

Peter Smith
Chief Executive Officer
City of Port Phillip
99a Carlisle Street
St Kilda 3182

August 24, 2018

Dear Peter Smith

City of Port Phillip Integrated Transport Strategy Consultation

We appreciate the opportunity for ITS Australia to make a submission to this important consultation for the City of Port Phillip on the challenges and opportunities which technology will bring to the transport sector and wider community in the coming years. This matter is of course of material interest to our members and we are pleased to offer the following submission for consideration.

There's much discussion these days about once-in-a-generation change; digital disruption, major demographic and societal shifts, and mega-projects offering improvements unimagined by our grandparents or sometimes even parents. What has not been seen before though is the kind of unprecedented potential for change in transport we are currently experiencing.

In undertaking a research project into Mobility as a Service in Australia, ITS Australia conducted interviews with more than 80 leaders in the transport and technology sectors, across government, industry and academia and a strong theme emerged; that not since the mass-production of private vehicles c1920 has there been such potential for revolutionary change in the transport sector.

Transport innovation like 'Mobility as a Service' (MaaS) offers the potential to drastically improve customer choices, reduce travel costs, increase network capacity and transport sustainability while improving social and environmental outcomes.

While the mass-production of private vehicles obviously had a stunning impact on society and the built environment, the advent of connected and automated vehicles and other revolutionary technologies offer the potential for even greater levels of disruption.

Concepts like MaaS and evolving our transport networks are ways we can adapt to and positively leverage societal and technological disruption.

A key consideration that was agreed across experts interviewed was the need for collaboration and cross-jurisdictional standards and policy frameworks.

A strong government role will be critical to ensure that the deployment of these technologies is guided to improve the quality of life for citizens. Governments need to provide strong regulatory oversight to give the public confidence in testing and deployment as well as support collaboration across industry and the community.

To that end we are strongly supportive of existing and emerging pilots and trials underway and proposed around the country, building a collaborative and transparent understanding of the challenges and opportunities these technologies offer, and ensuring that public safety is always the key consideration.

Government should also play a key role in working with the private sector to facilitate deployment and remove unnecessary regulatory barriers to enhance the widespread deployment of proven technologies.

Local government play a unique role in the transport sector as organisations that both operate as transport providers and policy-makers with a primary consideration of serving their communities most effectively, efficiently, and equitably.

To that end Councils are crucial in planning for the future of transport and crafting the policy and regulatory frameworks in which they operate, and importantly, working with their communities on building understanding and consensus are these exciting opportunities.

Conclusion

ITS Australia commends the City of Port Phillip in looking to gain a better understanding of these important once-in-a-generation opportunities and are keenly interested in supporting any efforts to acquire information from industry on infrastructure that will support the development of your Integrated Transport Strategy and pave the way for way for future transport technology in the City of Port Phillip.

As you know we have recently published a comprehensive report [‘Mobility as a Service in Australia: Customer insights and opportunities’](#) and we would be very keen offer you a more detailed briefing of our findings and other matters that could be of interest in the development of your strategy.

For your consideration we have also attached the ITS Australia Statement on Connected and Automated Vehicles following the page showcasing our members across the breadth of the transport and technology sectors.

We would be extremely pleased to meet with your office to explore opportunities for the City of Port Phillip to collaborate with our members and ITS Australia to facilitate emerging and future transport technologies for the benefit of the City of Port Phillip communities.

Yours sincerely,



Susan Harris
Chief Executive Officer

ITS Australia Background

ITS Australia is the peak group representing over 100 public and private organisations delivering on transport solutions and technology improving Australia’s road and transport networks and promotes the development and deployment of advanced technologies to deliver safer, more efficient and sustainable transport across all public and private modes – air, sea, road and rail.

Established in 1992, ITS Australia is an independent not-for-profit incorporated membership organisation representing ITS suppliers, government authorities, academia and transport businesses and users. Affiliated with peak ITS organisations around the world, ITS Australia is a major contributor to the development of the industry.

As set out in the Strategic Plan 2018-2021 our vision is to shape future transport to be safe, efficient and environmentally sustainable through the implementation of Intelligent Transport Systems. Our mission is to:

- Advocate for, and inform discussion about, ITS;
- Facilitate collaboration and partnering amongst industry, government and researchers;
- Support research, development and the deployment of ITS technologies;
- Influence and guide the successful development of the ITS industry.

PLATINUM MEMBERS



GOLD MEMBERS



SILVER MEMBERS





ITS Australia Statement on Connected and Automated Vehicles

ITS Australia supports the advancement of connected and automated vehicle technology and see the appropriate deployment of the technology as a pathway to provide safer, more efficient and more sustainable transport.

Safety needs to be the foundation on which any development of Connected and Automated Vehicles (CAV) rests. We are optimistic about the innovation and expertise in our industry and the functionality that will be available to the wider community.

These technologies have the potential to revolutionise transport in a way not seen since the mass-production of the private vehicle more than 100 years ago and to save thousands of lives.

A strong government role will be critical to ensure that the deployment of CAV is guided to improve the quality of life for citizens. Governments need to provide strong regulatory oversight to give the public confidence in CAV testing and deployment as well as support connectivity and access to governments real time data systems.

To that end we are strongly supportive of existing and emerging pilots and trials underway and proposed around the country, building a collaborative and transparent understanding of the challenges and opportunities these technologies offer, and ensuring that public safety is always the key consideration.

Government should also play a key role in working with the private sector to facilitate deployment and remove unnecessary regulatory barriers to enhance the widespread deployment of proven technologies. While ensuring all elements are safely assessed and fully tested in controlled pilots and trials before publicly deployed.

ITS Australia is a membership based peak body representing Australian industry, government and research organisations in promoting Intelligent Transport Systems initiatives. We are a Not for Profit association and serve the interests of our members in Australia and globally. We represent the Australian ITS sector within Australia and Australian ITS interests internationally.

As such we recognise the importance of these technologies and work with our members and the wider community to ensure safe and responsible development and deployment of these potentially life-changing transport innovations.

To build understanding, and collaborative approaches, and work towards broad community consensus we support the following key messages, while appreciating that our position will evolve as these technologies and the market mature.

Key messages:

1. **More than 1,200 people die and over 30,000 people are seriously injured each year on Australia’s roads. The only long-term goal we can have is for zero fatal and serious injuries.**
 - We believe we will only get to zero fatalities and serious injuries through CAV technology.
2. **Technology can save lives today.**
 - We support the early adoption of advance driver assistance technologies— lane keeping, blind spot warning, adaptive cruise control, automatic braking — should be on all new vehicles.
3. **Performance based regulation with safety systems validated by manufacturers is essential.**
 - New technologies must be evaluated in real-world conditions, but only after they have been fully tested in off-the-road environments. We support controlled and transparent pilots and trials, with government oversight, of tried technologies.
4. **Cooperative systems achieved through communication between vehicles, infrastructure, and other users will provide an enhanced layer of safety and must be pursued.**
 - This ability to communicate will be essential for extending the range of vehicle-based sensing and delivering maximum safety benefits with high levels of automation.
 - Initially additional research and testing is needed concerning the driver’s ability to remain vigilant and take over the driving task when required with the current levels of new technologies which have low levels of automation.
 - As increasing levels of automation are achieved these systems will fully automate the driving task under most conditions, but do not preclude the vehicle being operated by a human driver in unusual or emergency situations.

Acknowledgement

ITS Australia would like to acknowledge that this statement builds on the work of the Institute of Transportation Engineers, adopted for the Australian context.