

ISA, a smart traffic policy instrument

Get the basics in order

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SOFTWARE



IMPLEMENTATION



INITIATIVES



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ISA

ISA = Intelligent Speed Assistant

It helps the driver to follow the speed limit



ISA is a fact

From July 2024, ISA will be mandatory

For all roads in the EU



Road safety

95% of accidents due to human factors

Human factors are decisive for success of ISA



ITS-directive 2010

A legal framework for a coordinated introduction of ITS in the EU



Real Time Traffic Information

Road classification

*Traffic circulation concept**

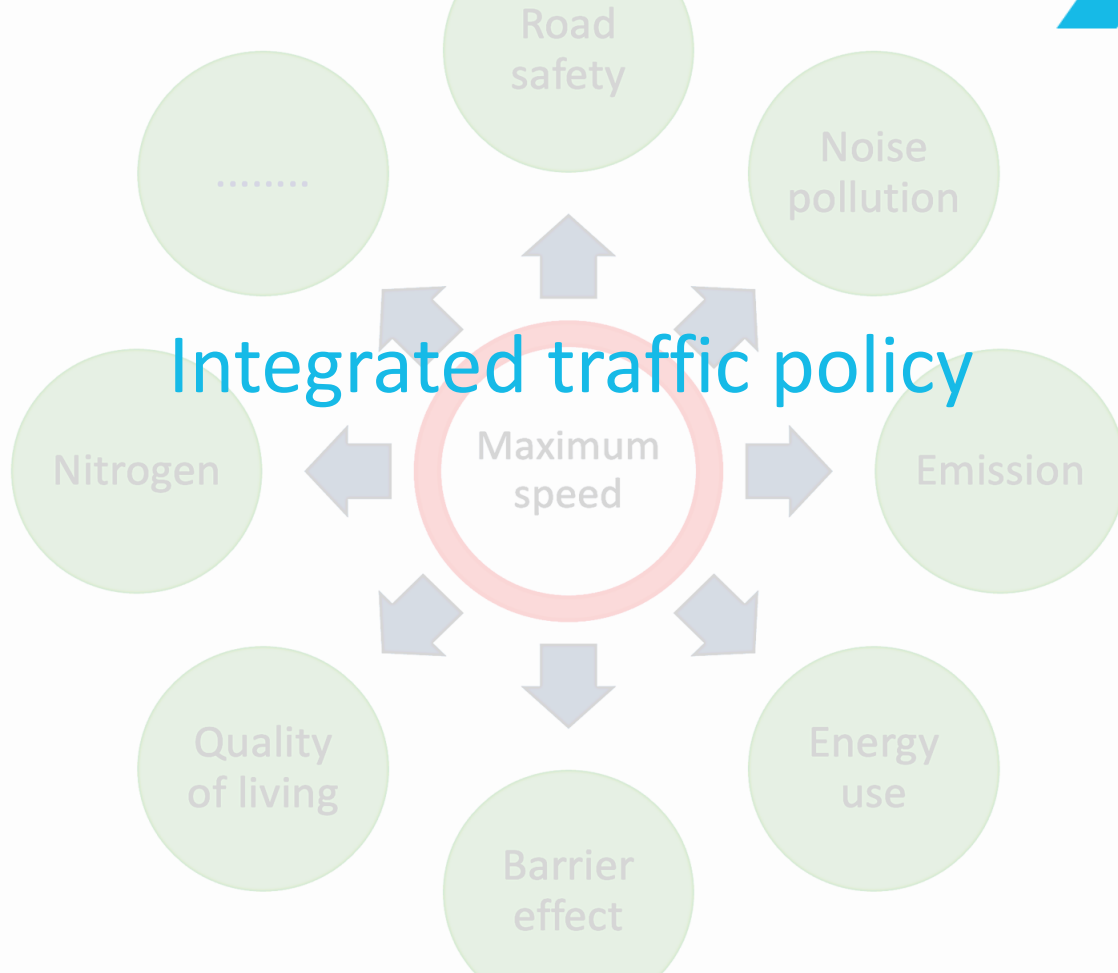
*Speed limits**

**= crucial data type that must be available before January 1, 2025*

ISA Netherlands working group

Help municipalities to prepare







Traffic Policy

Get the basics in order



Signs on the street



Digital traffic policy map



Digital Road Manager

Step-by-step plan for introduction

Critical success factors

Continuity of information

Reliability of information

Accessibility of information





Traffic signs assessment

Normal physical speed signs

Dynamic speed signs

Temporary speed signs

Continuity of
information

Reliability of
information

Accessibility of
information

Speed behaviour versus speed limit

Floating Car Data

LinkID	1282634480F	
Snelheidslimiet	50	
Freeflow	50	
Kaart		
Kaartweergave	17,4 km/u	
Maximale snelheid	126	
Cijfers	V85	Vgem
Alles	67,4	56,0
Zonder vertraging	67,4	56,0
Tijdens vertraging	-	33,5

Detail informatie ophalen

Continuity of
information

Reliability of
information

Accessibility of
information



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Taking Human factors into account

Road design is consistent with road function and safe speed limit



Continuity of
information

Reliability of
information

Accessibility of
information

Starting point the traffic policy map

Critical success factors



Online digital traffic policy map

VAN VOORST TOT VOORSTSTRAAT

- ✓✓✓✓✗ — Gemengd verkeer: 0,87 rank
- ✓✓✓✓ — Bus verkeer: 0,50 rank
- ✓✓✓✓ — Bus verkeer: 272 per week
- ✓✓✓✓ — Tram verkeer: - rank
- ✓✓✓✓ — Tram verkeer: 0 per week
- ✓✓✓✓ — Oversteekbaarheid: 46%
- ✓✓✓✓✗ — Woonhuisdichtheid: 0,46 rank
- ✓✓✓✓ — Winkels, horica, etc.: - rank

- ✓✓✓✓ — Onderwijs: - rank
- ✓✓✓✓✗ — Bebouwd gebied: 100%
- ✓✓✓✓ — Niet meer dan 1 rijstrook: 100%
- ✓✓✓✓ — Geen rijbaanscheiding: 100%
- ✓✓✓✓ — Geen brug: 100%
- ✓✓✓✓ — Geen tunnel: 100%
- ✓✓✓✓ — Geen bedrijventerrein: 100%



ISA observation data

Road signs

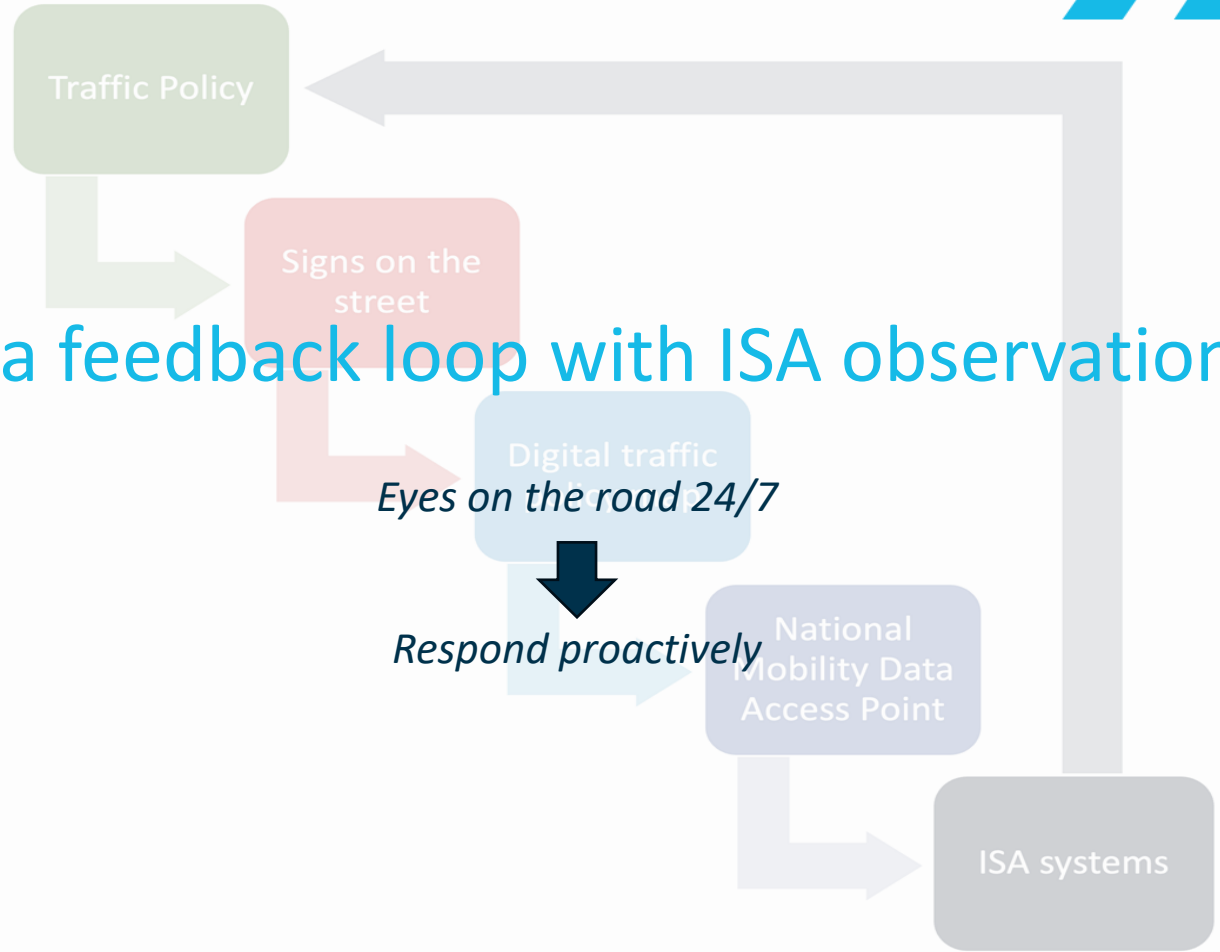
Speed driven

ISA system functioning

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Data feedback loop with ISA observations





Advice to cities and regions

Use the EU ITS directive for your local traffic policy

Implement the Digital Road Manager

Organize effective data exchange

Use data for evaluation & intervention



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