



**International Benefits, Evaluation and Costs  
(IBEC) Working Group Events**  
12<sup>th</sup> World Congress on Intelligent Transport Systems  
San Francisco, November 6<sup>th</sup>-10<sup>th</sup>, 2005

**Pre-Conference Workshop**  
**Sunday 6<sup>th</sup> November, 09:00 – 16:00,**  
**Hilton Hotel, Union Square Rooms 1 & 2**

**An International “Tour” of ITS Benefits, Evaluations, and Costs**

This one-day international “tour” of ITS deployments and evaluations will present the world of ITS results to transportation program managers and evaluators for discussion, debate, and insight. The day will focus on:

- Electronic Payment
- Traveler Information
- Vehicle-Infrastructure Integration

ITS program managers and evaluators from around the world will present lessons learned, discussing their successes, failures, and future plans for achieving their program goals.

Join colleagues from around the world for a dynamic and informative day of learning about the best that ITS can achieve.

**Fee:** \$50 including light breakfast and lunch

**Schedule:**

- 9:00 Breakfast  
Introduction: **Steve Tarry**, IBEC Chair
- 9:30 Welcome to California: **Randy Iwasaki**,  
Chief Deputy Director, California  
Department of Transportation
- 10:00 *Split session:* (1) Traveler Information  
Services (2) Electronic Payment
- 11:45 Lunch
- 12:15 Luncheon Speaker: **Prof. Qixin Shi**,  
Tsinghua University
- 13:00 Vehicle-Infrastructure Integration
- 14:15 Break
- 14:30 Supporting Decision-Makers on ITS  
Investment
- 15:45 Wrap-Up: **Jane Lappin**, IBEC Vice  
Chair

- Co-Sponsors:**
- Transportation Research Board (TRB) Intelligent Transportation Systems Committee
  - Transportation Research Board (TRB) Vehicle-Highway Automation Committee
  - American Association of State Highway and Transportation Officials (AASHTO)
  - American Public Transportation Association (APTA)
  - Intelligent Transportation Society of America (ITS America)

To register for the workshop only, contact Ms. Patty Del Pozo of ITS America, 202-721-4238, [pdelpozo@itsa.org](mailto:pdelpozo@itsa.org).  
To register for the 12<sup>th</sup> ITS World Congress, contact the World Congress association, [www.itsworldcongress.org](http://www.itsworldcongress.org).

**What is IBEC?**

IBEC is a cooperative working group whose purpose is to coordinate and expand international efforts to exchange information and techniques for evaluating ITS benefits and costs. IBEC brings together the best knowledge and evaluation experience and aims to be the focal point for discussion and debate of interest to the international evaluation community. IBEC encourages more effective use of ITS evaluation information that facilitates ITS decision-making.

**Membership** is free and open to anyone with an interest in ITS evaluation.

Email [ibec@trl.co.uk](mailto:ibec@trl.co.uk) Website [www.ibec-its.org](http://www.ibec-its.org)

## Traveler Information Services

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**Chair: Jane Lappin**, Program Manager, USDOT/RITA/Volpe Center, USA

**Richard Harris**, Regional Director ITS Services, Faber Maunsell, UK  
*European Community Traveler Information Services: An Overview of Program Goals and Lessons Learned*

**Nick Illsley**, Chief Executive, Transport Direct (London), UK  
*The Costs and Benefits of Transport Direct*

**Ian Anderson**, Senior Engineer, Scottish Executive Development Department, UK

**Dr. Jacorien A. A. Wouters**, Program Manager Traffic Data and Travel Information, AVV Transport Research Center, NETHERLANDS  
*The Dutch Experience*

**Carol Kuester**, AICP, Manager of Traveler Information Services, Metropolitan Transportation Commission, USA  
*The Bay Area's Lessons Learned about Traveler Information Services from TravInfo to 511*

## Electronic Payment

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**Chair: Leisa Moniz**, USDOT/RITA/Volpe Center, USA

**Gregory Garback**, Executive Officer, Washington Metropolitan Area Transit Authority, USA  
*North American Overview of Transit Smart Card Projects*

**Phil Blythe**, Professor of ITS, University of Newcastle, UK  
**Simon Edwards**, Professor of ITS, University of Newcastle, UK  
*European Overview of Transit Smart Card Projects*

**Jacob Avidon**, Senior Program Coordinator, Metropolitan Transportation Commission, USA  
*TransLink Program Evaluation Findings*

**John Stout**, CEO, Transys, UK  
*London OysterCard Overview*

**John Paynter**, Senior Lecturer in Software Engineering, University of Auckland, NEW ZEALAND  
*Arm's Length Evaluation of Hong Kong's Octopus Smart Card System*

## Vehicle-Infrastructure Integration

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**Steve Underwood**, Research Scientist, Center for Automotive Research, USA  
*Wireless Roads or Connected Cars: An Automotive Industry Forecast of Vehicle-Infrastructure Integration*

**Friederich-Fritz Bolte**, Bundesanstalt für Strassenwesen (Federal Highway Research Institute), GERMANY  
*VII in Europe: eSafety Implementation Road Map*

**Steven Shladover**, Research Engineer, California Partners for Advanced Transit and Highways, USA  
*Challenges to Prospective Evaluation of Public Sector Investments in Vehicle-Infrastructure Cooperative Systems*

**Michael McDonald**, Director, Transportation Research Group, University of Southampton, UK  
*VII Research in the United Kingdom*

## Supporting Decision Makers on ITS Investment

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**Chair: Richard Harris**, Regional Director ITS Services, Faber Maunsell, UK

**Joseph I. Peters**, Manager of ITS Program Assessment, USDOT, USA  
*Decision Making Resources in the USA*

**Steve Tarry**, Regional Director, Faber Maunsell, UK, IBEC Chair  
*Decision Making Resources in the U.K.*

**Dr. Paul Vorster**, CEO, South African Society for Intelligent Transportation Systems, SOUTH AFRICA

*Decision Making Resources in Developing Countries*



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**Special Sessions**  
**Monday and Tuesday, 7<sup>th</sup> and 8<sup>th</sup> November**  
**Moscone Center, Room 133**

**IBEC 1: Private Sector Decision-Making on ITS Investments: Making the Business Case for ITS (Monday 7th, 15:30 – 17:00)**

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When determining whether or not (and how much) to invest in ITS, the decision-making process is different in the private sector than the public sector. What kind of data does the private sector collect? How do companies analyze data in order to support their decision-making process? In this session, speakers from private sector organizations, large and small, from around the world will shed light on this aspect of ITS investment decision-making, which is not well documented in the public arena.

**Moderator: Richard Mudge**, Vice President, Delcan-NET, USA

**Stuart Marks**, CEO, IT IS, USA

**Dan Manor**, President, EIS Electronic Integrated Systems, CANADA  
*Travel Time Prediction: The Low Cost Solution*

**Michael C Doyle**, CEO, Econolite Control Products, Inc., USA

**John Stout**, CEO, Transys, UK  
*Investment in ITS: The Private Sector Perspective*

**IBEC 2: Where Do I Start? Issues facing Economies in Transition and Developing Countries (Tuesday 8th, 10:30 – 12:00)**

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Economies in transition and developing countries face different and unexpected issues when deploying ITS projects. The World Road Association (PIARC) committee on Management of Network Operations (C1.4) is studying what evaluation is needed. Where evaluation is not part of the ITS implementation process, speakers from the committee will discuss why and how ITS implementation decisions are made.

An interactive session with the participants will explore the question: "What are (your) decision-makers looking for when they are deciding whether to back an ITS project?" The answers to that question will help in guiding the committee's work over the next 18-24 months.

**Moderator: Jane Lappin**, Program Manager, USDOT/RITA/Volpe Center, USA

**John Miles**, Managing Consultant, Ankerbold International, UK, PIARC C1.4 Committee Member

**Darryll Thomas**, eThekweni Urban Traffic Control, Africa Branch, (Durban) Transport Authority, SOUTH AFRICA

**Christopher R. Bennett**, Senior Transportation Specialist, East Asia and Pacific Region Transport Unit, World Bank

### **IBEC 3: Hot Off the Press! The Latest Evaluation Results in Europe and North America (Tuesday 8th, 13:30 – 15:00)**

Come to this session to hear the latest findings from evaluations in Europe and North America. What are recently completed field operational tests, model deployments, and Euro-Regional projects telling us about the impacts of ITS? Don't wait for the report to be published. Be the first to hear the results.

**Moderator: Mark Carter**, Assistant Vice President, SAIC, USA

**Martial Chevreuil**, Deputy Director General for Strategic Policy and Development, ISIS, FRANCE

**Sylvain Lassare**, National Institute for Transport and Road Safety Research, FRANCE  
*Reducing Accidents and Saving Lives on the French Road Network*

**Steve Tarry**, Regional Director, Faber Maunsell, UK, IBEC Chair  
*M25: Variable Speed Limits on U.K. Highways*

**Gary Gates**, PhD, Vice President International Development, iTIS Holdings, PLC, UK  
**Richard Mudge**, Vice President, Delcan-NET, USA

*Measuring and Forecasting Travel Time Using Anonymous Samples of Cell/Mobile Phone Location in Antwerp, Belgium and Baltimore, Maryland*

**News Flash** read by **Mark Carter**:

*Evaluation Projects to be Highlighted:*

- *ITS for the Port of Halifax, Canada*
- *Puget Sound Regional Fare Payment System, USA*
- *Weather Related Speed Limits, Finland*
- *iFlorida Model Deployment, USA*
- *Intelligent Vehicle Initiative Field Tests, USA*
- *ITS for Tunnel Safety, Austria*
- *ITS at Border Crossings, USA*

### **IBEC 4: The Impacts of Road Pricing: Beyond the Technology (Tuesday 8th, 15:30 – 17:00)**

While much has been written about evaluating technology options for road pricing, less information has traditionally been available about the actual impacts of these schemes on travelers' daily lives. Come to hear experiences presented by implementers and evaluators from national and city pricing schemes which have been implemented around the world.

**Moderator: Jeffrey A. Lindley**, Director, Office of Transportation Management, Federal Highway Administration, USA

**Jack Opiola**, International Director ITS, Hyder, UK  
*The Essential Framework of Electronic Road Pricing*

**Karl-Heinz Stappert**, Project Manager, TÜV InterTraffic GmbH, GERMANY  
*The German Truck Tolling System: A Long Road to Success*

**Timothy McGuckin**, Executive Director, OmniAir Consortium Inc., USA  
*Interoperability & Mobile Payment Services: The OmniAir DSRC/WAVE Model*

**Glen Davis**, General Manager Melbourne City Link, VicRoads, AUSTRALIA  
*Why Price Road Usage?*

**IBEC Reception: A chance to network with IBEC members over light refreshments**

**Tuesday 8<sup>th</sup> November, 18:00 – 19:30**  
Hilton Hotel, Union Square Rooms 1 & 2

Co-sponsored by:  
ISIS, TRL, Cairo Corporation, Mitretek