



**XXIVth World
Road Congress
Mexico 2011**
Mexico City 2011.

Social Innovation such as ITS in Austria

Markus Meissner

- ASFINAG
- assistant to the CEO
- markus.meissner@asfinag.at



ITS Implementation in Austria

Traffic Management

- LCS implementation started 2005 in areas with heavy traffic
 - Variable speed limits
 - On-road traffic Information
 - Rerouting information
- Sensors and cameras
- Flexible speed limits based on air quality



19th ITS World Congress
Vienna, Austria
22 to 26 October 2012

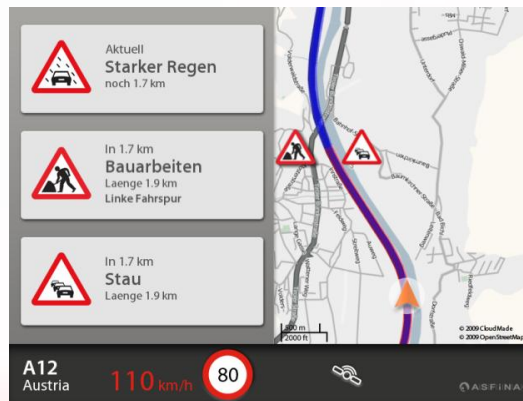
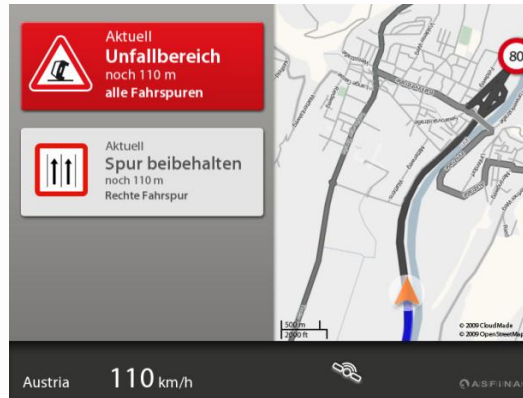
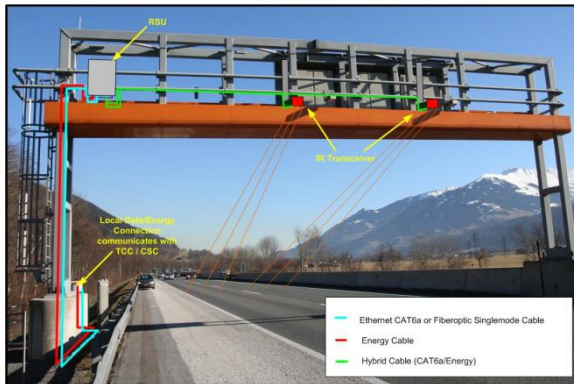


« Get information into and out of the car »

- Automated 2-way communication for cars and infrastructure
- Field operational test finalized in 2010
 - large EC-funded consortium
 - industry, authorities, operators and academics
 - three testbeds in Europe
- Main findings
 - very positive feedback from the drivers
 - efficient way of informing the driver
 - efficient way of monitoring road and traffic conditions



COOPERS Field Test



Seamless and comfortable intermodality

Key is high quality information at your fingertips

- urbanization continuing at high speed
- motorized individual transport is inappropriate for cities
- intermodality is key for future urban transport
- comfort is crucial for choice
- Information contributes to comfort
 - For roads and cars
 - For means of public transport
 - Well Linked
 - At your fingertips



eMobility

- Strong focus in European R&D funding
- Helps to get emissions away from urban areas
- New partnerships, new business models (smart grids)
- Does not solve congestion and land use issues per se
- Will not change operator's focus



Austrian Traffic Safety Program

Mission Statement

“We aim to make Austria’s motorways the safest in Europe”

Operational Goal

“50% reduction of fatalities by 2020”

130 Measures with
32 Priorities in
13 Action areas



<http://www.asfinag.at/en>



Promote safe operation, maintenance and improvement of existing road infrastructure

Road safety inspections >150 km RSI per year (of total 2.200 km)

Black spot management, safety analysis and mitigation

> 50 black spots by 2020

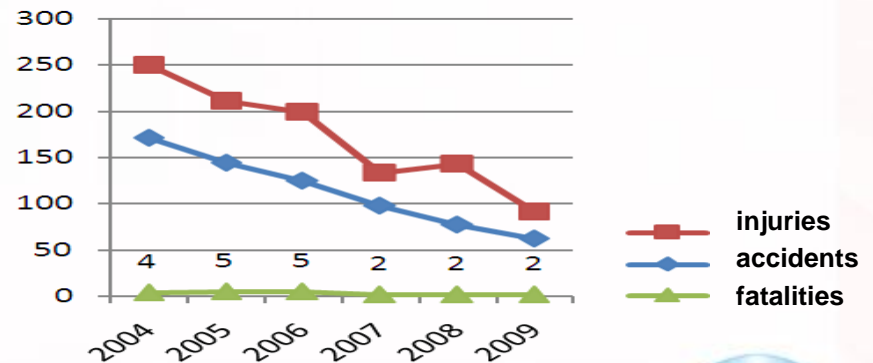
Road markings: coverage with rumble strips in all prone areas by 2020

Guard rails and median barriers

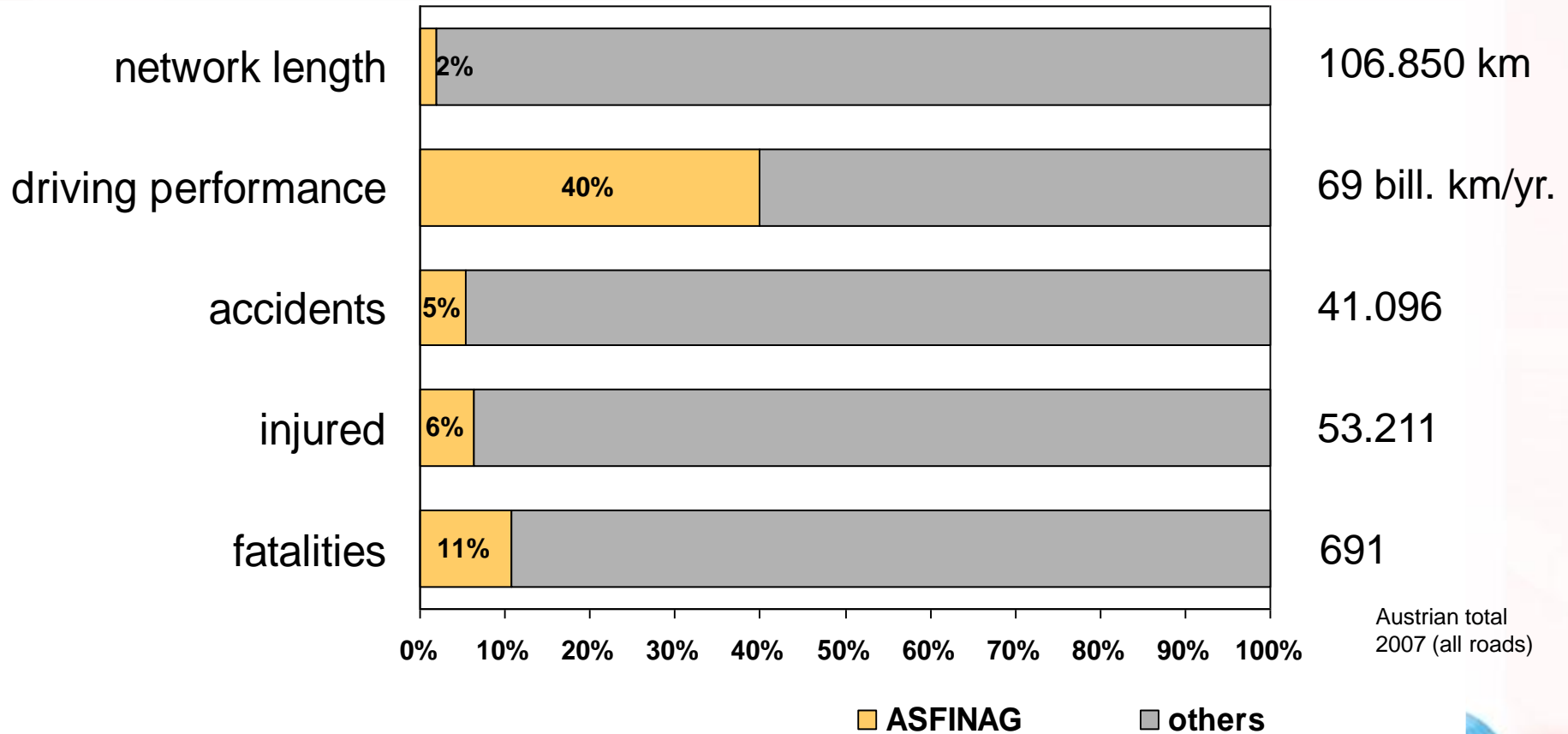
<30 fatalities from run-off-the-road accidents on a 3-year average by 2020

Work zone safety (Priority in 2011)

- achieve comprehensive records of all accidents and near accidents
- derive specific measures
- participation in a ERF working group



Motorway's share of road safety (in Austria)



Thanks for listening!



27.10.2011