PUBLIC MEETS PRIVATE

From research to deployment
How can we make intelligent cooperative systems a reality?

John Miles Ankerbold International Ltd.
Intelligent Cooperative Systems

Stakeholders:

- **Government**
- **Road authorities**
- **Motor manufacturers**
- Communications industry
- Content service providers
- Emergency services
- Travellers
- **Society**
- Developing countries
Motor manufacturers’ concerns

- Bringing product to market
- Business case
- Risks and liability
- Regulations
- Communications
- Value added services
- Ownership of data
- Cross border, jurisdiction
- Negotiate with who?
Road Authorities’ concerns

• Costs
• Budgets and programme finance
• Benefits
• Safety and security
• Public acceptability
• Roles and responsibilities
• Deployment risks and roadmap
• Operational procedures
• Ownership of data
• Which system – what approach to take?
• Mixed fleet of equipped / unequipped vehicles

Communications
Society concerns

- Benefits for individuals only?
- Who pays - who benefits?
- Ownership of data
- Liability
- Personal privacy
Government concerns

- Policy on cooperative systems
- International cross-border dimension
- Standards
- Legislation and regulation
- Consumer protection
- Operating framework
For wide-scale VII-CVHS deployment, it will be necessary to demonstrate and achieve:

- A commercial case for investment
- A public case for deployment, fitting in with current road network operations practice
- Proof of consumer and societal benefits
- The means to manage deployment challenges, which are:

Political, Financial, Operational
Partnerships for deployment – 1

PIARC/FISITA Joint Task Force

PIARC - the Permanent International Association of Road Congresses (World Road Association) Established 1908

FISITA – the International Federation of Automotive Engineering Societies Established 1948
Rationale for a Joint Task Force

- FISITA and PIARC can provide a platform for dialogue between Road Authorities and the motor industry globally.

- JTF can help to shape the evolution of intelligent cooperative systems by:
  - informing road operators and national roads authorities about VII - CVHS developments
  - supporting their involvement in VII - CVHS
  - alerting motor industry to Road Authority concerns
  - helping to accelerate deployment by recommending good practice
Mandate for the Joint Task Force

- April 2008: Agreement for a JTF by the Boards of FISITA & PIARC
- The JTF will operate as a sub-group of the PIARC Technical Committee on Network Operations
- Membership is by nomination drawn from the two organisations (with option to co-opt)
- Will work as a committee of inquiry, reporting initially at FISITA World Congress, Budapest 2010
- Progress report at 16th ITS Congress Stockholm 2009
Partnerships for deployment - 2

The European Commission
ITS Action Plan
Rationale for a European ITS Action Plan

• ITS is an important dimension in European transport policy
• Excellence in ITS will help the economy and jobs
• Further measures are needed for harmonised and accelerated uptake and deployment of ITS
• EU has a role to play in creating the appropriate framework conditions
European ITS Committee
Member States

Composition:
- Chair: EC
- 27 Member States

Role:
Framework for exchange with MS
*Decide on procedures and specifications in priority areas*

ITS Senior Advisory Group
20 High Level members

Composition:
- Chair: EC
- Members from:
  - ITS service providers
  - Association of users
    - Transport and facilities operators
    - Industry
    - Social partners and professional associations
  - Other stakeholders (incl. local authorities) can join

Role:
Advise the Commission on technical aspects of implementation and deployment of ITS
EC Action plan on ITS

• Action Area 1: Optimal use of road traffic and travel data
• Action Area 2: Traffic and freight transport Management for the continuity and interoperability of ITS services on European Transport corridors and in conurbations
• Action Area 3: ITS Road safety and security
• Action Area 4: Better integration of vehicle into the transport system
• Action Area 5: Data security and protection and liability issues
• Action Area 6: European ITS co-operation and coordination
Thank you for your attention

www.piarc.org

www.road-network-operations.piarc.org

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