



Special Session at ITS in Europe Conference, Hannover, June 3 2005

Session Title: Guiding Decision Makers on ITS Investment – The Power of Evaluation

Session Co-ordinator: the International Benefits, Evaluation and Costs (IBEC) Working Group

Session Content

Project evaluation and the clear and concise reporting of project outcomes is important, as it can:

- Justify future expenditure on ITS
- Demonstrate the benefits of individual applications to who may wish to invest in ITS
- Highlight where deployment is more or less successful and the reasons why, so that improvements can be made in the future.

The session will help ensure that evaluation remains towards the top of the agenda for those involved in ITS deployment and that international as well as European-wide project experiences will be available to decision makers in the future. The specific themes to be addressed are:

- What is ITS meant to deliver?
- Who has invested in ITS and what has been achieved?
- Is the evidence on ITS achievements there to be seen, is it accessible and can we believe the answers?
- What can be learnt from the experiences of others?

Speakers

Speakers will include representatives of those involved in making investment decisions on ITS, Euro-Regional projects which are deploying ITS as part of the TEMPO Programme, and those involved in collating and publicising results. The IBEC Working Group will present information on its role in providing a worldwide perspective and in guiding decision makers.

Presenters

Session Chairman – Keith Keen – European Commission

- **Theme - What is ITS meant to deliver**

Specific Topic – determining the role of ITS in policy delivery and selection of appropriate tools

Presenter – Georg Stefan Stern, Federal Transport Ministry, Germany

- **Theme – Who has invested and what has been achieved**

Specific Topic – achievements from the European TEMPO programme of ITS deployment

Presenter – Steve Morello, ISIS, France

- **Theme – Where is the evidence of what has been achieved**

Specific Topic – collating and disseminating useful information on the costs and benefits of ITS

Presenter – Barbara Staples, Mitretek Systems Inc, US

- **Theme - What can be learnt from the experience of others**

Specific Topic – the role of IBEC and associated initiatives, including the European Expert Group on evaluation

Presenter – Steve Tarry, Faber Maunsell, UK

Timetable

09.00 Welcome and Introductions – Keith Keen

09.05 Role of ITS in delivering transport policy – Georg Stefan Stern

09.25 ITS Achievements – Steve Morello

09.45 Questions on Sessions 1 and 2

09.50 Making information accessible – Barbara Staples

10.10 Experience sharing – the role of IBEC – Steve Tarry

10.20 Questions and discussion

10.30 Closing remarks – Keith Keen