



# ITS Canada News

## *ITS Canada opens doors for members interested in the China market*

*By Colin Rayman, ITS Canada*

The Exhibit Hall at the 14th ITS World Congress in Beijing from October 9 to 13, 2007, provided many networking and potential partnering opportunities for those ITS Canada members who were in Beijing. However, the week following the ITS World Congress unearthed some really good leads for projects in China that ITS Canada members might be interested in pursuing.

During the week of October 14 to 21, 2007, ITS Canada's General Manager, Colin Rayman, led a five-member delegation to Shenyang, Chongqing, Nanjing and Shanghai. Members participating in the trade mission included Sustaining Corporate members **Delcan Corporation**, **EIS Electronic Integrated Systems Inc.**, **IBI Group** and Corporate member **Strategic Mapping Inc.** The delegation was also accompanied by the respective Canadian trade commissioners responsible for market development in each of the four cities.

The first stop was in Shenyang – a city with a population of approximately seven million residents, close to the border with North Korea and the 'Detroit' of China, where most of the major automotive manufacturing facilities are located. Trade Commissioners Yi (Rowena) Jin and Marc Parisien, together with the Shenyang Municipal Government, organized an excellent program consisting of a half-day seminar and site visits to the Shenyang Transportation Control Centre and the Liaoning Tianyuxing Electronic Technology Company. Participants in the seminar included representatives from the Liaoning Provincial Government, Shenyang Municipal Government, Shenyang Metro Co., Ltd. and the Shenyang Traffic Police Bureau.

The second stop was in Chongqing – a tropical, hilly city region of approximately 30 million residents, where an absence of bicycles and the warm climate are very noticeable. Chongqing also happens to be twinned with Toronto, a relationship that provides an excellent platform for Toronto-based members. Canadian Consul Shawn Steil, Trade Commissioner Peter Liao and their staff organized an excellent program of meetings with senior officials in the Chongqing government and executives in private companies, including the Chongqing Sci-tech Commission, the Chongqing ICT Bureau, the Chongqing Wireless Oasis Telecom Technologies Co., the Chongqing Transportation Commission, the Chongqing Urban Transit Group and the Chongqing BRT Company.

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## *ITS Mission to China*

### *Continued from Page 1*

The third stop was in Nanjing – the former capital of China and another city of approximately seven million residents. Vice Consul Shirley Ong and Trade Commissioner Christine Zhou, together with the Jiangsu Provincial Government, organized another excellent program of a half-day seminar with site visits to the Nanjing Sample Group and Southeast University. Participants in the seminar included representatives from the Jiangsu Provincial Government, the Nanjing Communications Bureau, the Ministry of Public Security, the Xi'an Road Research Institute, the Jiangsu Changtian Zhiyuan Communications Technology Co., the Nanjing Science and Technology Bureau, the Nanjing Transportation Planning Research Institute Co., Nanjing LES, the Nanjing Doron Technology Co. Ltd., the Nanjing Nriet Industrial Co. Ltd. and the Nanjing Panda IT Industrial Co. Ltd.

The final stop of the mission was in Shanghai – a bustling, modern metropolis of approximately 20 million residents. Mission members were provided with a quick lesson on how foreign companies established themselves in China, and discussed some opportunities and obstacles in the China market. A site visit to two modern bridges – one exceeding 32 kilometres in length over open water that serves a modern container terminal – was a highlight of the visit to Shanghai. In the next year, the container terminal in Shanghai is expected to surpass Singapore's as the busiest in the world.

The seminars provided opportunities to present the capabilities of ITS Canada members and to enter into more detailed one-on-one discussions with the seminar participants, and the site visits served to expose the ITS Canada delegation to some of China's modern infrastructure. The many hospitality events, which were conducted in a relaxed setting, helped to break the ice and establish new relationships that bode well for the future of ITS Canada members wanting to do business in China.



*Colin Rayman (with interpreter) addresses the ITS Seminar in Nanjing*



*David Qian of Sustaining Corporate member EIS Electronic Integrated Systems Inc. addresses an attentive audience at the ITS Seminar in Shenyang*



*ITS Canada delegation and student volunteers in Chongqing*

## *IBEC*

### *Champion for ITS Benefits Evaluation and Costs*

*By William Johnson, Trends Consulting*

The International Benefits, Evaluation and Costs (IBEC) Working Group is a cooperative working group set up to coordinate and expand international efforts, to exchange information and techniques, and to evaluate benefits and costs of Intelligent Transportation Systems (ITS). IBEC encourages more effective use of ITS evaluation information so that decision-makers can make more informed ITS investments. IBEC membership is open to individuals with a shared interest in ITS evaluation and now has 400 members in over 40 countries.

The IBEC working group has entered into cooperative activities with public, not-for-profit and private partners. This combination of individual commitment and corporate drive has enabled IBEC to communicate its message in many productive and high-profile ways. IBEC originated as an international spin-off from the Benefits Evaluation and Costs Committee of ITS America. Its first activity on the international stage was a workshop organized in association with the 6<sup>th</sup> ITS World Congress in Toronto in 1999.

Since then, it has expanded its role to annually organize four special sessions and one pre-Congress workshop at each ITS World Congress, as well as evaluation sessions at regional conferences (including events organized by ITS Europe, ITS America and ITS Pan-America). It has also produced training materials that have been used in ITS evaluation training sessions in Madrid, Santiago and Beijing. All the presentations and training materials are accessible and downloadable from the IBEC website at [www.ibec-its.org](http://www.ibec-its.org).

IBEC is run by a management committee that is elected each year at an annual general meeting that is open to all members and is normally held in conjunction with the ITS World Congress. The Chair and Vice Chair are also elected by the members at the annual general meeting. They take the leadership role to ensure that the annual work plans are launched and carried out.



The management committee meets monthly by teleconference call to report on progress and coordinate their collective efforts.

The IBEC management committee and the working group are supported by a secretariat funded by sponsoring partners. At present, this is the Welsh Government Assembly; in previous years, the sponsors have included the U.K. Department for Transport and the U.S. Department of Transportation.

IBEC has partnered with the World Bank to convene and organize training workshops on ITS evaluation for professionals from developing countries. ITS national organizations, such as ITS America, ITS Europe and ITS Japan, have partnered with IBEC to undertake mutually supportive activities at World Congresses. IBEC relies upon the ITS benefit, cost and evaluation database resources of the world's leading public institutions, including U.S. DOT and U.K. Department for Transport.

The IBEC working group is a successful international thematic network dedicated to evaluation of ITS benefits and costs. It provides a unique forum for exchanging evaluation information, for discussion of results and for training professionals. While the language of IBEC is English, the training materials have been translated into Spanish and Chinese, and other translations are planned. IBEC has no annual budget – it is supported by the generosity of its members and the self interest of its corporate partners to ensure future ITS investment decisions are better grounded in facts and sound judgments.

To join IBEC at no cost, visit the website at [www.ibec-its.org](http://www.ibec-its.org) and fill in an enrollment form. For further information, contact William Johnson, IBEC Management Committee, at [johnswf@attglobal.net](mailto:johnswf@attglobal.net).



# ITS Canada News

## *Transport Canada TTID\*Bits* (\*Transportation Technology and Innovation Directorate)

Building on Transport Canada's strong history of recognizing the importance of technology in transportation, the department has created the **Transportation Technology and Innovation Directorate**. The Directorate brings together sections currently organized under other Directorates within the Policy Group, including the Intelligent Transportation Systems (ITS) Policy Branch, the Transportation Development Centre, and the Innovations Policy Branch. The new Directorate came into effect October 1, 2007.

The creation of the Transportation Technology and Innovation Directorate establishes a focal point for research and development, and innovation and skills policy. This will provide a stronger base from which to support new technologies and innovation within the transportation sector.

As a primary branch of the Transportation Technology and Innovation Directorate, the ITS Policy Branch will continue to implement the ITS Strategic Plan for Canada, including the role of encouraging and advancing the development and deployment of ITS across Canada. In that regard, the Branch will continue to develop its partnership with the Transportation Development Centre, now a sister branch under the new directorate. Under this partnership, two Transportation Development Centre employees are dedicated to supporting the ITS Policy Branch in its work.

Many readers are already familiar with Pierre Bolduc, who has been affiliated with the ITS Policy Branch for several years. Pierre came to Transport Canada in late 2003 after 23 years in the consulting engineering fields of traffic engineering and ITS. He also lectured traffic engineering and transportation planning courses at McGill University and the Université du Québec à Montréal.

# Canada

We are also pleased to announce the addition of Dr. Barry Pekilis, P.Eng., to the team. Barry recently completed his Ph.D. in Software Reliability Engineering at the University of Waterloo. He has extensive public sector, industry, research and project management experience in ITS and advanced public transportation systems, strategic planning and policy development, computer systems integration, and all aspects of the software development life cycle.

Pierre and Barry provide the ITS Policy Branch with technical advice and expertise in managing the diverse and numerous ITS contracts and contribution agreements funded by the department, and play a pivotal role in ensuring that our efforts related to ITS support the department's vision, mission and priorities.

And, of course, the remainder of the ITS Policy team: Susan Spencer, Director of the Branch, Lorcan Scanlon and Jonathan Sabeau, Senior Policy Advisors, and Melody Miller, Deployment Officer. As always, all members of the ITS Policy Branch are committed to working in partnership with our ITS colleagues to advance knowledge of ITS and its many benefits to today's travellers; and to contribute to a safe, efficient and sustainable transportation network.

The ITS Policy Branch is very excited to be part of the Transportation Technology and Innovation Directorate, and looks forward to continued collaboration with our ITS colleagues.

## *ISO/TC 204 Returns to China*

*By William Johnson, Trends Consulting*

The 30<sup>th</sup> Plenary and working group meetings for ISO Technical Committee 204 (ITS) were held in Qingdao, China, October 15 to 19, 2007, during the week following the 14<sup>th</sup> ITS World Congress in Beijing. The Standardization Administration of China (SAC) hosted the meetings and ITS China organized the venue, an outreach workshop and the social evening.

Qingdao is a “mid-size” large city in China with a population of 3 million in the core and 7 million more in the suburbs, for a total of 10 million. It is located an hour and a half by air east of Beijing on the Shandong Peninsula. A major port on the Yellow Sea, Qingdao will be the site of the Olympic sailing events in the summer of 2008. Qingdao is also the home of the famous “Tsingtao” beer and of ancient Taoist temples.

The TC204 meetings attracted approximately 100 delegates from 14 countries, including Australia, Canada, China, France, Germany, Japan, Korea, Netherlands, Norway, South Africa, Sweden, Singapore, United Kingdom and United States. The working groups (WG) that met on Monday to Wednesday prior to the Plenary were as follows (Canadian delegates appear in parentheses):

- WG7 General Fleet Management and Commercial Freight (Convener Dr. Lewis Sabounghi)
- WG8 Public Transport and Emergency Services (met in Tokyo, Japan)
- WG10 Traveller Information Systems
- WG9 Integrated Transport Information, Management and Control (Dr. William Johnson)
- WG14 Vehicle/Roadway Warning and Control (Dr. Peter Burns).

The ISO Technical Report TR 21707: “Integrated Transport Information, Management and Control - Data Quality in ITS Systems” was approved for publication at the plenary after it was unanimously approved in a ballot. This report is the work of WG9 and provides much guidance directly related to traffic management and traveller information services.



International  
Organization for  
Standardization

The APEC/Transport Working Group and ISO/TC204 have a formal liaison agreement and this led to collaboration on a World Report on ITS Standards (WRITSS survey project 2005-06). The final report has been published and can be downloaded from the APEC website at [www.apec.org](http://www.apec.org). It contains a full listing of 662 ITS standards, including international, regional and national standards and technical reports from all ISO and APEC countries.

The ITS standards outreach workshop in Qingdao was part of a series authorized by TC204 to introduce local audiences to ITS and ITS standards. The focus is largely on the needs of developing countries, but the format is flexible and can be adapted to more advanced audiences. By holding the workshop in conjunction with the TC204 meetings, ITS China was able to tap into the outstanding expertise among the delegates at little expense to China.

The next ISO/TC204 meetings will be in Munich, Germany on April 14 to 18, 2008, and in Ottawa, Canada, November 10 to 14, 2008. For further information about the TC204 meetings in Qingdao, see the trip report by the Head of Delegation at: [www.itscanada.ca/standardscommittee/newsandevents.htm](http://www.itscanada.ca/standardscommittee/newsandevents.htm).



*Qingdao*



# ITS Canada News

## *News bITS*

### **Tolling News**

## **TOLLROADSnews**

TOLLROADSnews is a web-based news service devoted to news on tollroads issues: new toll projects, toll finances, toll politics, public versus private (PPP) tolling and toll technology issues. The editor Peter Samuel works out of the Washington/Baltimore metro area and has specialized in writing about toll issues since the mid-1990s. Throughout that period, advances in electronics and optics have been transforming the toll business. Stop-to-pay cash tolling, he says, will soon be extinct. But modern toll technologies are only starting to be used to their full potential, which is to replace fuel taxes and other indirect sources of roads revenue with direct and flexible road pricing.

"The queue is our major traffic management tool at present," Samuel says, "and a very blunt instrument it is. Road pricing using flexible toll rates is far superior, offering a way to prevent overloading of highway lanes and enabling us to keep traffic moving." The website concentrates on developments in North America but has some coverage beyond. It is a mixture of hard news, analysis and commentary. It is supported by advertising.

For information on tolling roads, turnpikes, toll bridges, toll tunnels and road pricing, visit the site at [www.tollroadsnews.com](http://www.tollroadsnews.com).



*ITS Canada Welcomes  
New Member*

**SUSTAINING CORPORATE  
ATEME**

## *Members in the News*

**Telvent** has been selected as one of the conglomerates in the Kingdom of Saudi Arabia to implement traffic management solutions in the cities of Jeddah, Mecca and Medina, and surrounding regions. The US\$134 million project will be executed over the next two years.

# TELVENT

Farradyne

As part of this extensive project, Telvent will implement and manage a wide range of technological solutions focusing on optimizing urban traffic management and increasing road safety in these cities, with an overall population of more than five million. Telvent's intelligent adaptive urban traffic management system, ITACA, will be deployed to improve traffic flow, reduce drivers' time at the wheel, and consequently reduce the amount of CO<sup>2</sup> emissions released into the atmosphere. The system includes the capacity to control the automatic variable information panels that will be located in the main access routes to the cities, as well as the video-monitoring cameras and automatic incident detection systems that complement traffic monitoring in the urban environment.

Telvent will also install a solution to detect, capture and process speeding and traffic light violations through street-installed equipment and data processing systems in infraction management centres. The systems will help reduce accident rates and contribute to reducing current speed levels, leading to an increase in road safety.

Finally, Telvent will install vehicle identification systems that use artificial vision at set and movable points to locate stolen or uninsured vehicles. The system will transmit alarms to police patrol cars in the vicinity equipped with on-board positioning, geographical location and messenger systems, which will be able to locate stolen or uninsured vehicles.

## *Members in the News*

In November 2007, **EIS Electronic Integrated Systems** received an order from the Russian Federal Highway Administration for additional permanent counting stations to be used on federal roads and highways throughout Russia, bringing the total number of RTMS counting stations in the Russian Federation to 250.

This system is in addition to the more than 500 RTMS radar sensors already deployed on Moscow's major arteries over the past ten years, including the 3rd Ring Roads and the Garden Expressway, as part of Moscow's START project. The START project is designed to aid police in traffic management, improve mobility and management of road incidents, as well as relieve traffic congestion.

Prior to Moscow's investment in the RTMS sensors, the radar detectors were first subjected to two years of arduous testing in Russia's harsh weather conditions. The units delivered consistently reliable and accurate data.



**TRAFFIC SOLUTIONS**

In Florida, **EIS's** RTMS sensors are a key component in the display of travel times on dynamic message signs (DMSs). Software collects and compiles data from EIS's RTMS detectors as well as loop detectors to automatically post travel time information on DMSs positioned along the I-275 and I-4 in Tampa Bay (a total of 18 DMSs) and on the south end of the I-95 in Jacksonville (comprising 8 DMSs). The Tampa Bay trial took place in May 2007 while the Jacksonville experience occurred in June 2007.

The system retrieves the information via the web at one-minute intervals and calculates travel times based on average speeds and distances between roadway sensors. The DMSs are then automatically updated with the new information. Motorists check the accuracy, and feedback indicates that the project has been a huge success.



**Delcan Corporation** was retained by the ITS Corporation, a subsidiary of the Greater Vancouver Transportation Authority ("TransLink"), to design and deploy a new regional transportation information website, trademarked iMove™. iMove™ was launched by TransLink on November 26, 2007. As part of BC's Provincial ITS Vision and Strategic Plan, the website provides a regional multi-modal Advanced Traveller Information System (ATIS) for the Greater Vancouver Region, enabling consumers to access information on a host of transportation issues, including transit and cycling routes, construction and event information, current incidents, airline arrivals, border crossing wait times, and ferry sailing time and loadings. Visitors to the site will also have access to 125 webcams to assess for themselves current road conditions on major regional corridors.



**NAVTEQ** has announced an expanded version of NAVTEQ Transport, with new coverage in the Netherlands, United Kingdom, Belgium and Luxembourg, new data types (including hazardous materials information for North America), and a harmonized global specification to enhance the functionality of truck routing and logistics planning applications across North America and Western Europe. NAVTEQ Transport enables applications to plan truck-specific routes using the leading NAVTEQ map to improve efficiency and lower operating costs. The new harmonized global specification makes working with the data easier for global customers. The data is updated and released quarterly to regularly provide the most current information to users.



## Upcoming Events

### Gulf Traffic Exhibition and Conference

December 10 to 12, 2007 – Dubai, UAE

[www.gulftraffic.com](http://www.gulftraffic.com)

### 2008

### TRB 87th Annual Meeting

January 13 to 17, 2008 – Washington, USA

[www.trb.org/Meeting](http://www.trb.org/Meeting)

### ITS America's Open House

January 16, 2008 – Washington, USA

[www.itsa.org](http://www.itsa.org)

### EU Road User Charging 2008 Conference

January 29 and 30, 2008 – London, UK

[www.roadusercharging.com](http://www.roadusercharging.com)

### IT-Trans 2008

February 13 to 15, 2008 – Karlsruhe, Germany

[www.it-trans.org](http://www.it-trans.org)

### 2008 Toll Road Summit of the Americas

March 30 to April 1, 2008 – Buenos Aires, Argentina

[www.ibtta.org/Events](http://www.ibtta.org/Events)

### Intertraffic Amsterdam

April 1 to 4, 2008 – Amsterdam, The Netherlands

[www.intertraffic.com](http://www.intertraffic.com)

### Intelligent Public Transport Systems (IPTS)

In conjunction with Intertraffic Amsterdam

April 2 and 3, 2008 – Amsterdam, The Netherlands

[www.iptseurope.com/iptseurope2008](http://www.iptseurope.com/iptseurope2008)

### ITS Arab Conference 2008

April 14 and 15, 2008 – Manama, Bahrain

[www.its-arab.org](http://www.its-arab.org)

### 43e congrès annuel AQTR

April 14 to 16, 2008 – Quebec City, QC, Canada

[www.aqtr.qc.ca](http://www.aqtr.qc.ca)

### Intertraffic China

April 24 to 26, 2008 – Beijing, China

[www.intertraffic.com](http://www.intertraffic.com)

### ITS UK Annual Conference

May 20 to 22, 2008 – Manchester, UK

[www.its-uk.org.uk](http://www.its-uk.org.uk)

### 13th International Conference on Road Transport Information and Control

May 20 to 22, 2008 – Manchester, UK

[www.theiet.org/rtic](http://www.theiet.org/rtic)



### ITS CANADA ANNUAL CONFERENCE AND GENERAL MEETING 2008

June 1 to 4, 2008 – Montreal, Canada

[www.itscanada.ca/montreal2008](http://www.itscanada.ca/montreal2008)

### 7th ITS European Congress and Exhibition on Intelligent Transport Systems and Services

June 4 to 6, 2008 – Geneva, Switzerland

[www.itsineurope.com](http://www.itsineurope.com)

### Canadian Multidisciplinary Road Safety Conf.

June 8 to 11, 2008 – Whistler, BC, Canada

[www.cmrrsc.ca](http://www.cmrrsc.ca)

### Freeway and Tollway Operations Conference

June 15 to 19, 2008 – Fort Lauderdale, USA

[www.2008ftoc.com](http://www.2008ftoc.com)

### 9th Intelligent Transport Systems Asia-Pacific Forum and Exhibition

July 14 to 16, 2008 – Singapore

[www.itsasiapacific2008.com](http://www.itsasiapacific2008.com)

### National Rural ITS Conference

September 3 to 5, 2008 – Anchorage, AK

[www.nritsconference.org](http://www.nritsconference.org)

### TAC Annual Conference 2008

September 21 to 24, 2008 – Toronto, Ontario

Call For Papers - Deadline January 18, 2008

[www.tac-atc.ca](http://www.tac-atc.ca)

### Transpo2008: "ITS: Piecing It All Together"

September 22-28, 2008 – Orlando, Florida

[www.itstranspo.org](http://www.itstranspo.org)

### 15th World Congress on ITS and ITS America's 2008 Annual Meeting & Exposition

November 16 to 20, 2008 – New York, USA

[www.itsa.org/worldcongress.html](http://www.itsa.org/worldcongress.html)