



EUROCITIES STATEMENT ON URBAN ITS: THE WAY FORWARD

Intelligent Transport Systems (ITS) are an important tool for tackling congestion in cities, promoting integration and intermodality, improving and encouraging use of public transport and increasing safety. They have the potential to significantly improve the functionality and quality of life of our cities, as well as increase accessibility within and between cities for goods and passengers.

Recent European Commission actions on urban ITS have been an important step towards a new approach and the guidelines produced by the urban ITS expert group, in which EURO CITIES participated, are a useful tool for cities.

Nevertheless, there are some concerns among cities regarding the future direction and focus of urban ITS, now that the mandate of the urban ITS expert group has come to an end. As the representative voice of Europe's major cities, we urge the European Commission to take the following recommendations on board when considering the way forward.

General principles for the future of urban ITS

1. More city leadership on urban ITS in the future

The future and vision for urban ITS must include the active participation of city authorities, rather than being primarily industry-led. City governments are best placed to know which solution is best suited for the local context and to combine different solutions if needed. We are more likely to place the user rather than technology at the centre of ITS solutions. We also have often statutory responsibility to address specific urban problems such as safety, congestion, air quality and noise.

City authorities sometimes have limited access to information sources and data, which rests with service providers and operators. The successful deployment of ITS can only happen with the active participation and leadership of city governments with our wide overview responsibilities for mobility planning and city management

Close cooperation between public authorities, industry, research, and education is also crucial for the deployment of urban ITS. All stakeholders need to understand each other's needs, and cities play an important role in identifying and representing the needs of citizens.

2. Shift away from the car - urban ITS at the service of a modal shift towards 'soft modes' in cities

Urban ITS should help promote a modal shift towards more sustainable modes, including public transport, walking, cycling, as a general objective for more sustainable cities. ITS solutions for urban mobility should focus in particular on:

- soft modes: public transport, walking, cycling;
- advanced information for users;
- intermodality for both passenger and freight transport, with a stronger focus on freight as this is less well developed;
- interoperability standards, e.g. for ticketing;
- traffic control, navigation surveillance and guidance;
- incident management;
- road safety education, training and awareness-raising for vulnerable road users;
- operation of green zones/low emission zones;
- vehicle safety and control systems, as much as electronic payment and enforcement.

Response to DG MOVE consultation on European multimodal travel planning and information services

EUROCITIES welcomes the European Commission's proposal to remove certain barriers to the development of European multimodal travel planning and information services. We believe that measures to be applied at the EU level should be developed together with city authorities and should take the following recommendations into consideration:

- **Deployment of truly EU-wide multimodal travel planning and information services**

We support the principle of multimodal journey planning across regional and national boundaries. Multimodal travel information will be important in encouraging the use of more sustainable modes of transport, as a significant proportion of commuters travel from outside cities.

This service should be coupled with a well planned and truly integrated ticketing system. The combination of information, planning and integrated ticketing systems is key to the successful deployment of such services.

- **Further promotion of the Public Sector Information Directive in the field of transport data, together with an open data package**

We would support EU intervention to ensure accessibility to data. We believe data should be made freely available under an open data license, free to re-use and commercialise. Barriers remain in some countries, and without open re-use policies, only the transport operators themselves or large businesses willing to pay fees, will be able to operate in this market. This will greatly reduce the number of applications and services created. City experiences have also shown that only the highest quality information allows the creation of successful applications through the open data process.

Information about transport systems should be viewed as belonging to the public. The car and navigation sectors, which will soon be the largest traffic data collectors, should also be obliged to make their databases public.

Transport data from logistics operators are also vital for efficient traffic management. Giving priority to commercial transport in the traffic network when needed would be facilitated if the necessary data were available.

- **Legislative or other regulatory proposal obliging transport operators to share their (schedule, fare and real-time) data**

City authorities already share their transport data, mostly on a non-profit basis. This proposal should not be restricted to public transport service operators but should include fleet operators such as taxis and all cars equipped with automated vehicle location (AVL) and a communication channel (e.g. the e-Call-channel).

- **Proposal to develop related standards and interfaces ensuring interoperability**

We welcome common standards. Providing more coherence via interoperable data formats and/or interfaces would be welcome. Lightweight data exchange formats are required and some of the traditional approaches to large data exchanges may not be appropriate.

- **Support and promotional activities, with use of financial instruments, to collect missing data and raise public awareness**

Experience shows that many city authorities lack the resources for data collection, maintenance and provision even though they are responsible for a large part of the transport network and transport services.

We welcome the proposal to support financially the delivery of additional data and to promote multimodal journey planners. There is evidence at city level that European and national co-funding of cities' activities is an efficient instrument in promoting traffic services and fosters cooperation between a city and its region.

- **Foster cooperation between stakeholders, by establishing a cooperation platform**

We would support a cooperation platform. Large scale deployment of urban ITS would also require setting up integrated test and pilot sites with all relevant players as well as a common (private/public) roadmap on urban ITS.

- **Other comments**

The key issue, once data have been made freely available, to common standards, is the strength of the market for cross-boundary multimodal journey planners. If there is no prospect of commercial return, public initiative to provide incentives or subsidies would be necessary.

The benefits of open data, in standard formats, are considerable for cities and regions. With open data small and medium enterprises can be stimulated to develop innovative, diverse and low cost solutions. Data generated by public or subsidized authorities are publicly owned and should be made freely available, either direct to the citizen or innovatively processed by intermediaries adding value through, e.g., new platforms and integrated presentation.