



IBEC Newsletter July 2004



IBEC sessions at ITS World Congress in Nagoya, Japan

Following the success of IBEC sessions at previous ITS World Congresses, IBEC has sponsored four sessions to be held on **Wednesday 20th and Thursday 21st October**. The four workshops are:

- Private Sector Decision-Making on ITS investments: Making the Business Case for ITS: Wednesday 20th
- Pan-Asian Survey of ITS Evaluation Activities: Wednesday 20th
- How do the Japanese do it? Overview of ITS Evaluation in Japan: Thursday 21st
- Non-Transportation Benefits of ITS: Thursday 21st

We would be pleased to hear offers for contributions to these sessions – email: ibec@trl.co.uk

If you are planning to attend for the entire congress, there is a discount on registrations made before 15th August 2004. For the congress programme and registration details see: <http://www.itsworldcongress.org/>

News of ITS America 2004

The Intelligent Transportation Society of America (ITS America) held its 2004 Annual Meeting and Exposition on April 26 - 28 in San Antonio, Texas. As in previous years, the ITS America Annual Meeting had much to offer those interested in ITS benefits, evaluation and costs. **Amy Polk** has provided the following summary.

The technical program included 12 sessions sponsored by ITS America's Policy, Evaluation and Advocacy (PEA) Forum. These included:

- An update on the implementation and evaluation of the iFlorida model deployment of ITS "infostructure".

- Discussion on the use of archived data to improve traveller information and, ultimately, reduce travel time overall.
- Speakers from Mitretek Systems and Oak Ridge National Laboratory presented an overview of software tools available to help in ITS planning: the ITS Benefits and Costs Database (available online <http://www.benefitcost.its.dot.gov>) and the ITS Deployment Tracking Database (available online at <http://www.itsdeployment.its.dot.gov>).
- A two-session series on "Understanding Traveller Information Users" presented what is known to date about the typical user of Advanced Traveller Information Systems (ATIS) and then explored what else ATIS providers in the public sector need to know about their target market.

Perhaps the most intriguing interplay among speakers took place at the PEA Forum Showcase. This featured three debates in which real point-counterpoint exchanges, humour, and personal attacks abounded (all in good fun, of course).

- In the debate entitled "Zero Fatality Vision: How Can ITS Affect the ETA for Zero Fatalities?", Al Kosik from the Texas Department of Transportation highlighted some of the most promising safety-enhancing ITS technologies, and Susan Ferguson from the Insurance Institute for Highway Safety presented her more sceptical assessment of what safety benefits ITS can realistically achieve.
- In "Private Provision of Telematics Services: Is There Finally a Business Case?", PEA Forum Chair Richard Mudge of Delcan, Inc. took the "Yes" position, saying that new technologies finally provide a breakthrough, transforming the provision of telematics services from a public service to a private business. Chris Wilson of DaimlerChrysler took the "No" position, saying that such an initiative is doomed without public support.
- In "Is ITS Down for the Count?", Joe Peters of the U.S. Department of Transportation took the "No" position,



saying that the benefits of ITS are real, measurable and in many cases outweigh the costs, whereas Phil Tarnoff of the University of Maryland took the “Yes” position, saying that ITS is in danger of being marginalized as an investment option that can’t hold its own when compared with capital improvements.

Also during the PEA Forum Showcase, Amy Polk of Cairo Corporation highlighted the activities of the International Benefits, Evaluation and Costs (IBEC) Working Group as one of the successful stories, made possible by many of the PEA Forum members in attendance.

Finally, **Eric Sampson** of the U.K. Department for Transport was awarded a certificate of recognition for his crucial support of the IBEC, without which group would probably not be in existence.

IBEC at the ITS in Europe Conference

In May, the ITS in Europe conference was held in Budapest, Hungary, with the theme ‘ITS – moving towards an integrated Europe’. An IBEC paper was presented by **Richard Harris** from the IBEC management committee and co-written with Richard Mudge and Steve Tarry, the IBEC chair and vice chair, and fellow management committee member Keith Keen from the European Commission. The session was attended by over 80 people and generated much discussion and interest in joining IBEC.

With the title ‘The IBEC working group: an ITS resource’, the presentation covered:

- The role of ITS in transport solutions and the importance of having ‘ITS inside’
- Benefits of ITS implementation
- Difficulties of justifying ITS investment
- Benefits of integrated systems and challenges of evaluating them
- The role of IBEC in promoting knowledge, sharing results and experiences
- The benefits of belonging to IBEC.

IBEC website and email group

The proceedings of previous IBEC ITS World Congress sessions is one of the types of information available on the IBEC web site, and for the more recent congresses, the presentations are also available for viewing.

IBEC Secretariat is updating the IBEC website www.ibec-its.org. We are particularly keen to hear from members with suggestions for additional resources on ITS costs, benefits and evaluation for the library section of the website.

IBEC has a yahoo group enabling any IBEC member to send an e-mail message to all other members, allowing members to send announcements and pose questions of knowledgeable experts. Please contact us if you need any further information.

IBEC membership update

The number of IBEC members now stands at 214, based in 29 different countries and all regions of the world.

We have recently lost touch with a few members whose email address changed. If your email is changing, please remember to tell us!

Regional spread of IBEC Members

