

## Better traffic information in Denmark from 2015 with GPS based realtime traffic data

In the future, GPS-based traffic data will become an important source of traffic information for the Danish Road Directorate. Road users can look forward to improved and more up-to-date information as early as 2015.

The Danish Road Directorate is now issuing a call for EU tenders for a contract to supply real-time traffic data for 2015 to 2017. The tender will involve a prequalification of candidates followed by a competitive dialogue. The Road Directorate expects to receive bids from both Danish and foreign companies. The tender invitation is now published on the Danish Road Directorate's supplier portal:

<http://vejdirektoratet.dk/en/roadsector/supplierportal/pages/ongoingtenders.aspx>, under "Procurement of real-time traffic data".

The aim of the tender is to gain a better knowledge of the traffic situation and to offer better traffic information to drivers on the busiest and most congested roads in Denmark in order to improve traffic flow and allow for a better utilization of the entire road network.

Being able to issue early warnings of extraordinary congestion and longer-than-expected tailbacks is a priority for the Danish Road Directorate, which is also working to improve its traffic incident management effort in connection with traffic accidents, for example, where up-to-date traffic information is important in getting traffic to flow smoothly again. Collecting real-time traffic data is vital in gaining a more comprehensive picture of the traffic, and one of the best ways to obtain this is by gathering GPS-based real-time traffic data from eg private and commercial vehicles which the Danish Road Directorate has more than ten years of experience in doing.

In addition to collecting real-time traffic data, the Road Directorate also plans to collect more traffic data for statistical use, for the dual purpose of improving congestion analysis and targeting new road infrastructure investments to achieve improvement in road mobility.