



ITS Canada News

Carl's Corner

The ITS World Congress, held in Stockholm, Sweden, in September, was an outstanding success – for ITS Canada, our exhibitors, our speakers, and the global industry in general. With over 250 exhibitors from 26 countries, the total attendance was 7,073 over the four open days. In addition to this, the exhibition welcomed over 500 members of the general public. The Congress attracted 2,561 delegates and 4,512 exhibition-only visitors. Given the current economic climate, these figures are very encouraging and show a strong level of support and renewed interest in this world-class ITS event.

Your ED arrived late Friday and pried his eyes open to stay in tune with the time changes. Saturday was a spectacular day in Stockholm and was spent recovering and preparing to meet the stand construction team and Team ITS Canada. On Sunday, we hit the conference site, registered smoothly, and watched as the stand took shape. The construction team from the UK did an excellent job and the Ontario Government is to be thanked for their partnership with ITS Canada in mounting this initiative.

On Sunday night, we had an informal gathering of the Team, and Monday it all began in earnest. The Plenary Session stressed the critical importance of the balance of technology and environment in ITS, the need to respect the latter while advancing the former. On Monday night, the Canadian Embassy hosted a sold-out reception of 100 "movers and shakers" in ITS around the world. **Scott Stewart** of IBI Group presented the case for investing in ITS in Canada, and **Susan Spencer** of Transport Canada welcomed the group on behalf of the Government of Canada. An excellent and productive time was had by all, and the Embassy's support was invaluable.

Tuesday dawned with rain but the exhibit floor and Congress area were filled to capacity with throngs of specialists. ITS Canada hosted a breakfast workshop on "Smart Freight Corridors" at the Sheraton Hotel, which gave our participants an opportunity to present their capabilities.

Our Team ITS Canada members were kept very busy throughout the day, while other team members presented papers, moderated sessions and met with clients and colleagues. At 4:30 p.m., the Ontario Government held a well-attended reception on the stand with Canadian refreshments, and the global ITS community was there in droves.

Wednesday once again was a high-traffic day, with many inquiries at the stand and all of the exhibitors kept on their toes. **Eric Labrie** of TransCore demonstrated ITS Canada's new ITS Products and Services Database to many interested Canadian and international guests. Thursday and Friday saw hundreds more stand visitors and many of our participants giving papers or moderating sessions to the global audience. Be sure to visit ITS Canada's website to view photos from the event (currently available from the home page).

Carl Kuhnke, Executive Director

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IntelliDrive Task Force

By Bob Burrows,

Chair – ITS Canada IntelliDrive Task Force

The ITS Canada IntelliDrive Task Force got off to a strong start with our formative teleconference on September 30, with well over 20 people on the call. Joining in were members from across all sectors of ITS Canada membership: academic researchers, systems integrators, equipment and software suppliers, and infrastructure owners and operators including municipalities, regional agencies and the provinces. A number of Transport Canada representatives joined the call as 'Friends of the Task Force'. We had a few members who were unable to make the call and, since the meeting, we have had additional members join the Task Force.

From the quality of the participants and the discussion, it is clear that in Canada we have considerable depth and experience in IntelliDrive-related technologies and business, and the interest to take those forward for success in research and business, as well as in making our roads and transportation even safer and less congested while contributing to environmental stewardship.

In the meeting, we established three groups to take things forward. One is focused on getting an online collaborative environment operational so that the members can deposit and exchange information. Another is taking the lead in working with the ACGM Committee on IntelliDrive-related content at the ACGM, to be held June 13-16, 2010, in Ottawa. The third, focused on policy and planning, includes representatives from academia, business and government. A key action for the latter group will be getting a survey out to ITS Canada members to seek their input as to the role ITS Canada should play in IntelliDrive. A second will be to raise awareness of IntelliDrive and its anticipated far-reaching impact in Canada.

We will have our next call in mid-November. In the meantime, we invite anyone interested to join up, read the notes from this past meeting and get involved.

The IntelliDrive SM Logo is a service mark of the U.S. Department of Transportation

Promoting ITS

By Jeffrey Smart,

Chair – ITS Canada Promotions Committee

PROMOTION AT EVENTS

ITS Canada's Promotions Committee has been actively promoting intelligent transportation systems and ITS Canada as follows:

- At regional shows hosted by ITE
- At the OTC Conference held in June
- At IMSA regional shows
 - in Ontario
 - on the east coast
- At Tacel's own showcase held in the spring (with over 100 delegates)
- Through individual customer contacts.

The goals have been to raise the level of awareness about intelligent transportation systems as well as to develop new members. Upcoming plans include distributing literature at the TAC Conference, being held in Vancouver later this month.

MARKETING IDEAS

In the spring, third-year York University students used ITS Canada as a subject to prepare suggested promotional plans for ITS Canada. Executive Director Carl Kuhnke and Jeff Smart represented ITS Canada at a kick-off meeting at York University in February 2009, and the students submitted their plans to ITS Canada in May 2009. Some of their ideas have now been implemented, such as using provincial municipal associations to promote greater awareness of intelligent transportation systems.

ITS CANADA BOOTH

ITS Canada's new booth has now been put to good use, once again in Edmonton at the Annual Conference (May 2009) and also at the National Regional ITS Conference held in Seaside, Oregon.

Members interested in participating on the Promotions Committee are welcome to contact Jeff via email at Jeffrey.Smart@tacel.ca.



ITS Canada News

ITS Standards

*By William Johnson, Head of Delegation
ISO Technical Committee 204 (ITS)*

The 34th Plenary and associated working group meetings of ISO/Technical Committee 204 (ITS) took place in Barcelona, Spain, the week of September 14-18, 2009. The delegates from Canada participated in five working groups, including Mobile Data Base; Fee & Toll Collection; Fleet Management; Integrated Information and Control; and Vehicle/Roadway Warning Systems. The delegate trip reports for each of these working groups are posted on the Standards Council of Canada website ("Sitescape") and a summary trip report is posted on ITS Canada's website at:

www.itscanada.ca/standardscommittee/newsandevents.htm

The main new development at this Plenary was the decision to add a new working group to focus on standards for cooperative systems. With the worldwide interest in cooperative vehicle-infrastructure systems (CVIS) and vehicle-infrastructure integration (VII, now called IntelliDrive), the need was recognized to have a focal point in TC204 for the development of these standards. As part of this consolidation, Working Group 9 was assigned the task of preparing a review and inventory of all standards work in progress that relates to cooperative systems. This will include the many work items related to CALM, the suite of standards for vehicle2vehicle and vehicle2infrastructure that integrates all means of communication, including 5.9 GHz, Infrared, cellular, satellite, and microwave.

Two new work items were approved in resolutions at the Plenary that are of particular interest to Canada. One is entitled "A Framework for Collaborative ITS Applications for Heavy Vehicles" that includes regulatory requirements and operational services. Proposed by Transport Certification Australia, it will be of interest to provincial regulatory agencies as well as private ITS service providers. The other is entitled "Electronic Fee Collection – Charging Performance Metrics and Test Framework", proposed jointly by Spain, Canada and Sweden. It is a joint work item with the European Standards Council (CEN/TC278).

For further information, contact William Johnson at johnswf@attglobal.net.

Travel Information

Travel information is not always about road traffic. Just as journeys often use a variety of transport modes, travel information is useful for travel by bus, train, ferry, air - any mode is enhanced with the appropriate information. This information could take the form of timetables and schedules, real-time public transport status, warning of service disruptions or transport mode choice support, as examples.

The earliest mass-market sources of dynamic travel information were voice radio broadcasts. Even today, radio bulletins of travel information typically warn of disruptions to road or rail services. However, voice bulletins take up broadcast time, limiting how comprehensive they can be. Additionally, listeners need to 'filter' the relevant messages from among a potentially long list, without being distracted from the driving task.

Europe's Traveller Information Services Association (TISA) was established as a not-for-profit company (ASBL under Belgian law) to ensure an international framework for market-driven, coordinated, proactive implementation of traffic and travel information services and products, based on existing European standards. It also works towards the development and deployment of future standards and services.

TISA addresses a set of technologies that together form the traffic and travel information domain. Traffic information is a key element of an overall ITS policy. Knowledge of traffic situations supports safe, efficient journeys. Traffic information is useful before and during a journey for planning, avoiding congestion and to receive warnings of incidents.

Membership in TISA is open to all public and private organizations that have an interest in traffic and traveller information and that support the objectives of the association. Canadians are welcome to join.

For more information about TISA, please visit www.tisa.org or contact Amaury Cornelis at a.cornelis@mail.ertico.com.

Tapping into the U.S. Market

By Heather Navarra, ITS Canada

The U.S. 'Buy American' policies have been forefront in the news lately and, although some of the provisions in the U.S. stimulus bill are unique, this direction is not actually new. The labyrinth of laws, regulations and international treaties date back to the first "Buy American Act" from 1933. However, the fear is that measures will move to new areas of procurement.

There is no doubt that there are challenges in moving into the U.S. market – dealing with governments is always complicated – but there can also be great rewards to expanding your business. It is key to have good legal advice, as U.S. laws differ from Canadian law and an error can cost your organization immensely. One example: in the U.S., it is illegal to fax an organization with which you do not have a business relationship. Sending out a "blast fax" can mean a class action lawsuit with penalties for each and every fax sent. That could put a company out of business.

Canadian companies will benefit greatly by learning how to navigate the new provisions in the stimulus bill. Considerations include what you are selling, what level of government is the purchaser, and the value of the contract. For example, transit projects must use 100% U.S. iron and steel, even in sub-components. The American Recovery and Reinvestment Act (ARRA) that became law on February 17, 2009, which provides significant new funding for transportation infrastructure, prohibits the use of funds for public buildings or public works *but* that does not apply to state projects, grants or local procurements.

Organizations who manufacture part of all of components or full products in the U.S. can also complete a certification, but you must know the terms and which rules apply. For manufactured goods, certification that they are "produced" in the U.S. is complicated, but relates to when it is "transformed" – that transformation must be substantial, not just assembly. Components and subcomponents can be brought in, with the end product created in the U.S., to comply. It can pay to have your finishing processes done in the U.S.

Additionally, waivers are available. It can be very helpful to know your way through the waiver process, as government representatives aren't necessarily aware, knowledgeable or keen to navigate it. However, there is a short window to use the funds (all projects must be under contract by February 2010), so U.S. contacts may not have time to source an American manufacturer. The legwork for waivers, which are issued by the Environmental Protection Agency (EPA), can be done by the subcontractor – you can become an active ally and get the ball rolling to show why a waiver is required. Know the restrictions *before* the opportunity arises, and educate your supply chain. A unique value proposition helps: determine and articulate the features that differentiate your product(s). There is already a blanket waiver in place on broadband technologies. Your contacts will love to hear, "I can help you get your project moving."

Treaties are also applicable in some situations. 'Buy American' provisions must be applied consistent with U.S. obligations under international agreements. Under NAFTA, goods over \$25K may be exempt from the stimulus rules. For construction and services, various similar levels have been set.

Under the World Trade Organization Government Procurement Agreement (GPA), a large part of the general rules and obligations concern tendering procedures. The purpose of the GPA is to open up as much government business as possible to international competition. It is designed to make laws, regulations, procedures and practices regarding government procurement more transparent and to ensure they do not protect domestic products or suppliers, or discriminate against foreign products or suppliers.

HOW DOES ALL THIS APPLY TO MY BUSINESS?

Several key questions will help you to assess whether the various restrictions will apply to you:

- Are you selling iron, steel or manufactured goods?
- Will they be purchased with recovery funds?
- Are you involved in a construction project?
- Does the project involve public buildings or public works?

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Tapping into the U.S. Market

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If the answer is 'yes' to any of the proceeding, then check the ARRA. If the purchase is less than \$8.8M or is a state or local procurement, that may clear the way. Otherwise, waivers are the next step, especially if you have a unique product. No waivers have been denied so far. If there is no domestic source or the cost his higher, a waiver will likely be approved.

WHAT ARE THE RISKS?

Full disclosure is always your best approach. The old adage that "you can't get in trouble if you don't lie" was never more applicable! If considering certifying your products as "made in America", do not sign any blanket affidavits regarding the source of the components. Legal advice is paramount, as there are both criminal and civil liabilities for false claims. Also be sure to protect your intellectual property, as governments may be quick to say they own it. In price negotiations, governments may pressure you but they are not automatically entitled to your "best price".

IS IT WORTH IT?

In summary, one of the most favourable factors about doing business with the U.S. government is that they always pay their bills!

The Canadian Commercial Corporation can assist and advise. If you have issues, contact the Canadian Trade Commissioner Service; they will help talk you through, help educate your customers and pass any concerns onto the U.S.

Recent media reports indicate that a deal that exempts Canada from 'Buy American' policies is imminent, as negotiations between Ottawa and Washington continue. In return for exemption, Canadian provinces would open up procurement to U.S. companies. Stay tuned!

For more information:

www.iscm.ca/resources.htm

www.staterecovery.org/federal-assistance

www.sell2usgov.ca

www.recovery.gov

www.tradecommissioner.gc.ca

ITS Canada welcomes member feedback on this (and any other!) topic included in the newsletter.

Funding

PPP Canada, a Crown Corporation, supports the development of public-private partnerships (P3) and facilitates the development of the Canadian P3 market. The Government of Canada has established a \$1.2 billion fund that is managed by PPP Canada to support P3 infrastructure projects. The P3 Canada Fund is a merit-based program; the first round of project submissions was completed October 30, 2009. Visit their website for more information:

www.p3canada.ca



*ITS Canada
Welcomes New Member*

CORPORATE

Cambridge Systematics, Inc.

WEIGH-IN-MOTION IN-ROAD SENSORS

SO WHICH IS WHICH? ...quiz from last month's issue

Bending Plate – not pictured

A. Single Load Cell (SLC) Scales

B. Lineas Quartz Sensor

C. Slow Speed Weigh-in-Motion (SSWIM) Scales

D. Piezoelectric sensors



A.



B.



C.



D.

511 Nova Scotia ... Operational Experience

*By Heather Neish, 511 Administrator
Nova Scotia Department of Transportation and
Infrastructure Renewal*



<http://511.gov.ns.ca/map>

Nova Scotia 511 has been a success since its launch in January 2008. While the Department of Transportation and Infrastructure Renewal had a telephone line that the public could call for road conditions prior to launch, the call volume increased dramatically after 511 was introduced.

Over the last two years, there have been a few enhancements made to the system to make it more user-friendly to both Department staff and the public:

- 511 Mobile allows callers to check road conditions in text form using a smartphone
- Addition of new IVR lines means callers will not get a busy signal
- Field staff can update the system on their smartphone using the mobile highway update program.

In an effort to reach all Nova Scotians, the Department developed a 511 service for the deaf and hard of hearing community. By enhancing the current 511 service and making it available via TTY/TDD, the road condition information is available to the wider public. To access 511 via TTY/TDD: 1-877-355-0511.



Nova Scotia is currently developing its road mapping and is scheduled to add more road segments in the next few months. The addition of roads will expand the breadth of information available to the public.

Since its inception, there have been some challenges that have come to light. While training was provided for all field staff who are responsible for updating the system, some staff have retired or moved on from the Department, and new staff have been hired. Training is a constant necessity and must be worked into the process. Also, while the 511 system is supposed to display current information, there are times when notices become outdated but are not removed from the system. This can be partially rectified by frequent training and constant quality control; however, it is an ongoing issue.

Overall, the system has been a tremendous success. The call volumes and website hits have steadily increased and show a sharp increase in usage since launch. NS sought permission to use the U.S. logo from AASHTO, which was granted without fee. The logo is advertised around the province.

The Department strives to provide accurate 511 information to ensure safe and efficient operations on Nova Scotia's roads and highways throughout the year. The Department continues to maintain the high quality of the existing 511 system while also anticipating changes in technology and the public's requirements for 511 services.

511 Yukon ... Operational Experience

By W. P. (Wally) Hidinger, Manager Transportation Planning and Programming, and Allan Baranyk, Systems and Communication Officer Yukon Highways and Public Works

The 511 Yukon road condition information system was made available to the public on April 28, 2008. We're happy to report that operation of the system has been a very positive experience. All of the expectations created during the design and development process have been met to a very large degree. We've received encouraging comments on the new system from public, commercial and government users. We estimate that usage of our road condition reporting system by the public has roughly doubled since we initiated 511 service.

There have been some adjustments required to the system to make it more usable for our field staff, providing input and more understandable to users. The three major items modified to date include:

1. Changing the road condition descriptors to a five-level system using *good*, *fair*, *difficult*, *travel advisory*, and *closed*, and associating a colour on the web map with each condition. We now use a different colour scheme for summer and winter.
2. Separating avalanche condition information from construction information. The original thought was that the seasonal separation of these two items would allow us to use one category of descriptors, but that proved unworkable. Using a separate category allowed us to use more terms to describe each set of conditions, which has been helpful.
3. Changing the segmentation of the highways somewhat. We've now isolated some sections with particularly unique road conditions that are different from adjacent sections. As an example, a short section that ices up more often than others can now be flagged for the public.

We've also added a new feature to our system: a trip planner that gives distance and estimated travel time between any two points on our highway system.

The 18 months over which we've operated the system has taught us some things as well. We've learned that our training efforts will have to continue at regular intervals; first to ensure new staff can operate the system, and second to promote consistency in condition reporting and keep existing staff current on system changes. We've also found there is a need to carry out some day-to-day quality control activities. The most frequent occurrence is a travel advisory that isn't cancelled when the event that caused it has run its course. We also find that keeping construction information updated can be difficult. Monitoring by head office staff is used to correct any faults of this kind.

Some issues have cropped up as well, as we gain experience with our system. The first of these is a lack of standardized road condition descriptors across jurisdictions. Our definitions of road condition descriptors pop up on the web map when the user cursors over the index section. However, our definitions are different than those used elsewhere in Canada, which are all different from each other. A consistent set of colour standards for each road condition is also necessary for use in visual display channels. For long distance travellers, the different approaches are confusing, and this will get worse as all jurisdictions put 511 service in place and provide linked access. This lack of standard descriptors is also of concern for secondary roads, most of which in Yukon have gravel surfaces. There is no set of common descriptors that we can apply to these roads.

The big gains that we've made through implementing 511 are in two areas. First, the travelling public now receives more accurate and timelier road condition information that is much easier to access. Second, our field staff can now provide the input data on road conditions much more quickly and easily than was possible in the past, freeing up some of their time to concentrate on the business of road maintenance.

We hope to add features to our system and improve the level of service we offer the public in future years.



ITS Canada News



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

2009

CUTA Fall Conference and Trans-Expo
November 7 to 11, 2009 – Montreal, QC
www.cutaaactu.org

2009 Toll Road Summit of the Americas
November 15 to 17, 2009 – São Paulo, Brazil
www.ibtta.org/Events

TranspoQuip 2009
November 17 to 19, 2009 – São Paulo, Brazil
www.transpoquip.com

Australian Intelligent Transportation Systems Summit 2009
November 18 and 20, 2009 – Melbourne, Australia
www.itssummit.com.au

NEPAD Transport Summit & Expo 2009
November 25 and 26, 2009 – Johannesburg, S.Africa
www.nepadtransportsummit.org

**ITS for Mobility and Safety Management
Combined with ITS Canada Mission to India**
December 1 to 2, 2009 – Delhi, India
www.itsindia.org/ap2009/prograame.htm

Gulf Traffic
December 6 to 8, 2009 – Dubai, UAE
www.gulftraffic.com

Viet Transport
December 9 to 11, 2009 – Hanoi, Vietnam
www.viet-transport.com

Annual Polis Conference
December 10 and 11, 2009 – Brussels, Belgium
www.polis-online.org

2010

Road User Charging Conference
January 13, 2010 – London, England
www.its-uk.org.uk/events

**15th SIRWEC Road Weather Conference and
International Road Weather Congress**
February 5-7 and 8-11, 2010 – Quebec City, Quebec
www.sirwec.org / www.aipcrquebec2010.org

**16th International Road Federation (IRF) World
Road Meeting**
May 25 to 28, 2010 – Lisbon Portugal
www.irf2010.com

FISITA World Automotive Congress
May 30 to June 4, 2010 – Budapest, Hungary
www.fisita2010.com

**Canadian Multidisciplinary Road Safety
Conference**
June 6 to 9, 2010 – Niagara Falls, Ontario
www.carsp.ca

**Canadian Society for Civil Engineering
Annual Conference**
June 9 to 12, 2010 – Winnipeg, Manitoba
www.csce.ca/2010/annual

Networked Vehicle Association Survey ITS Canada members invited to participate

The Networked Vehicle Association has been surveying stakeholders across Canada to determine their interest in a Wireless Broadband Highway Test-Bed. For more information, visit:

www.networkedvehicle.org/index.php/test-bed-project



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!

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