



ACCESSIBLE PEDESTRIAN CROSSING SOLUTION (Innovative pedestrian traffic signal crossing device)



SAFARI™

MARKET SOUNDING PROSPECTUS

MAY 2015





This is not a call for tenders or a pre-qualification exercise. It is a market sounding exercise to provide advance information of requirements and open a dialogue with the supply chain. The results will be used to inform our procurement specification and strategy.

“A lot has changed in our city. Barcelona now figures as the leading city of Southern Europe in smart city rankings. It also features as a city with higher-than-average walking and public transport mode shares. In order to improve our position and meet our Sustainable Urban Mobility Plan objectives we must continue to promote and improve walking facilities for our citizens and visitors”.

Adrià Gomila, Director of Mobility Services, Barcelona Municipality





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This project is being carried out under the TRANSFORM project, co-financed by the European Commission. TRANSFORM is a European collaboration between public buyers who wish to procure innovation of urban mobility products and services so as to move towards sustainable zero carbon transport: More information about TRANSFORM at: www.transform-europe.eu

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Introduction

Barcelona City Council wishes to increase the safety and access of all pedestrians through the introduction of an innovative pedestrian crossing solution. In many towns and cities mechanisms have been introduced that provide pedestrians with auditory and visual information on the time available to cross a road.

These systems usually take the form of digital devices for communicating to pedestrians crossing at signal-controlled crossings via a “count down” of the seconds remaining for the pedestrian. Some systems (those showing green time for the pedestrian to cross) have been trialled at certain junctions in Barcelona where dynamic signal control does not operate, but the incompatibility with dynamic signal control is seen to be a fundamental barrier to a more generalized deployment.

Systems showing only the time for clearing the pedestrian crossing area are not appropriate since clearance times are kept short for other safety considerations (see Background Information below for further information), and the basic idea is to help pedestrians to cross from the start of their crossing phase

Innovation in Pedestrian Crossing Signals

A number of towns and cities are implementing mechanisms to provide pedestrians with auditory and visual information on the time available to cross a road. These systems usually take the form of digital devices for communicating to pedestrians crossing at signal-controlled crossings via a “count down” of the seconds remaining for the pedestrian.



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Some systems (those showing green time for the pedestrian to cross) have been trialled at certain junctions in Barcelona where dynamic signal control does not operate, but the incompatibility with dynamic signal control is seen to be a fundamental barrier to a more generalized deployment.



Technology opens up new possibilities. Smartphones, in particular, offer new possibilities for signal activation / communication. Near kerbside displays can reduce anticipation (signal-jumping) by other users (Powered Two-Wheelers, cars) – and mobile devices offer possible alternatives to roadside signs.

Market for innovative crossing solutions

Barcelona is active in tendering services and equipment to deliver the key actions contained in its Sustainable Urban Mobility Plan (SUMP). One of the SUMP objectives is to increase the mode share of walking by 10%. Improving the accessibility of pedestrian crossings at road junctions (some 1,700 junctions are signal-controlled) is key to the implementation of this strategy.

The following figure illustrates the operational objectives of the SUMP in terms of mode shares from the reference year (2011), showing that a 10% increase in walking is expected as a result of actions to be implemented under the plan by 2018 – taking walking to 35.1% of all trips. It should be remembered that other modes include access on foot, and that visitors' walking is not measured by this indicator. Like most of Europe, Barcelona has an ageing population and improving walking will also contribute to the SUMP goals of a more equitable mobility for all road users. More information about the SUMP can be found at:

<http://mobilitat.ajuntament.barcelona.cat/en>.



There are around 150,000 local authorities within the 41 countries comprising the Council of Europe. There are now over 30,000 twinning Projects linking towns from all over Europe. The fundamental role of local governance in society means that these organisations have considerable purchasing power and considerable potential to drive global change. Increased collaboration could lead to the development of Buyers Groups of city authorities – an approach to procurement that is emerging in other sectors.

Requirement for Accessible Pedestrian Crossing Signals

Barcelona City Council wishes to increase the accessibility and safety of pedestrian crossings currently controlled via its dynamic traffic management signal control system.

The unmet need is for an innovative pedestrian road crossing information system that provides *all* pedestrians with accurate information on the time available to cross the road *from the start of the pedestrian crossing phase* without compromising traffic flow or the safety of any group of road user.

Barcelona City Council has identified a requirement for an innovative pedestrian road crossing solution that:

- increases the safety and confidence of pedestrians when crossing roads
- is usable and accessible to all pedestrians
- will integrate seamlessly with current traffic control systems
- does not have a negative impact on traffic flow and punctuality of public transport
- Is resource and energy efficient
- conforms and is compliant with the relevant UNE standards
- has the potential for EU and global adoption
- is cost effective.

Market Sounding & Consultation

In March 2015, Barcelona Municipality published a Prior Information Notice (PIN) in the Official Journal of the European Union to provide advance notice and launch a period of market sounding and consultation in advance of the formal tender process:

<http://ted.europa.eu/udl?uri=TED:NOTICE:107738-2015:TEXT:EN:HTML>

This market-sounding exercise is seeking ideas (or information about prototypes or manufactured products - if available) for a system that meets the Cities needs and which overcomes the problems that have been encountered with currently available “digital” products.

We are requesting feedback from all parts of the supply chain regarding the requirement, the capability and the capacity of the market to offer a solution.

We are interested in information and innovation that could:

- Contribute to achieving improvements in one or more aspects of the requirement
- Contribute to a total solution
- Deliver incremental improvements in the short, medium and long term.

Your organisation can influence the future procurement specification and strategy and express interest in future tenders by returning the Market Sounding Response form.

Digital copies of the response form and more information or clarification about the market sounding and consultation process can be obtained by contacting:

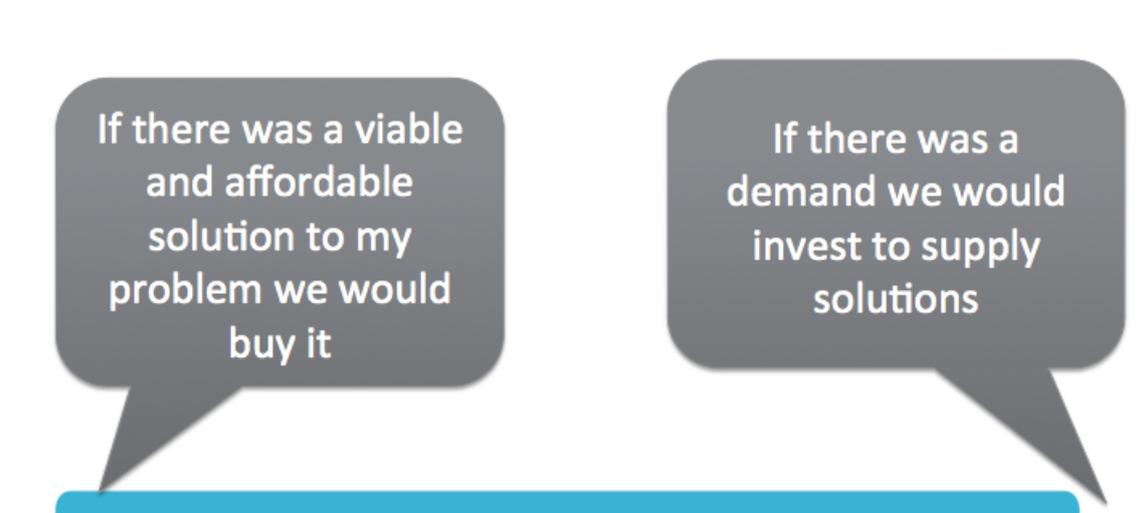
mobilitatbcn@bcn.cat or +34 934 023 372

Market Consultation Workshop

As part of the market sounding a workshop is being held in Barcelona in May. This workshop is an opportunity for suppliers from all parts of the supply chain to find out more about the Municipality's initiative, the requirements, and to contribute to discussions regarding the finalisation of the specification and the procurement strategy.

At the workshop, and throughout the market sounding and consultation, we aim to engage with the supply chain as a whole in order to understand the appetite, capacity and capability of the supply chain to engage in innovation procurement.

This dialogue aims to overcome the typical situation where suppliers respond to customer demand where customers buy what is available (rather than asking for what they need) – a situation which leads to “more of the same” and without taking stock of potential opportunities for innovation.



Procurement Process

The pre-procurement Market Sounding and Consultation will enable the Municipality to refine and develop an outcome-based requirement and to develop a pro-innovation procurement strategy.

The indicative procurement timeline is:

Prior Information Notice	March 2015
Market Sounding Workshop	Mid-May 2015
Final Written Submissions	End May 2015
Procurement Strategy	July 2015
Tender Launch	Autumn 2015