

ITS DEPLOYMENT GUIDELINES

FACT SHEET - UPDATE 2015

Traveller Information Services Reference Doc

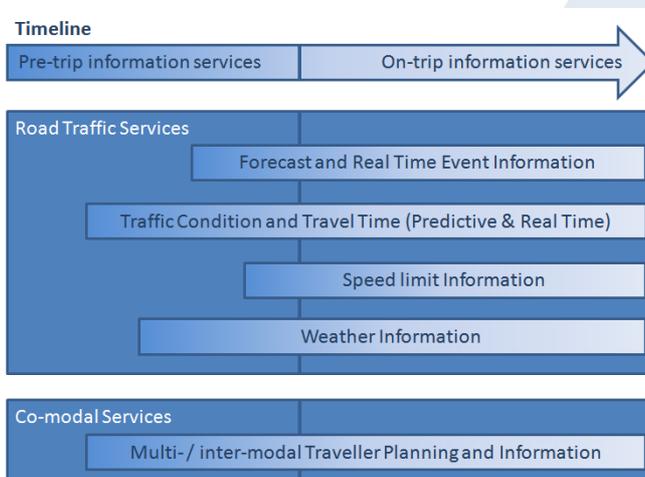
Traveller Information Services (TIS) are a key element of ITS deployment. They are designed to provide the European traveller with comprehensive and credible real time traffic information allowing for well-informed travel decisions before the journey (pre-trip information) and during the journey (on-trip). They include real time information concerning the Trans European Transport (TEN-T) Network, interfaces with peri-urban networks and other transport modes, especially in urban areas.

Traveller information core services

Previous work undertaken in EasyWay identified three Core Service areas for traveller information which require harmonised deployment in response to the aims and objectives outlined above. These are:

- Pre-trip traveller information services
- On-trip traveller information services
- Co-modal traveller information services

Further to these Core Service areas, five Traveller Information Services were identified which transcend the pre-trip / on-trip boundary. These are classified by information content rather than by their position within the timeline of the traveller's journey. The relationship between the Core European Services and the content based approach adopted in the TIS Deployment Guidelines DG02-07 is shown on the right side.



The need for TIS Deployment Guidelines

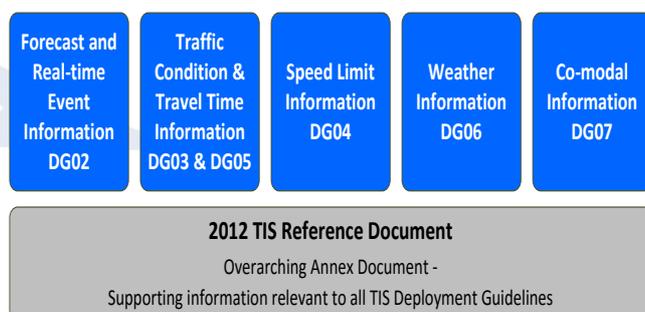
Ideally, Traveller Information Services in the European dimension should provide continuity across neighbouring regions and between member states. However, currently they are often disjointed and fragmented. The overarching purpose of the Guidelines is to facilitate the development of existing and new services to deliver a truly pan-European dimension not just by combining the different services but also by giving travellers an assurance about expected levels of service and quality across the TEN-T road network. The EasyWay project had developed the

Deployment Guidelines shown above to promote the concept of harmonised traveller information services throughout Europe. These documents will help guiding deployments on European ITS corridors. They are living documents which will evolve over time and be updated to take on board developments in key aspects of deployment such as quality assurance. As future developments allow, these documents will also give additional guidance on which standards and levels of service should be applied to different road network operating environments.

Role of the TIS Reference Document

The Document acts as a foundation and overview of the key issues which affect the individual traveller information services. It illustrates the issues common to all five services within traveller information and provides context for the content specific Guidelines which refer to the five traveller information services outlined in Figure 2.

This document directs readers to consider the entire information chain when implementing TIS, providing references to relevant projects and initiatives, and describes how TIS interact with other services. DG 01 the TIS Reference Document forms an integral part of each individual Guideline DG 02 to DG 07 and users should consider them jointly as one document.



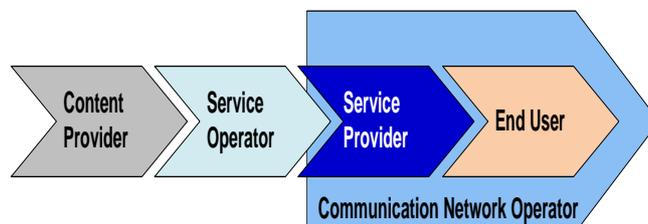
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The Users of TIS Deployment Guidelines

These DG documents have been produced by EasyWay primarily for use by road authorities and local and national road operators. There are five key roles in the traveller information value chain which are outlined in the figure on the right. The roles are performed by a number of different types of stakeholders including both private commercial providers and public road operators. There are large differences in how and by whom these services are currently provided across the European Member States. The figure provides the basis for European road authorities and road operators to consider their roles within the value chain in a way which develops the Core Services towards interoperable, seamless and harmonised ITS services.

However, these documents also seek to provide guidance for all actors at all stages within the traveller information value chain and so are also relevant for private stakeholders. Approval and use of these documents by the European road authorities and



road operators supports progression towards the proposed interoperable harmonised pan-European traveller information services and the establishment of a framework to support the implementation of strategies in achieving stated policy objectives. Due to the varied nature of travel information providers across Europe, the probable realisation of such services will be greatly increased if private stakeholders also take due cognisance of these documents in future implementations.

Key actors in the traveller information value chain

The source of all information services is a **content owner** or content provider who owns the content (e.g. traffic data) and/or provides the content for a service application.

A **service operator** will use this content to generate information with added value. The information then forms part of a service and covers not only the adaptation of the original data but also the visualisation of the information (e.g. the creation of a thematic map).

A **communication network operator** publishes the service (to a service provider) and supplies the communication network for the service (like a mobile network or an internet based access).

The way ahead

The application of the TIS Guidelines by the road authorities and road operators when implementing TIS services should lead to European services in traveller information which are continuous across the TEN-T road network. Drivers should be able to know what type and quality of information they can expect to receive, depending on the type of road they are travelling on. End users will benefit and increasingly come to understand that the provision of high quality travel information is having a positive impact on their journey and that receiving the right information when they need it allows them to make well informed and timely decisions about their journey choices and act accordingly. The Reference document summarises technical Issues, service provision and the implementation plans that are of value for all TIS Deployment Guidelines. A connected European ICT infrastructure should be designed to enable cross-border

The **service provider** is the interface to the customer. They publish the service and are responsible for all marketing and contractual issues with the end user.

The **end user** is the consumer of the information service. For road operators, the EasyWay Network and the European Commission, providing road users with high quality, accessible traveller information creates benefits on existing networks without deploying significant additional infrastructure. The relation of actors is shown in the figure above. The Guideline gives more details on each of these players, their functions, characteristics and the conditions for service provision, the business model.

interoperability and continuity of services through the exchange of harmonised data. These requirements are handled in the TIS reference doc. The functional and information architecture in the document furthermore describes the flow of information and processes required for provision of traveller information services. An overview about existing and required standard and agreements is given and the need for additional specifications explained. In the chapter Service Provision the Levels of Service and Quality, the Operating Environments, the TIS Road Map and the interaction with other Services are described. The EasyWay vision is that TIS DGs should guide TIS development towards a common experience of traveller information for all European Travellers. They should provide a platform for the future evolution of traveller information with increased standardisation of data distribution, quality and timelines.

Further Information

dg.its-platform.eu

Questions and help

dg.its-platform.eu/user-support



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