

Session B: GREEN URBAN MOBILITY - Network Management



ITS for Public Transport and Connected Travellers 智能交通在公交与信息服 务中的应用

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Content 内容简介

- Background: EU Strategy on Transport
背景介绍: 欧盟的交通政策
- ITS Solutions in public transport, traveller information and urban freight 智能交通在公交、出行信息服务、城市物流中的应用
- Potential topics for EU-China cooperation in ITS 中欧在智能交通领域合作的潜在方向
- Obstacles of cooperation and strategies to overcome 合作的难度及如何克服



Background - EU Strategy on Transport 背景 - 欧盟的交通对策



- White paper on transport 2011 (欧盟交通白皮书)
 - A higher share of travel by collective transport 提高公共交通在出行中的比重
 - Smaller, lighter and more specialised road passenger vehicles 发展更小型更轻更专业的乘客车辆
 - The interface between long-distance and last-mile freight transport 长途与短途货运的协调
 - ITS is recognised as a key element to speed up the transport policy 智能交通是交通政策实施的重要推动力量



Background – EU Strategy on Transport 背景 - 欧盟的交通对策

ITS Directive 2010 /40/EU provides the legal framework for introduction of ITS in the EU 欧盟的智能交通发展指导政策为智能交通应用提供了法律框架

- for **public transport** new technologies for smart ticketing systems are gaining importance 公交智能车票的新技术将日渐重要
- when abroad the user travel experience should be as easy as for local travellers 旅行者在海外旅行与在本地一样便捷
- seamless travel and seamless ticketing can be facilitated via smart phones 基于智能手机的旅行计划与票务服务
- future developments will not replace integrated ticketing systems, but open up their boundaries 未来的发展拓展服务, 并非取代现有系统
- interoperable with each other and with other customer applications 与其他应用结合

ITS solutions in Europe: Public Transport 智能交通在公共交通中应用

- Smart ticketing 智能票务
 - Smartcard 智能卡
 - Smartphone based 智能手机
- Smart bus priority 公交优先
 - Cooperative systems (v2I communication) 基于车辆通讯
 - eCo-driving support 节能驾驶



ITS solutions in Europe: Traveller Information 智能交通与信息服务

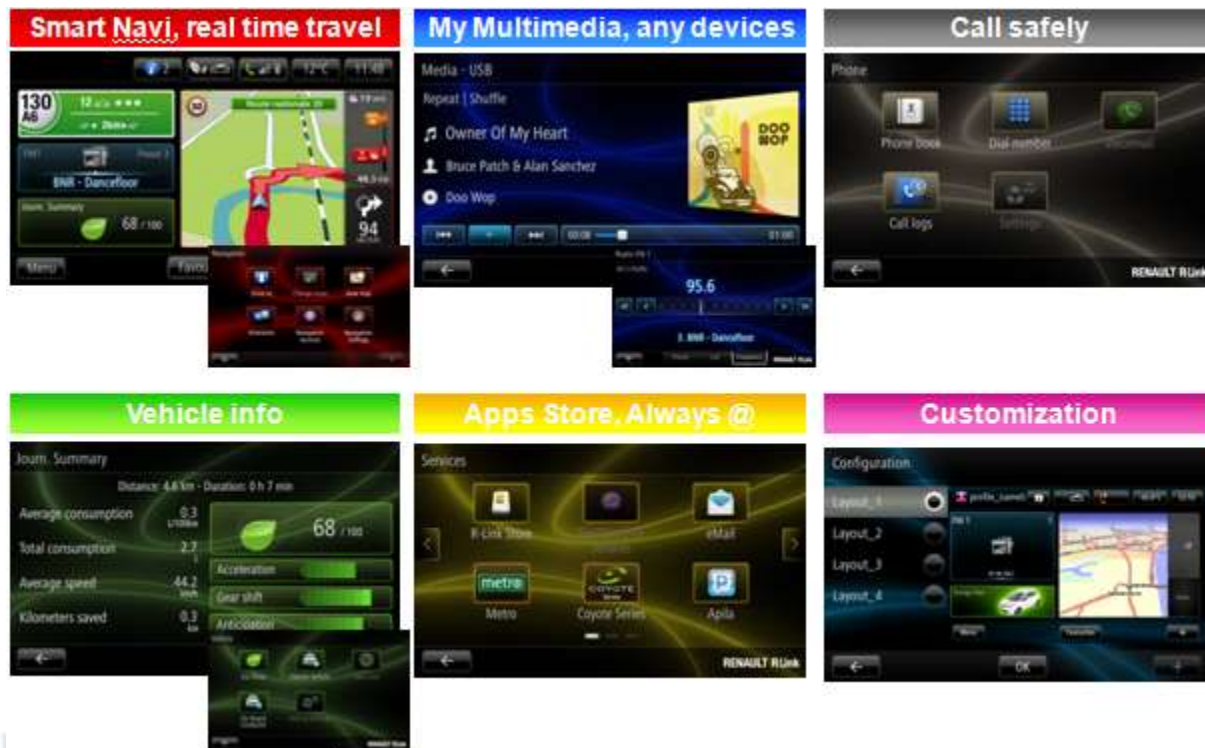


- Real-time passenger information 实时乘客信息
 - Smart phone applications; 智能手机应用
 - Bus stop display; 车站显示
 - Web-based content; 网站信息
- Multimodal journey planner with limited coverage (i.e. operator or network based) 一定区域内的多模型交通信息



ITS solutions in Europe: Traveller Information 智能交通 与信息服务

Traveller information services are integrated with navigation and in-vehicle telematics systems (旅行信息与导航及车载电子系统结合)



ITS solutions in Europe: Urban Freight 智能交通与城市物流



- Improve energy efficiency through V2I 基于车路通讯的节能减排
 - eCo-driving support 节能驾驶
 - Signal priority 信号优先
 - Speed advisory 推荐最佳行驶速度
- Real time booking for loading/delivery space 实时装卸货车位预订
 - Integrated with real time traffic information 结合实时交通信息
 - Integrated with access control 结合城市货车限行政策

Potential Topics in ITS for Cooperation between China and the EU 中欧在智能交通领域合作的课题

- Multi-modal journey planner and traveller information supporting for cross continental journey 为乘客提供洲际长途旅行全程旅行计划与信息服务
 - Standard interface for data exchange and sharing 数据交换与共享标准界面
- Environmental modelling based on integrated urban mobility data 基于综合交通数据的环境模型
 - Cooperation on development of traffic models to forecast environmental pollutions at more accurate levels; 合作开发交通环境数据模型, 更准确地预测交通带来的环境污染
 - Use of environmental model to implement environmental zone and access control 将环境模型应用于交通限行
- Standards for communication for public transport 公交通讯的标准化



Potential Topics in ITS for Cooperation between China and the EU 中欧在智能交通领域合作的课题

- Smartphone based floating passenger data 智能手机定位应用浮动乘客数据
 - Cooperation in developing data processing to extract passenger information from smart phone location data
- Social media in traffic information collection and dissemination 新社交媒体应用于交通数据采集与发布
- Integrated management of long and short distance freight management 长途与短途货运协调管理
- Car-sharing scheme 租车模式
 - Many European cities have good experiences to share with Chinese cities 欧洲城市愿与中国城市分享成功经验
- Smartphone and social media based ride-sharing and car-sharing 新租车模式与基于智能手机与社交网络的共乘



Obstacles of Cooperation and Strategies to overcome 合作的难度及如何克服

- Challenges on funding scheme and project management
科研基金申请与项目管理中的挑战
 - Corresponding funding for both European and Chinese partners;
对等的科研经费
 - Simplifying application and project management process
 - Shortening project lifecycles (time between proposal submission and project implementation)
- Large consortium may be less efficient and create communication issues
多个参与单位的项目可能降低效率及造成交流困难
 - Small and focused consortium



Thank you! 谢谢!

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