services
- The skills and expertise required are various : information and communication technologies, traffic management and project management and difficult to find and put together in public administrations

Fragmented ITS infrastructures have been developed so far and there are now difficulties about compatibility, interoperability and continuity of services at european level

The barriers to deployment, at the present time

Private sector

The private sector needs a common system architecture in Europe to deploy new services

The availability of public datas is also a key point for private sector

Standardisation of several devices seems necessary (e. g. on board devices for automotive industry)

New services will be delivered by systems partly in public area, partly in private sector

The standardisation of data exchange is a key point but their utilisation is also to be discussed

EasyWay role

What is EasyWay ?

An integrated project for Europe-wide ITS deployment on the TERN, aiming to

- Deploy a connected ICT infrastructure at European level
- Set up cooperation between road or traffic authorities through borders
- Harmonise the service at the end user point of view

Focus on deployment

- 95% of the budget is allocated to deployments
- A set of 6 European studies set the frame for harmonized deployments

One project gathering more than 20 member states and 135 TERN operators with associated partners including the automotive industry, telecom operators and public transport stakeholders

A well structured management

- At EasyWay level for overall project management (Steering Committee, Secretariat and Expert Groups with representatives of 8 Euro-Regions)
- Different bodies (with representatives from European Member States) for Euro-regional deployment and European studies

Budget : 500 m€ for 2007-2009, 20% EU funding

EasyWay role

Cooperation between european member states

Coordination of activities

Common definition of services

Compatibility of the systems (e. g. Datex : a european protocol for traffic data exchange between road administration, operators and service providers)

Provide tools for deployment and references for coordination with private sector

20 guidelines under internal endorsement process to promote a common technical doctrine

Annuel EasyWay conferences (forum)

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See next slide

EasyWay role

Solutions to study

A5 – European Studies

- ES 1 – Europe-wide traveller information services
- ES 2 – Europe-wide traffic and network management
- ES 3 – Freight and logistics services
- ES 4 – VMS Harmonisation
- ES 5 – DATEX II
- ES 6 – European ITS deployment roadmap

Guidelines for deployment

Supporting actions

Viability studies



Solutions to deploy

A1 – Europe- Wide Traveller Information Services

A2 – Europe- Wide traffic management Services

A3 – Freight and logistic services

Supporting infrastructure

**A4 – Connected ICT infrastructure
(Monitoring, processing and data exchange infrastructure)**



EasyWay role

Deployments and evaluation

Insufficient knowledge of the impacts of ITS is a barrier to their deployment : EasyWay stresses evaluation.

A short synthesis of evaluations available

Following impacts when services are activated

Traveller information and warning services

- Up to 5% savings in accidents, 6% reduction in congestion and 1.5% reduction in CO2 emissions

Traffic Management Services

- Use of pre-defined TMPs has been seen to saved around 80% of time through rerouting
- Dynamic Traffic management increases safety – up to 60% savings in accidents – and increased capacity – up to 5%
- Speed Control on critical sections has reduced accidents up to 40%, with up to 20% improvement in traffic flows

EasyWay role

EasyWay and ITS action plan

EasyWay will be a tool for the implementation of the EC ITS action plan.

Priority areas for European Commission ITS Action Plan	Number of actions	EW Involvement
Optimal use of road, traffic and travel data	5	5
Continuity of traffic and freight management ITS services on European transport corridors and in conurbations	4	2
Road safety and security	5	1
Integration of the vehicle into the transport infrastructure	4	3
Data security and protection, and liability issues	2	0
European ITS cooperation and coordination	4	2

The barriers to ITS deployment and the role of EasyWay

Conclusion

ITS lies on the integration of innovations that are external to transport area.

The market regulations are not sufficient to provide new services all the more these services must be implemented at an european level.

Public policies are necessary.

EasyWay gathers competent representatives of european states in the field of road traffic,

And

**Experiments, evaluates, harmonises at european level new services.
As a part of European Studies, cooperation with external stakeholders will be a key point in EasyWay II.**

Thank you for your attention