

# From FOT to implementation strategies: getting public, authority and stakeholders' awareness of ISA

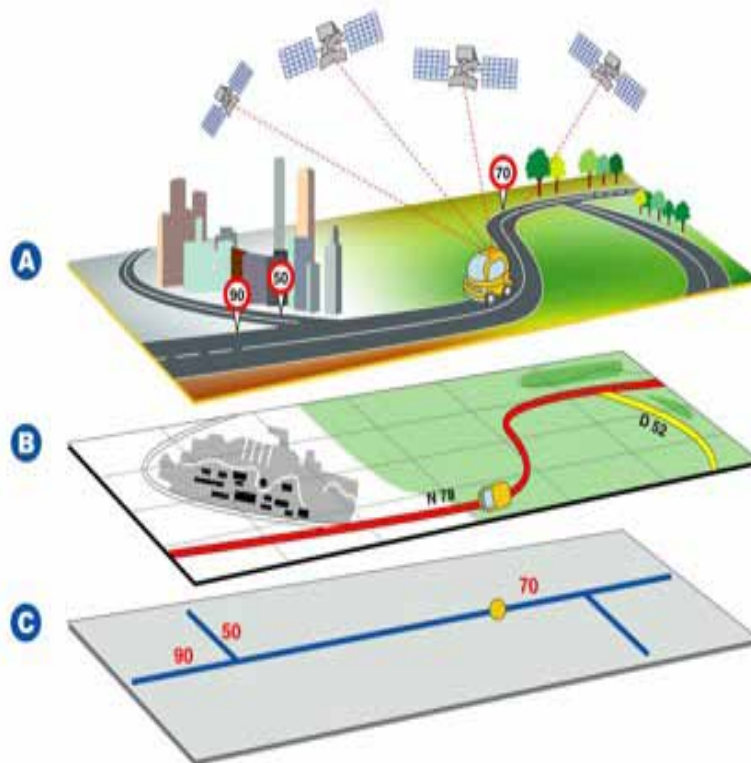
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# The Ghent FOT

- FOT on ISA



Level of Support	Type of feedback
Informing (open)	Visual
Warning (open)	Visual/auditory
<b>Assisting (half-open)</b>	<b>Haptic throttle</b>
Restricting (closed)	Dead throttle



# The Research on ISA in Belgium

2000: Acceptability research on speed limiting systems

2002: A trial with ISA started in Ghent

2004: Study about implementation of ISA within cars of Ministers

2006: Study on a Flemish framework for the future construction of a speed limit database.

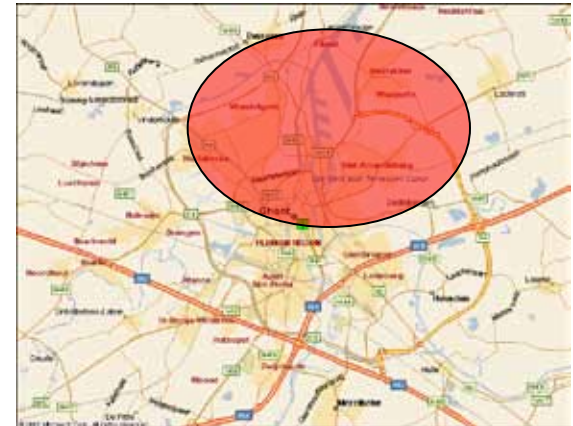
2008: ISA as part of the NExtgenITS Infrastructure study

2009-2011: Acceptability research on ISA



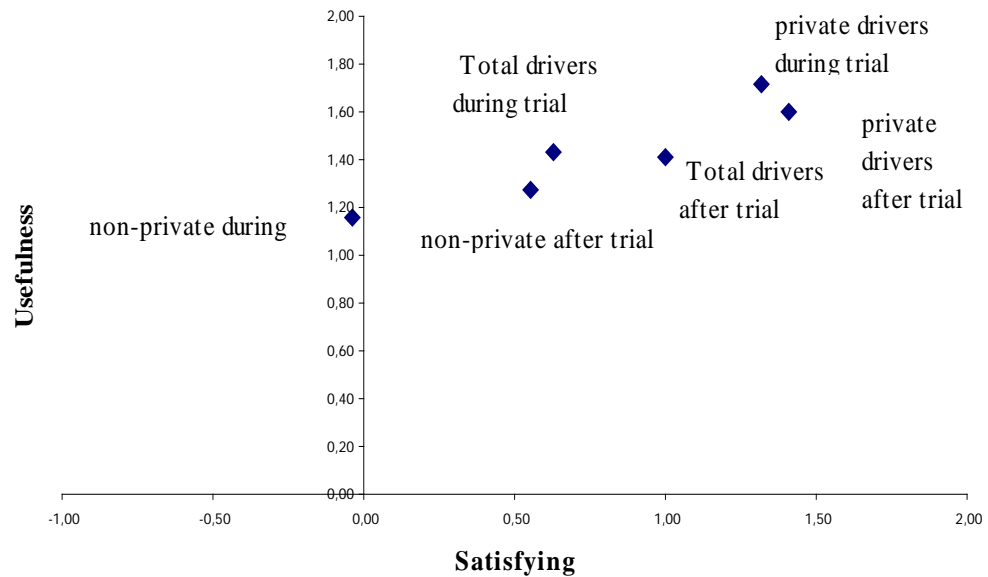
# The Ghent FOT

- From October 2002 till January 2004.
- 34 (20 private cars and 14 company cars) cars and 3 buses were equipped with the 'active accelerator pedal.'
- The total (restricted) number of test drivers was 62: 42 male and 20 female spread over different ages and different cars



# Main Results of the Ghent FOT

- High acceptance of the test-drivers
- Less speed offenses and less speeding
- Still high speeding in 30 area (caused by different external reasons)



# FOT with different goals

- Mainly a research project on behaviour outcome by drivers
  - City of Ghent wanted to promote Ghent as a “save city”
  - Demonstrator to opinion and decision makers
  - Participating companies wanted to built an image as “save company”
- ↳ Different goals (for every partner)  
↳ Difficult management!



# FOT with different scopes

- In the project there were drivers as role-model:
  - City of Ghent: mayor and two alderman
  - University of Ghent: rector and vice-rector
  - Volvocars Belgium: general manager
- Ghent University had a car that could be used for demonstrations



# Effects role-models

- The participation of the aldermen and the mayor made it easier to start up debates on political level
- Companies, like the University created more awareness on speed and speeding
- The Volvo CEO even declared that supportive ISA made driving more comfortable and beneficial to maintain speed.
- role-models or individuals with a public function in ISA-driving can create good opportunities for communication in the media (higher impact).
- the use of the active accelerator pedal by policy makers has been appreciated by the public.



# Effects of demonstration car

- More than 350 demonstrations were given from 2000 till 2008
- Policy-makers, like the former Belgian prime-minister, Belgian minister of mobility, representatives for the European and Belgian parliament had experienced ISA and had more interest in ISA
- Around 30 television reports, 15 radio reports, 60 articles in newspapers and magazines
- Different hearings in the parliament



# Effects on political level

- resolutions were proposed and voted to enforce the policy about ISA. The topics of these resolutions were:
  - about experiments and trials among ISA
  - the use of ISA by individuals with a public role and
  - about the implementation of ISA



# Other effects on implementation

- Former Federal Minister of Mobility demanded a study (based on the resolutions) on the creation of a plan for a demonstration/implementation project in Brussels
- Former Flemish Minister of Mobility demanded a study on the creation of a Flemish Speed limit database

Both studies had different outcomes....



# Other effects on implementation

**ISA Brussels** never took place because:

- Difficulties in finding a good supplier of ISA (too expensive)
- No speed map
- It was not anymore on the political agenda after change in government.

Study on **speed limit database** in Flanders:

- Was part of the construction of the road sign database (now available)
- Construction of working groups on the use of the database
- Political debate on making the data available for the use of ISA

**But also...** ISA was promoted by some stakeholders as a solution for speed offenders (like Alcohol-lock) and not as an assisting system which resulted in an **“image problem”**

# Lessons learned

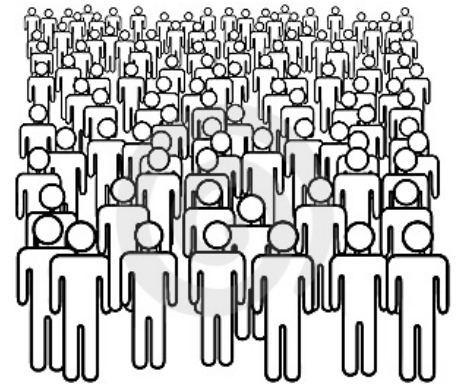
- Organization of the FOT is crucial (know very well who is who in the project)
- Every FOT need a good communication plan:
  - Know very well how the tested system should be communicated (assisting/ repressive ?)
  - Discuss who/when/how/where
- Having a demonstration vehicle besides the FOT can be very useful.:
  - “It is easier to demonstrate instead of talking about”

# Lessons learned

- Role models from different stakeholders can help to get attention by the right groups
- Be open about the project, even when things can go wrong
- Know your opponents (“killer quotes” like privacy, freedom, reliability,...)
- Some issues are more based on “luck” instead of “planning”
- A frequent asked question on ISA? How do people think about ISA (the other drivers)...

# Acceptability of ISA by drivers

- **6370 drivers** responded to the web-survey in Belgium
  - Main findings:
    - respondents considered that behavioural aspects would have a higher influence on the cause of an accident than contextual issues and stated that ITS can help
    - Almost 95% of the respondents stated that they are in favour of a certain ISA-system. But 'acceptance versus effectiveness' paradox
    - Support for ISA is high, but it would not be unconditional.
- ▷ Acceptability of ISA by drivers is maybe not the main concern in future implementations



# Conclusions

- Test had some research problems
- Management was difficult (mainly by other factors)
- A lot of media, opinion and decision makers picked up ISA
- Ability to organise new projects which can make ISA feasible (like database)
- ISA was always mentioned in all the 'governmental acts' or 'policy visions' of the different ministers of mobility (years and regions) but still....
- Communication is the key issue!



# Ongoing issues on ISA

- Almost 10 years after the voted resolutions some members of the parliament are taking the initiative to start up a new ISA FOT but mainly on implementation of ISA.
- On Flemish level there are new political discussions on the feasibility of the road sign database as speed limit database.
- Some cities are taking the initiative to get ISA (e.g. Antwerp)
- On EU-level, discussions are ongoing about ISA for Vans (by Belgian EU parliament members)



- Questions?

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