

# ITS for Life!



ITS CANADA Annual Meeting

June 19, 2018

8:15AM to 9:15AM

**Richard B. Easley**

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# Synopsis

- A New Concept (maybe?)
- Did You Know...
- Discussion Points for YOU

# What is ITS For Life?

- Intelligent Transportation Systems
  - How intelligent are we (really) if we create systems that supply travel information that is reliable, predictable, easy to access, and inexpensive BUT helps us make trips that are completely unnecessary or lead to more stress?
- Data exists and is accessible that supports most aspects of our everyday lives – but it's NOT where we need it nor when we need it to make intelligent mobility decisions.

# What You May Not Know..

- The dinner and movie
- What time for the movie?

The screenshot shows a Google search for "movie theatre near me". The search results list several theaters in Niagara Falls, ON:

- Niagara Falls IMAX Theatre**: 3.4 stars (162 reviews). Description: "Movie theater chain known for presenting 3D films on a giant screen, including blockbusters." Address: 6170 Fallsview Blvd, Niagara Falls, ON L2G 7T8. Phone: (905) 358-3611. Province: Ontario.
- Ripley's 4D Moving Theater**: 2.6 stars (64 reviews). Description: "Museum with kitschy oddities on display, including shrunken human heads & rare animal skeletons." Address: Niagara Falls, ON.
- Cineplex Odeon Niagara Square Cinemas**: 4.3 stars (822 reviews). Description: "Modern multiplex cinema chain screening the latest Hollywood films, plus new independent releases." Address: Niagara Falls, ON.
- Niagara Adventure Theater**: 3.9 stars (63 reviews). Description: "Niagara's iconic waterfalls are explored on film in a stadium-style theater with a 45-ft. screen." Address: Niagara Falls, NY, USA.
- Regal Cinemas Niagara Falls 12**: 4.2 stars (435 reviews). Description: "Theater complex with multiple screens featuring new release films, plush seating &."

The detailed view of the **IMAX - Niagara Falls** theater shows a 3.4 star rating from 162 Google reviews. It includes buttons for "Website" and "Directions". The description states: "Movie theater chain known for presenting 3D films on a giant screen, including blockbusters." The address is 6170 Fallsview Blvd, Niagara Falls, ON L2G 7T8. The phone number is (905) 358-3611. The province is Ontario. There is a "Suggest an edit" link. The "Questions & answers" section has a link to "See all questions (4)" and an "Ask a question" button. The "Popular times" section shows a bar chart for Mondays, with the highest activity around 12p and 3p.

# What You May Not Know..

## Redstone American Grill

3.6 ★★★★★ 433 Google reviews

Restaurant

Website

Directions

FIND A TABLE

Slick modern grill house with a diverse wine list, serving wood-fired steaks, seafood & sandwiches.

**Address:** 155 National Plaza, Oxon Hill, MD 20745

**Hours:** Open · Closes 10PM ▾

**Menu:** [redstonegrill.com](http://redstonegrill.com)

**Reservations:** [opentable.com](http://opentable.com)

**Phone:** (301) 839-3330

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

Q: Does redstone have brunch?

Ask a question

A: Yes

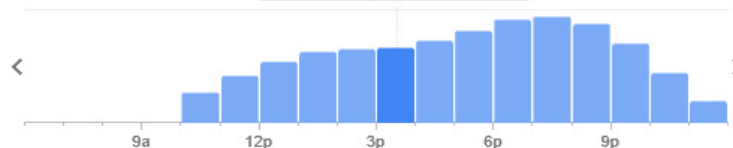
(1 more answer)

[See all questions \(7\)](#)

### Popular times ?

Saturdays ⇅

3 PM: Usually not too busy  
Wait: Up to 15 min



### Plan your visit

Peak wait up to 45 min from 7:00 PM–9:30 PM

People typically spend 1.5-2.5 hours here

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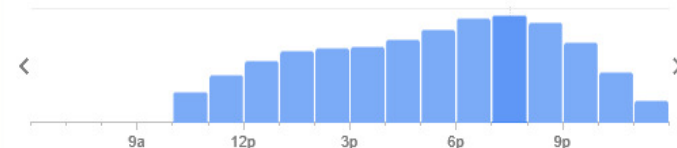
(1 more answer)

[See all questions \(7\)](#)

### Popular times ?

Saturdays ⇅

7 PM: Usually busy  
Wait: Up to 45 min



### Plan your visit

Peak wait up to 45 min from 7:00 PM–9:30 PM

People typically spend 1.5-2.5 hours here



# What You May Not Know..

## ■ The dentist

**Rios Dentistry of Ashburn**

4.9 ★★★★★ 150 Google reviews  
Dental clinic in Ashburn, Virginia

[Website](#) [Directions](#)

**Address:** 44340 Premier Plaza Suite 200, Ashburn, VA 20147

**Hours:** Closed · Opens 7AM Mon ▾

**Products and Services:** [riosdentistry.com](http://riosdentistry.com)

**Appointments:** [riosdentistry.com](http://riosdentistry.com)

**Phone:** (703) 858-4222

[Suggest an edit](#)

**Questions & answers**  
[Be the first to ask a question](#)

[Ask a question](#)

**Popular times** ?

[10 AM:](#) Usually a little busy

Bar chart showing popular times for Mondays:

Time	Popularity (Relative)
9a	High
12p	Medium
3p	Medium
6p	Low
9p	Low

Map data ©2018 Google 20 m 100%

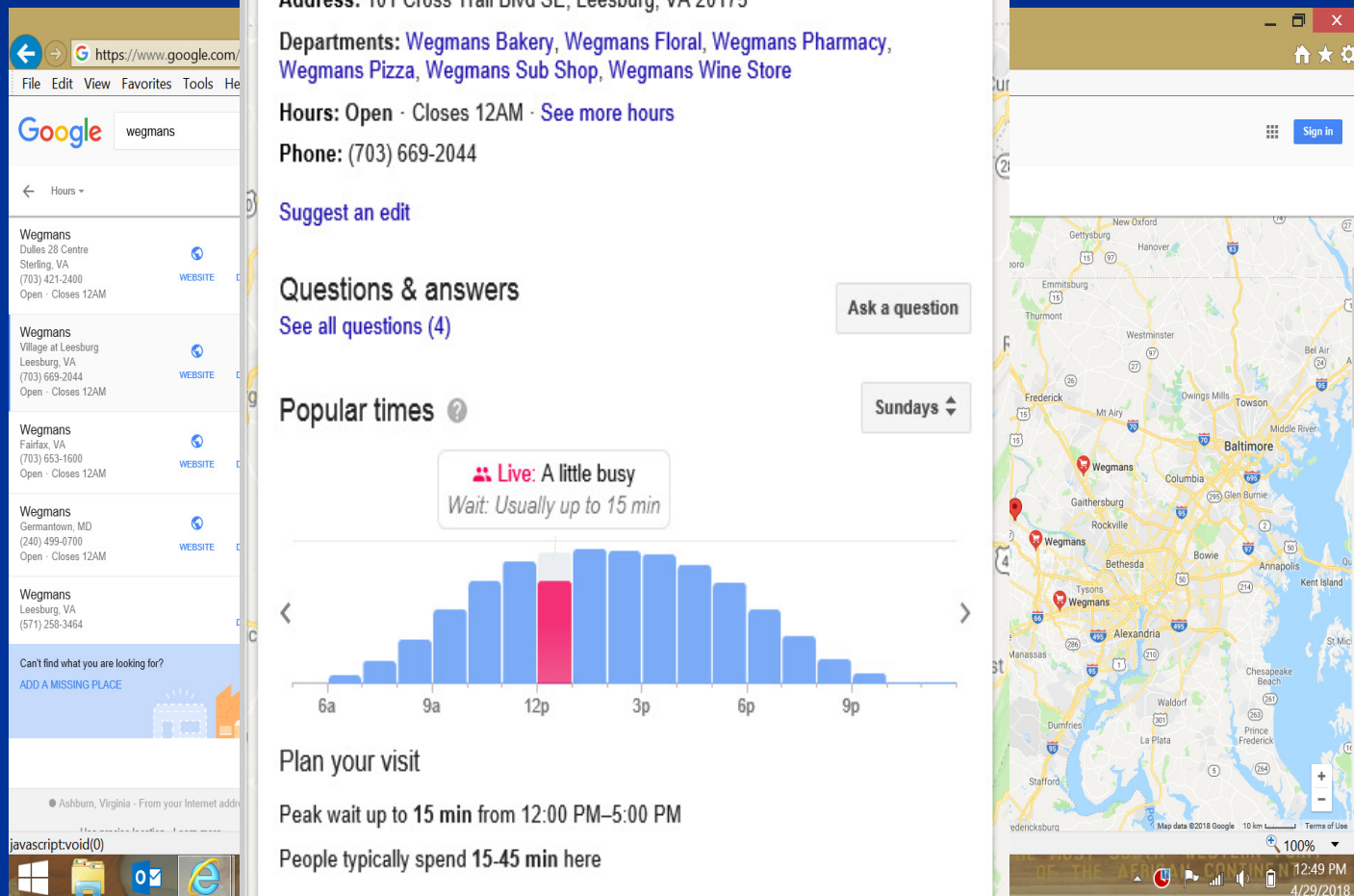
# What You May Not Know..

## ■ The Dr. appointment

- Mrs. Johnson needs to make an appointment for Tuesday so she speaks with a nurse to schedule....
- “Mrs. Johnson, with this heatwave you should take the 2:15 bus from your house because you’ll only have to wait 12 minutes at the transfer station then take the 7B bus and get here for a 3:30 appointment. You could also take the bus at 9:20 in the morning but you will have to wait one hour and 20 minutes in the heat at the transfer station to be here for an 11:30 appointment.”

# What You May Not Know..

## ■ The grocery store





# What You May Not Know..

- The grocery store



- Based on congestion levels and/or air quality, the grocer can provide incentives for shifting grocery store shopping to 'off peak' hours with discounted items (and decrease crowded shopping). Everybody wins!

# ITS For Life Discussion

- A departure from network optimization (minimizing travel delays, signal optimization, etc.)
- Not moving people – improving lives.
- More than just transportation – MUCH more
- Data exists but opportunity is not exploited
- *Educate – Collaborate – Integrate*



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# ITS For Life Discussion

- Can you think of any other examples of how this ITS for Life concept could change lives?
- Do you think it would help if non-traditional people spoke on this concept? Why?
- Will an individual's privacy be an issue? Why or Why not?
- How do we get the public and private sectors to work cooperatively in moving this forward?
- What might be the primary hurdles to transformation? Capital and operational dollars, skills, procurement, policy or all of the above?