

EasyWay



Annual Forum 2010

Truck Parking Information :
Delivering it at a European level

Shortcut to the future.
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ITP Session
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Background and perspective of the presentation

- Inputs :
 - Co-ordination of EasyWay FLS ESG group
 - Framework contract for DG MOVE on implementation of ITS action plan and directive
 - Stakeholder views from the above
- This presentation is a personal view based on above, not official
- Deployment, market, technical and organisational issues
- Some conclusions of relevance for EU level



ITS ACTION PLAN

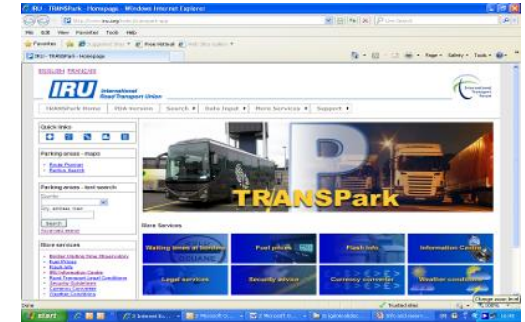




Current deployment and key issues of European truck parking information

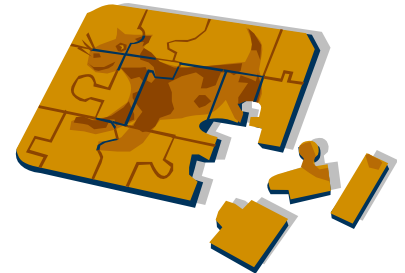
TPA information service deployment : European, national and regional services

- Paper directories exist, still serve important purpose
- On line EU level : TruckInform, TRANSPark
 - circa 3000 parking sites (each different)
 - TPA features, services (dignity facilities, security...)
 - Feature selection search, radius search, on-route etc
- On-line National, regional services
- Real-time occupancy services (web and VMS)
- Scope for
 - delivery to on-trip media, but trucks not early adopters
 - extension to booking services



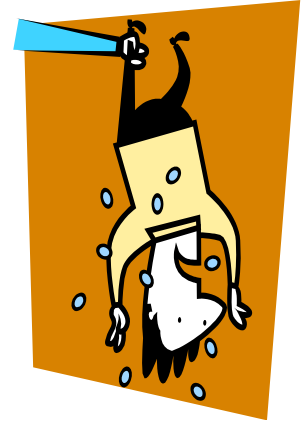
Deployment : Coverage, quality and usage

- Level of usage of European services ?
 - TRANSPark 2000-3000 hits per month 2-6. 2010
 - TRUCKinform ?
- Common issues of
 - Data completeness and update quality
 - Co-operation of sources
 - Block to expansion and uptake
- How to improve the European data set and help the information providers ?



Market : Demand, willingness to pay and cooperate

- Seems to be little willingness to pay for truck parking information
- Pre-trip planning and on-trip info. markets very different
 - Pre-trip is truck company driven
 - On-trip is driver driven, needs driving friendly media
 - 90 %+ decide to stop up to 2-3 hours before ?
 - Majority of stops based on sanitary or legal requirement
- ☹ Limited objective information on the market potential and information quality requirements
- ☹ No great interest of many parking operators to provide the truck parking data



Market : Need and conditions for public sector support ?

- „Private“ information service provider(s) business model exists
 - but based on cheap, quality data and “free” supply



☹ No easy way to get higher quality data without public sector

- Public sector support of data sets probably way to go but...
 - ☹ No studies available clearly justifying public investment
 - ☹ Many countries not interested
 - wants security information across full range of levels
 - wants real time availability information where useful



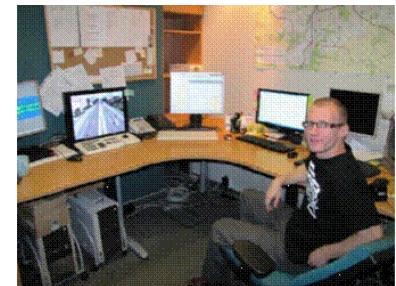
Data collection model

- Decentralised TPA data collection driven by member states and road operators ?
 - Given institutional and market set-up, probably the only way to go
- How best to make this happen across whole of Europe
 - On public and private parking sites ?
 - Obligatory provision, incentives for TPA operators, collection by MS ?
 - Various solutions required for different truck parking set ups in EU
- Potential co-ordinating role of EASYWAY



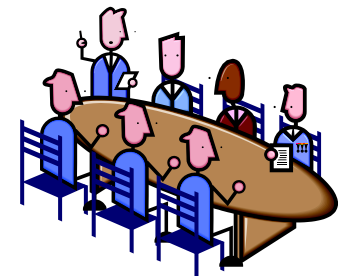
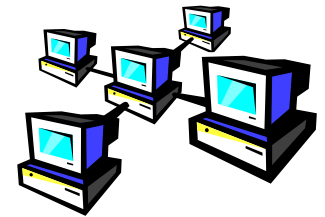
Creating a harmonised European TPA data set

- Single harmonised TPA data structure ?
 - Through DATEX II data dictionary extension ?
- Simple TPA categorisation ?
 - Pictogram harmonisation for TPA features ?
 - Use of LABEL type “lock” and „star“ categories
- TCC/TICs to organise and store truck parking data
- European LOS for information provision
- How to migrate to such a solution, getting commitment of member states, resources ?

A table with multiple columns and rows, containing various icons and text. The table is titled 'LABELS - LOCKS - LABELS - LOCKS' and appears to be a data dictionary or legend for the TPA data.

How to give easy European access to the data set ?

- Easy, open interface access to a European data set ?
 - Simple, cheap interface for EU information service providers
 - DATEX II can enable simple http or web pull or push access
- Is this sufficiently easy for a private provider of EU wide TPA info. to plug into ?
 - Do we need a European web data interface also ?
- To get TPA data into vehicles :
 - extension of to vehicle communication standards required
 - e.g. Alert-C in case of TMC
 - integration into navigation maps
- How to coordinate this all at the EU level (EasyWay ?)



Dynamic information on space availability at TPAs

- To reduce illegal parking and overcrowding at TPAs
- Several VMS pilot implementations in France, Germany, Italy ...
 - Numbers of free spaces, full, free etc.
 - Road side or on-site issues management
 - Coordinated sections
- Issues of : information reliability, highish costs, low willingness to pay, lack of justification of public investment, harmonisation.
- Part of the overall TPA information service
- Key driver for public investment though





Conclusions

**Key points, missing knowledge at
EU level for a European truck
parking information service**

Key issues for development of a European TPA info. service



1. Poor understanding of user needs, market potential and social benefits
2. Data quality is currently low and incomplete
3. Market willingness to pay is probably low (or niche market) and data costs high
4. Public sector organisation of and investment in data will probably be key
5. Security (across board) and real-time data (safety) a key driver of this investment
6. Decentralised data collection model needed, organised at national/regional levels
7. Standard TPA data dictionary, data exchange interface (role of DATEX II, TCC/TICs) + simple EU access
8. LABEL type security and quality categories needed for simple comprehension

Key missing elements / knowledge at EU level



1. Guidance on how to plan implementation of ITP in the overall strategic context
2. Inventory of current TPA information and data
3. Analysis of the market for, usage of and user acceptance of existing systems
4. Analysis of the social cost benefit case of TPA information services
5. Knowledge of cost-effective data collection models (organisational, institutional, financial)
6. Definition of standard data structure, data storage, data quality, service quality data-exchange, interface and vehicle dissemination standards
7. Model for procurement and management of EU TPA data interface
8. Research and development into dynamic truck parking detection methods