Developing ITS deployment strategies

Phil Rowley – World Road Meeting, Lisbon

26/05/2010
Why have an ITS strategy?

A generic strategy model

Planning for operation

IRF Policy committee on ITS – Working Group E
The benefits of having a strategy

- Enables targeted and prioritised investment
- Identifies whether technology is the best solution to a particular problem
- Sets out a structured and logical approach to technology investment
- Gives a framework against which innovative new solutions can be developed
- Links ITS deployments to transport objectives
The risks of not having a strategy

- Restricts integration of systems and services
- Difficult to achieve value for money due to bespoke implementations
- Difficult to measure progress and evaluate whether ITS implementation is having an impact
- Roles and responsibilities for deploying and operating ITS not always clear
A generic ITS strategy model

- Vision
- Objectives
- Principles
- Deployment Programme
- Monitoring
A deployment strategy needs a institutional structure with clearly defined roles and responsibilities for:

- Policy (Including procurement, financing, standardisation, cross border cooperation, privacy etc etc)
- Enforcement
- Infrastructure implementation
- Traffic Management
- Incident Management
- Information dissemination
- Maintenance
ANITA Scheme

Objectives

Planning for operation

- CCTV
- Journey Times
- Congestion
- Air Quality
- Incidents
- Car Park Spaces

- Bus Arrival Times
- Bus Timetables & Routes
- Congestion
- Delays
- Incidents
- Roadworks
- Events
- Air Quality
- Car Park Spaces

Monitor

Control Centre

Inform

Control

- Reduce Delays & Congestion
- Public Transport Priority
- Access Control
- VMS Signs & Diversions
- Demand Management
- Reduce Pollution
- Improve Safety & Accessibility
IRF ITS Sub-committee E – ITS deployment strategies

- Identifying and collating best practice from around the World
- Developing regional models and matrices of best practice
- Developing benchmarking tools
- Carrying out benchmarking of existing ITS deployment strategies

Outputs:
- Suite of tools and documentation of ITS strategy best practice
- Benchmarking tool and benchmarking results
Thank you for your attention

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