Road operators strategic interest in vehicle data

Open data workshop
Governing Board April 17 2018
NRA’s will start interacting with vehicles…

Now (and future): Visual/physical information to human drivers

Future: Digital exchange between infrastructure and vehicles
General remarks

- NRA’s need to avoid the ‘AirBnB scenario’, where a dominant platform reshapes interaction and dictates conditions
- Security and privacy are legitimate concerns
- NRA’s need events and locations, not names and numbers
- Raw vehicle data cannot be processed by road operators
- Reciprocity sounds nice, but OEM’s have both a legal and moral obligation to contribute to road safety improvement
- In traffic management reciprocity means matching the collective and individual interest
- Data services for asset management may well have a clear business model
Road operator strategic perspective

Road safety (SRTI in delegated act)
- Opportunity: high density safety warnings (V2V) and much more/earlier incident information
- Choice: Position in data chain in verification and as sender to road-user
- Challenge: How to handle ‘tsunami of data’ in TMC’s and Asset management

Traffic management (TMP’s)
- Opportunity: improve traffic flow with public-private traffic management
- Choice: how to cooperate with service-providers
- Challenge: delivering our data (available, useable, reliable) and organizing cooperation (Socrates 2.0)
Road operator strategic perspective

Digital traffic regulations
- Opportunity: Replacing physical signage in the long term, improving navigation/automation in the short term
- Choice: Who runs the platform?
- Challenge: How to generate and harmonize the data?

Asset management
- Opportunity: Improve and reduce road/asset maintenance cost
- Choice: several important make or buy decisions
- Challenge: Redesign of maintenance operations needed?