

Position Paper December 2012

The Swedish ITS Board's position on Attractive Travel Services

1. Why Attractive Travel Services?

Travellers are, in Sweden as well as in the rest of Europe, dependent on passenger information and other travel services in order to plan and carry out their journeys. ITS has the potential to simplify journeying by compiling and refining information on various modes of transport, creating different kinds of travel services irrespective of the mode of transport used by the individual traveller. For the travel services to be perceived as attractive it is crucial that the information is delivered in real-time. Whether the traveller is a commuter, a school child, a disabled person, a business traveller or a charter traveller, tomorrow's transport system should contribute to an easy, safe and secure journey.

For this work to succeed, cooperation between academia, public sector and industry is crucial. The travel services of the future are dependent on innovation and collaboration between these stakeholders, on regional and national levels as well as internationally. Furthermore, it is within this field of cooperation that the future export goods for Swedish industry will arise.

The Government Instruction

According to the Government Instruction¹, the ITS Board should work for increased Swedish action within the area in the EU. The reason behind this instruction is that the Government sees a prospect of accelerating and influencing the introduction of various ITS services as well as coordinating the services on European and international levels. In the long run this will benefit Swedish industry, in particular our export industry.

The position papers describe on a comprehensive level the Swedish position on ITS matters and how we act within various EU contexts as regards ITS. The documents should be useful for industry, public organizations, academia and its researchers as well as for professional organizations. Each position paper covers the multimodal perspective.

¹ The Government Instruction: http://www.sou.gov.se/kommittedirektiv/2010/dir2010_67.pdf

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The following prioritized areas within Attractive Travel Services were dealt with in the multimodal strategy and action plan for ITS² which was produced by the Swedish Road Administration in year 2010:

In passenger transport, a negotiator shall be appointed for the purpose of enabling relevant information for travellers about and at terminals/transport hubs, irrespective of the transport and terminal operator.

Pilot projects within Attractive Travel Services should be demonstrated with “The daily commuter” as the point of departure.

Ongoing work

Many stakeholders in Sweden have ongoing work to develop attractive travel services. Among these stakeholders are the Swedish Public Transport Association, *Samtrafiken*, the Swedish Transport Administration, a number of private initiatives and the National Metropolitan Forum, cooperation between Sweden’s growing metropolitan areas with the objective to jointly introduce innovative solutions for a sustainable development of society. Concurrently, a number of activities are taking place within the area, featuring the EU, bilateral consortia and the UITP as important actors.

- A platform for different private and public stakeholders to meet and discuss the travel services of the future has been established within the framework of the National Metropolitan Forum.
- A project for publishing data for the development of new travel services has been initiated. See the position paper on “Publishing Transport-related Data Irrespective of Mode of Transport”.
- Within the framework of the National Metropolitan Forum is also being investigated how different modes of transport (walking, bicycle, car, public transport – bus, tram, subway – commuter train, long distance train/regional train) shall be included in the development of the new travel services. Thereby, the aim is to create multimodal travel services. For the convenience of the traveller, the travel services (public and commercial) should be coordinated and linked to each other to ensure easy access to the information.
- The ITS Board has initiated an innovation competition via a Pre-Commercial Procurement procedure in order to create prerequisites for new and scalable smart services for, in a first stage, commuters to and from Kista, Stockholm – a large suburban and ICT industry area north of Stockholm.
- An investigation into the roles and responsibilities between public and private initiatives are underway, partly within the framework of the National Metropolitan Forum.

² The Strategy and Action Plan for ITS: <http://www.sou.gov.se/its/handlingsplan.htm>

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- The UITP has produced a position paper concerning publishing multimodal travel data³. The EU Commission is currently working with a European travel planner and has presented a couple of initiatives. Sweden is participating in this development work on several fronts.

2. Prioritizations for the future

Within the position Attractive Travel Services, Sweden has chosen to focus on a few selected areas which will accelerate the progress within the field:

- The work to appoint a negotiator needs to be promptly initiated. The task is to ensure that non-competitive information is published, according to the new Public Transport Act that was introduced on the 1st of January 2012. The purpose thereof is to allow travellers to receive relevant information about and at terminals/transport hubs, irrespective of transport and terminal operator and likewise that new public transport operators/services should have access to vital information. The instruction also covers the handling of deviations and prognoses and how this information could be made accessible for all concerned parties.
- A platform should be created for cooperation between private and public stakeholders.
- Continuous monitoring of different European initiatives, such as the UITP Urban ITS-platform⁴, the ITS Directive⁵, etc.
- An interface should be created between existing local, regional and national travel services with the aim of making use of existing services and databases.
- Likewise, the focus within the field of open data and information should be strengthened in order to encourage new and innovative mobile services.
- For the convenience of the traveller, more services should be gathered on the umbrella site www.trafiken.nu⁶. The common site could include both public and private initiatives. This solution allows the traveller to find information in one single place, regardless of the mode of transport, and then choose the most suitable service for each specific situation. In this context it is important that the traveller is provided the opportunity to compare different modes of transport, including real time information about traffic disturbances. Other initiatives which should be accessible on the site are for example the Attractive Travel Service, developed in Gothenburg, and Carbon Smart Commuting, presented in Stockholm.
- A standardization of interfaces between different parts of travel services should be conducted, in Sweden as well as on an EU-level.

³ UITP Position paper: <http://www.uitp.org/mos/positionspapers/114-en.pdf>

⁴ Urban ITS Platform: <http://www.uitp.org/mos/positionspapers/106-en.pdf>

⁵ ITS Directive: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:207:0001:0013:EN:PDF>

⁶ *Trafiken.nu*: <http://trafiken.nu/>

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3. The position papers of the ITS Board

The following position papers have been produced to date. They shall be dynamic in nature and will be successively amended. These documents are available on the website of the ITS Council, www.sou.gov.se/its.

- Publishing transport-related data irrespective of the mode of transport
- ITS for Goods
- Vehicle-related ITS
- Attractive Travel Services
- Common payment system within the transport sector
- Traffic management in metropolitan areas – all modes of transport
- ITS and Traffic Safety

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