Intelligent Mobility – thinking about tomorrow’s transport

Name it and solve it:
current obstacles to full ITS deployment

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ITS

When integrated all the components are linked, so as to produce greater benefits than would a fragmented deployment of the systems
Support policy and business outcomes

Barriers

Lack of understanding of ITS
Hard evidence on value
Coordination and Leadership
Lack of understanding of ITS

What is ITS – what's included and excluded
No clearly accepted view of the contribution of ITS to the way that transport needs to work
Focus on individual systems rather than integrated solutions
Focus on technology
Poor press
Limited public awareness and understanding
Lack of vision – what does full deployment look like?
Hard evidence on value

Limited appraisal and evaluation
Public perception
Isolated systems
ITS part of bigger schemes
Contribution to policies and business outcomes
Failure to get the best out of installed systems
Moving targets and situations
Fragmented stakeholder community
Standards
Business cases
Who pays who benefits

28 February 2012
Coordination and leadership

Understanding costs and financing
Integrated modal transport and mobility strategy
Organisational and institutional resistance
Governance, Security, Privacy, Data protection and ownership
Breaking down jurisdictional boundaries
Staff capabilities and public knowledge
Speed of development
Standards
Champions
No “one stop shop” for ITS information, leadership, policy development

28 February 2012