

## 10 golden rules for successful ITS public funding

- 1) Are you applying technology to address a policy issue influencing mobility or a real customer need, or is it **just technology looking for a problem to solve**? What's the added value over what exists now? How does it integrate with what is there already?
  - 2) ITS doesn't exist on its own and **is not a solution in itself**– it must link to our life and business as an everyday service we use and adapt our travel as a result. Think about the people, the businesses and their operations that need your idea and how it can be integrated with other services, to make it easy to use.
  - 3) Be careful if you think you have an opportunity in the market that everyone else has missed – they may be ignoring it because they see problems that you can't, so **do your homework**. Also, make sure it isn't already being offered by someone outside transport as part of another package like Google. Read the current literature to see what others are doing already. But remember, 92.6 % of transport facts are made up on the spot or actually just an opinion– choose evidence in your business case carefully.
  - 4) Look at the many transport services already in the market and make sure you're **not reinventing the wheel?** As examples:
    - a) Sat navs are already available with real time data and historic journey patterns, and are becoming available for HGVs
    - b) Email and SMS alerts of rail and road problems are already widely available
    - c) GPS data from fleet management systems is already routinely used for journey times and in sat navs
    - d) Transport Direct already provides a door to door UK journey planner and a link to ticket sales
    - e) A large proportion of the UK bus fleet already has real time information
- And **check your new idea does not already have a patent** – many ideas have been registered but not deployed.

- 5) There is already **a great deal of knowledge in data exchange between transport systems** (the TIH). The TIH community has much knowledge to share and has 5 basic principles for interoperability– so follow them! Use existing emerging international standards for data exchange (DATEX, TPEG, SIRI) to source data from machines directly, not skim websites. And think about who you will get data from and why they would give or sell it to you – they own it after all. Remember, institutions are often key here, not technology.
  
- 6) There is already a great deal of knowledge about **what travellers want from ITS** and will use and how much they are (un) willing to pay for it. You may need specific research on how your idea might be used in practice, to tailor it to users.
  
- 7) The UK has a **nationally agreed specification for smartcards for travel** – ITS0. Do not expect your idea for payment for travel to have interoperability everywhere if you don't follow this.
  
- 8) The UK has developed a modular approach to urban traffic control and monitoring systems, UTMC, which about 50 local authorities already use. Using these specifications offer **immediate access to markets and to local authority data**.
  
- 9) **Think about safety, about legislation, about data privacy and about accessibility**. Follow the DfT's HMI Guidance and do not promote anything associated with receiving mobile phone calls or data while moving (e.g. on-call tracking, texting of information to drivers...). And think about social inclusion... does your idea apply to all roads and all people, or just a specific high value market that does not need public support?
  
- 10) Many ITS ideas are easy to invent and to prototype, but their viability depends not on technology but on achieving a big enough scale. **Think about the risks**– will enough data be available, will enough of the market want it... and how these risks are mitigated. How will the changing cost and availability of technology impact your idea? Those that are prohibitive now may become feasible in a couple of years but others patently will not.