

# From ITS technology to mobility solutions

## From toy to tool

Gert Blom

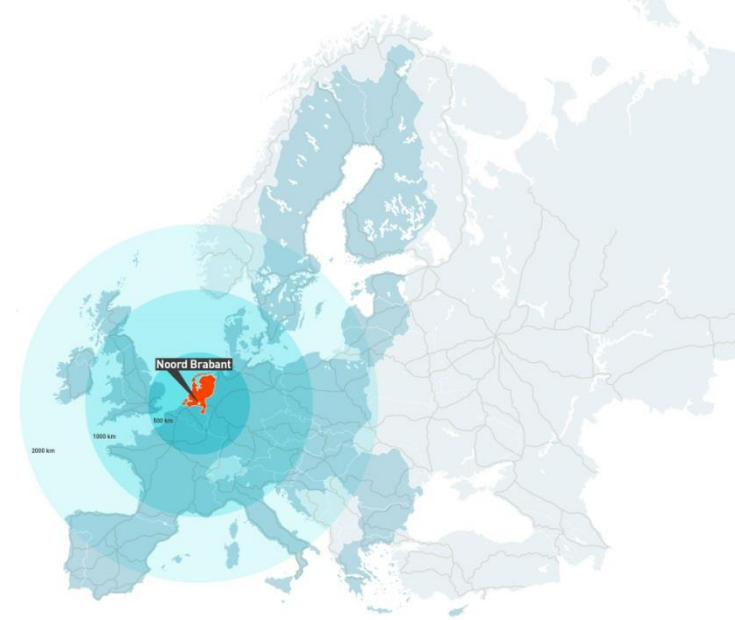
Strategic Advisor Mobility - city of Helmond

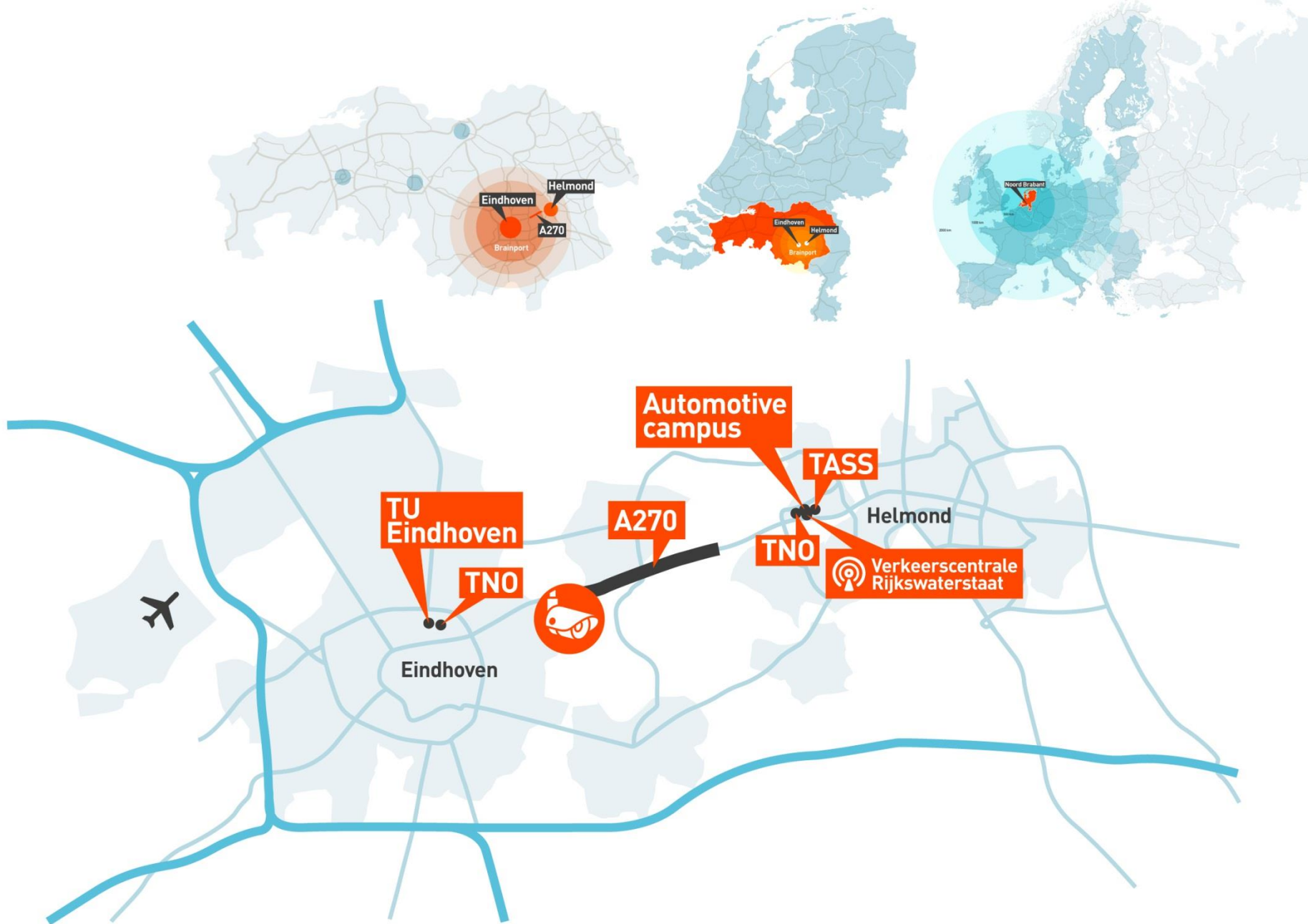
ITS Innovation Manager – ITS Agency BrabantStad



ITS a Tool or a Toy?  
Role of Cities in ITS Deployment

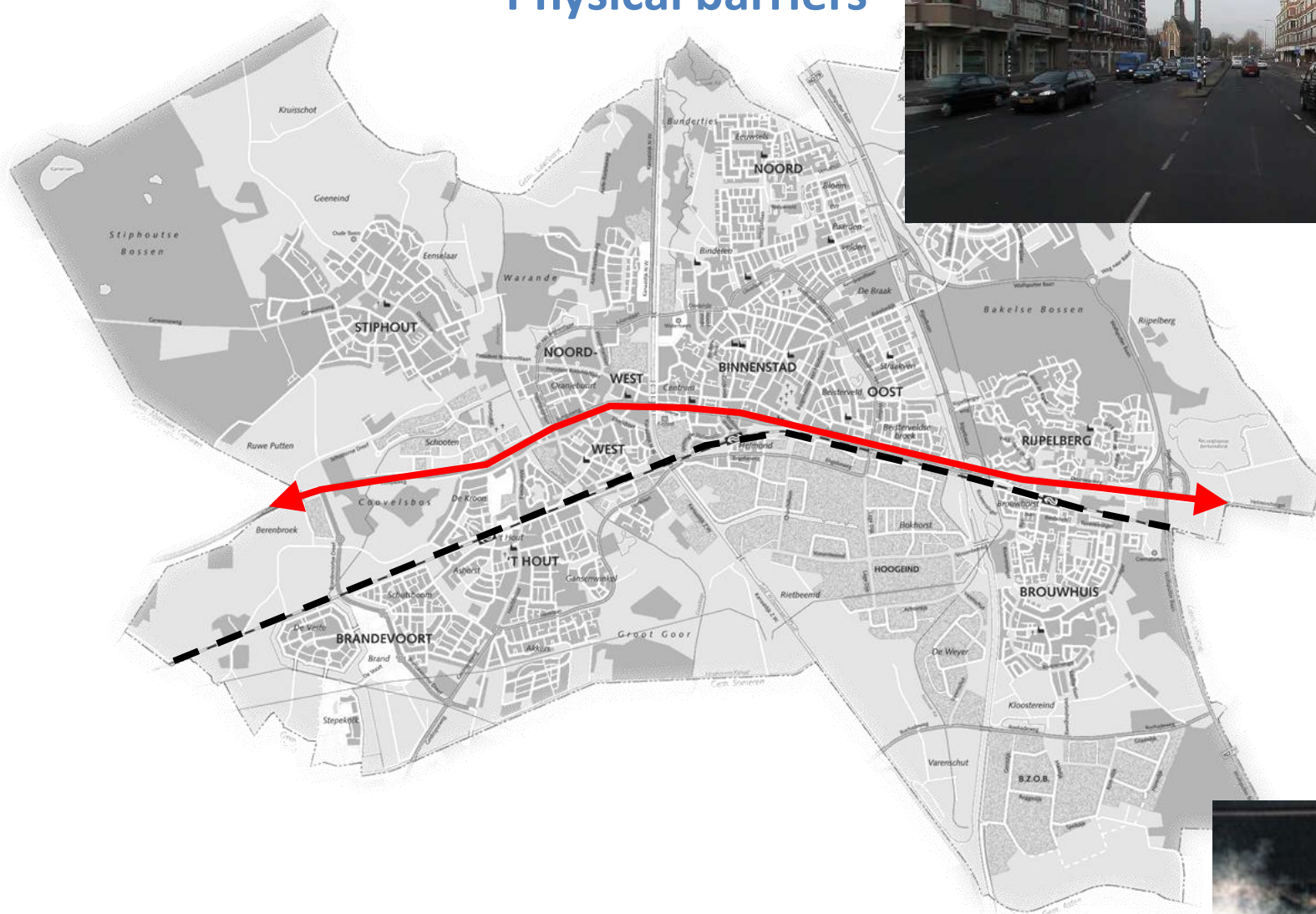
Zilina, 22 November 2016







# Physical barriers



# Mobility policy Helmond



Optimizing the use  
of existing infrastructure

Active support of smart  
mobility pilots and  
showcases





# Helmond Living Lab ITS



## Grand Cooperative Driving Challenge

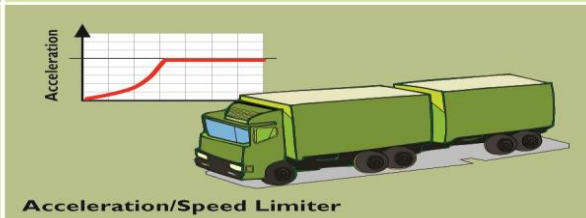


# European FREILOT project

Duration: 2009 – 2013

4 European cities (Lyon, Krakow, Bilbao, Helmond)

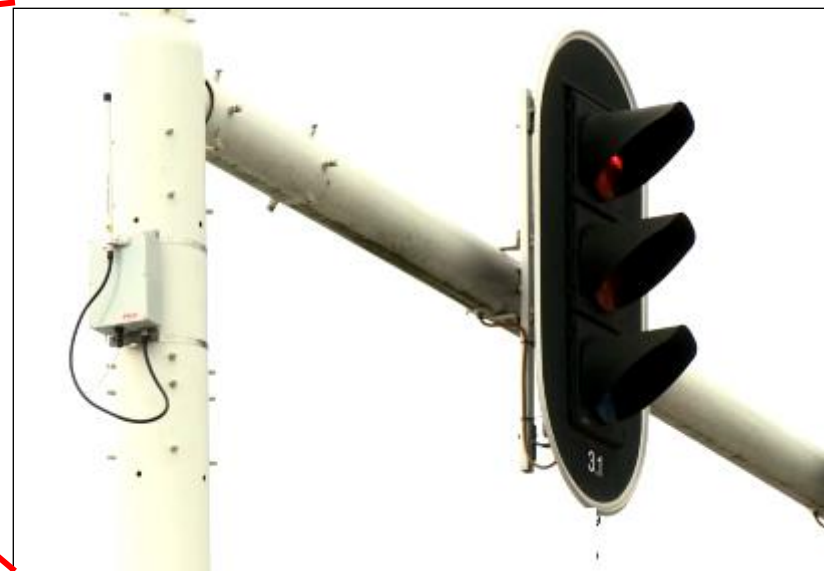
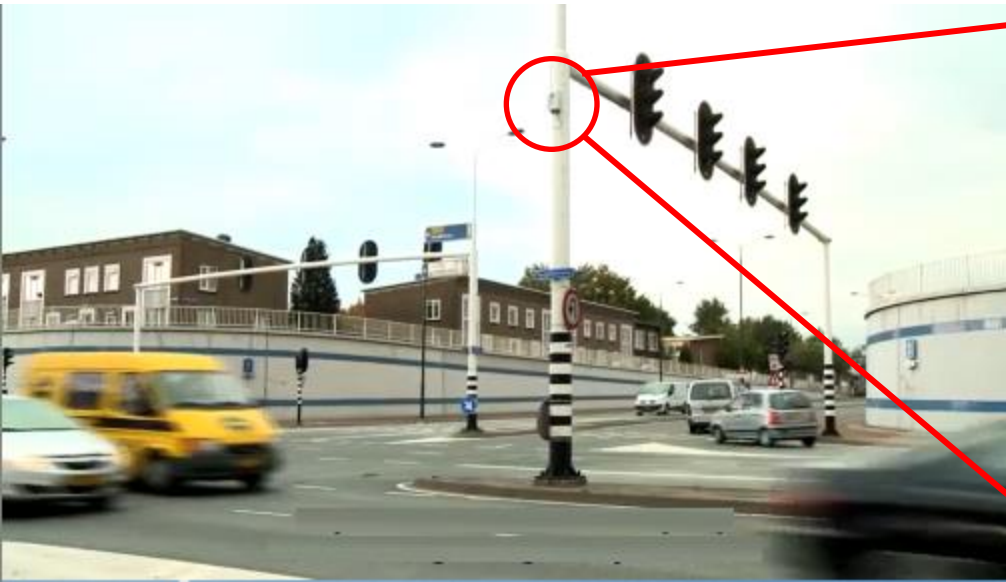
**Objective: reducing up to 25% of fuel on equipped trucks in urban areas**





# FREILOT Energy Efficient Intersection Service Helmond

Priority at intersections – speed & time-to-green advice





# Energy Efficient Intersection Service

## The example of Helmond (NL)

Source: FREILOT project



14 equipped  
intersections in  
urban zone

Period	Number of crossings	Number of stops	% of stops
Baseline	408	52	13%
Pilot	343	20	6%

Number of crossings and stops in both periods

	Baseline	Pilot	Rate of change
CO <sub>2</sub> emissions (g/km)	644	562	-13%
NO <sub>x</sub> emissions (g/km)	3.87	3.33	-14%
Fuel consumption (l/100km)	24	21	-13%
Speed (km/h)	35	36	+2.6%

Emissions, consumption and speed variations

## From ITS- technology to mobility solutions the deployment challenge

✓ Technology

✓ Policy

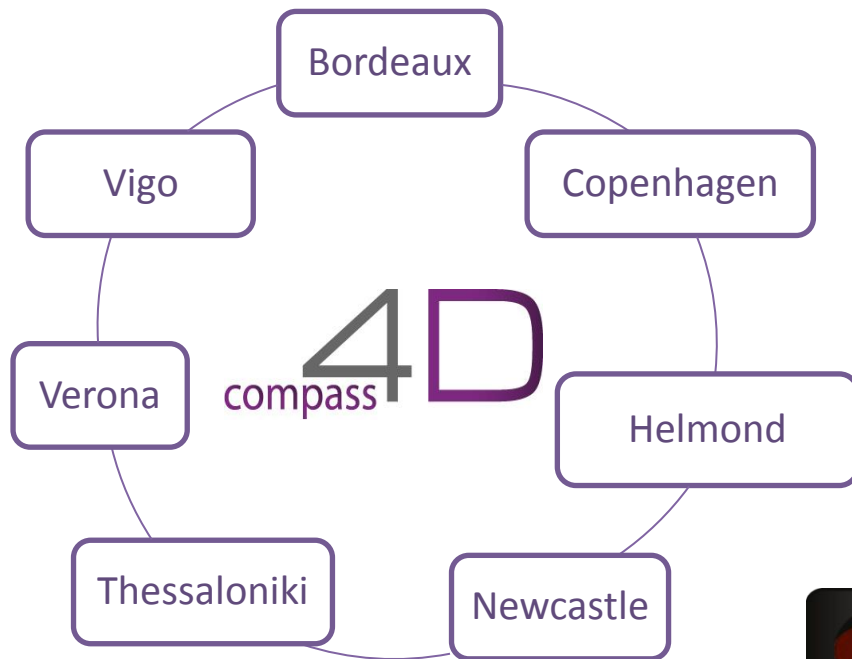
✗ Business-models

✗ General Acceptance

✗ Proof of Evidence

✗ Cyber Security

# Compass4D -overview



Compass4D pilot sites

## Services:



Energy Efficient Intersection

Road Hazard Warning

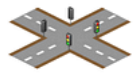
Red Light Violation Warning



> 600 vehicles, > 1200 drivers

Vehicles / pilot site	Bordeaux	Copenhagen	Helmond	Newcastle	Thessaloniki	Verona	Vigo	Total
Trucks	40		7	5 vans				52
Cars	34		25 electric	5 electric	7	10	10	91
Buses		100	5			10	20	135
Emergency vehicles	6		5				2	13
Taxis					35		8	43
Total vehicles	80	100	42	10	42	20	40	334





21 crossroads

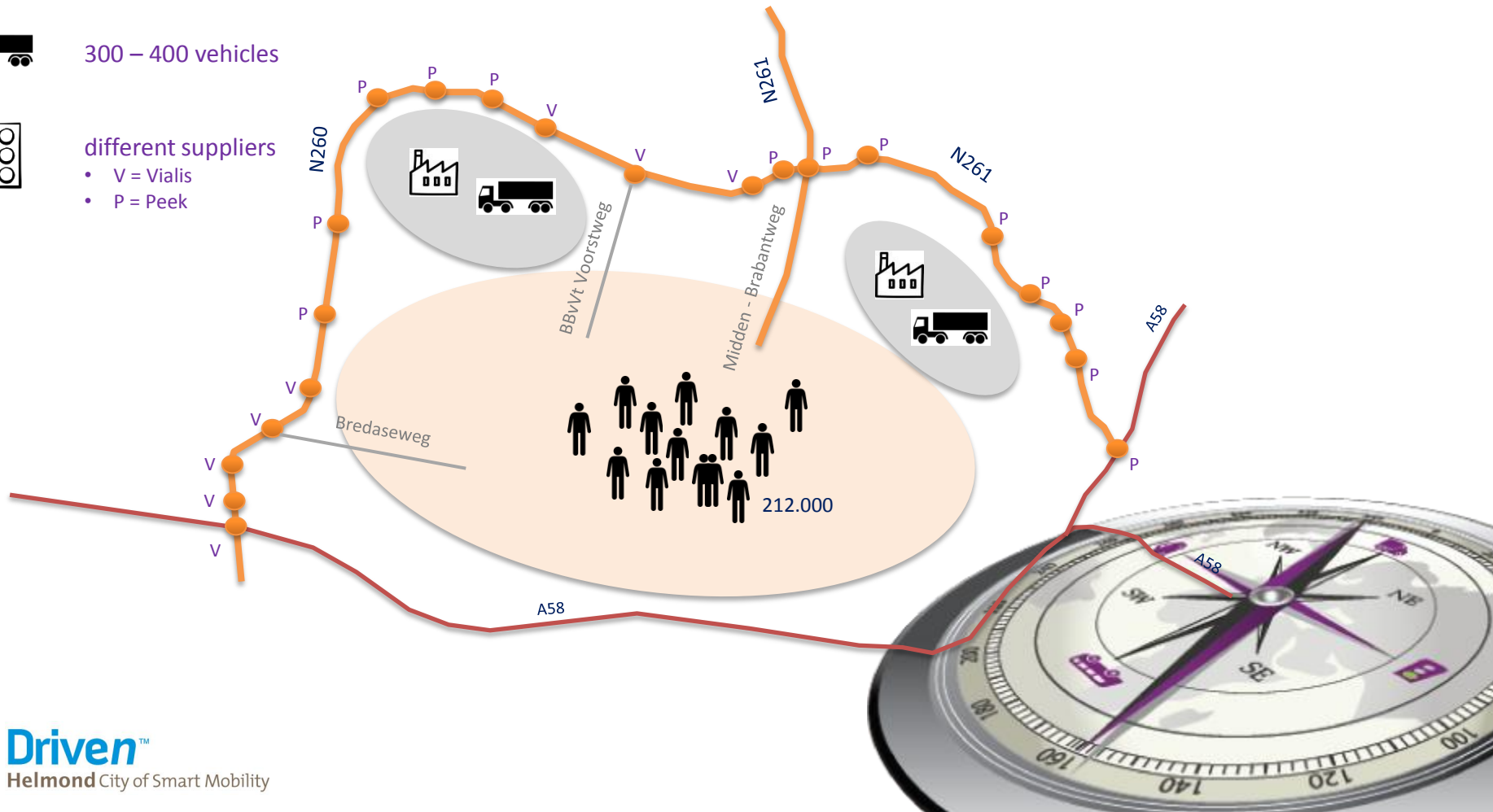


300 – 400 vehicles

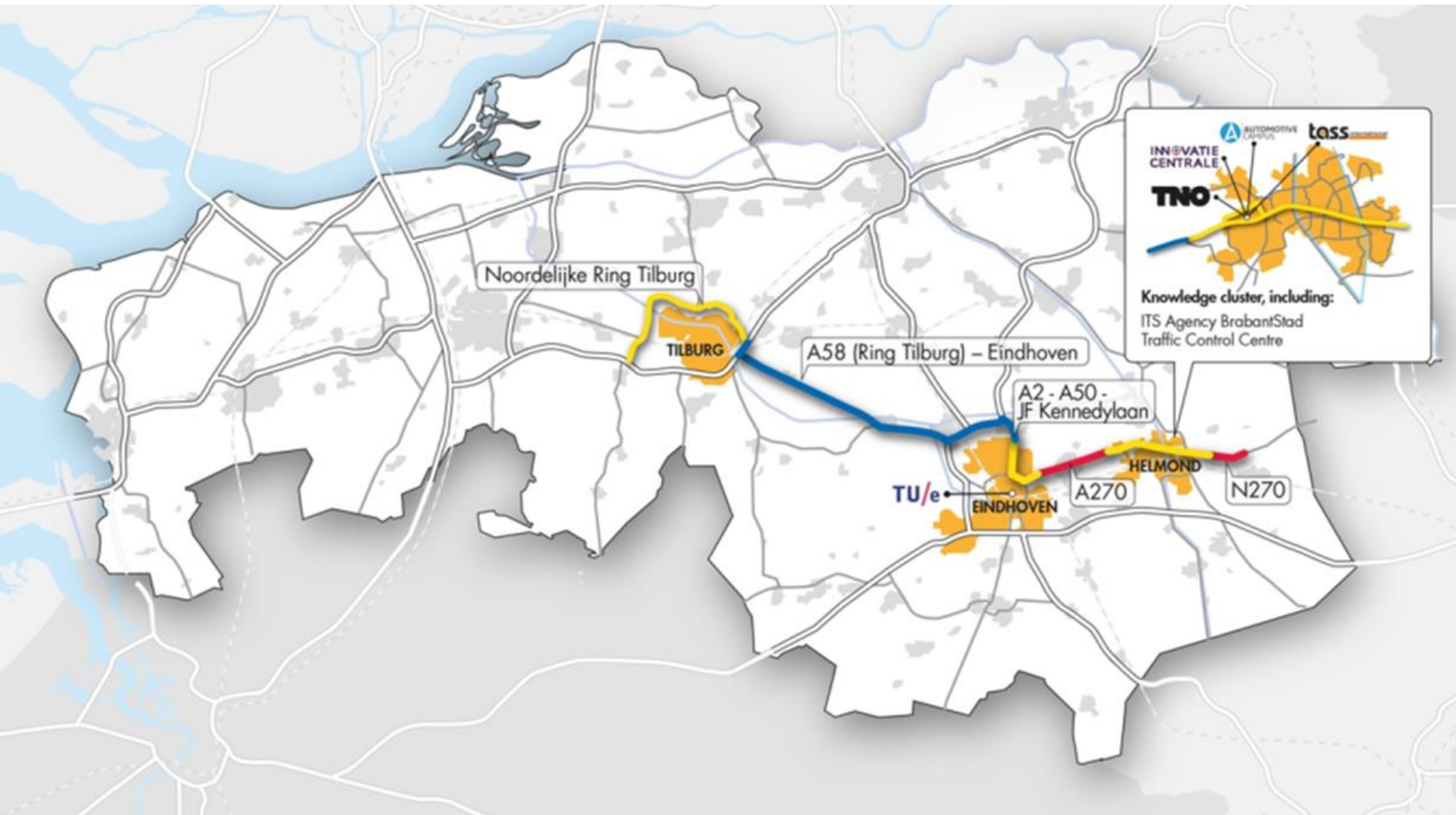


different suppliers

- V = Vialis
- P = Peek

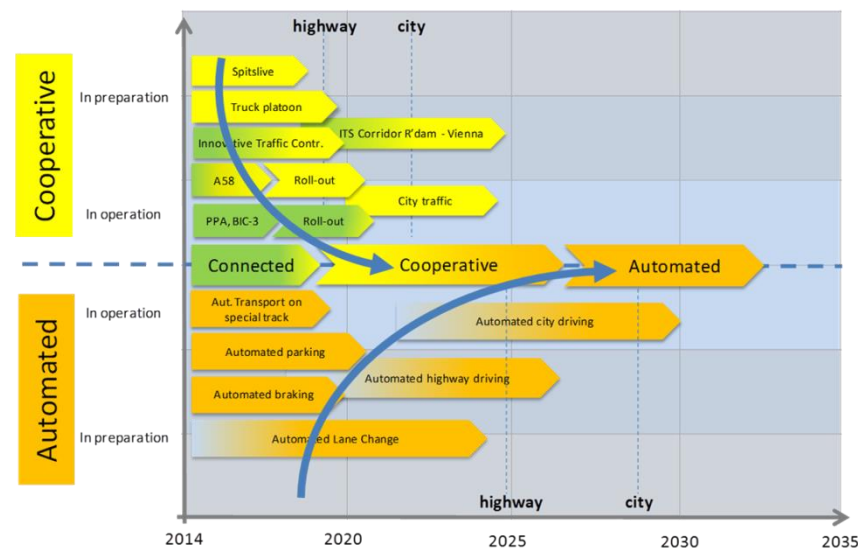


# Hybrid testbed Brabant



# The next mobility challenges for Helmond ...

- Contribute to large scale deployment of C-ITS
- C-ITS for road safety and esp. VRU's
- Combine smart technology with smart behaviour – MaaS
- Make innovation visible for citizens
- Prepare for introduction and transition towards automated vehicles





# ITS: Tool or toy ?

## ITS: From toy to tool !



'Ring the bells that can still ring.  
Forget your perfect offering.  
There is a crack in everything.  
That's how the light gets in.'

Leonard Cohen



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