ENRICHING THE QUALITY OF TRAVEL EXPERIENCE: INNOVATIVE PARTNERSHIPS

PROBLEM & SIGNIFICANCE

Real-time travel information enhances the quality and safety of travel experience by providing travelers with information on congestion, accidents, alternate routes, weather conditions, work zones, etc.

- The evolving real-time travel information market represents a key win-win opportunity to generate revenue and resources through innovative partnerships.
- The potential for new innovations and significant investments from the private sector in emerging technologies and applications related to real-time travel information can foster new businesses.
- The evolution of these partnerships addresses multiple synergistic goals which:
  - Supplement limited public sector resources with private sector funding to reduce congestion delays and improve safety.
  - Assure future U.S. economic competitiveness by significantly increasing the efficiency of the utilization of existing transportation facilities.
  - Meet multiple national objectives using a holistic approach.
  - Reinforce ongoing national programs that leverage technological advances (IntelliDrive/Connected Vehicle Research).

The study identifies mechanisms to help foster innovative partnerships among various stakeholders.

The research product will help analyze how various stakeholders can participate beneficially and develop innovative partnerships in the evolving real-time travel information market.

Innovative partnerships resulting from the evolution of the real-time travel information market aid critical national goals:
- **Holistic Innovations**: Ability to leverage market processes, technology-reinforced infrastructure renewal needs, and enhanced utilization of existing infrastructure to aid U.S. global economic competitiveness and generate new revenue streams.
- **Advanced Services**: Ability to develop markets for location-based services and next-generation navigational services to enhance the quality of travel for transportation users and spawn a new generation of service businesses.
- **Holistic Policymaking**: Foster collaborations between public and private sectors to develop standards and mechanisms to leverage investments from both sectors to achieve disproportionally favorable impacts.
- **Connected Infrastructure**: Leverage technological advances to connect vehicles, transportation infrastructure, and users to seamlessly improve travel experience for users and enhance efficiency of U.S. freight services.
- **Auto Sector Rejuvenation**: Leverage infrastructure enhancements due to the travel information market to seamlessly foster active safety capabilities, which can lead to a new generation of autos in the U.S. that are technologically savvy and energy efficient.