IRF – UNECE ITS Event

Session 2: ITS: better mobility services to everyone?

In a disruptive and challenging world how can ITS remain relevant to society?

Governance and Infrastructure for Smart and Connected Mobility
Palais des Nations, Geneva
04 December 2018

Tim Gammons, Director, Arup

ARUP

Agenda

- ITS as viewed by UNECE and IRF (circa 2011)

- Connected journey

- Governance to support ITS

- Development of ITS projects to support benefits realisation
  - Service design
  - System design
 - Widget/component design

- Summary

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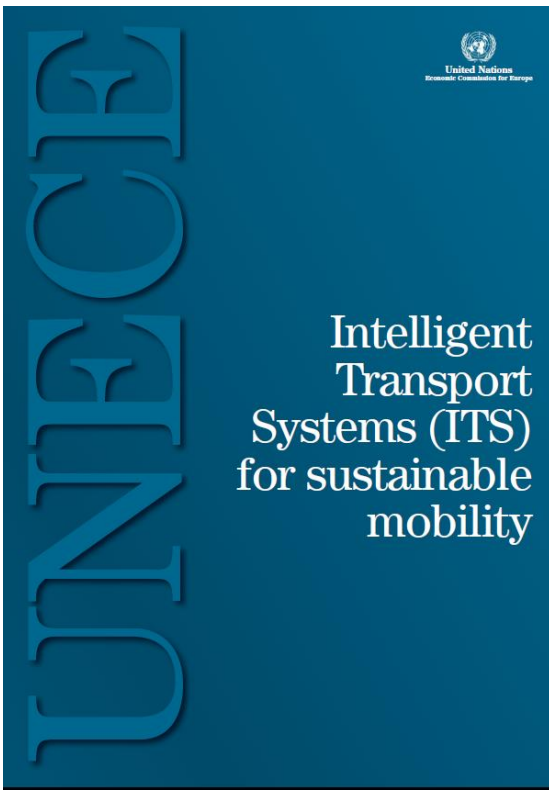
Extract of 20 Global Actions for UNECE

- Scaling up the work on ITS in all working parties
- Enhancing the modal integrator's role of ITS
- Developing cost-benefit assessment methodologies
- Contributing to climate change mitigation
- Launching analytical work
- Contributing to capacity building, education and awareness raising

Challenges

- Interoperability is essential
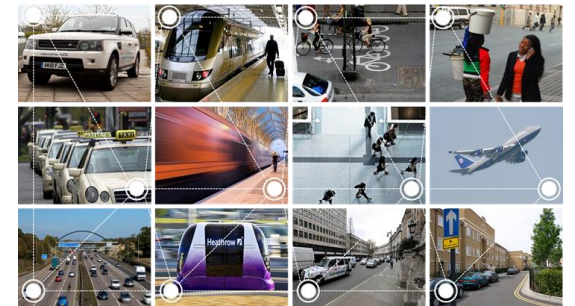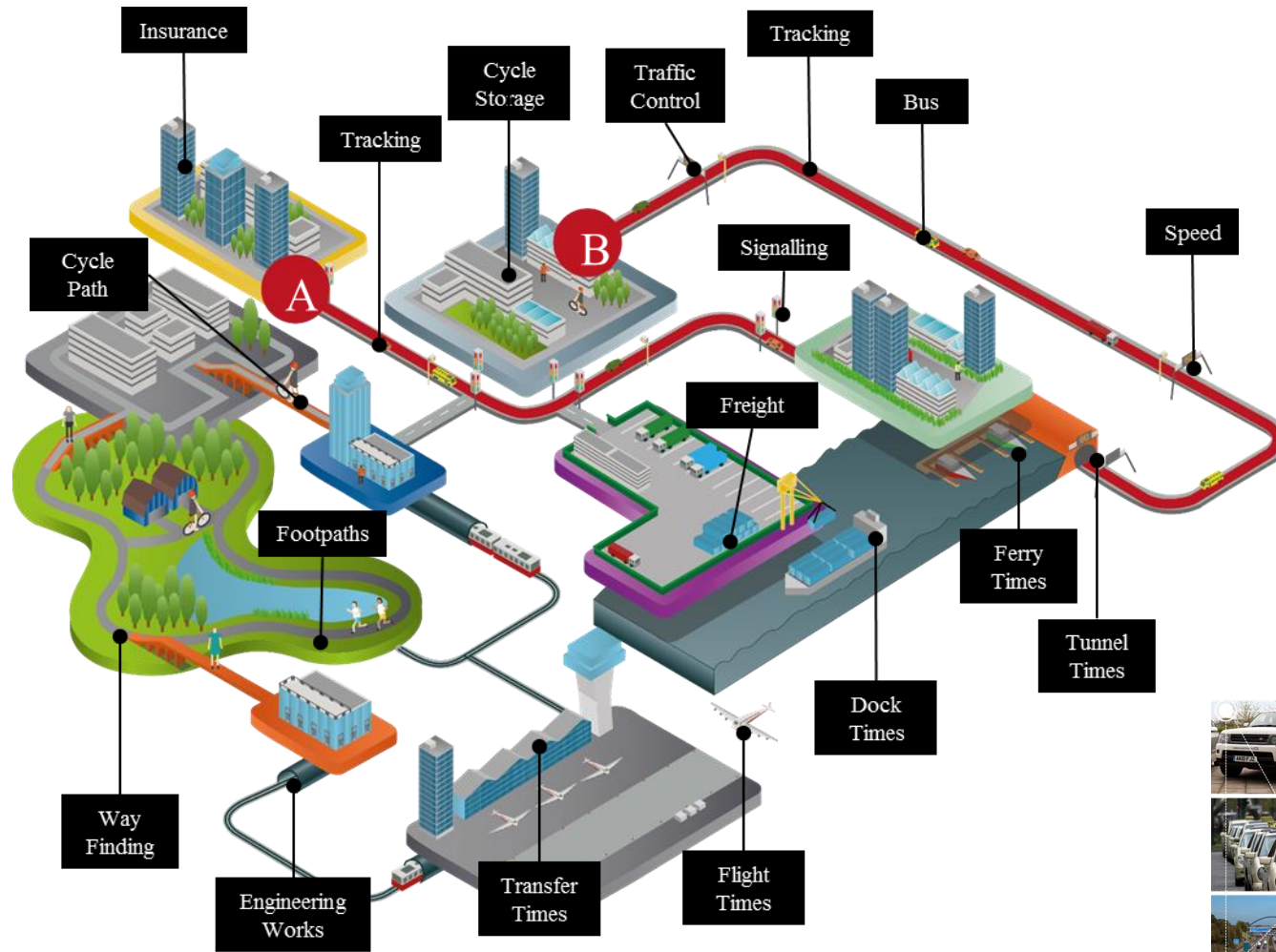- Possible penetration into consumer markets
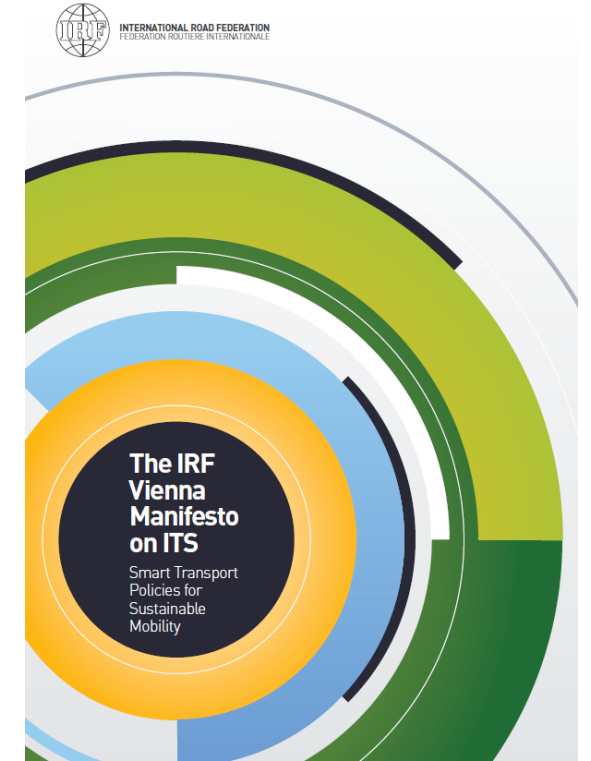
IRF Recommendations

- Incorporate ITS in Existing Policies
- Enhance ITS Partnership and Collaboration
- Encourage Sustainable Mobility Behaviour
- Plan for ITS Deployment
- Foster ITS Harmonisation
- Stimulate ITS Education
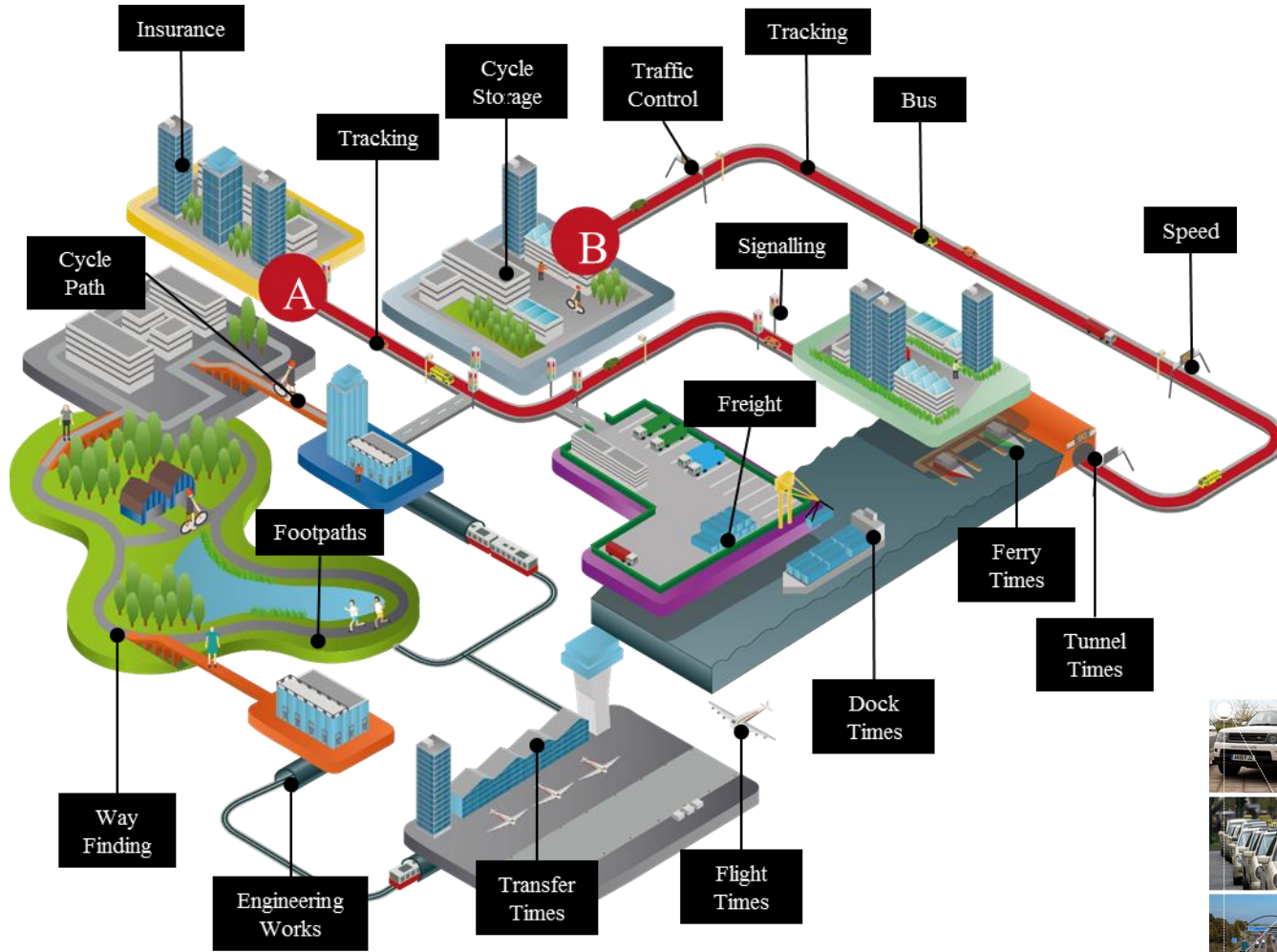
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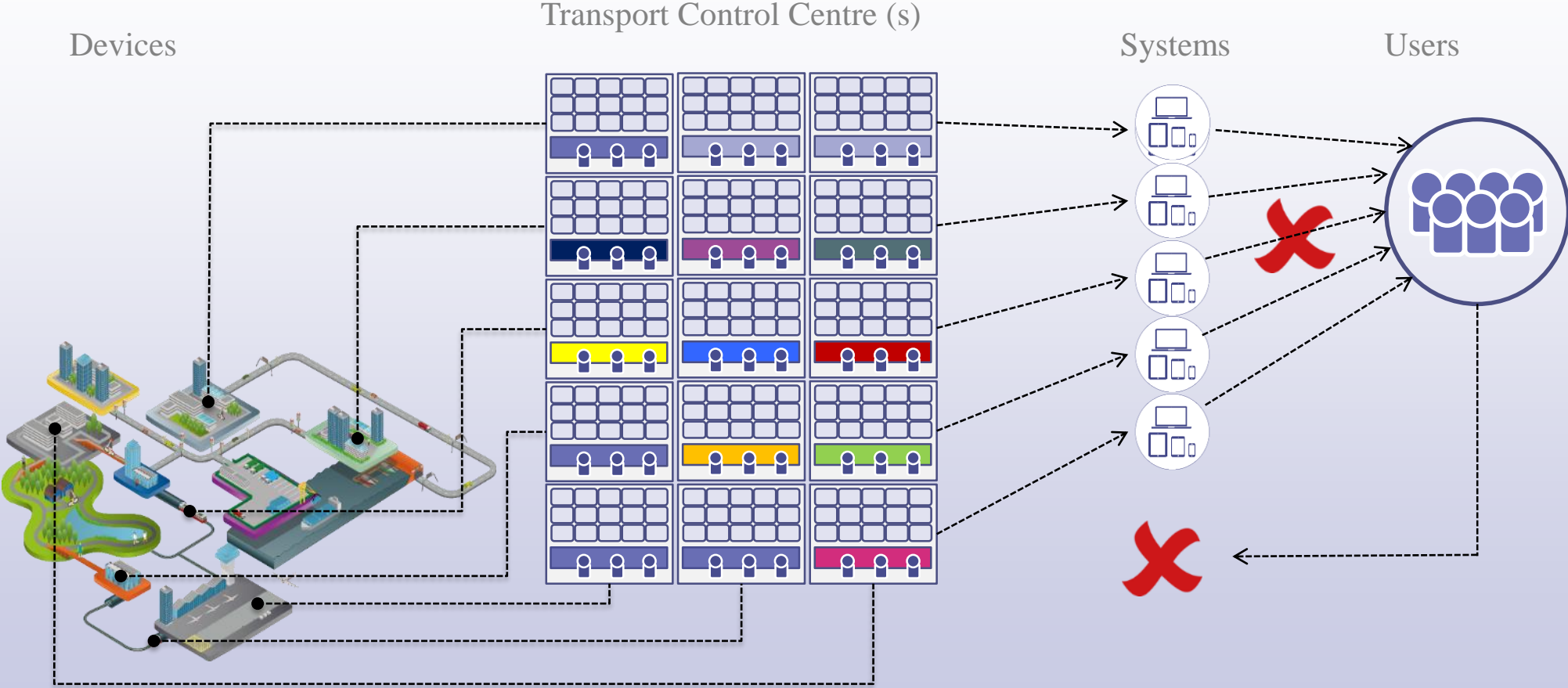# Familiar ITS Deployments

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The Connected Journey

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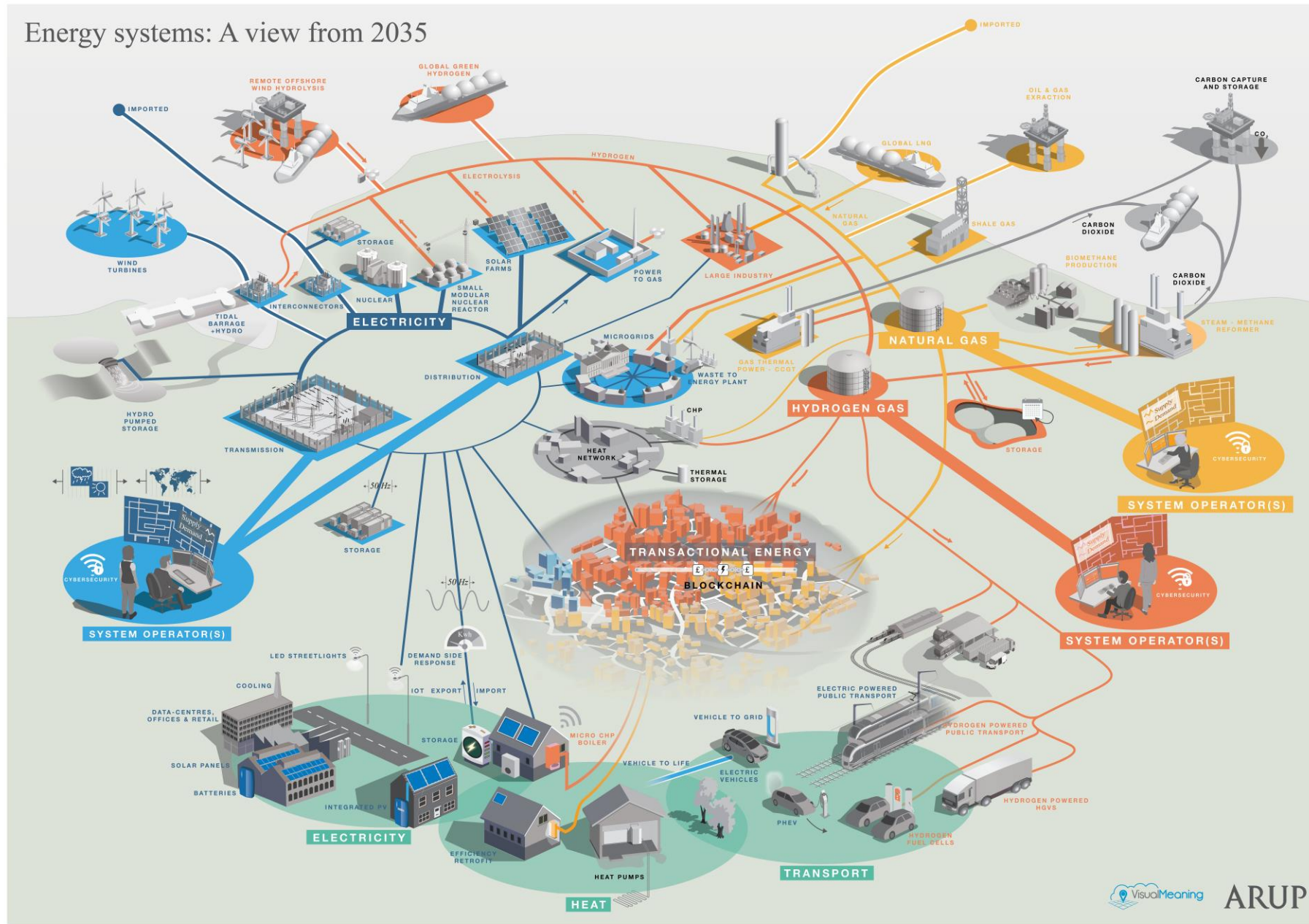# Reality check

❖ Silo'd

❖ Fragmented

❖ Proprietary

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Incomplete Value Chain

Devices

Transport Control Centre (s)

Systems

Users

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Energy systems: A view from 2035

Transport is Complex – Cities are More Complex
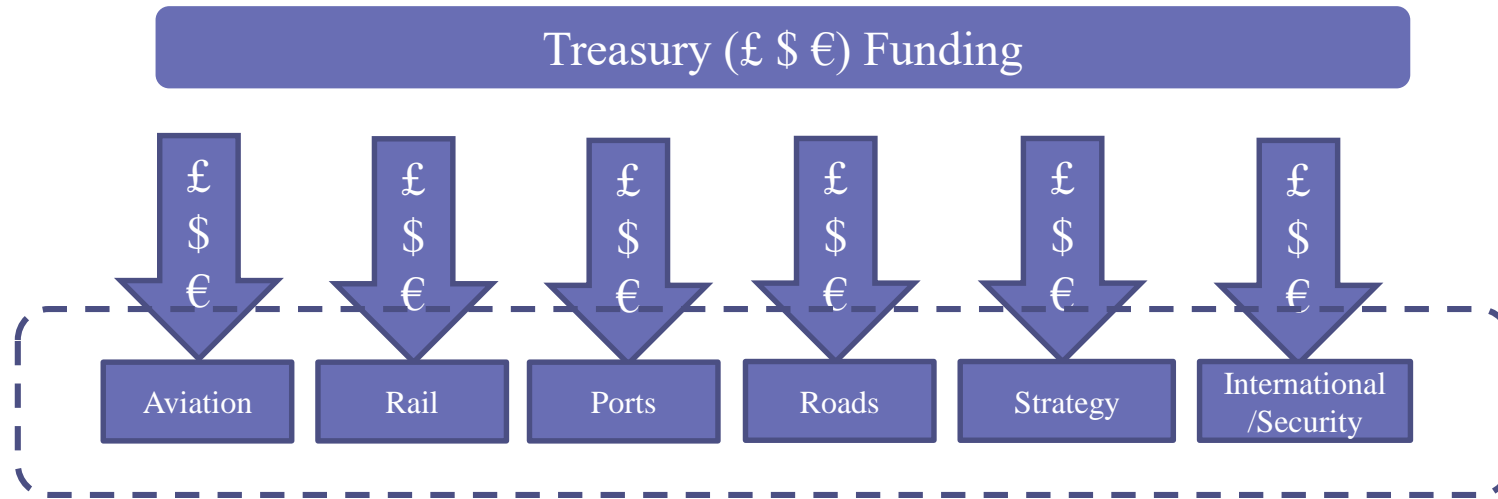
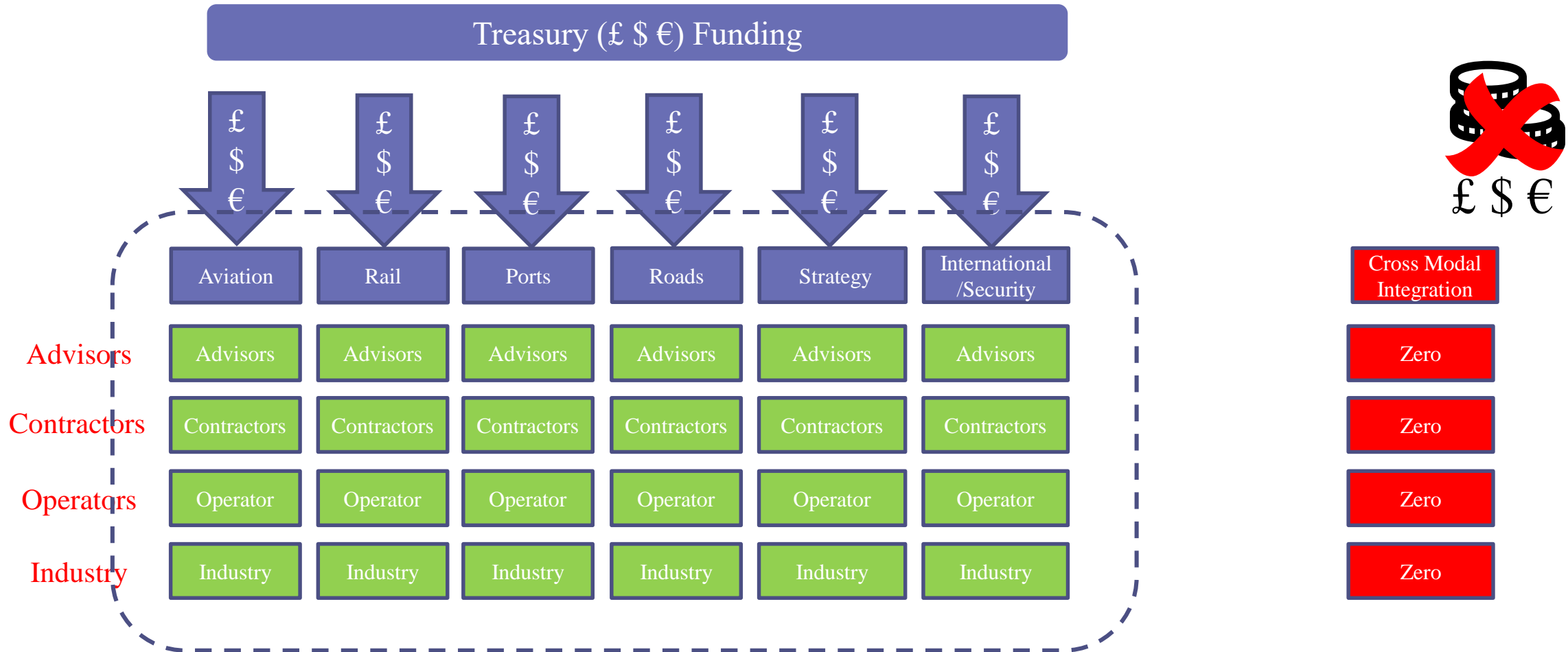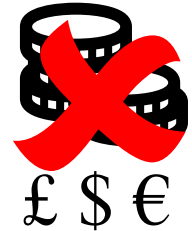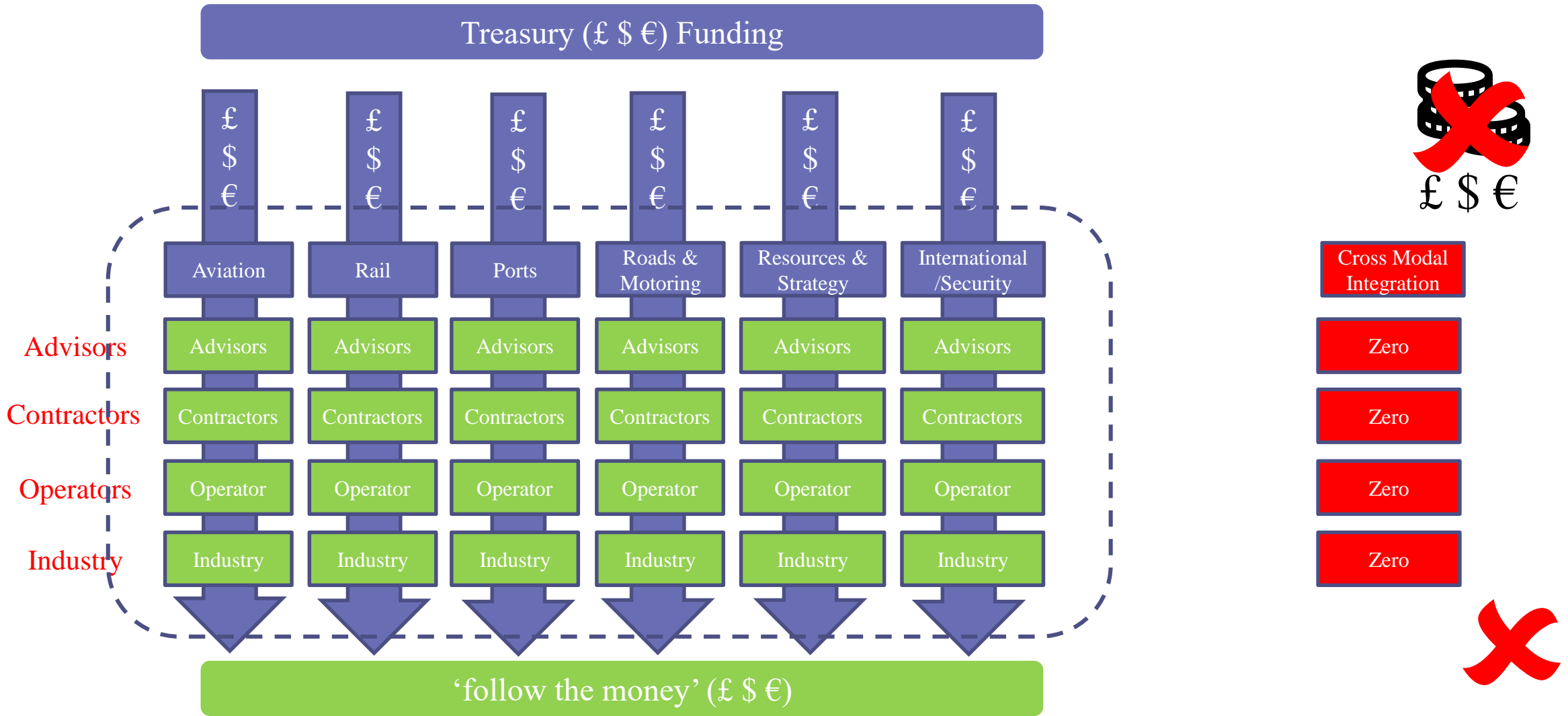# Typical Governance and Departmental Structure

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Typical Governance and Departmental Structure

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Typical Governance and Departmental Structure

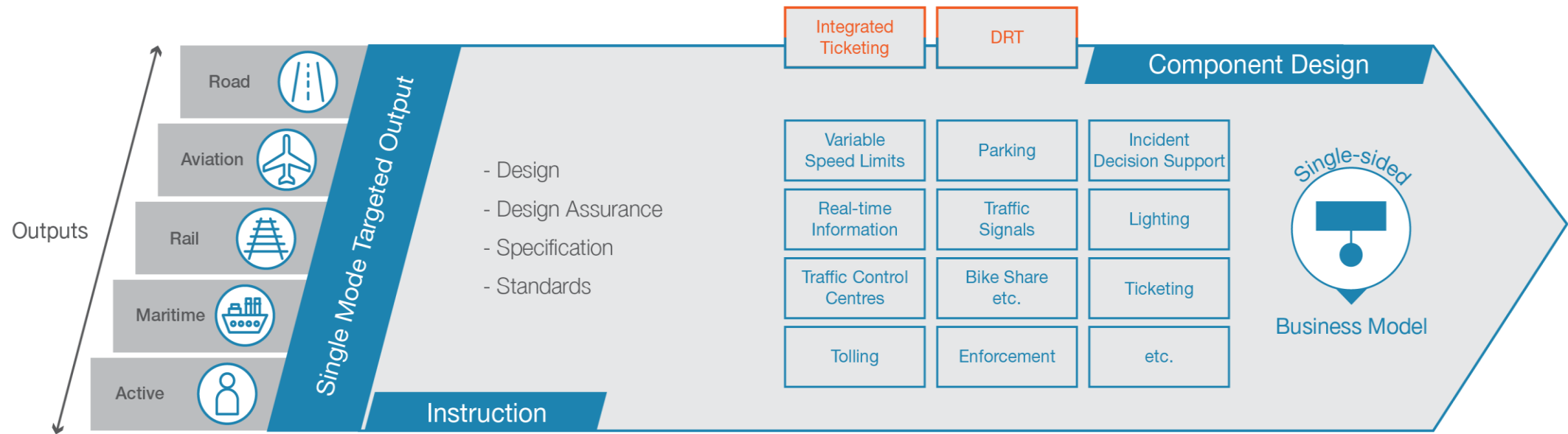# How do we know when we achieved success ?

Mike Bloomberg (former Mayor NYC):

*If you can't measure **it**,*
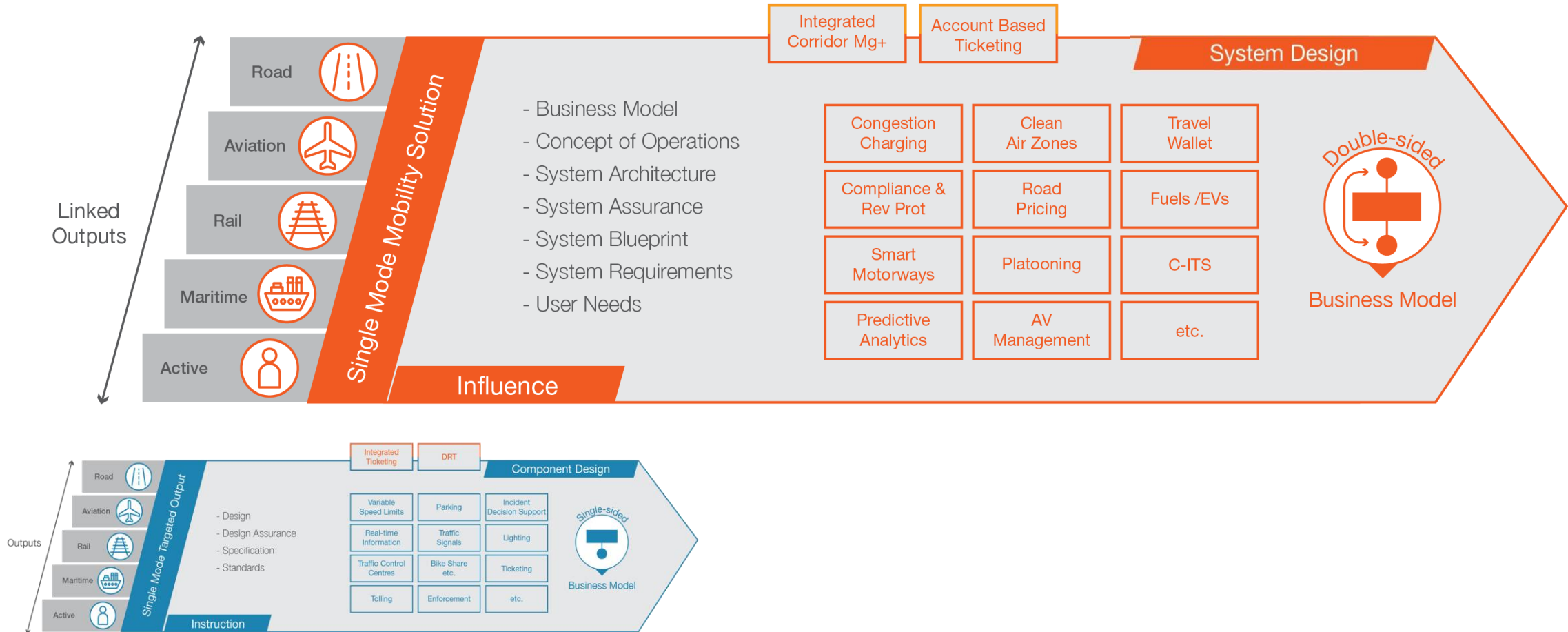
*you can't manage **it** and*

*you can't fix **it**.*

Anon:

1) *We design widgets and systems to find a problem.*

2) *We fund projects to buy widgets and systems.*

3) *We operate below the problem statement*
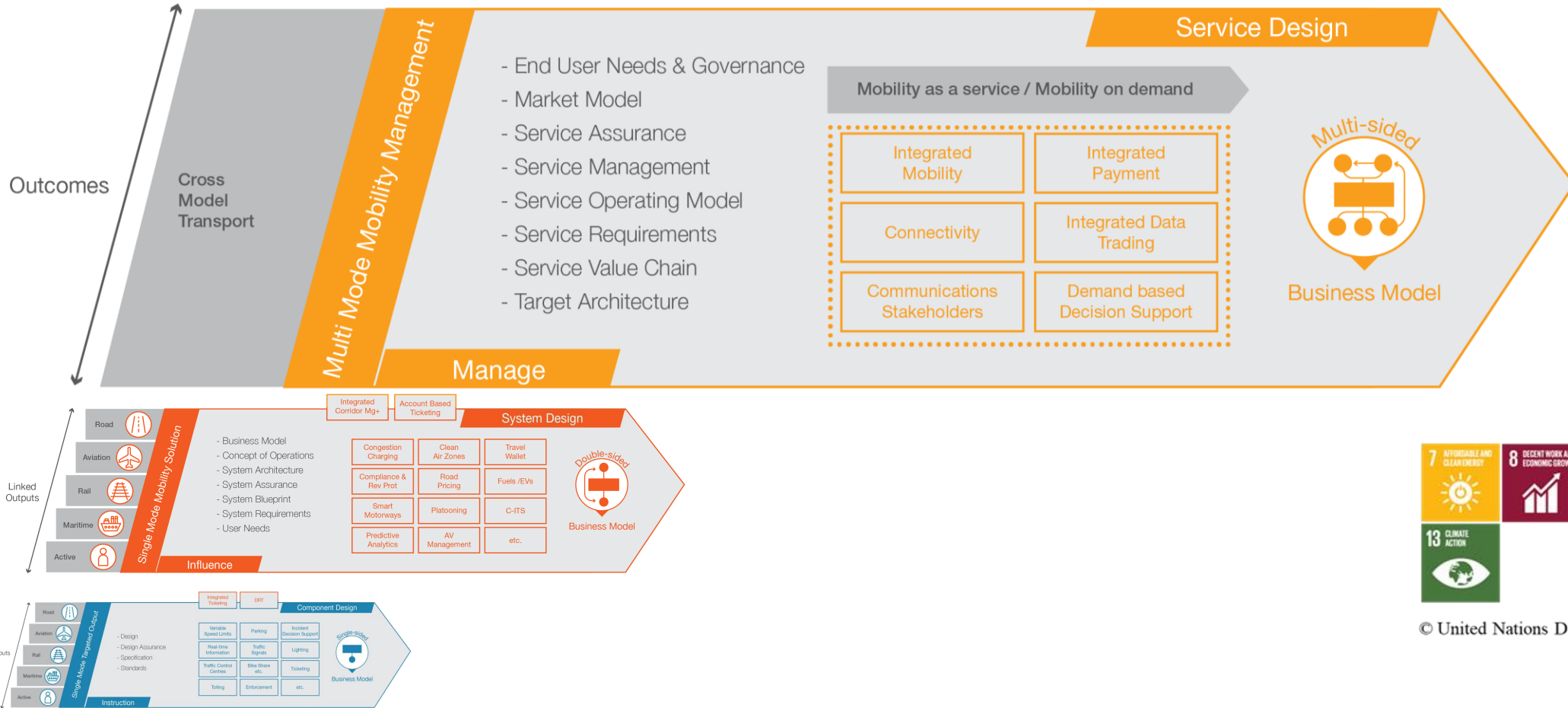
4) *We don't always define the outcome*

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Widget/Component Design

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System Design

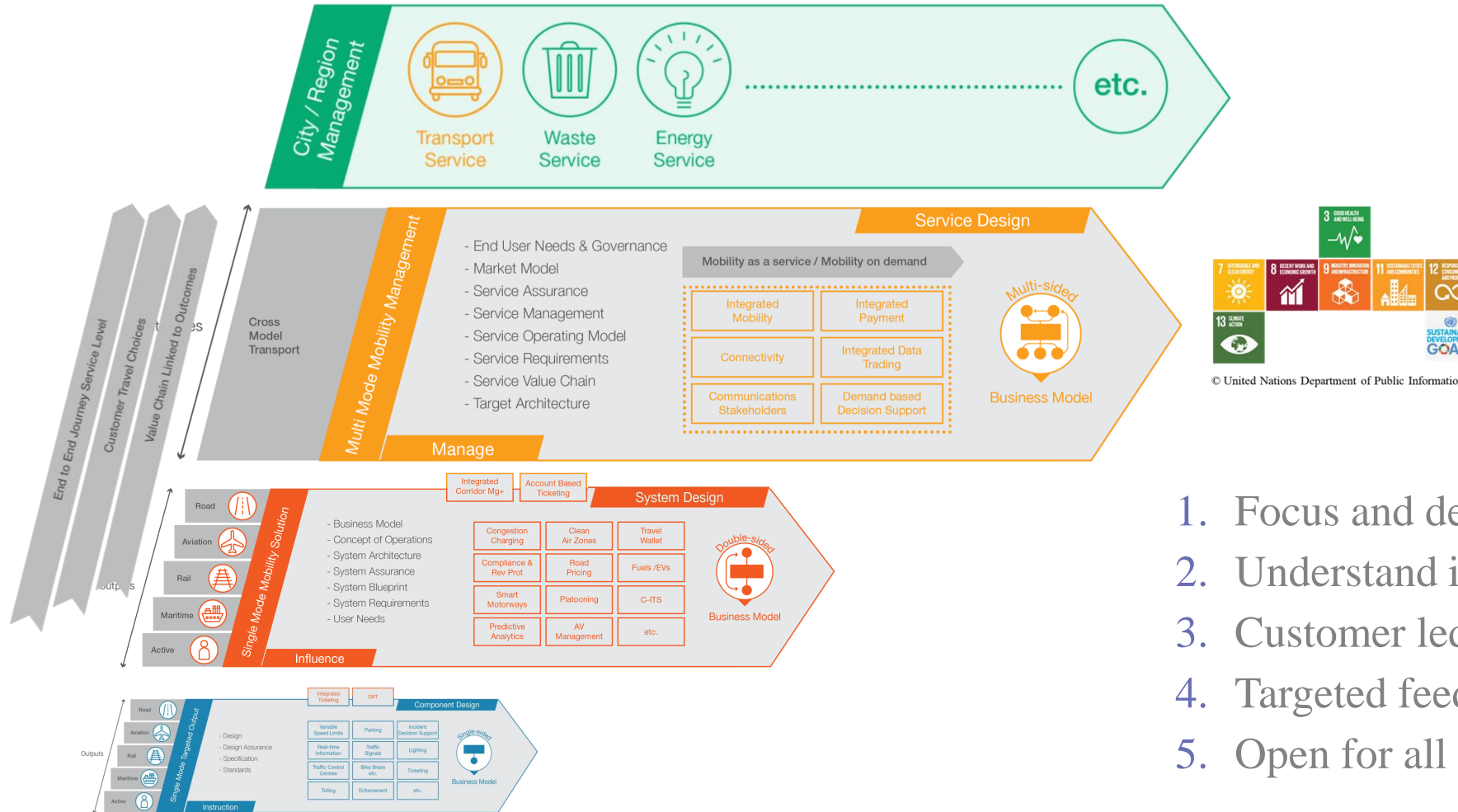ARUP

Service Design

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Delivering Outcomes Through Intelligent Mobility

1. Focus and define the problem
2. Understand interrelationships
3. Customer led services
4. Targeted feedback to understand use
5. Open for all to participate

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Summary

More encouragement of:

- Governance that advocates cross modal/sector collaboration

- Elevation to the problem statement

- A service model to describe desired outcomes

- Benefits capture
  - Identify and measure the before state, so that, outcomes can be measured

- Sharing experiences and socialising success

- Planning before procurement
  - Service ➢ System ➢ Widget

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