



**International Benefits, Evaluation and Costs  
(IBEC) Working Group Events**  
14<sup>th</sup> World Congress on Intelligent Transport Systems  
Beijing, China, 9<sup>th</sup>-13<sup>th</sup> October 2007

**Special ITS World Congress Sessions**  
**Wednesday 10<sup>th</sup> October & Thursday 11<sup>th</sup> October**  
**Beijing Exhibition Centre, Room 6**

**IBEC 1 – Urban Road Pricing**

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**Wednesday 10<sup>th</sup> October – 13:30-15:00**

Cities depend upon balance among commercial, cultural, and residential activities. The potential for road pricing to produce adverse economic impact on any one of these sections is a critical concern for urban leaders. This session will present lessons learned from the experience of urban road pricing, from analyses of public response to the measured impact on commercial activity. The panel will feature senior policy leaders from cities that are evaluating pricing prospectively and cities that have evaluated their pricing programs while in operation.

**Moderator: Jeff Paniati**, U.S. DOT, US

**Marika Jenstav**, WSP Sverige AB, Sweden

**Chris Money**, Ministry of Transport, New Zealand

**Jeff Paniati**, U.S. DOT, US

**Alan Tesch**, Queensland Main Roads, Australia

**Scott Wilson**, Booz-Allen & Hamilton, UK

**IBEC 2 – ITS & Safety**

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**Wednesday 10<sup>th</sup> October – 15:30-17:00**

A UN report found that 400,000 people worldwide die in road crashes every year. The World Health Organization has estimated that the total worldwide cost of road crashes to be over US\$500 billion. Many ITS projects are aiming to reduce this toll. In the US, the Vehicle Infrastructure Integration (VII) Initiative will result in vehicles communicating with roadside infrastructure to warn about unsafe conditions ahead. In Sweden, Intelligent Speed Adaptation (ISA) has been shown to reduce the crash rate among users, while a Low-Cost Hazard Warning System is under development in the UK. A national speed enforcement programme in France aims to discourage drivers from taking unnecessary risks.

This session will focus on how different ITS safety schemes work and their potential benefits.

**Moderator: Ian Davies**, Traffic Wales, UK

**Ray Resendes**, U.S. Department of Transportation, US

**Fabrizio Minarini**, European Commission

**Leighton James**, Wales Trans. Research Centre, UK

**Neil Perks**, Atkins, China

**Jacques Nouvier**, CERTU, France

**What is IBEC?**

IBEC is a cooperative working group whose purpose is to coordinate and expand international exchange of information and techniques for evaluating ITS benefits and costs. IBEC brings together knowledge and evaluation experience and aims to be the focal point for discussion and debate of interest to the international evaluation community. IBEC encourages effective use of evaluation information to support ITS decision-makers. Membership is free and open to any interested individuals. To join, e-mail [membership@ibec-its.org](mailto:membership@ibec-its.org).



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**IBEC 3 – The Value of Travel and Traffic Information**

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**Thursday 11<sup>th</sup> October – 8:30-10:00**

Travel and traffic information is regarded as very useful for traffic management, road safety, and traveler and driver comfort. Nevertheless, very few studies have been able to quantify its full benefits. Many decisionmakers already realize that such information has value and that it should be considered when deciding on investments of traffic and travel time monitoring systems. But decisionmakers are not able to make such an assessment because there are no standard methods for estimating the value of information, nor are there any transferable results from other sectors. In recent years, however, some advances have been made and this session will present the latest results. Speakers

will include experts who have studied the value of information using a variety of methods, including modeling frameworks and empirical studies.

**Moderator: Risto Kulmala**, VTT, Finland

**Risto Kulmala**, VTT, Finland

**Charles Karl**, ARRB Group, Ltd., Australia

**Rick Schuman**, Inrix, US

**Steve Tarry**, Faber Maunsell, UK

**IBEC 4 – Desperately Seeking the Business Case for ATIS**

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**Thursday 11<sup>th</sup> October – 10:30-12:00**

Road users are becoming more and more demanding in terms of the traveler information they expect to be available. They expect accurate information to be available about every road, all the time. However, most information provided to travelers does not meet these demands, and most of it is given away by public agencies for free. Finding the right balance between the public sector's needs to provide information for free and the private sector's need to make a profit will be the challenge for traveler information for the next five years. Come to this session to see how these challenges are being met and overcome.

**Moderator: Jane Lappin**, Volpe Center, U.S. Department of Transportation, US

**Harry Voccola**, NavTeq, US

**Jaufrey Faustini**, Autoroutes-Trafic, France

**Charlotte Vithen**, Danish Road Directorate, Denmark (*to be confirmed*)

**Bin Ran**, TrafficCast International, US

**IBEC Reception: A chance to network with IBEC members over light refreshments**  
**Wednesday 10<sup>th</sup> October, 18:30-20:00**  
Nikko New Century Beijing Hotel, 6 Southern Road Capital Gym  
Haidian District, Beijing