

Project name:	TMaaS
Date:	24/04/2018, 10.00 - 12.00
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Blueprint Brussels

Participants		
Name	Organisation	Present
An Larosse	ALD Automotive	√
Jean-Pierre Deknop	Siemens	√
Stijn Vernailen	Stad Antwerpen	√
Nicolas Talpe	Be-Mobile	√
Michael Petit	Ville de Namur	√
Pieter Morlion	Mobiliteitsbedrijf Gent	√ (concall)
Hans Van Winckel	Proximus	√
Sven Maerivoet	TML	√
Michel Genot	STIB/MIVB	√
Jan De Man	BAAV	√
Marian Lauwers	Arcadis	√
Kurt Marquet	ITS.be	√
Peter Van der Perre	ITS.be	√

Agenda
1. Traffic Management-as-a-Service
2. TMaaS in Ghent
3. Conclusions

Notes and Decisions
<p>1.</p> <p>Nicolas Talpe (Be-Mobile) explains how Traffic Management-as-a-Service (TMaaS) fits in Be-Mobile's strategy. The use of floating car data and floating mobile data (FCD, FMD) was a first step, allowing new ways to follow individual vehicles and identify related incidents and events. This data is now being linked with for instance traffic lights, parking spots...What was missing up till now, was the processing/visualization towards cities/regions. Also the broadcasting and feedback communication with individual vehicles/persons was not possible. TMaaS is an answer for this and gives cities/regions all the tools that a traditional traffic center has as well, but now in a cloud-based, virtual way.</p> <p>Q&A:</p> <ul style="list-style-type: none"> - Only cars at this moment? No, also trucks, and indeed ideally all modes will be integrated. This asks for investing in data instead of investing in infrastructure; - Collecting and using crowd data is very interesting, but there is a risk that only a few market players remain. Authorities can help create a level playing field by focusing on standardised interfaces and maximum re-use of data, allowing local companies to compete with multinationals such as Google and Waze; - What are the costs and benefits for an average city? Ghent is the first city, so at this moment

it's difficult to provide these data or to give pricing data for TMaaS. But within the European TMaaS-project that Ghent has started (with the help of Be-Mobile, amongst others - see also below) other cities will be invited to experience TMaaS as well and share their experience;

- How should a city start? First of all make a list of all mobility data that you have and which visualization tools are being used in your city/region. Second, a good balance is needed between pushing open data and cooperation with market players and car manufacturers to get public policy on handsets and within vehicles. Authorities will increasingly be able to regulate that mobility providers give access to data (as is the case in bike sharing contracts - preferably this is done in European data formats). They will also be able to impose compliance with data-based policies (eg a high-quality traffic signs database to avoid routing through local streets). The city of Antwerp has therefore started a big push to organise its back office.
- The use of FCD should be GDPR-compliant;
- At the data collection side it is key to harmonise data and publish it as high-level open data. This should also become a standard practice in future tenders.
- Is there need for a legal framework for providers to give access to data? Yes. Information across modes should become seamless.

2.

Pieter Morlion (city of Ghent) gives a presentation on the 3-year EU-funded TMaaS project in Ghent that has now started. Setting up a traffic management center (TMC) is also one of the main goals in the mobility plan of Ghent. In a first stage Ghent benchmarked different TMC's. There were 2 things that they want to do differently. First, collect and inform about all traffic modes and only transfer data when relevant for the end-user. And second, as a city is not an IT company it wants work as much as possible with existing market players. Ghent believes there is a gap of 40 years between how authorities work with market solutions and how inhabitants use these market solutions.

So the result of the project will be a platform/dashboard where cities can monitor their traffic management. They will get all the tools to visualize and broadcast. Also end-to-end traffic information for every single inhabitant (through social media profiles) is put forward as a goal. The city of Ghent will collect individual preference data, but end-users will be in control of what they share.

Q&A:

- Data processing is not part of this project. Be-Mobile, Waze and TomTom are providing the data (more than 30 sources);
- What is the role for other cities? The TMaaS operator closes deals and cities can subscribe to the platform by paying a monthly fee. It is part of this study to investigate the pricing (future business models);
- Who is the owner of the platform? Is it an open market? Ghent works as much as possible with open interfaces, so monopolies can be avoided (standardised ins and outs are being used);
- Is a traffic editor included (e.g avoid school areas) - no not yet;
- How to other cities look at TMaaS? We need to find common ground. This is essentially about harmonising data and opening up (new) markets.

3.

Conclusions

1. TMaaS is using a three-tiered model: input/data collection - processing - communication to end users
2. First experiences and response by cities show that they consider TMaaS to be an excellent value proposition

3. Standardised interfaces will be essential.