

IBEC Secretariat



Summary of Themes and Papers at International Workshops on ITS Benefits, Evaluation and Costs at ITS World Congress sessions:

Toronto 1999

Turin, 2000

Sydney 2001

Chicago 2002

Madrid, 2003

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Introduction

The International Benefits Evaluation and Costs Working Group (IBEC) organises sessions to exchange information and ideas on ITS benefits, evaluation and costs during the annual ITS World Congress meetings.

The first of these sessions was held in Toronto in 1999, when Dr Richard Mudge, in his capacity as chair of ITS America's Benefits Evaluation and Costs (BEC) Committee, invited experts in this field from around the world to attend a meeting at the 6th ITS World Congress in Toronto. The purpose of this first meeting was to exchange information about current state of practice in ITS evaluation around the world, hear reactions from a panel of experts on state of practice and areas of strength and knowledge gaps, and to exchange ideas on planning a more formal workshop to be held in conjunction with the 7th ITS World Congress, being held in Turin in 2000. Those who attended the meeting also discussed ways in which the exchange of information and networking might be formalised in future.

Since then, sessions on ITS benefits, evaluation and costs have become a feature each year at the ITS World Congress. The sessions at Turin in 2000 and Sydney in 2001 were organised by members and staff of ITS America's BEC Committee, as well as other interested individuals. The 2002 sessions were organised under the auspices of the ATLANTIC project, and then during the 2002 ITS World Congress in Chicago, the International Benefits Evaluation and Costs (IBEC) Working Group was formally announced and the UK DfT offered to provide funding for a secretariat to the group during 2003. Since then, one of the activities of IBEC has been to organise sessions at the 2003 ITS World Congress in Madrid, and the group is also working on the sessions for 2004 in Nagoya.

This document provides a brief summary of the material covered during each of these workshops, from 1999 to 2003. The document was developed initially to help the IBEC Management Committee with planning future sessions, but has now been made available to the IBEC membership as a reference source.

Most of the presentations from these sessions are now available in the Library section of the IBEC web site: www.ibec-its.org.

1 Toronto, 1999

The 1999 ITS World Congress was the first in this series of meetings at which experts from around the world assembled to share ideas on ITS benefits, evaluation and costs, and was attended by about 20 people. The focus of the presentations was on how different countries conduct ITS evaluations, and to enable participants to compare methods used and results obtained.

The topics covered in the presentations are outlined in the following table.

Presentation title	Speaker	Outline of content
Introduction	Dr Richard Mudge, Senior Vice President, HaglerBailly, USA	Introduction and purpose of meeting
Intelligent Transportation Systems Evaluations in the US	Dr Joseph Peters, Manager, ITS Program Assessment, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA	Scope of ITS technologies tested in the US Methods used to assess impacts Lessons learned Knowledge gaps Use of results Resources available to others
BEC Committee: the Canadian Experience	Richard Zavergiu and William Johnson, Transport Canada, Canada	Scope of ITS applications tested in Canada Experience of assessment in Canada Knowledge gaps in benefit-cost framework, national benefit-cost assessment and economic productivity impacts Lessons learned from assessments
ITS Evaluations – Finnish Views	Prof Risto Kulmala, Research Professor of Transport and Urban Planning, VTT Communities & Infrastructure, Technical Research Centre of Finland, Finland	ITS and its impacts in Europe in 8 application areas European and Finnish guidelines on evaluation of impacts Use of results Knowledge gaps
Evaluation and Assessment in Road Transport Telematics	Dr John Miles, Director, Ankerbold International Ltd., UK and Ken Perrett, Senior Project Manager, TRL Limited, UK	The need for evaluation and assessment Frameworks for assessment and evaluation Current issues RTT evaluation and assessment in practice
Evaluation Plan for ITS Model Experiments in Japan	Masaya Sugita, VERTIS, Japan	Coverage of 18 experiments and themes in 5 districts Evaluation framework used Indicators measured Evaluation policy
Investigation of ITS Status in Asian Countries	Yasuhiko Kumagai International Fellow, ITS America, USA	Report of investigation into the status of ITS in Asian countries using questionnaires, data analysis and site visits
Wrap-up, summary and conclusions	John Flora, World Bank, USA	

2 Turin, 2000

2.1 Session 1 - Panel: How evaluation results are used in transport decision-making?

Moderator: Dr Christine Johnson, Director, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA

Description: Dr. Johnson presented speakers with a challenging question that she has been trying to answer in the USA. The reason many state agencies in the U.S. decide not to implement ITS is that they lack information about the benefits and costs. However, her office has invested considerable resources in compiling ITS benefits and costs data from evaluations conducted in the USA and abroad. She speculated as to the source of these complaints, despite the Federal effort. Are the methodologies used in these evaluations flawed? Are the data seen as seen as inapplicable to a state agency's own particular situation? Speakers in this session discussed possible answers to these questions.

Presentation title	Speaker	Content
Perspective of US Department of Transportation and highway and transport operators	Tom Warne, Executive Director, Utah Department of Transportation, USA	Factors influencing investment decisions
National Traffic and Transport Plan for the Netherlands.	Dr Frank Van Erkel, Director of Strategy, Ministry of Transport, Netherlands	National transport policy goals and steps taken to achieve them
Perspective of Kochi Prefecture, Japan	Takayuki Oba, Director of Information Technology, Kochi Prefecture, Japan	Rural community selected as model ITS experimental site
Perspective of private sector decision maker	Gil Guedes, Technical Coordinator, Association of Highway Concessionaires (ABCR), Brazil	Private toll road operation

2.2 Session 2- Panel: What do we know about Intelligent Transport Systems?

Moderator: Prof Ennio Cascetta, University of Naples, Italy

Description: In this sessions, speakers from around the world examined what is known about intelligent transportation systems in their home countries. Which ITS technology applications have been successful, which have not been successful, and what are the new research questions for the coming decade.

Presentation title	Speaker	Content
ITS - what have we learned?	Michael McGurrian, ITS Program Director, Mitretek Systems, Inc., USA	Lessons learned from 10 years of ITS investment program
UK Perspective on costs-benefits assessment of ITS	Dr Alan Stevens, Senior Research Fellow, TRL Limited, UK	Outline of results of Strategy Assessment of 36 ITS applications. and reasons why beneficial applications not all implemented
Evaluation results of ITS	Dr John Miles, Director, Ankerbold International Ltd., UK	Summary of CONVERGE evaluation methodology and use in business case for national traffic control centre project. Quantitative evaluation results for several ITS technologies

Presentation title	Speaker	Content
Feasibility study of ITS model experiment plan in Japan	Tetsuro Adachi, Manager, VERTIS, Japan	Description of ITS model experiment project, the evaluation system developed for consistent evaluation across projects and sites, and evaluation results from these projects.
What do we know about ITS?	Jose Lobaco, General Direction, Federal Motor Carriers, Secretary of Communications and Transport, Mexico	Summary of successful, unsuccessful and emerging technologies in Mexico

2.3 Special Session: How transport decision-makers use evaluation results at local and federal levels in Japan

Moderator: Dr Richard Mudge, USA

Description: In this session, two speakers from Japan examined how transport decision-makers use evaluation results at the Federal and local levels in the Japanese political environment.

Presentation title	Speaker	Content
ITS projects in Toyota City	Yoichi Ishikawa, Chief, Toyota Hall Planning Department, Japan	Results from a range of applications
Benefits of Traffic Facilities Installed by Police in Japan	Shuetsu Shibuya, National Police Agency, Japan	Evaluation results from National Police Agency's nationwide traffic management programme

2.4 Session 3: Breakout Groups – What can evaluators do differently to better serve decision-makers?

Moderator: Dr Richard Mudge, USA

Participants were divided into two groups, which met separately to consider questions posed by the organising committee. The questions were:

- What economic analysis tools are used in making transport investment decisions in your country?
- In your opinion what are the best practices in ITS evaluation?
- In your opinion, what lessons can be learned from successful applications?
- What is your opinion on the development of international standards for ITS evaluation?

2.5 Session 4: Panel - Breakout Report Back and Reaction by Decision-Makers

Moderator: Ramiz Al-Assar, World Bank

Breakout group reports by Eric Sampson (UK) and Job Klijnhout (the Netherlands)

Decision makers' reactions from public and private sectors were then presented.

3 Sydney, 2001

There were originally four sessions planned. However, due to reduced participation from North America, the last session was merged with the other sessions.

There were approximately 20 participants in each of the workshops.

3.1 Session 132: What Does the Public Want? Part 1: Use of Public Opinion Surveys in Transportation Decision-Making

Moderator: Dr Joseph I. Peters, Manager of ITS Program Assessment, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA

Description: It is the mission of all public and private organizations to serve the needs of their constituents and customers. But how does an organization know what the public wants? Used extensively by the private sector for decades, some public sector organizations are now turning to public opinion survey methods to better understand their constituents' needs. In this session, representatives from around the world discussed their experience in employing public opinion survey techniques.

Presentation title	Speaker	Content
What does the public want	Dr Joseph Peters, Manager, ITS Program Assessment, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA	2000 person survey in US of satisfaction with transportation and future funding priorities
Rural traveller needs survey concerning ITS	Christopher Strong, Research Associate, Montana State University, USA	Results of roadside interviews offering possible ITS (e.g. VMS, cameras)
Introduction of ITS strategies based on public needs in Japan	Harumi Kikuchi, Planning Director, ITS Policy and Program Division, Road Bureau, Ministry of Land Infrastructure and Transport, Japan	Results of 5-yearly public satisfaction survey and future needs. ETC is priority because of toll booth congestion
Public consultation in transport decision making	Elizabeth Gilliard, Social Research Associates, UK	Choice of consultation techniques and reasons why results have to be treated with caution

3.2 Session 144: What Does the Public Want? Part 2: How Decision-Makers are Responding to the Public's Needs

Moderator: Dr John Miles, Managing Consultant, Ankerbold, International Ltd., UK

Description: Decision-makers identify the needs of their customers and constituents in a variety of ways. Once those needs are identified, how do decision-makers respond? In this session, Federal and provincial ministers of transport from around the world discussed how they were delivering solutions to meet the public's needs, and the role intelligent transport systems play in these solutions.

Presentation title	Speaker	Content
Brazil – what does the public want?	Gil Guedes, Technical Coordinator, Brazilian Association of Highway Concessionaires (ABCR), Brazil	Public wants better, safer, intelligent, affordable human roads
Deployment of ITS and evaluation	Yasuhiro Tsuzuki, Toyota City Municipal Government, Japan	Overall process for new policy introductions
Responding to the public's needs	Helen Holland, Bristol City Counsellor, UK	Description of some ITS elements in Bristol and the process of introduction

3.3 Session 144: How Are We Doing? Part 1 – Setting and Using Transportation Performance Measures and Part 2 – Institutional Issues of Setting and Using Transportation Performance Measures

Moderator: Francis Sin, Manager of Traffic Systems Development, VicRoads, Australia

Description: Reliable, easy-to-understand performance measures have been developed for a variety of aspects of people's lives. For example, weather reports don't just relay the temperature on a cold and windy day; they also relay the wind chill factor – how much colder the air feels because of the strong wind. These intuitive measures have yet to be widely used in transportation, however, especially in the communication of the severity of traffic congestion. Transportation agencies around the globe are undergoing a sea change in perspective – from a focus on one-time investments in construction to continuous, ongoing operations of transportation infrastructure. Reliable, easy-to-understand performance measures are key to this change.

Due to reduced attendance at the ITS World Congress following the September 11, 2001 terrorist attacks, this session combined two sessions that had previously been scheduled to be presented separately.

In Part 1 – Setting and Using Transportation Performance Measures, this session explored several efforts underway to develop and use transportation performance measures that are easy for the public to understand and easy for professionals to standardize across an entire region. This session examined transportation performance measures in the context of traditional evaluation, such as how ongoing, real-time measurement differs from traditional before-and-after studies. The session also explored the lessons that can be learned from the freight/ logistics industry.

In Part 2 – Institutional Issues of Setting and Using Transportation Performance Measures, this session examined the institutional, fiscal and political challenges that agencies face in undergoing the shift to an operations perspective.

Presentation title	Speaker	Content
Using transportation performance measures	Geoff Kloot, General Manager, VicRoads, Australia	Network performance indicators and details for Melbourne
Setting and using transportation performance measures – European/Finnish examples	Prof Risto Kulmala, Research Professor of Transport and Urban Planning, VTT Communities & Infrastructure, Technical Research Centre of Finland, Finland	Finnish evaluation guidelines for ITS projects using socio-economic criteria
Institutional issues of setting and using transportation performance measures	John Poynton, Highways Agency, UK	Description of the UK Highways Agency and the performance indicators they are judged by

4 Chicago, 2002

Four sessions were organised, and in addition, an 'evaluation 101' training. The training course taught a six-step process for evaluating ITS projects developed and recommended by the U.S. Department of Transportation's ITS Joint Program Office. Upon completion of the course, participants gained two important skills: how to conduct an evaluation of an ITS project and how practitioners can benefit from the feedback that evaluation provides.

Between 50 and 80 people attended each session.

4.1 Session DS 2: The Costs of ITS

Moderator: Dr Joseph I. Peters, Manager of ITS Program Assessment, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA

Description: Obtaining accurate and useful cost data for future ITS deployments is recognized as a problem worldwide. Drawing on case studies and real-world experiences, speakers in this session discussed the costs of ITS systems, the successes and challenges of reporting and collecting ITS cost data, and funding issues. Speakers addressed the issues surrounding the costs of ITS from project inception (e.g., building management and political support, and planning) through long-term operations.

Presentation title	Speaker	Content
ITS Costs – Costs for Installation, Operations and Maintenance of ITS Installations in Sweden	Bo Östlund, Branch Manager, TFK , Transport Research Institute, Sweden	Overview of ITS evaluation activities in Sweden and the need for a European ITS costs database.
Refurbishment of the Mont Blanc Tunnel	Jean-Yves Lapierre, Directeur des travaux de la réhabilitation du tunnel du Mont Blanc, Autoroutes du Tunnel du Mont Blanc, France	Description of safety and traffic management features including an overview of the costs for refurbishment
Costs of ITS in Brazilian Highway Concessionaires	Gil Guedes, Technical Coordinator, Technical Coordinator, Association of Highway Concessionaires (ABCR),, Brazil	Summary of private toll road network in Brazil and the level and impact of ITS.
Urban Freeway Management Systems - Worth the Price?	George Saylor, Senior ITS Engineer, Ohio Department of Transportation, Office of ITS Program Management, USA	Review of the costs and benefits of implementing a major traffic information and control centre in Ohio and Kentucky.

4.2 Session DS 3: Evaluating and Managing Security of Transport Systems

Moderator: Phil Pettitt, Market Area Manager for Transport – Sensors & Electronic, QinetiQ, UK

Description: In the wake of the events of September 11, 2001, transportation managers are taking a closer look at the security of their transportation networks. While everyone agrees that transportation security is important, transportation professionals are still learning to measure this critical consideration. In this session, experts from around the world discussed how to evaluate the security of transportation networks and manage/ assess risk.

Presentation title	Speaker	Content
Countering Terrorism using ITS	Neal Skelton, Chief Inspector Policy Advisor, UK Home Office, Police Scientific Development Branch, UK	Terrorist motives and activities. How ITS can help.
Evaluating Freight & Cargo Security	Paul Belella, Associate, Booz Allen & Hamilton, USA	Vulnerabilities of freight. Difficulty of evaluating security.
Benefit of Fast Emergency Vehicle Preemption Systems	Takeo Iso, Japan National Police Agency, Japan	Description of a Japanese e-Call system.
Emerging ITS Initiatives for Safe and Smooth Flow of Passengers	Katsuhiro Yamaguchi, Japanese Ministry of Land, Infrastructure and Transport, Japan	Investigation of the use of mobile phones to map pedestrian density.
Surface Transportation Security Lessons Learned From 9/11	Vince Pearce, Lead, FHWA Surface Transportation Operations Security Task Force, Office of Travel Management, Federal Highway Administration, U.S. Department of Transportation, USA	Inter-agency communication issues following New York and Pentagon terrorist attacks.

4.3 Session DS 5: Measuring Customer Response to ITS Products and Services

Moderator: Jane Lappin, Manager, ITS Programs, Volpe National Transportation Systems Center, USA

Description: Are customers changing their habits because of information provided by ITS products and services? Are consumers getting enough value from this information to pay for it? Understanding customer response is key to widespread deployment. In this session, experts from around the world presented findings and discussed best practices for measuring customer response to ITS.

Presentation title	Speaker	Content
Traffic, Transit, and Ferry Information Influences Traveler Behavior in Seattle, Washington	Jane Lappin, Manager, ITS Programs, Volpe National Transportation Systems Centre, USA	Research into customer satisfaction, impact on driver behaviour and the market for on-line traffic information.
Finding a needle in a haystack – Measuring whether transport information can modify travel behaviour	Eric Sampson, Divisional Manager, UK Department for Transport, UK	Development of the “Transport Direct” public-private on-line information service.
Customer Response to Traffic Services for Shell Mobile Hong Kong	Roslyn S Trayford, Director, Custom Traffic Pty Ltd, Australia	Customer needs and description of information content processing and delivery.
Digital life and the changing demand for transport services: Implications for ITS	Andrew Gillespie, Executive Director, Centre for Urban and Regional Development Studies, University of Newcastle upon Tyne, UK	Implications of communications technology on social trends, and future scenarios for travel and ITS.

4.4 Session DS 6: Measuring Travel Time Reliability

Moderator: Jeffery Lindley, Director, Office of Travel Management, Federal Highway Administration, U.S. Department of Transportation, USA

Description: Traditionally, congestion impacts have been measured by average travel time and delay. Increasingly, however, we are rediscovering travel reliability as a key mobility measure, particularly as these factors related to traveller dissatisfaction and increased economic costs. In this session, experts in the area of travel time reliability shared their insight and experience on measuring this increasingly important measure.

Presentation title	Speaker	Content
Journey Time Reliability on the Paris Boulevard Périphérique	Martial Chevreuil, Scientific and Technical Director, ISIS, France	Description and impacts of travel time display on VMS.
Research Planning for Reliable Travel Times (NCHRP project)	Richard Margiotta, Senior Associate, Cambridge Systematics, USA	Sources of variability, its statistical measurement and description of research topics.
Simulation-based travel time estimates and short-term forecasts	Jaime Barceló, Scientific Director, TSS, Traffic Simulation Systems, Spain	Description of AIMSUM model and its capability to simulate travel time and travel time variability.
Mitretek research dealing with the value of improved travel predictability from Advanced Traveler Information Systems	Karl Wunderlich, Senior Principal Analyst, Mitretek Systems, Inc., USA	Use of historical data to simulate impacts of ATIS, particularly travel time reliability.

5 Madrid 2003

Four sessions were organised, plus a training session.

5.1 Session AE 5: How Do Those Yanks Do It? Overview of ITS Evaluation in the US.

Moderator: Dr Joseph I. Peters, Manager of ITS Program Assessment, ITS Joint Program Office, Federal Highway Administration, U.S. Department of Transportation, USA

Description: This session provided an overview of ITS evaluation efforts in the activities in the USA, with an emphasis on ITS evaluations conducted under Federal sponsorship. The three main components of the US ITS Program Assessment and Evaluation Program – outputs (how much is being deployed), outcomes (what are the benefits and costs of ITS deployments) and outreach (communicating those benefits to decision-makers) – were all addressed.

Approximately 26 people attended Session AE5

Presentation title	Speaker	Content
Measuring ITS outputs: The ITS Deployment Tracking Effort	Dr Stephen Gordon, Member of Research Staff, National Transportation Research Center, Oak Ridge National Laboratory, USA	Description of a methodology to track and gather data on ITS deployment and to develop a set of indicators.
Measuring ITS outcomes: The Impacts of Advanced Traveller information systems.	Christopher Cluett, Research Leader, Battelle, USA	The impact of static and dynamic traveller and transit information with a concentration on dynamic systems
Measuring ITS Outcomes: The Impacts of Advanced Traffic Management	Mark Carter, Program Manager, SAIC, USA	The benefits of the integration of advanced traveller information systems
Where to Find the Data: The ITS Benefits and Unit Costs Database	Robert Maccubbin, Senior Transportation Engineer, Mitretek Systems, Inc., USA	An overview of the content of the benefits and unit costs database.
What To Do With The Data: Outreach Of ITS Evaluation Results	Amy Polk, Senior Technologist, Cairo Corporation, USA	Description of the Federal Government use of outreach of evaluation data, particularly the ITS benefits special studies programme.

5.2 Session AE 6: How the Europeans do it: Overview of ITS Evaluation in Europe

Moderator: Mr Bipin Radia, STREETWISE Project Co-ordinator, Department for Transport, UK

Description: This session provided an overview of ITS evaluation activities being conducted in Europe, with an emphasis on the six Euro-regional projects selected as part of the European TEMPO programme for ITS deployment. Key themes for the session were how to:

- Engender cross fertilisation between Euro-regional projects on evaluation issues through the Evaluation Expert Group (EEG);
- Use a common framework for evaluating, reporting and exchanging the results within all Euro-regional projects;
- Utilise existing and future data for informing project stakeholders.

These themes were also addressed in a discussion session which introduced the TEMPO Programme's evaluation approach as well as addressing the practical issues of evaluation within projects.

Approximately 39 people attended Session AE 6

Presentation title	Speaker	Content
EU Vision: the Role of Evaluation in ITS Deployment	Keith Keen, Head of Sector, ITS, European Commission, EC	Description of how evaluation is an increasingly important element of ITS deployment within the European Community
Towards a Single European Approach to Evaluation	Prof Risto Kulmala, Research Professor of Transport and Urban Planning, VTT Communities & Infrastructure, Technical Research Centre of Finland, Finland	Described how the European Evaluation Expert Group (EEG) is facilitating joint working on evaluation across the various Euro-regional projects
Evaluation of a Motorway Control System. Experience of CENTRICO partner Rheinland-Pfalz.	Dr Guido Schuster, Landesbetrieb Strassen und Verkehr, Rheinland-Pfalz, Germany	A practical example of a Motorway Control Systems where National guidelines on evaluation are required that concentrate only on accident impact.
Evaluation of the ITS Systems, applied to Urban, Metropolitan and Railway Transport Networks	Isabel Navarro, Telecommunications Engineer, SENER Ingenieria y Sistemas S.A., Spain	Description of the objectives of ITS and its application to APTS mainly in Spain.

5.3 Session AE 7: Show Me The Benefits: Examples of ITS Evaluation Results

Moderator: Dr Richard Mudge, Vice President, Delcan, Inc., USA; Chair IBEC

Description: In this session, speakers from around the world presented case studies of evaluations of ITS projects. Speakers addressed different ITS systems being deployed or tested, the goals of the deployment or test, the goals of the evaluation, the evaluation results, and how the evaluation results were put to use.

Approximately 30 people attended Session AE 7

Presentation title	Speaker	Content
Evaluation of Automated Traffic Law Enforcement in Gauteng, South Africa	Andre Kilian, Acting Chief Director for Strategic Planning, Gauteng Department of Transport, Works and Roads, South Africa	A brief introduction to South Africa, specific problems in Gauteng Province, two examples explained with results
The Benefits of a Pilot Implementation of Public Transport Signal Priorities and Real-Time Passenger Information	Mikko Lehtonen, Technical Research Center of Finland, Finland	Description of the Benefits of a Pilot Implementation of Public Transport Signal Priorities and Real-Time Passenger Information in Finland
Evaluation of Traffic Safety Facilities in Japan	Mitsuo Matsumoto, Assistant Senior Engineer, Systems & Electronics Division, Sumitomo Electric Industries Ltd., Japan	Description of the National Police Agency of Japan and trends of accidents and how the NPA with other Agencies has undertaken nationwide research
Transit ITS in the New Millennium	Carol Schweiger, Managing Consultant, TranSystems Corporation, USA	Overview of the different public transport ITS that have been deployed in the US over recent years, sample measures and examples of recent ITS implementations.
Improving urban mobility with free flow tolling roads in Santiago Chile	Salahdin Yacoubi, Director of Systems Division, Autopista Central Concession, Chile	An overview of Santiago's four toll ways

5.4 Session AE 8: Now I Know the Benefits of ITS... So What? How Are ITS Evaluation Results Used?

Moderator: Steve Morello, International Director, ISIS, France

Description: The ultimate customer of the ITS practitioner is the travelling public. The ultimate customer of the ITS evaluator is the decision-maker who uses ITS evaluation results to chart the course of future ITS deployments and investments. In this session, transportation decision-makers at the Federal, state, provincial and local levels from around the world shared their insights as to how they use ITS evaluation results, and what the ITS evaluation community can do to serve decision-makers better.

Approximately 30 people attended Session AE8

Presentation title	Speaker	Content
The view of a decision-maker in China -	Xiaojing Wang, Director of National ITS Centre, Ministry of Communications, China	Two projects were described: Beijing urban traffic management and Beijing to Shangyang Expressway toll collection system
The view of a decision-maker in California	Susan Shaheen, Program Leader, Policy and Behavioral Research, California Partners for Advanced Transit and Highways, University of California, Berkeley, USA	Description of how CALTRANS has been heavily involved in ITS including simulation, field tests including the Guided snowplough etc
The view of a decision-maker in Canada	Susan Spencer, Director, ACGI, Transport Canada, Canada	Description of funding for ITS in Canada and potential requirements to evaluate this funding programme
How are the evaluation results used – The Spanish view	Federico Fernandez, Head of Traffic Information, Direccion General de Trafico, Ministry of Interior, Spain	Overview of ITS deployment on Spanish roads and their benefits. Discussion of the low level of evaluation of ITS in Spain
Prioritising ITS solutions at the strategic level - Assisting the decision makers	Steve Tarry, Transportation Division, FaberMaunsell, UK	Description of a UK project funded by the UK DfT to provide tools for decision makers.

5.5 Session AE9: ITS Evaluation 101: Training Course on ITS Performance Measures and Evaluation Techniques

Moderators: Mark Carter, Program Manager, Science Applications International Corp., USA
Steve Morello, International Director, ISIS, France

Description: This course taught a variety of methods for evaluating ITS projects and measuring the performance of ITS systems. Course material is derived from ITS evaluation methodologies performed in both the U.S. and Europe. The course included case studies from those regions, as well as other locations around the world. The course was designed to provide participants with two important skills: how to conduct an evaluation of an ITS project and how practitioners can benefit from the feedback that evaluation provides. The course examined the differences and similarities between ITS evaluation methodologies used in the US and Europe, concluding that the methodologies share the same many of the same evaluation steps.

Approximately 20 people attended Session AE9

This course was developed by European and American experts to describe ITS performance measures and evaluation techniques. Materials from the course can be found on the IBEC website (www.ibec-its.org).

6 Acknowledgements

Thanks are due to Amy Polk, Cairo Corporation, USA for providing details of the presentations in Toronto and Turin, from which the summary presented here was prepared.