



**Bizkaiko Foru  
Aldundia**

**Diputación Foral  
de Bizkaia**

# **Access Bilbao 2010:**

## **Our Public-Private Partnership for ITS Deployment**

**ITS World Congress, Turin – 6-9 Nov 2000**

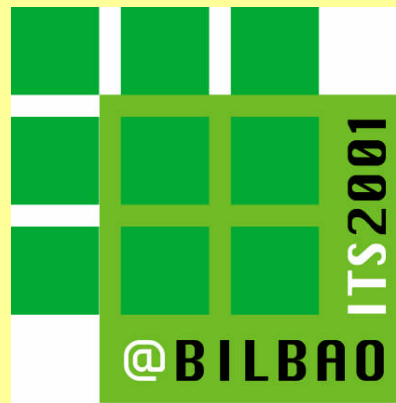
**José Félix Basozabal**

**Bizkaia Minister of Public Works and Transport**



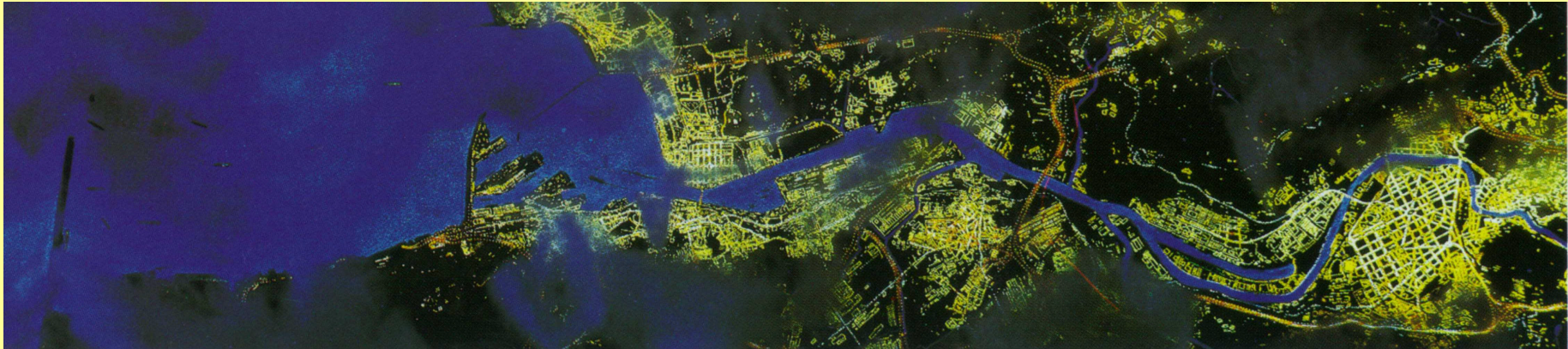
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- @BilbaoITS2001





# Metropolitan Bilbao

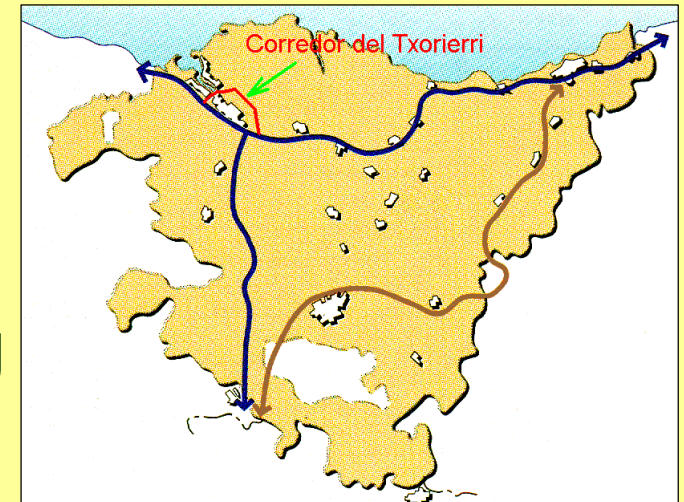


- A metropolitan area of one million undergoing massive renovation of both its economy, its transport system and its urban landmarks
- Daily mobility:
  - 1,095,000 walk trips
  - 772,000 automobile trips
  - 450,000 public transport trips



# Our challenge

1. Mitigation of road incidents in terms of both frequency and seriousness
2. Limitation of car growth
3. Achievement of a more sustainable modal split among transport modes
4. Management of the transport system in an integrated manner





# Our Challenge... and ITS



ITS is relatively easy to deploy in a piecewise and uncoordinated fashion for each mode independently







# Our Challenge... and ITS

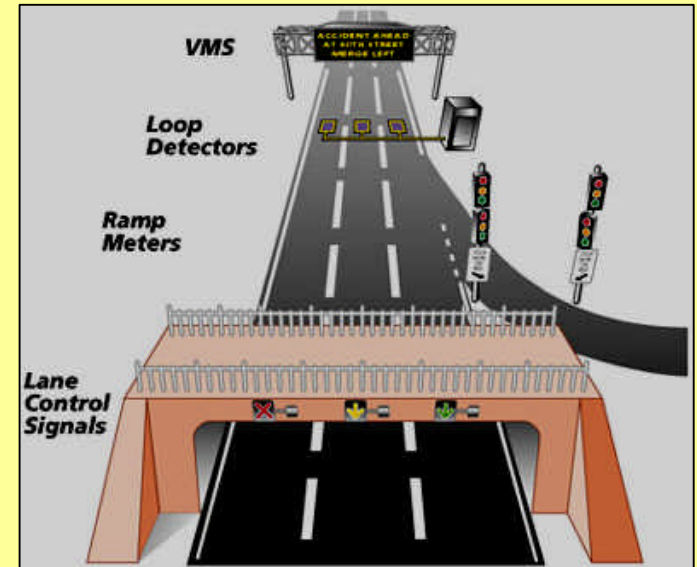
- We created a transportation roundtable “Access Bilbao 2010” to:
  - Establish a meeting point
  - Cut across jurisdictional barriers
  - Mobilize the private actors
  - Follow the United Nations approach -  
> *You cannot push with a string*
- Built upon an existing organization Bilbao Metropoli-30





# A New Process

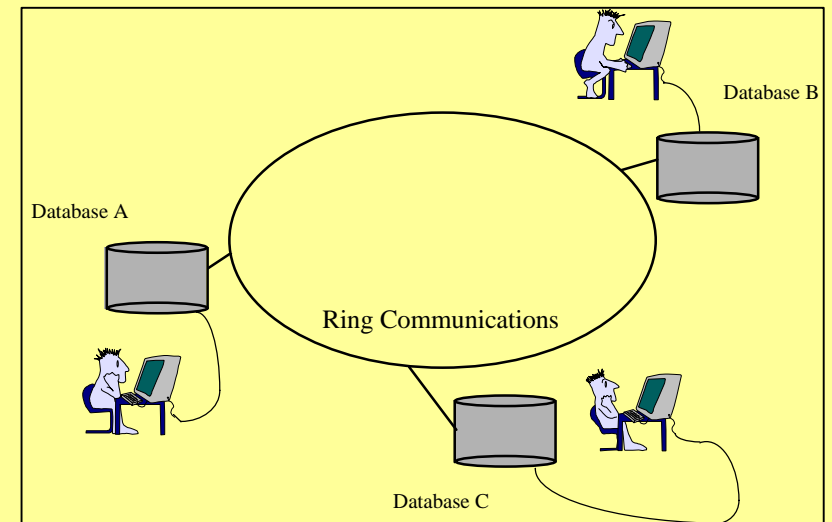
- Access Bilbao 2010 Forum soon recognized that:
  - Many agencies and private operators have real time info
  - Many service providers wish to elaborate it
  - Many content providers want to integrate it
  - There are many channels for dissemination
  - ITS is a wide and evolving concept





# A New Process

- ITS deployment cannot be approached with a “command and control” attitude
- ITS is a unique opportunity for collaboration among the multiple actors

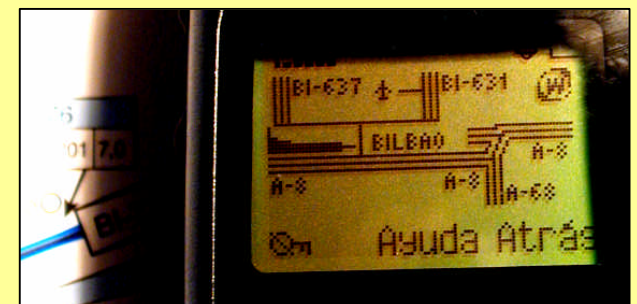






# Our Experience To-Date

- Near completion of a low tech, but reliable system of real time traffic information
- Integration of all public transport information
- Global transport indicators program
- Several demonstration projects





# Our Findings

1. ITS should be viewed as an opportunity and a catalyst for change
2. ITS needs new “traveling companions”
3. ITS to provide a better global vision of the performance of the transport system
4. ITS has to piggyback on top of other services for mid-sized cities
5. Technology development a must



# Our Findings

6. Government visionary approach and enlightened private self-interest can indeed coexist
7. ITS should be integrated into conventional planning
8. The true impact of ITS on trip demand remains as an open question
9. ITS requires careful marketing strategies to verify many of the initial hypotheses
- 10. ITS deployment requires early winners**



# @BilbaoITS2001

- In closing, let me invite you all to our Bilbao European ITS Congress in cooperation with ERTICO in June 20-23 of 2001
- Our main themes relate to ITS on Mid-Sized Cities
- Please visit our stand in the Exhibit Hall

