

# Road operators strategic interest in vehicle data



Conférence Européenne  
des Directeurs des Routes

Conference of European  
Directors of Roads

**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

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- 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
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# Road operator strategic perspective

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## 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 cooperaton (Socrates 2.0)

# Road operator strategic perspective

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## 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?