

EMTA-position
‘Guidelines for ITS deployment in Urban Areas, *Multimodal Information*’

Intelligent transport systems (ITS) are an increasingly important tool to promote intermodality and to encourage the use of public transport. The metropolitan regions bear most of the negative impacts of traffic and represent the focus in transnational transport connections.

There is significant potential in ITS to improve traffic flow and the quality of life in our cities, as well as the accessibility inside city regions. The recent European Commission action on Urban ITS specifically has been an important step towards a new approach of ITS.

With DG MOVE’s consultation being launched on multimodal journey planning and information services, the European Transport Authorities urge the European Commission to take some recommendations into account while observing possibilities to move forward.

The Urban ITS-expert group and the guidelines that it has devised constitute a promising start towards a new sustained approach in ITS. This momentum should be cherished and continued, as ITS will play a leading role in forthcoming European multimodal travel planning and information services. EMTA agrees to the recommendations of the Urban ITS-expert group.

Travel information services do inevitably have to meet certain pre-established standards on quality and continuity to propel a sustainable modal shift from motorized to soft modes and public transport:

- Travel times and travel costs of the different modes have to be easily comparable. The presented PT times include all waiting times and the walk from the door to the station. Gross travel times for car trips should similarly include time lost by congestion and time spent to find a parking space.
- End user services must include all modes of traffic, therefore no services from any particular operator should be excluded from the system..
- End user services should also promote intermodal options such as park & ride and shared vehicle services, like car sharing and bike sharing.
- Car traffic must be concentrated on the main arteries, detouring in case of disruptions through residential areas have to be avoided as much as possible.

EMTA identifies different options and preferences on how to assure the quality objectives:

- Transport information need to be updated regularly, and providing data needs investments and operating costs (collecting, storing, enriching and facilitating data in a secure and high-productive form) in order to disseminate huge set of data to a lot of third parties.

- All data can be made accessible, provided the quality criteria can be ensured by either contract or legislation. It should however be done in a non-discriminatory way, accepting the fact that data cannot always be delivered for free.
- Raw data can be harmonized into an intermodal B2B routing service by the transport authorities. The quality standards are an integrated part of the routing service that is provided to third parties under non-discriminating conditions.

A regulatory supervising authority¹ might be needed in order to ensure non-discrimination in service quality and to secure requirements for the general use of data. The end user services should meet the quality requirements while service providers need guarantees for equal, non-discriminating access to B2B services.

Authorities and transport operators provide comprehensive and up-to-date information for public transport schedules and real time information. The transport authorities work together with road operators and city regions to address specific problems such as traffic safety, congestion, air pollution and noise, putting the needs of users and citizens in ITS-solutions in the centre of their attention. Therefore future development of urban ITS-services should principally be lead by transport authorities and city regions.

EMTA members acknowledge the irreversible development of Open data as an asset that contributes to the quality of travel information for the users and to foster the increase of public transport demand. Transport authorities favor to build on the benefits of Open Data in order to complement their efforts for a better quality of service.

The Commission should bear in mind that EMTA encompasses regions and cities that have invested considerably in intermodal travel planning systems and in the continuous collection and harmonization of high quality traveller information. Many deploy and enhance high performance traveller information systems and as a rule cooperate with road authorities to provide traveller information for all modes of traffic. These intermodal traveller information systems need to be recognized as terms of reference for businesses to develop a European wide multimodal travel planning and information service system.

According to the ‘Guidelines for ITS deployment in Urban Areas’ EMTA would recommend the European Commission to:

- **Foster national multimodal travel information services by establishing knowledge exchange, building a network of excellence;**
- **Support the expansion of the detection and collection of real time information;**
- **Provide for a framework for the arrangement of interoperability standards among national service operators or main urban transport authorities and provide incentives for cooperation on European level, in order to:**
- **Develop a European multimodal travel planner as a network of services, building on readily available technology to combine metropolitan and national service interfaces to a EU-wide end user service.**

¹ A body in the public sector, responsible for inspection and control of the standards of quality of data provision, in a certified and trustworthy manner, to grant data accuracy, reliability and pricing in a nondiscriminatory way.

EMTA-members express their willingness to cooperate in the deployment of a European multimodal travel planning and information service, bearing witness to the fact that the majority of attention should be given to service the users of urban transport networks. However, EMTA holds that the European commission's ambition in deploying a EU-wide service should start with the input of regional and urban transport authorities information services as a technical foundation to build on. EMTA-members can provide for important pieces to that European puzzle. Existing high quality regional and national services should in the end be combined to a EU-wide service by acknowledged means of decentralized routing.

Smartly devised standards based on readily available technology should be fostered, joining up service providers and partners from the industry. This allows for intermodal EU-wide routing that has all the fine grid of local knowledge integrated into an up-to-date system.