

Developing ITS deployment strategies

Phil Rowley – World Road Meeting, Lisbon

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UNITED
BY OUR
DIFFERENCE



- Why have an ITS strategy?
- A generic strategy model
- Planning for operation
- IRF Policy committee on ITS – Working Group E



Why have an ITS strategy?

The benefits of having a strategy

- Enables targeted and prioritised investment
- Identifies whether technology is the best solution to a particular problem
- Sets out a structured and logical approach to technology investment
- Gives a framework against which innovative new solutions can be developed
- Links ITS deployments to transport objectives

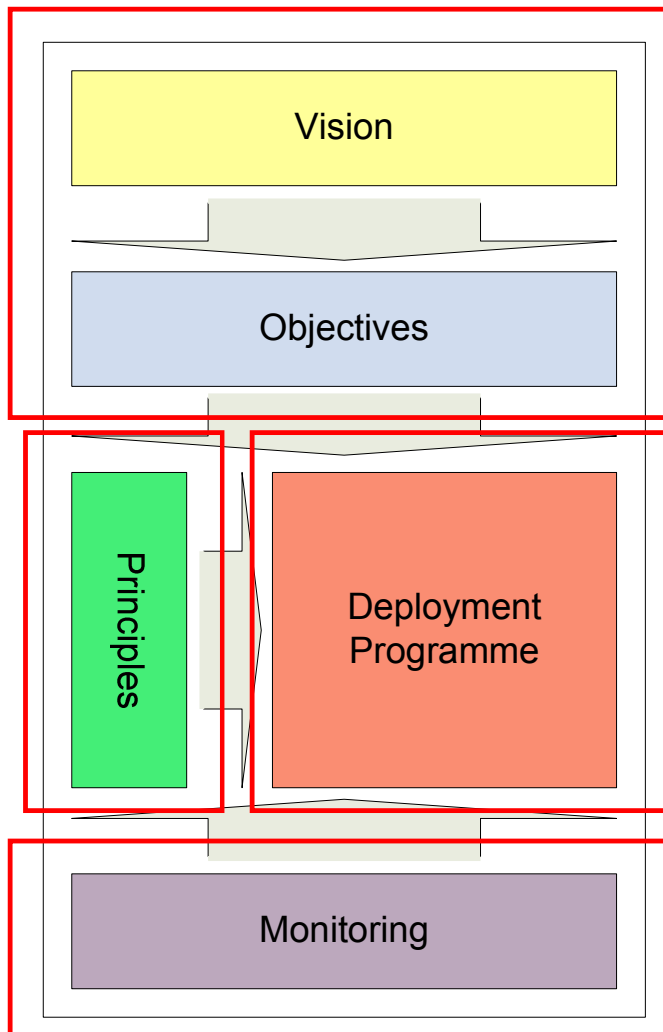


Why have an ITS strategy?

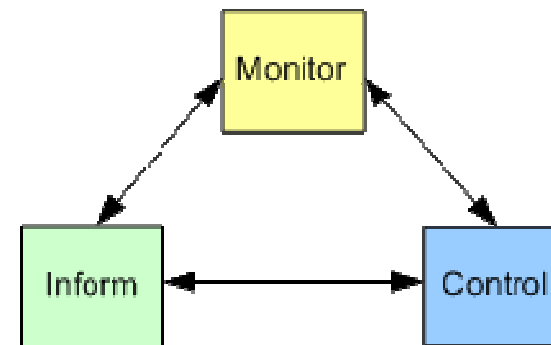
The risks of not having a strategy

- Restricts integration of systems and services
- Difficult to achieve value for money due to bespoke implementations
- Difficult to measure progress and evaluate whether ITS implementation is having an impact
- Roles and responsibilities for deploying and operating ITS not always clear

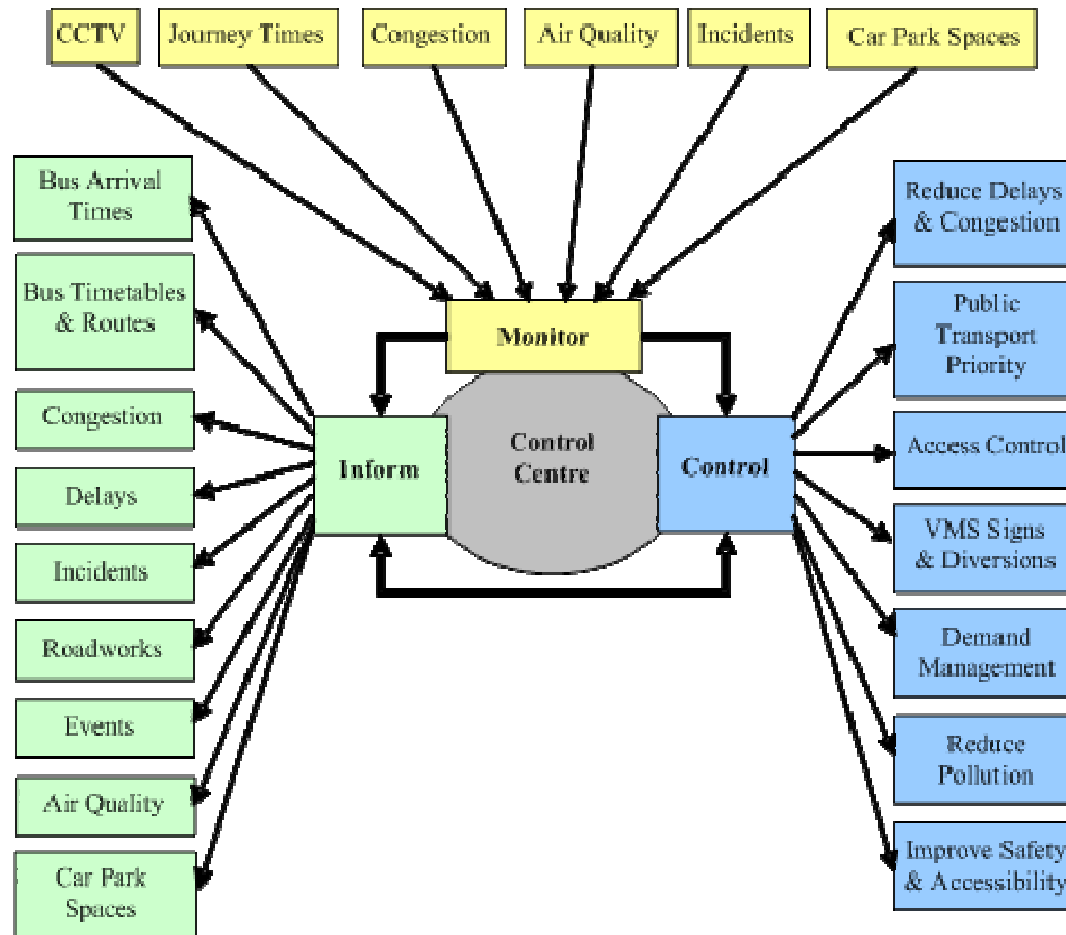
A generic ITS strategy model



- A deployment strategy needs a institutional structure with clearly defined roles and responsibilities for
 - Policy (Including procurement, financing, standardisation, cross border cooperation, privacy etc etc)
 - Enforcement
 - Infrastructure implementation
 - Traffic Management
 - Incident Management
 - Information dissemination
 - Maintenance



Planning for operation

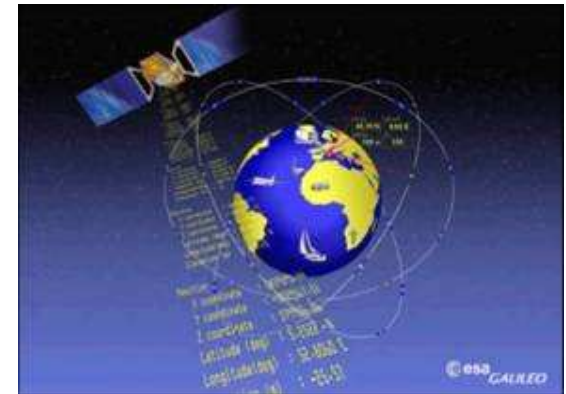


IRF ITS Sub-committee E – ITS deployment strategies

- Identifying and collating best practice from around the World
- Developing regional models and matrices of best practice
- Developing benchmarking tools
- Carrying out benchmarking of existing ITS deployment strategies

Outputs:

- Suite of tools and documentation of ITS strategy best practice
- Benchmarking tool and benchmarking results



Thank you for your attention

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