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

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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
**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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**Challenges**

- Interoperability is essential
- Possible penetration into consumer markets

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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
Familiar ITS Deployments
The Connected Journey
Reality check

- Silo’d
- Fragmented
- Proprietary
Incomplete Value Chain

Transport Control Centre (s)

Devices

Systems

Users
Energy systems: A view from 2035

Transport is Complex – Cities are More Complex

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Typical Governance and Departmental Structure

Treasury (£ $ €) Funding

- Aviation
- Rail
- Ports
- Roads
- Strategy
- International/Security

Cross Modal Integration
Typical Governance and Departmental Structure

Treasury (£ $ €) Funding

- Aviation
- Rail
- Ports
- Roads
- Strategy
- International
  /Security

Advisors
- Advisors
- Advisors
- Advisors
- Advisors
- Advisors
- Advisors

Contractors
- Contractors
- Contractors
- Contractors
- Contractors
- Contractors
- Contractors

Operators
- Operator
- Operator
- Operator
- Operator
- Operator
- Operator

Industry
- Industry
- Industry
- Industry
- Industry
- Industry
- Industry

Cross Modal Integration
- Zero

Zero

Zero

Zero
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*
Widget/Component Design

Single Mode Targeted Output

- Design
- Design Assurance
- Specification
- Standards

Outputs

Inputs

Component Design

Integrated Ticketing
DRT

Variable Speed Limits
Parking
Incident Decision Support

Real-time Information
Traffic Signals
Lighting

Traffic Control Centres
Bike Share etc.
Ticketing etc.

Tolling
Enforcement
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
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