

Customer Case – A Story

- User Category – Government
- Description: A local authority in the north of England
- Objective: To deploy ITS strategically to optimise operation of the road network, reduce CO₂ emissions and enhance safety of vulnerable road users
- Needs:
 - To expand existing C-ITS (I2V) technology deployment to a key arterial road corridor
 - To equip a new mode of transport – express buses – in order to reduce stops at traffic signals and smooth flow
 - To enhance safety of cyclists through a trial scheme to equip buses and cyclists with a detection/ warning technology

Customer Case – Expected Output

- Expected output of the ITS-Observatory:
 - Examples of I2V technology deployments involving buses throughout Europe
 - “Success stories” with positive environmental impacts involving bus fleets (emission reduction, reduced duration through intersections, etc.)
 - Examples of challenges and barriers faced by others
 - “Who’s Who” of providers of cycle detection and warning systems

Customer Case - Search

- ***“What is where” – use filters and interactive map***
- *Filter by country* - All (European Countries)
- *Filter by ITS domain* - Search ITS Domains:
 - Smart vehicles – Connected and Automated Vehicles
 - Public Transport – Public Transport Priority Management
 - Road Transport Personal Safety - Safety enhancement for vulnerable road users/disabled road users/ In-vehicle safety equipment
- *Filter by geographical coverage* - Urban Areas
- *Filter by area of transport* - Public Transport/ Other (cycling)
- *Filter by problem area/objective* –
 - Improve PT services (improve PT monitoring and operations (increase reliability and punctuality, improve incident response, reduce travel time))
 - Improve road Safety (reduce accident risk)
 - Improve travel efficiency (improve travel time reliability)
 - Reduce environmental impact (optimise energy consumption; reduce emissions)

Customer Case - Search

- ***“Who’s who”***
- *Filter by country*
- *Filter by ITS domain*
- *Filter by type of organization*
- *Filter by name*

- ***Success stories***
- ***User forum***
- ***Events listing***

Customer Case – Follow Up

- Follow up to interaction with the ITS-Observatory:
 - Customer gets in contact with other implementers, if examples are found, to learn from their experience
 - Customer invites some industry partners to start a market consultation
 - Customer attends a congress which aims at solving similar issues (found in the Events Listing)



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