

Perspective on ITS Success Strategy



Intelligent Transport Systems Future Vision

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ITS-Arab Introduction

-  Not-for-Profit (Public/Private) Association
-  Endorsed by the Arab League and the GCC
-  Board of Directors consist of a representative from each country
-  Managed by the Executive Committee – Chaired by the President of ITS-Arab, H.E. Eng. Abdullah Al-Mogbel, Deputy Minister of Transport, Kingdom of Saudi Arabia
-  Funded primarily through Membership Subscriptions

Public Private Partnership (PPP) Approach

Current Status

 Growing ITS Awareness & Recognition for ITS deployments

 Growing ITS Investment – Large Scale Projects

- ATVAM

 More Traffic and Transport studies include ITS requirements

 Strong Desire for common:

- ITS Definition
- ITS Policies
- ITS Roadmap, Guidelines, Standards etc.

Growing Investment but Requires Clear Path Forward

Future ITS Strategy

Common Goals to improve:

- Safety & Security
- Congestion
- Sustainability & Environment

Growing Support for PPP Procurement Approach

- PPP drivers vary

Common ITS Strategy

- Empower more decision makers with the required information to accelerate sustainable ITS deployments
- Embed ITS within the Infrastructure Design Standards

Dual ITS Strategy Approach

Current Activities

Current Status

- Strong Desire for common:
 - ITS Definition
 - ITS Policies
 - ITS Roadmap, Guidelines, Standards etc.

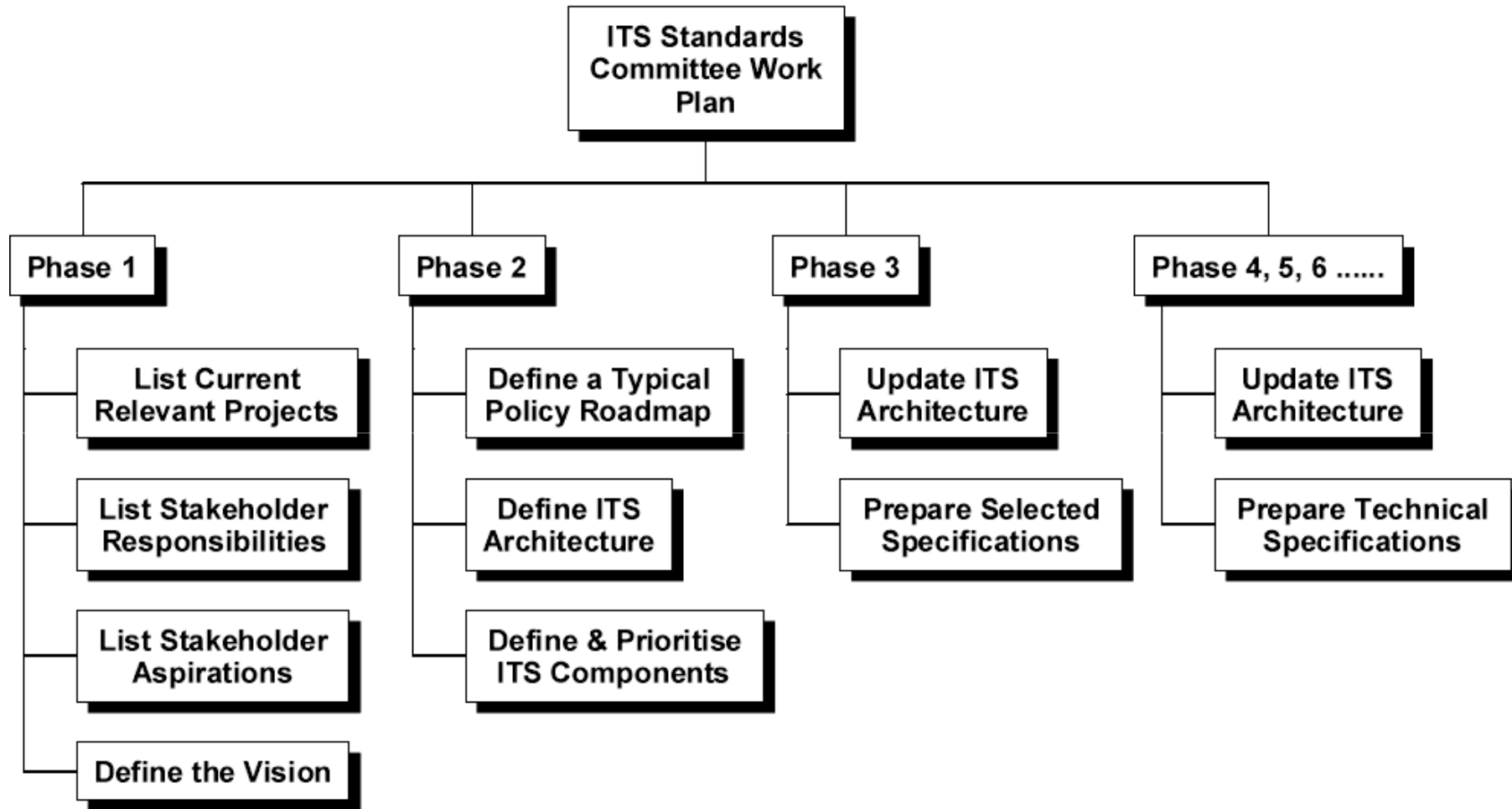
Future ITS Strategy

- Common ITS Strategy
 - Empower more decision makers with the information to accelerate sustainable ITS deployments
 - Embed ITS within the Infrastructure Design Standards

- Workshops, Seminars and Conferences – Local & International
- Working with any international organisations to accelerate deployments
- Activities to Embed ITS at the Transportation Master Plan level - Local
- ITS Architecture Working Group - International
- ITS Standards Committee - Local

Increasing Awareness and Building Consensus

ITS Standards Committee – Draft Plan



Increasing Awareness and Building Consensus

ITS Architecture



Our Mission Statement is:

“To provide an Intelligent Transport System Architecture that enables the MENA region to deliver world leading transportation systems and services equal to the socio-economic growth of the region”




In meeting this objective our aim is to:


- analyse the growing transport demands and problems of the region
- promote the appropriate solutions utilising standards and industry best practice derived from academic and industry experts.


ITS Architecture


-  ITS Arab will lead and facilitate this initiative and has established an ITS Architecture Working Group comprising of ITS experts with the required knowledge, skill and resource to meet our objective.
-  Members of the Working Group will participate on a voluntary basis with administrative support provided by ITS Arab.
-  Utilising a voluntary approach will provide impartiality and fairness as the Working Group will effectively share with ITS Arab the risks and issues that will inevitably be encountered.
-  Membership of the Working Group is open, but not limited, to:
 - Members of National ITS Organisations
 - National, Regional and Local Government Partners
 - Academic Partners
 - Industry Partners
 - Others as required


ITS Architecture


-  Time is of the essence and this process effectively began in September 2008

-  The timescale envisaged for the Steering Group to complete their work is approximately 18 months to meet the following objectives:

-  Milestone 1:
 - Task: Complete survey of existing ITS Architectures in use; determine key elements for adoption to MENA requirements

-  Milestone 2:
 - Task: Draft ITS Arab Architecture documentation, complete internal review process and prepare for wider consultation exercise.

-  Milestone 3
 - Task: Complete consultation exercise and formalise ITS Arab Architecture for release to member organisations

-  **Current Status: Milestone 1 completed; Milestone 2 underway**

Summary



Growing ITS Investments

- Current Studies/Working Groups efforts are focused on the current barriers to deployments e.g. Policies, Standards, Specifications etc.
- Exponential ITS Deployments are expected



Need for International Coordinated Efforts:

- Aligned ITS Visions and Roadmaps
- Concise and Consistent ITS Awareness Strategy
- Integrated ITS Toolbox
 - Policies Roadmap
 - Deployment Roadmap
 - Guidelines and Business Case Drivers
 - Standards

International Coordinated Efforts - Key to Success



Thank you