"Beyond Traffic Jam": C-The-Difference Pilot

From C-ITS- technology to mobility solutions

Bordeaux, November 21st 2017

Venue : Bordeaux Métropole Hall

http://c-thedifference.eu/

Registration before November 10th 2017

Goals of the event

On 30 November 2016, the European Commission adopted a European Strategy on Cooperative Intelligent Transport Systems (C-ITS), a milestone initiative towards cooperative, connected and automated mobility.

The workshop will provide an opportunity to harvest C-ITS specific expertise from the two pilot cities both being frontrunners in the deployment of C-ITS. This expertise has been gained through various pilot activities over the past years and knowledge will be shared.

All major European cities are also aware of importance of large-scale deployment of new services and are already planning C-ITS deployment. This twinning program aims to accelerate the replicability of C-ITS services in support of wide-scale deployment. Showcases will also be organised to give a unique opportunity to experience in live C-ITS services.

C-The Difference pilot project is driven by the needs expressed by cities who have selected innovative C-ITS services according to their local transport policy priorities, and it aims at delivering a comprehensive and integrated impact assessment of C-ITS services.

This project has the ambition to bridge the gap between the most advanced C-ITS implementation in urban environment and large scale deployment and operations.

First impact assessment results will be delivered and concrete and directed deployment recommendations linked to policy objectives. Based on results from the pilot a deployment scenario will be proposed which can be customized based on local conditions, stakeholder communities and the local policy framework.

Objectives:

- Raise awareness of local policy makers and decision makers on C-ITS benefits and capacity to bring concrete solutions to daily urban mobility challenges by means of twinning programs
- Build long-term engagement between public and private stakeholders involved in C-ITS service chain from implementation to operations
- Develop C-ITS in urban environment deployment recommendations and propose deployment scenario that can be customized according to urban policy framework

Target Audience

European cities

This event is hosted by Bordeaux Metropole and European Commission. It is free of charge.

(Possibility of simultaneous translation in French)

<u>Agenda</u>

9:30 Check-in, coffee

10:00 General Session

1. **Welcome by Bordeaux Metropole**

   Alain TURBY, Councilor for the digital metropolis, Bordeaux Métropole, Mayor of Carbon-Blanc   (to be confirmed)

2. **Opening by EC representative**

   Pedro BARRADAS, EC Policy Officer   (to be confirmed)

3. **Status of national C-ITS deployment projects**

   a. National/regional projects on C-ITS deployment

      Overview and lessons learnt from on-going C-ITS deployment initiatives

      Aymeric AUDIGE French Ministry / Regional Road Operator

   b. Role of cities as urban nodes – Digital and Connected Metropolis

      Antoine BIDEGAIN Bordeaux Métropole

4. **C- The-Difference project**

   a. Introduction

      Vincent BLERVAQUE, Project Manager

   b. Motivation and expectations

      - from city perspective

        Eric MONCEYRON Bordeaux Métropole

      - from users' perspective

        Frédéric THEODORE

      - from scientific assessment point of view

        Lionel PREVORS, Guillaume SAINT PIERRE, CEREMA

5. **Smartcities indicators / Cities goals - introduction to evaluation methodology**
   Nour-Eddin EL FAOUZI, IFSTTAR

      + invite city participants to share comments with post-it during lunch break

6. **Showcase**

   a. Presentation of C-ITS-services implemented in Bordeaux Pilot Site

      André PERPEY, GeolocSystems

   b. Demonstration of innovative services within Bordeaux area
      Format: 15 minutes in groups of 3 people

13:00 Lunch break

14:00 C-The Difference city twinning - Interactive Session

7. **Smartcities indicators/ Cities goals: feedbacks from city participants + discussion**

   moderated by Abdelmename HEDHLI, Nour-Eddin EL FAOUZI, IFSTTAR

8. **Understanding the landscape of C-ITS deployment with business model design for C-ITS services**
   moderated by Jaap VREESWIJK, MAPtm

9. **Discussion on implementation, development and deployment of C-ITS services in cities**
   moderated by MAPtm, IFSTTAR, GeolocSystems, Vincent Blervaque

   a. How to select most relevant C-ITS-services according to city policy goals?
   b. How to be successful in C-ITS-service implementation?
   c. How to outreach C-ITS-service benefits to end users?

10. **Conclusions and next steps**

    Vincent BLERVAQUE, Project Manager

16:30 End of workshop

16:30 Networking reception

Side French Event / 22nd November, 2017: workshop with specific focus: "C-ITS & Traffic Management Systems - Probe Vehicle Data"

Registration:

Before November 10th 2017 by email (registration-bordeaux@c-thedifference.eu**)**
For more information: Mr Eric MONCEYRON (emonceyron@bordeaux-metropole.fr)

A confirmation will be sent after acceptance.

Venue address:

Bordeaux Métropole (Meeting Room Nr 6 - Floor T2)
Esplanade Charles de Gaulle
33 045 Bordeaux France