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
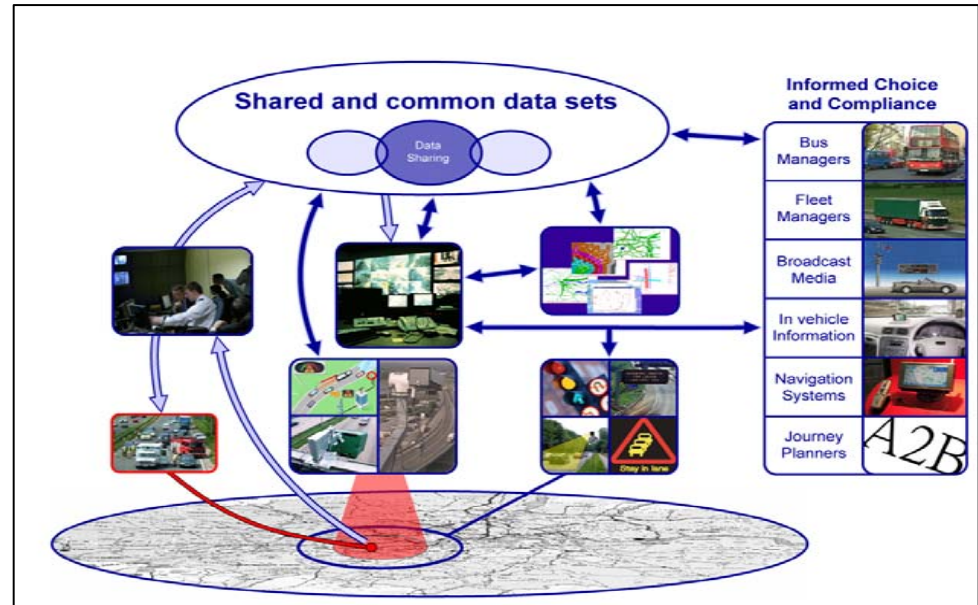
Support policy and business outcomes

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
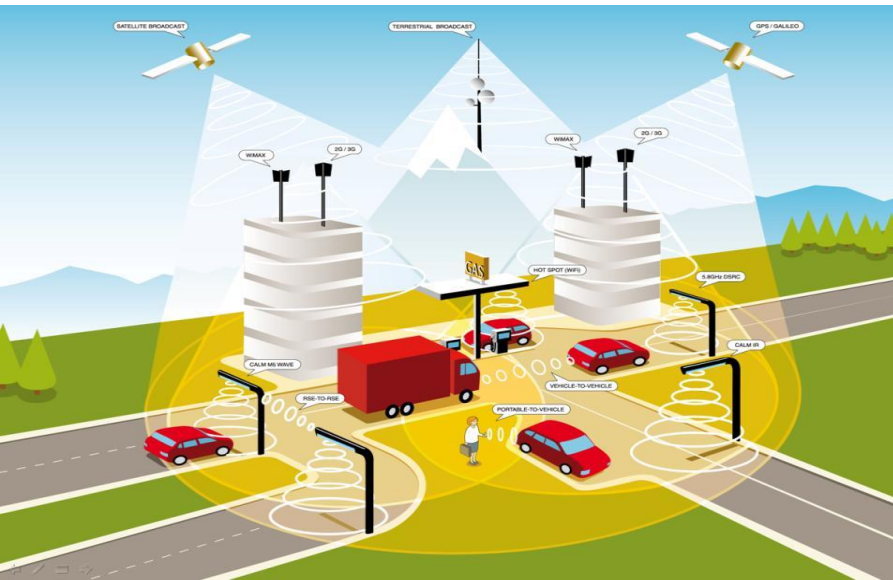
Focus on individual systems rather than integrated solutions

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

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