

# Communicating with the Motorist: Sustainable Motoring & the Role of ITS



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**RACV**



# About RACV

- Founded December 1903
- Over 2.05 million members (three out of four Victorian households!)
- Wide range of benefits and services – roadside assistance, club and resorts, insurance, financial services, home security, advocacy and lobbying on member interests

Vision:

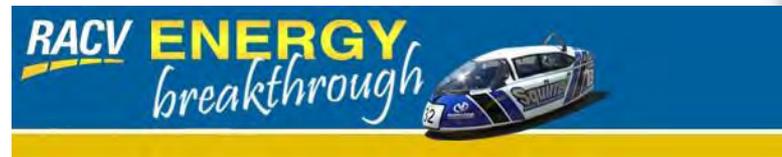
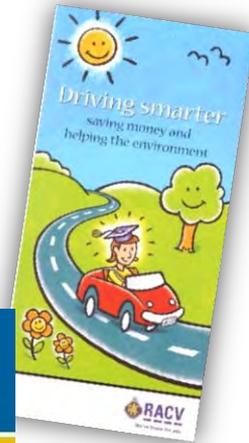
*to continuously enhance and **sustain** the delivery of great membership value **over the long term** whilst being a worthwhile contributor to the community*

“RACV is about **mobility** for our members, not just motoring and roads.”

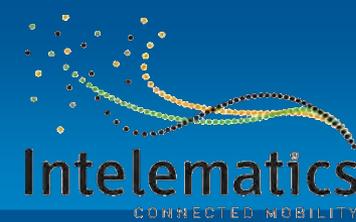


# Sustainable motoring & mobility: what RACV is doing ...

- RACV Drive Day & GreenZone Drive events
- Premier partner: Victorian EV Trial
- RACV Energy Breakthrough
- GreenWheels Buyers Guide
- Growing Pains: road and public transport blueprint



# RACV Connected Vehicle



- Suite of motoring oriented & vehicle centric services delivered to members via their Smartphone and customisable Web portal
- Members derive benefit from the ability to acquire and utilise enhanced information about their vehicle and motoring environment
- Three Levels of program integration:
  - Smartphone & Web portal
  - + In-Vehicle OBDII module
  - + SIM enabled OBDII module



# Role of ITS Australia

- ITS Australia - Established in 1992
- Incorporated, not-for-profit organisation
- Only Australian organisation focused on facilitating the development and deployment of advanced technologies across all modes of transport
- Single largest membership of private companies, government agencies and academic institutions
- ITS Australia – an association with a strong voice, the right contacts and the ability to influence future legislation, standards and regulation that impact the ITS Industry and Australia

[www.its-australia.com.au](http://www.its-australia.com.au)

# Intelligent Transport Systems (ITS)

Intelligent Transport Systems (ITS) apply Information and Communication Technologies (ICT) that support and optimise all modes of transport by cost-effectively improving how they work, both individually and in cooperation with each other.

Infrastructure related ITS	Applications that focus on availability and quality of transport infrastructure and that can be used to intervene in traffic capacity, to enable paying for road use, to detect incidents or hazardous weather conditions, among others.
Vehicle related ITS	Applications that are put in the car to support in the driver task and/or to assist in management of a fleet of vehicles.
User related ITS	Applications that focus on convenience and efficiency for travellers, reducing barriers to switch transport modes and provide real-time and forecast information
Industry related ITS	Applications aimed at reducing costs and/or maximizing profits in the operation of transport.
Vehicle-to-infrastructure/vehicle-to-vehicle related ITS	So called cooperative systems foresee the real-time interaction among vehicles and between vehicles and the road infrastructure, in order to enhance primarily traffic safety.
ITS back-office systems	Applications aimed at processing collected data, storing data for historic analysis, cross application processing and system integration, providing the base for tailored, real time information flows to road managers and users.

# ITS Australia: Opportunities

Safety	Mobility	The Environment
Intelligent Speed Assistance (Adaptation)	Route navigation with real-time conditions	Real-time tracking of environmental performance
Heavy vehicle driver fatigue	Multi-mode transport portal for real-time info	Electric vehicle charging systems
Advanced driver assistance & warnings	Managed access to lanes and zones	Measurement of impact of road initiatives
	Motorway management systems	
	Road pricing, tolls and congestion pricing	
	Freight enhancement solutions	
	Next gen rail signalling	

# ITS – What's the big deal?

## Safety

- *1.9 million road deaths annually worldwide by 2020*
- *Estimated cost of \$27B each year nationally*
- **ISA can reduce roads deaths in NSW by 8.4% (35pa) and injuries by 5.9% (1,455 pa)**
- **MUARC Study shows C-ITS will avoid 7,000 to 10,000 serious casualties each year with \$2.4 – \$3.3 billion saving pa**

# ITS – What's the big deal?

## *Traffic Flow & Reliability*

- *Road congestion cost has been estimated to be 1% of GDP in Europe*
- *\$20B annually by 2020 in Australia*
- **Managed Motorways can improve traffic flow by up to 25% (or equivalent to an extra lane)**
- **Australia is a world leader in Free flow tolling and interoperability**
- **Live traffic data informs travellers to support more efficient decisions**
- **Australia's IAP used to monitor heavy vehicle locations, speed and route compliance.**

# Thank you

