

STRATEGIC PLAN 2020-2025

WE ARE THE HUB FOR MOBILITY TECHNOLOGIES

Mobility Technologies enable the safe, efficient, and reliable movement of goods and people. The Hub is the place where the needs of the Canadian transportation system connect with the ideas, technologies, and capabilities of our members. ITS Canada is the Hub where challenges meet solutions.



OUR VISION

To truly understand the value of having a vision that is simple, clear, and can drive the long-term aspirations of an organization, it is important to see this statement as the why for our future efforts. It represents core values, defines direction, and provides focus to what matters most. A vision statement reveals, at the highest levels, what an organization most hopes to be and achieve in the long term. It is with great pride that ITS (STI) Canada presents our new Vision statement for our organization as we forge ahead in strengthening our brand within Canada's transportation industry and increasing the value we provide to our members. Diversity, inclusion and equality for all are ingrained in the DNA of ITS Canada. Together, we promote, encourage and create a culture which supports and celebrates diverse voices of our members. We embrace our differences in race, ethnicity, gender and sexual orientation. When we say we are the Hub for mobility technologies, we mean the Hub for everyone.



OUR MISSION

Canada's transportation network enables the safe, efficient, and reliable movement of people and goods, and supports economic growth. It is incumbent on ITS Canada to demonstrate clearly for its membership how its activities contribute to mobility in this respect. This value proposition is made even more imperative by COVID-19, which will result in tighter budgets and increased competition for limited resources from governments and transportation agencies. ITS Canada can highlight its work in helping support members involved in activities such as connected and automated vehicle (CAV) and connected infrastructure development, which help smarter cities address urban transportation challenges such as congestion, urban movement of freight, affordability, and accessibility. On the movement of goods, ITS technologies can be leveraged to enhance the efficiency and reliability of supply chains. It is important that ITS Canada highlight these links from a multi-modal, integrated mobility perspective that positions ITS as solutions both for operators and for users, as the people-centric mobility of cities involves individuals leveraging the benefits of ITS at the user level.

WE SUPPORT MOBILITY TECHNOLOGIES THROUGH

**Championing
the benefits**

**Fostering
and
promoting
innovation**

**Integrating
the expertise,
products,
and services
of our members**

**Enabling
communication
for learning and
collaboration**



Intelligent Transportation
Systems Society of Canada

Société des Systèmes
de Transport Intelligents du Canada

OUR GOALS AND OBJECTIVES



ITS Canada is committed to realizing the success of the mission and in turn the vision through targeted goals and objectives over the full term of this plan. The Goals and Objectives represent the highest priority areas where it is important to take targeted and specific actions.

Our goals and objectives for 2020-2025 focus on building a stronger existing member community and growing our membership by aligning our services with what members need. Using a variety of means and methods, the information we gather over 2020 will inform decisions made downstream. We will adopt a continuous improvement approach in the changes that are implemented by engaging with our staff, the Board, Chairs, and members.

PROMOTE MOBILITY TECHNOLOGIES THROUGHOUT CANADA

1

OBJECTIVES

- Implement a Marketing Strategy within next 12 months to promote the vision, mission, and benefits of ITS Canada Membership.
- Evaluate the effectiveness of existing branding (i.e. ITS Canada logo) and promotional activities.
- Increase total membership by 15% by October 2021.

ENSURE THE HUB MEETS THE NEEDS OF NEW AND EXISTING MEMBERS

2

OBJECTIVES

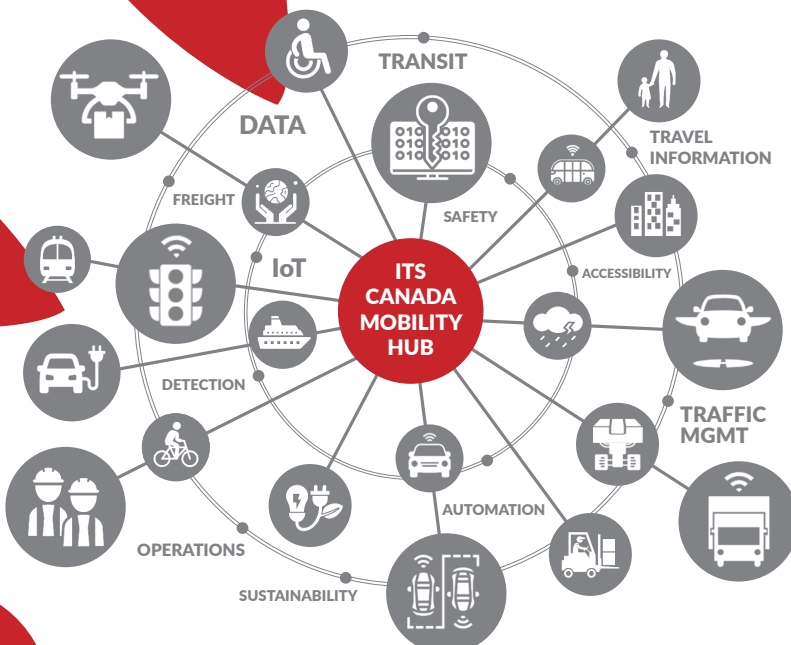
- Use the results of survey 2019 to benchmark existing members needs and satisfaction (in the next 3 months)
- Understand the survey data quality, quantity, and confidence.
- Brainstorm list of potential members, including past members, and conduct a survey to understand customer criteria for joining ITS Canada (in the next 6 months).
- Develop and conduct exist interviews for members that have left in the last year (by October 2020).
- Develop a program to meet membership needs and conduct annual survey for improvement (by January 2021).

FOSTER SUCCESSFUL TECHNICAL COMMITTEES

3

OBJECTIVES

- Increase technical committee membership by 25%
- Each committee to define 1 project (min.) with a positive impact to the Vision and Mission. A max 2 year horizon.
- Acquire funding \$20K for projects.
- Identify and invite at least 1 technical committee member from other organizations (e.g., CITE, TAC, CUTA) to collaborate and share information for each committee.
- Establish liaison on at least 1 other organizations technical committee to inform ITS membership on outside activities for each committee.



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