



**UTMC Conference
7 December 2010, Liverpool**

UDG

Publicity and outreach in 2010 - 11

**Elaine Rodgers
Chair – Marketing & Member Services Group**

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Outline



- **Objectives for 2010 -11**
- **Achievements so far**
- **Planning for next year and beyond**
- **Your feedback and input**

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Objectives for 2010 - 11



- **Annual conference – planning and organisation**
- **UTMC website – management, maintenance and update as necessary**
- **Production of newsletters, case-studies, flyers**
- **Participation at relevant events**

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Conference 2010



- **We made it**

- **Conference 2011**
 - **Where**
 - **Theme**
 - **Format**



UTMC website



- **Management and maintenance**
- **Members only section**
- **Review following re-design in 2006**
 - **Look and feel**
 - **Content**
 - **Navigation**

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Outreach



NEWSLETTERS



Quarterly

FAQs



An introduction to UTMC

CASE STUDIES



Glasgow BIAS

THE PRESS



TEC

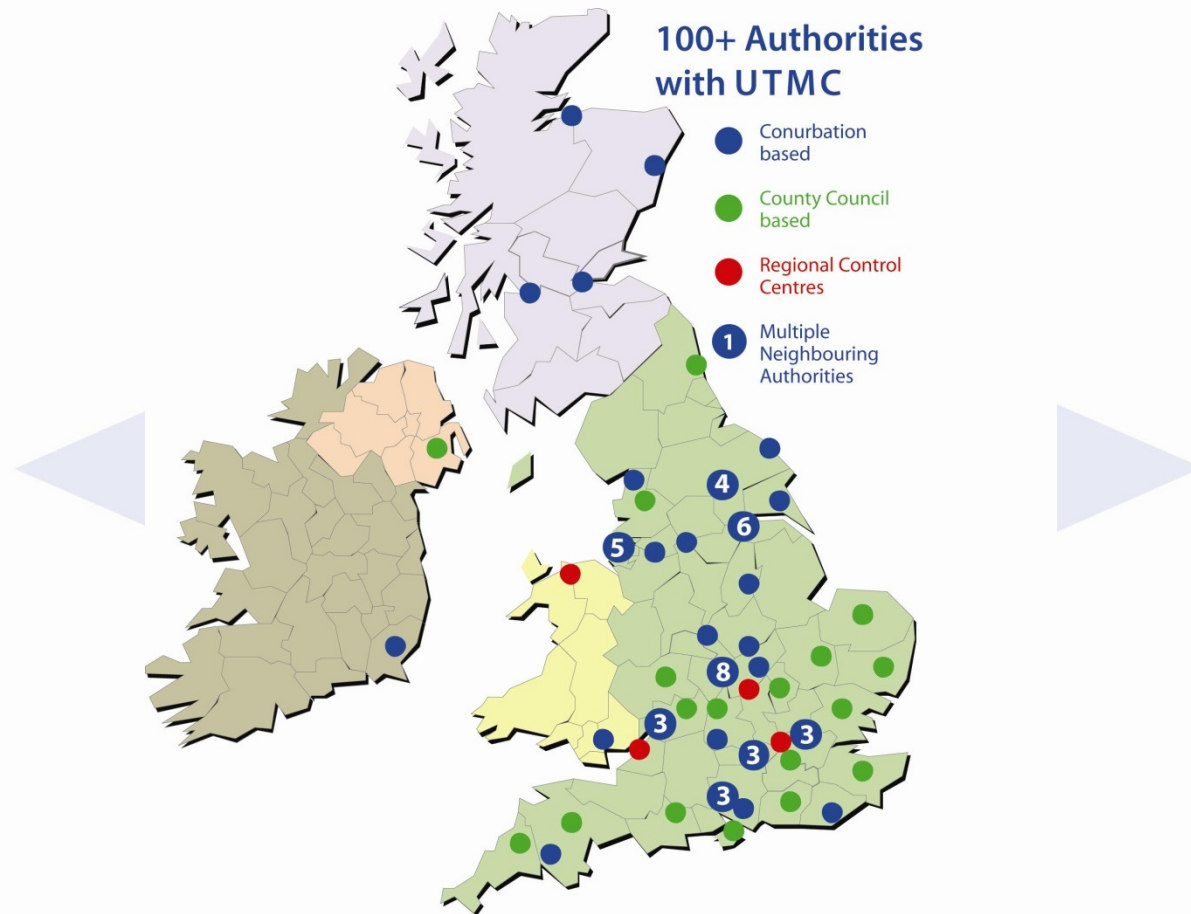
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UTMC implementation map



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Events



- ❑ **DfT consultation meetings on EU ITS Action Plan and Directive**
- ❑ **POLIS Mobility & Traffic Efficiency WG meeting**
- ❑ **CIVITAS Sustainable Mobility convention**
- ❑ **Westminster Briefing**
- ❑ **UDG/OCA meeting**
- ❑ **ITS (UK) LAUIG**
- ❑ **HA-UDG workshop**

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Planning for next year and



- **Help to deliver “more for less” through more targeted publications**
- **Undertake review of what M&MSG does and how**
- **Engage in the promotion of the UTMC framework in Europe**

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Thank you



- **We need your input and your feedback @ tomorrow's feedback session**

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Update on UTMC technical work during 2010

Dave Stoner, S&SG Chair

UTMC Conference

7 December 2010, Liverpool

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The UDG's technical work



- **Technical Specification is at the heart of the UTMC initiative**
- **Primary role of S&SG is to oversee this**
 - **Chair: Dave Stoner, Envitia**
 - **Technical Secretary: Mark Cartwright, UTMC Ltd**
 - **Members from Public Sector and suppliers**
- **Changes to the Tech Spec**
 - **Triggered by any organisation that spots an issue**
 - **Developed by consensus involving all interested parties**
 - **Subject to full open consultation prior to publication**

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Technical Specification progress



- **No revision of Tech Spec this year**
 - XML schema finalised in May
 - A large number of ongoing workstreams – not yet at the point of fruition

- **Current version remains**
 - TS003.003:2009 - UTMC Framework Technical Specification
 - TS004.006:2010 - UTMC Objects Registry

Current workstreams I



- **UTC: Mark Bodger/Ian Skeoch**
 - Considering the coexistence of “old” UTC MIBs, UM/004 and UM/005, with the “new” merged/unified UM/008 MIB
- **ANPR: Peter Billington**
 - Several developments being considered, partly to help police links; improved guidelines being drafted
- **Ramp metering: Matt Shephard**
 - Almost ready for ratification
- **Tunnels and bridges: Paul Rose**
 - Considerable review work on what already exists, and a gap analysis underway

Current workstreams II



- **Environmental objects: Paul Rose**
 - Building on the work of the MESSAGE project, as now being implemented commercially
- **Public transport links: Andrew Westwood**
 - Early stage work
- **Asset management/streetworks: (Hamilton Purdie)**
 - Still proving difficult to open a dialogue
- **XML**
 - Being picked up in the context of DATEX II links and the National Framework
- **Incidents**
 - Also likely to build on DATEX II links

The National ITS Framework



- **A Joint Chairs Group initiative**
 - A “scaffolding” on which UTMC specs can fit, consistent with other standards/spec sets
- **Available now**
 - Introduction to the National Framework
 - Communications networks (consultation draft)
 - Available from UTMC web site
- **In development**
 - XML framework
 - Incident management
 - Data protection and privacy
 - Smartcards
 - Organisational framework

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International alignment



- **European engagement**
 - Links to DATEX II in cooperation with HA
 - Links to EC/CEN through membership of Urban ITS Expert Group

- **Bilateral liaison with Germany**
 - Good preparatory meeting with the German OCA initiative (responsible for OCIT and OTS2)
 - MoU under discussion
 - Scope for sharing drafts, inviting WG participation etc

- **International standards links via BSI**

Project links



- **Stated ambition to keep in touch with key innovative implementation projects**
 - National projects (FREEFLOW, MESSAGE, etc)
 - European projects (DATEX II mentioned previously)
 - Local projects (eg West Midlands ITS major scheme)

- **Can be a challenge to keep aware of relevant activity**
 - Important to ensure informed development of both the marketplace and the Tech Spec
 - We need your help – please contact us if you are doing something we need to know about!

“Compliance”



- **Onus on buyers (& their advisers)**
 - **UTMC now mainstream**
 - **More important than ever for tender specs to be carefully written**
 - **Some evidence of integration problems this year**
 - **Don't rely on “Are you compliant?”/“Yes” as a guarantee of plug-and-play!**

- **Onus also on suppliers**
 - **Not enough to be just honest – need to be clear and specific about compliance claims**
 - **There is a mechanism for S&SG scrutiny giving you the right to use the “compliant” logo**

Thank you



- **We need your input and your feedback @ tomorrow's pre-workshop session**

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