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<p>Name of the publication</p> <p>Intelligent transport services. User needs and transport policy goals</p>		
<p>Abstract</p> <p>The development of transport telematic services should be based on stated user needs and requirements. User involvement is therefore an integral part of the whole design process of any new product or service. From a social point of view, however, any decisions in the implementation of telematic services must take into account all the possible benefits, costs and effects of the different services.</p> <p>This study was designed to investigate how important end users (1 000 respondents from a stratified random sample of Finnish individuals aged 15 to 74 years) find different transport telematic services, how much they are willing to pay for them, and how much they would like the government to invest in developing these services. In addition to user interviews, representatives of the authorities (some 40 experts in the field of transport) were asked to give their opinion on future policy for financing and developing the different services. They were asked in more detail about the importance of telematic services in achieving the transport policy goals (traffic safety, equality etc.), and their opinions were sought on the allocation of public funds to the development of different services.</p> <p>Users considered the most important telematic services to be automatic camera enforcement (speeding, obeying red traffic light), variable speed limit signs and real-time weather and road condition information. These services were also defined as the most important development targets for allocation of public funding. Incident information both before and during the trip were indicated as the most important services for drivers. Public transport travellers found route planning, travel time estimation and real-time stop time to be most important. Both traveller groups indicated that incident information was one of the most important services to consider when allocating public funding to the development of telematic services. Generally, users would allocate more public funding to public transport services than to services directed at drivers. Services directed at drivers were probably perceived as more personal, in which case the users were more often seen as responsible for the cost of the service.</p> <p>The results from the authorities questionnaire were similar to the user interview results. The authorities indicated automatic camera enforcement and intelligent speed adaptation (ISA) in urban areas to be the most important services in improving traffic safety. Services considered to be the most efficient in contributing to public transport were the public transport portal (database containing public actor-independent transport information such as time schedules, routes etc.) and traffic signal priority for public transport. Their views on allocation of public funding were quite similar to the users', the services considered most important for development funding being automatic camera enforcement, the public transport portal and traffic signal priority. Next in line were variable speed limits, real-time weather and road condition information, real-time public transport stop time and incident information. The authorities also emphasised the importance of traffic monitoring, since the information obtained forms the basis of most telematic services.</p>		
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