Co-funded by the European Union

MERIDIAN

SAFETY PRIORITY SERVICES

Safety Priority Services

OVERVIEW OF FIRST YEAR RESULTS (2022)

Successful start of Safety Priority Services

The Safety Priority Services partnership with ANWB, Be-Mobile (with Flitsmeister), KIA, Hyundai, INRIX and TomTom (2022-2024) has been running for just over a year now. This overview shows the results of the first year.

Delivery of services, user insights and feedback loop

All services in scope are provided by one or more Partners, as are the feedback loop and the user insights. The current coverage (2022) of the services with a variable (km-based) remuneration is approximately 24 billion vehicle kilometers. This is about 35% more than anticipated at the start of this initiative. An additional increase in the number of vehicle kilometers can be expected when more services are delivered by more service providers. In addition, the rise in crowd-sourced and probe vehicle data will increase the number of SRTI events.

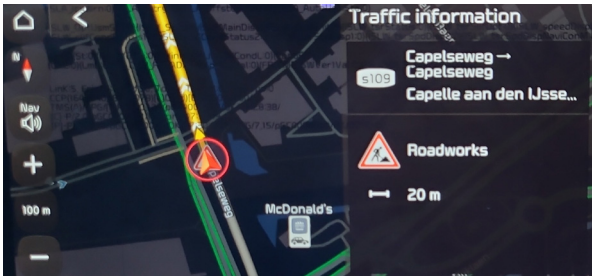
Service delivery

The project is already successful insofar as it provides services that would otherwise not be provided to road users in the Netherlands. For example, some Partners are developing services specifically for the Netherlands in the hope that they will be scaled up at European level.

Several additional players have also expressed interest in joining the Safety Priority Services partnership. The conversations with these players are underway.

The actual roll-out of services within the first year takes a bit longer than envisioned. There are various reasons for this delay: some services are technically complex, some Partners experience staffing issues (war for talent), and complex business models (incorporating additional (sub)contractors).

2023 will be all about further roll-out and quality improvement.



Traffic Jam Ahead Warning and Roadworks warning.

Feedback

An important part of this collaboration is improving the public data. The Partners were asked to assess the data on various quality aspects. The nature and form of the feedback varies greatly per Partner. This is partly due to the Partner's experience and familiarity with the open data feeds that NDW provides. In 2022, we purposely left this open to allow the Partners, to a certain degree, to freely interpret the delivery of the feedback. Ultimately, we want to work towards a more uniform and automated feedback delivery. Here are a few things we learned:

- Incidents are often cleared faster than the reported end time. We are looking at ways to improve accuracy of the reported end time, with the use of crowd-sourced events.
- Some of the data feeds distributed via NDW are quite large to be handled by service providers in their service delivery process to road users. Some filtering or bundling by NDW might help. In the future the NDW Backbone will help in the process of sourcing, validation, handling and distribution of data feeds.
- Some questions about the data feeds could easily be resolved with additional explanation of the data feed, the Datex profile.

User insights

Preliminary user insights show that road users adjust their speed and drive more alertly after having received a warning about, for example, a broken-down vehicle ahead. Received warnings such as traffic jam warnings or warnings of approaching emergency vehicles are highly appreciated. The results will be processed in the Smart Mobility monitor. Here are a few things we learned:

- Survey results show that 94% of drivers who received a Traffic Jam Ahead Warning did reduce their speed or were at least more alert.
- There is a significant positive correlation between deceleration behavior and the severity of incidents (crashes, lane closures). On average, we see slow-down behavior of 17 km/h after having received an SRTI alert (specific partner compared to its peers on the same road at the same time)
- Survey results show that 48% of drivers who received an "Emergency Vehicles Approaching" message made way. Another 46% were more alert.

Closure severity distribution – visualization

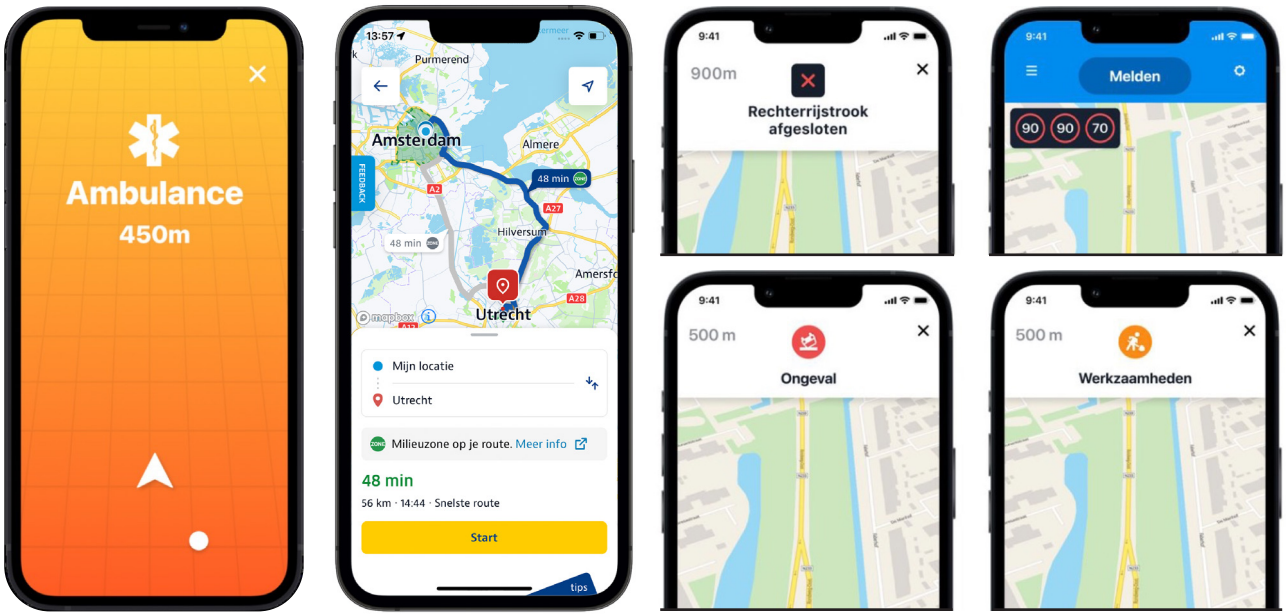
Focus on output, not on data

The Partners welcome the financial mechanism as chosen. Only making good quality open data centrally accessible does not contribute sufficiently to the creation of these Safety Priority Services. Our financial and other incentives ensure that Partners, even though this data is virtually unavailable in the EU, have already started implementing the services in the Netherlands.

Invest in Public-Private cooperation

Public-Private cooperation leads to a better understanding of each others' motivations and constraints. The quarterly strategic meetings we conduct with each Partner help in this regard. But there is also smooth cooperation on a daily basis. This is an important foundation for the coming years.

www.safetyprioritysservices.nl



Examples of Emergency Vehicles Approaching, maximum speed, several safety related traffic information event , roadworks.

Eager to join or learn more? email: samenwerkingserviceproviders@minienw.nl