



# ITS Canada News

## *A Message from Chairman Michael Bailey*

I am writing this first message as Chairman during a brief vacation to visit friends and family in the Maritimes. The drive from Toronto, through Quebec, New Brunswick and now Prince Edward Island, during the past three days has brought a number of new and advanced ITS installations to my attention.

Since the last time I made the same trip a few years ago, there are:

- 511 traveller information signs all along Highway 20 through Quebec
- Weather stations and next-generation truck classification and sorting units along Route 2 in New Brunswick
- Video license plate capture at the PEI end of the Confederation Bridge, and
- Fixed and portable VMS everywhere.

This tells me that more and more roadway system managers are using technology to help Canada's principal highways function more safely and efficiently. That is "good news"; one of ITS Canada's primary objectives is being achieved. On the other hand, I've heard too often from Canadian-based ITS manufacturers and suppliers that "we build world class products and sell them very successfully in the U.S., Europe and Asia, but we can't seem to sell them at home in Canada".

The challenge for our organization will be to:

- Expand adoption of "right-sized" ITS technologies in more Canadian cities
- Begin to establish links with operators (carriers and shippers) and end users, particularly for traveller information
- Increase our level of engagement with partner organizations to become more visible in border crossing initiatives, and
- Identify an appropriate role for ITS Canada and member organizations in the VII.

During the next few months, your Board will review ITS Canada's aging Strategic Plan and take steps to formalize a "vision" and establish an updated operating framework of mission and objectives. We expect this framework to provide a basis for new initiatives in training for members and to set the direction for Society involvement in a number of upcoming national and international forums.

Board members will be seeking your views during the coming months; I ask that you help us with this important work.

*Michael Bailey*  
Chairman, ITS Canada

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Visit ITS Canada's website at  
[www.itscanada.ca](http://www.itscanada.ca)

## *Carl's Corner*

We just wrapped up ITS Canada's 2009 Annual Conference and we are already planning for 2010 in Ottawa, June 13-16. Mark your calendars for an exciting conference in Canada's capital, at a capital time of year! We have only just begun and we have some surprises in mind already.....stay tuned.

I attended ITS America's Annual Conference from June 1 to 3 and had the opportunity to catch up with ten of our members who were exhibiting there. The recession caught up with that meeting also but the sessions were excellent, and President Obama's Transportation Secretary Ray LaHood outlined the significant investments being made by the U.S. government in ITS over the next few years. ITS Canada, with members, will be at both the National Rural ITS Conference in Seaside, Oregon, in late August, and of course the ITS World Congress in Stockholm, September 21 to 25.

June saw Canada's Trade Commissioner from New Delhi in Toronto to meet with interested members. (See picture at right.) Viney Gupta outlined the burgeoning market for ITS products and services. With an ITS market of \$200 million annually, growing at 25 percent, he encouraged ITS Canada members to investigate the market, which is implementing a \$55 billion World Bank Road Infrastructure Project with tolling, weigh-in-motion systems and other technologies of interest to our members. Viney's presentation is available from ITS Canada; he can be contacted at [viney.gupta@international.gc.ca](mailto:viney.gupta@international.gc.ca).

Are you in the business of traveller information and/or 511? Stay tuned to your email box over the next few weeks for an announcement of a summit conference in early September in Ottawa, of all interested public and private sector organizations with an interest in this area.

Finally, don't forget that we are always looking for items for "Members in the News". Do you have an exciting announcement, product development, contract or other newsworthy item that you would like to have distributed? This is the place and we are the contacts!

Have a great summer!  
*Carl Kuhnke, Executive Director*

## *India ... Fast Facts*

- 3rd largest economy in the world (per World Bank)
- 2nd largest road network in the world (about 3.32 million kilometres)
- Economic growth is driving ITS opportunities
- Indian roads carry about 60% of freight and 85% of passenger traffic
- National highways constitute only 2% of total road network but carry about 40% of road traffic
- Only half of national highways are double-lane and about 30% are single-lane
- Roads poorly surfaced and congested, reducing truck and bus speed to an average of 50 km/hour.

## *Opportunities*

- With 25% growth rate, the ITS market potential in next three years stands at a massive \$200 million per year
- An estimated potential of \$100 million per year for ITS applications on highways
- An estimated potential of \$100 million per year for ITS applications on ports, urban traffic management, etc.

## *ITS Canada Hosts Meeting on Opportunities in India*



L-R: **Scott Stewart**-IBI Group, Chair of ITS Canada's Export Committee, **Rahul Mehra**- IBI Group, **Viney Gupta** - Trade Commissioner-India, **Ron Allen**-IBI Group, **Buddy Cruz**-ISS Image Sensing Systems

## 511 News

### QUEBEC

Three-digit dialling access to 511 was made available in Quebec in October 2008, an integrated multimodal portal that facilitates access to information on transportation, both by phone and on the web, allowing road users to better plan trips throughout Quebec. The information covers winter road conditions, road work, major incidents, smog alerts, ferry schedules and waiting times at border crossings, and also allows the user to report an incident to the Ministère des Transports du Québec (MTQ). On the website, this list is enriched by traffic webcam images, services offered at wayside parks, etc.

The deployment of “Québec 511” was made possible by MTQ’s leading role in the development of applications related to intelligent transportation systems in Québec and to its participation within the 511 Consortium directed by ITS Canada to reserve the 511 number.



511 telephone service is accessible everywhere in Quebec and works on all telephone systems, replacing the Inforoutière service that was previously available. Users call 511 for direct access, free of charge (although cellular providers may bill for use of wireless network minutes), and primarily in French, with the option to switch to English. Access is also available free of charge from anywhere in North America by calling 1-888-355-0511.

It is also possible to receive the latest information updates on the status of the Quebec road network instantly, free of charge, via computer or personal digital assistant, by accessing the Quebec 511 Website ([www.quebec511.gouv.qc.ca](http://www.quebec511.gouv.qc.ca)).

511 Mobile is for web-enabled mobile devices (such as a BlackBerry™), providing access to information on road network conditions in Quebec and, just like the Internet, accessible worldwide.

By visiting [www.quebec511.gouv.qc.ca/mobile](http://www.quebec511.gouv.qc.ca/mobile), users have access to traffic camera images; information on ongoing events throughout the road network (accidents, floods, road closures); hindrances related to road works; winter road conditions (visibility and road surface conditions); wait times at border crossings (passenger and commercial vehicles); and ferry service status.

### BRITISH COLUMBIA

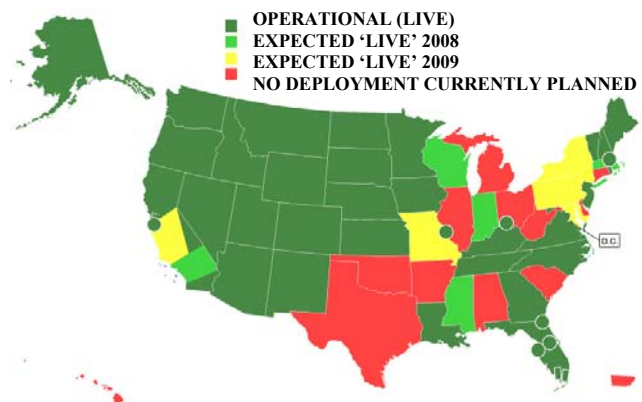
The Ministry of Transportation in BC intends to move forward with 511 implementation on or before December 15, 2009, and has proceeded with notification to all telephone service providers in the province.

## 511 in the U.S.

511 deployments continue in the United States, with service available to over 160 million Americans and almost 7 million Canadians (21 percent). As of March 31, there were forty-six 511 services available to the travelling public operating in 35 states, 2 Canadian provinces and 1 Canadian territory.

### 511 Deployment Status

Accessible by 70% of Population in 2009  
Accessible by 47% of Population as of February 21, 2008



## *ITS Opportunities in the Philippines*

*By Evelyn B. Rothery, Canadian Trade Commissioner,  
Makati, Philippines*

Current ITS use in the Philippines includes:

- **SMART System** (State-of-the-Art Metro Manila Adaptive Responsive Traffic) System undertaken by the Department of Public Works & Highways – Traffic Engineering Center (DPWH-TEAM). A signalling project to upgrade and develop traffic signals in the metropolis, technology used was the Sydney Coordinated Adaptive Traffic System (SCATS), first used in Cebu City. In Metro Manila, it covered approximately 420 intersections. However, because of the conversion to U-turn slots, the signalized intersections were replaced. SCATS use detectors embedded in the pavement to determine traffic congestion. The signal timings evolve in response to detected traffic demand.
- **RFID** on Public Transport to control the dispatch of buses that ply along EDSA. The main objective of the project was to minimize the number of buses along EDSA and increase the occupancy rate on buses to reduce traffic congestion and further decrease CO<sup>2</sup> vehicle emissions.
- **Electronic Toll Collection System**, widely known as E-pass, was implemented in August 2000 along the South Luzon Expressway (SLEX) and the Skyway, and the North Luzon Expressway (NLEX). The new NLEX (84 km) stretch (using fibre optics as the backbone), modern toll facilities gateway to northern provinces in Luzon, uses the following systems: CCTV, counting stations, weigh-in-motion, traffic control room monitors, variable message signs, etc.

### Opportunities

- Advanced traffic surveillance and signal control systems that should result in travel time reductions
- Electronic fare payment technologies for transit systems that will result in increased revenues
- Electronic toll collection increases, which result in increased capacity by 200 to 300 percent, compared to attended lane
- Incident management programs that can reduce delays associated with congestion caused by incidents, due to fewer evasions
- Mayday emergency notification devices that can reduce the time it takes to discover a road accident
- RFID project that can be extended to private vehicles for ease of registration and vehicle emission testing
- Under-vehicle surveillance systems for protection/security of buildings, embassies, military installations, malls, hotels, etc.



### **IBEC**

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

An IBEC seminar, "Road Pricing Beyond The Technology", will be held on Sunday, September 20, at the Radisson SAS Royal Viking Hotel, Stockholm, Sweden. Details in the IBEC May-June newsletter.



**ITS Canada**  
*Welcomes New Member*

**CORPORATE**  
TransCore

## *News bITS*

### **ITS EDUCATION**

Coming in September, the Consortium for ITS Training and Education (CITE) will offer the following courses in a blended (instructor-led) format:

#### **Managing High-Technology Projects in Transportation**

Designed to improve the project management skills of public and private sector personnel who are responsible for managing the implementation of technology-intensive transportation projects. The course provides training related to the fundamental principles and practices of good project management; the steps of planning, designing, and implementing transportation systems projects; the types of project management tools available for managing transportation systems projects; and the basic skills required to be a good project manager.

#### **Traffic Signal Timing**

This course provides students with an understanding of both the theory and practice of traffic signal timing and its impact on traffic operations. It gives students an overview of the terms associated with signal timing; discusses the concepts of cycle length, split, offset, midblock friction, phase sequences, the signal timing process, and signal timing optimization; and looks at the types of actuated controllers, passage time, extension, and the coordination of actuated and pretimed controllers. It also discusses the development of timing plans, explores types of signal control (first generation control and advanced techniques, including Rhodes, RT-TRACS, SCAT, and SCOOT) and investigates the relationship of signal timing to ITS: regional and system/design considerations.

Participants will utilize online materials as well as have conference calls with the instructor and interact with other students. For more information:

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



### **INTELLIGENT VEHICLE TECHNOLOGY TRANSFER**

The Proceedings for the Fourth Joint Military/Civilian Conference on Intelligent Vehicle Technology Transfer (IVTT), held in April, are now available online:

[www.Intelligent-Vehicle.com](http://www.Intelligent-Vehicle.com)

Click on the "Prior Events" tab and then select "Proceedings 2009" to view the list of presentations. The Conference was sponsored by the Defense Advanced Projects Research Agency (DARPA) and hosted by the Intelligent Systems Division (ISD) of the National Institute of Standards and Technology (NIST).



### **SPECIAL SUPPLEMENT ON INTELLIGENT TRANSPORT**

"*Intelligent Transport*" has been published with the support of the European Commission, United Nations, ERTICO and the OECD. To download a PDF version, visit:

[www.intelligenttransport.eu.com](http://www.intelligenttransport.eu.com)

### ***ITS Canada Mission to National Rural ITS Conference***

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

ITS Canada is planning a mission to the **National Rural ITS Conference**, being held in Seaside, Oregon, from August 23 to 27, 2009. Members interested in participating should contact the Secretariat.

## *Members in the News*



**Mark IV IVHS** has announced that the infrastructure in place for the E-ZPass system could easily and cost effectively be used for implementing VMT (Vehicle Miles Travelled). Mark IV is the sole technology provider for the E-ZPass system in the U.S., and Mark IV notes VMT may be the application that will propel 5.9GHz forward and deliver the safety and mobility improvements for which it was intended. Mark IV's new RFID (Radio Frequency IDentification) technology, called 'JANUS', is a progeny of the E-ZPass electronic toll collection system and is one example of a low-cost, high-performance, field-proven RFID system that offers migration with uninterrupted interoperability and seamless reciprocity. The 5.9GHz bandwidth has been selected for the purpose of developing active wireless technology, which could support vehicle-to-roadside communication needed to enhance safety and mobility, with applications ranging from traffic information to advanced collision avoidance systems.



**NAVTEQ** has announced an agreement that Navman will use its map of Australia in its entire range of portable navigation devices. NAVTEQ has already been powering the full range of Mio devices since the end of last year. Under this new agreement, NAVTEQ will be the preferred map supplier for MiTAC, the company that owns Navman, Mio and Magellan in Australia.

**NAVTEQ** has also announced that speed and red light camera locations are now available for the NAVTEQ map of North America. Camera Alert includes up-to-date information about the exact location of speed limit cameras, red light cameras, as well as combined speed and red light cameras in 5,000 locations throughout North America. Containing location information for both fixed and mobile cameras, all Camera Alert content is integrated with the company's maps.



The Consulting Engineers of Ontario have presented **Delcan Corporation** with an Award of Merit in Transportation for its iMove™ project. The iMove™ Advanced Traveller Information System is a one-stop transportation portal that enables transportation consumers in Metro Vancouver to receive information on a host of transportation services, including transit and cycling routes, construction and event advisories, current incidents, airline arrivals and departures, wait times at border crossings, ferry loadings and sailing times, all from a single source. Visit [www.i-move.ca](http://www.i-move.ca).



The Economic Development Agency of Canada for the Regions of Quebec (EDACRQ) has awarded **INO** with \$12 million in funding. This substantial contribution, announced June 3 by the Prime Minister of Canada, the Right Honorable Stephen Harper, will enable INO to continue growing, consolidate its leadership in the field of optics/photonics, and improve effectiveness in helping Canadian businesses boost their competitiveness. INO is the largest R&D center for optics and photonics in Canada. Last year, the Canadian government recognized INO as one of most effective of the seven Canadian centers for the commercialization of research.



The CRTC has approved the **Weather Network** and **MétéoMédia's** application and will be issuing an order under the Broadcasting Act requiring cable and satellite distributors to keep their services as part of the basic television service, ensuring Canadians have the most affordable access to the important weather and public safety information they provide. The CRTC has also approved their proposal to provide a national system to collect and distribute public safety messages. ITS Canada and its membership were very active in supporting the CRTC application.

## *Members in the News*



**Traficon** has announced a new partnership agreement, with Telent becoming the official UK distributor for Traficon's TrafiCam vehicle-presence sensor. The partnership will combine Traficon's video detection technology with Telent's systems integration and customer service, enhancing mobility and significantly reducing vehicle pollution.



**TransCore** and Sensys Networks have announced they will integrate the Sensys Arterial Travel Time System into TransCore's TransSuite ATMS. Arterial traffic accounts for more than half of all traffic and offers a tremendous opportunity for congestion reduction through the expansion of ITS systems. Compared to freeways or urban areas with prominent RFID tag populations associated with ETC, there are limited data sources to measure arterial travel times.

Measuring arterial travel time is complicated due to traffic signal delays, cars switching lanes, and shorter and more diverse travel patterns. The Sensys system employs technology called "signature re-identification", to measure and report real-time travel data along a city corridor. This is the first commercially available, infrastructure-based system that provides real-time travel times. TransSuite can now deliver the entire distribution of travel times, along with other real-time performance parameters for urban arteries. The alliance marks the first time an ATMS can provide real-time arterial travel times, beyond the use of RFID. City transportation engineers can utilize arterial travel time, along with speed, occupancy, and volume measures, to further manage and alleviate traffic congestion.



*Transport 2040 - A Transportation Strategy for Metro Vancouver, Now and in the Future*, won "Gold" in the Print Projects category at the national conference of the Canadian Public Relations Society on Tuesday. The transportation strategy was a collaborative effort involving staff from all divisions of **TransLink**, but with particularly heavy involvement from planning, marketing and communications. The document was written for a general audience and employed information graphics, photographs and multiple access points to the text.



**AECOM Technology Corporation** has announced that a joint venture in which it participates has been awarded a contract modification worth US\$111 million for New Jersey Transit's multi-billion-dollar Trans-Hudson Express Tunnel (THE Tunnel). The joint venture, known as THE Partnership (THEP), consists of Parsons Brinckerhoff, AECOM and STV, Inc., and will complete final design and preparation of contract-bid packages for THE Tunnel. The 3.5-mile tunnel will double commuter rail capacity between New York and New Jersey. The Port Authority of New York and New Jersey is a partner with NJ Transit for this project.

AECOM also announced that it has been awarded a contract from the Government of the Republic of Trinidad and Tobago to provide project management services for Phase 1 of the National Highway Network Project, which has an estimated construction value of US\$2.44 billion. The contract, scheduled for six years, will be negotiated on a yearly basis with revenues to AECOM in the first year being worth in excess of US\$10 million. This phase of the program will be delivered in six project packages and will entail the oversight of construction of approximately 201 kilometres of highways, highway extensions, new freeways and a new causeway.



## *Upcoming Events ... Visit ITS Canada's website for more events*

### **10th ITS Asia Pacific Conference: Smart Move**

July 8 to 10, 2009 – Bangkok, Thailand  
[www.its-ap2009.co.th](http://www.its-ap2009.co.th)

### **2009 Incident Management, Safety and Security**

July 19 to 21, 2009 – Denver, Colorado  
[www.ibtta.org/Events](http://www.ibtta.org/Events)

### **International Transportation Technology and Equipment Exhibition**

August 20 to 23, 2009 – Qingdao, China  
[www.cittee.cn](http://www.cittee.cn)

### **2nd Annual Conference on the Use of ITS in the Airport Environment**

August 3 to 5, 2009 – Salt Lake City, Utah  
[www.aaae.org/meetings/meetings\\_calendar](http://www.aaae.org/meetings/meetings_calendar)

### **National Rural ITS Conference 2009**

August 23 to 27, 2009 – Seaside, Oregon  
[www.nritsconference.org](http://www.nritsconference.org)

### **77th IBTTA Annual Meeting & Exhibition**

September 13 to 16, 2009 – Chicago, IL  
[www.ibtta.org/Events](http://www.ibtta.org/Events)

### **VIII Congreso Internacional ITS**

September 14 to 18, 2009 – Buenos Aires, Argentina  
[www.congresodevialidad.org.ar](http://www.congresodevialidad.org.ar)

### **16th World Congress on ITS**

September 21 to 25, 2009 – Stockholm, Sweden  
[www.itsworldcongress.com](http://www.itsworldcongress.com)

### **TAC Annual Conference & Exhibition**

October 18 to 21, 2009 – Vancouver, British Columbia  
Transportation in a Climate of Change  
[www.tac-atc.ca](http://www.tac-atc.ca)

### **9th International Conference on**

### **Telecommunications for ITS**

October 20 to 22, 2009 – Lille, France  
<http://itst2009.inrets.fr>

### **2nd World Roads Conference**

October 26 to 28, 2009 – Suntec, Singapore  
[www.wrcsingapore.sg](http://www.wrcsingapore.sg)

### **2009 Toll Road Summit of the Americas**

November 15 to 17, 2009 – São Paulo, Brazil  
[www.ibtta.org/Events](http://www.ibtta.org/Events)

### **TranspoQuip 2009**

November 17 to 19, 2009 – São Paulo, Brazil  
[www.transpoquip.com](http://www.transpoquip.com)

### **ITS for Mobility and Safety Management**

December 3 to 5, 2009 – India  
[viney.gupta@international.gc.ca](mailto:viney.gupta@international.gc.ca)

### **Gulf Traffic**

December 6 to 8, 2009 – Dubai, UAE  
[www.gulftraffic.com](http://www.gulftraffic.com)

### **Viet Transport**

December 9 to 11, 2009 – Hanoi, Vietnam  
[www.viet-transport.com](http://www.viet-transport.com)

## **2010**

### **SIRWEC: Standing International Road Weather Commission Conference**

February 8 to 11, 2010 – Quebec City, Quebec  
[www.sirwec.org/en/index.php?page=next\\_conference](http://www.sirwec.org/en/index.php?page=next_conference)

### **16th International Road Federation (IRF) World Road Meeting**

May 25 to 28, 2010 – Lisbon Portugal  
[www.irf2010.com](http://www.irf2010.com)

### **FISITA World Automotive Congress**

May 30 to June 4, 2010 – Budapest, Hungary  
[www.fisita2010.com](http://www.fisita2010.com)



**Save the date!** ITS Canada's 2010 Annual Conference will be held on June 13 to 16, 2010, in Ottawa, the nation's capital. It's sure to be an exciting year leading up to the Conference, with the expected widespread infrastructure spending. Be sure to be a part of this exciting event to hear first-hand about the latest in ITS deployments as well as research and development initiatives. Mark your calendar and stay tuned for more details to come!