



ITS Canada News

ITS Canada actively searches for Executive Director



By the time this newsletter is published, ITS Canada will have begun the interviewing process to select a candidate to fill the new **Executive Director** job position, a key role that will lead the organization in all areas of business. Reporting to the Board of Directors, the Executive Director will be responsible to facilitate strategic planning, champion the vision of the organization, and lead organizational development and strategic plan execution.

A full-time opportunity, this contracted position replaces the previous part-time General Manager role. The successful candidate will have the opportunity to combine his/her ITS industry knowledge with a strong mandate to help the Society grow, supporting the strength of Canadian ITS enterprises and deployments, and also promoting Canadian expertise worldwide. Reporting to the Board of Directors, the Executive Director will lead the organization in interesting and challenging new directions. Stay tuned ... an announcement is anticipated in November!



Getting the most out of your ITS Canada membership

For companies working on ITS projects in Canada, North America and around the world, ITS Canada has become the resource for project leaders to obtain the names of member companies who may qualify as possible collaborators, service providers or suppliers. As well, ITS Canada members can search the online Members Directory using keywords to locate specific ITS industry skill sets.

To ensure your organization is considered for all potential opportunities, Corporate and Sustaining Corporate members are encouraged to update their membership **profile** to list their products and services, highlighting abilities and expertise. This is a free service with membership that facilitates networking and partnership connections.

Contact ITS Canada today to ensure your profile accurately reflects your organization's current focus and talents: itscanada@itscanada.ca.

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Submissions or comments can
be e-mailed to
itscanada@itscanada.ca.



Visit ITS Canada's website at
www.itscanada.ca

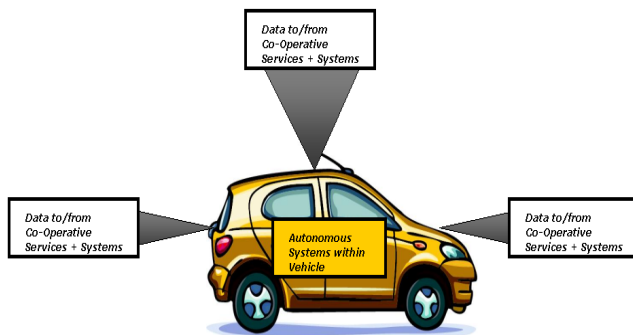
Putting the “C” in CVHS

~ A view from the United Kingdom ~

By Andy Graham,
White Willow Consulting Ltd. - UK

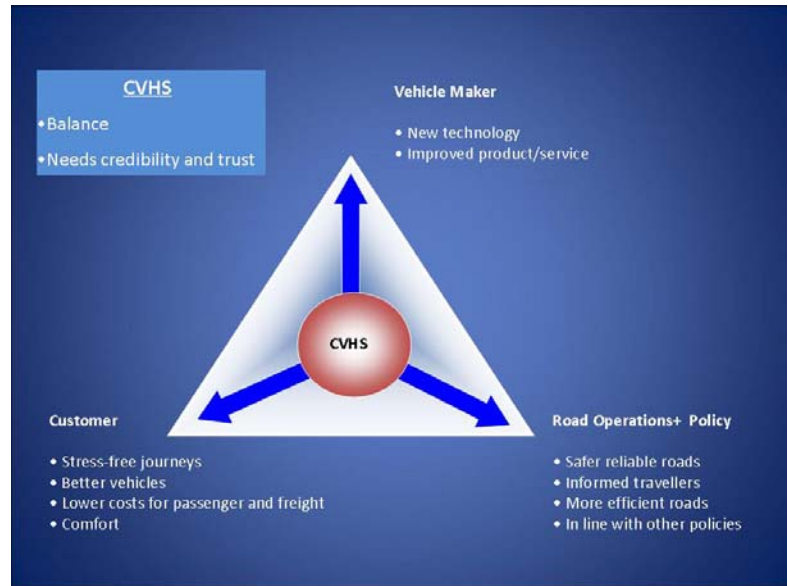
Co-operative Vehicle Highway Systems (CVHS) have been seen as a new way of delivering transport outcomes, such as improved safety, increased capacity of existing roads and a reduced carbon footprint. They also could provide ways that vehicle makers can improve their products and reduce the stress of driving on ever more congested networks.

The basic technology of linking vehicles to vehicles, and vehicles to the roadside and to central systems, has been around on test tracks for many years, but systems are not yet ready to deploy in practice. Autonomous systems are emerging, like those that detect vehicles in blind spots or detect if a vehicle crosses a lane, but these are wholly within the vehicle. So why hasn't CVHS emerged yet?



The thing that is missing in CVHS is the co-operative “bit”. CVHS needs to balance a difficult tension between the vehicle maker, the roads operator and policy maker, and the customer.

Working with this final stakeholder often gets overlooked. Questions remain about whether customers will buy a new automobile that could steer itself through white lines – whether they would trust the technology or bother to read through a 600-page instruction manual. Some will prefer to maintain control. More questions relate to whether police will be able to access speed data and place fines. All these are real barriers to customers.



Unless there is a real benefit, customers may prefer to spend their money elsewhere. Until there is mass market “pull”, vehicle makers will focus on things customers *will* pay for (like Ipod adaptors). Like Canada, the UK doesn't have any large vehicle makers, so we get what other countries decide.

And how do we in transport policy train, educate, enforce, licence and test drivers in the new skills they will need to operate these vehicles? While technology may work well when brand new, do we need to check its continued safe working with follow-up annual tests? I won't even start on liability when things go wrong....

In Europe, roads operators and policy makers are working in projects like CVIS (www.cvisproject.org) to address these problems. But there is much to do.

All this may sound like “it's too difficult, so why bother?” Yet the potential for our industry means it is worth pushing. There are quick wins happening now through collecting data from vehicles. But we need more stakeholders co-operating to achieve this balance, not just the electronics...!

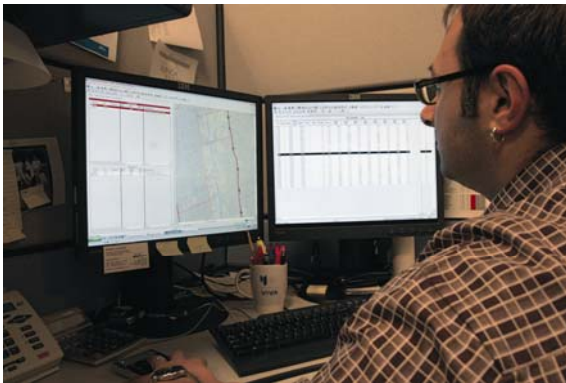
Andy Graham (andy@whitewillow.biz) welcomes thoughts from Canada on CVHS.

Transit Trip Planning

As easy as 1-2-3!

By Irene McNeil, York Region Transit

In today's fast-paced, technology-driven world, it's imperative that transit systems provide customers with quick access to route and schedule information, 24/7. Take the example of the YRT/Viva system. Located just north of Toronto, YRT/Viva carries about 20 million trips per year. With more than 30 percent of its ridership made up of highschool students, YRT was confident that these young, tech-savvy customers would embrace automated trip planning. A suite of three modules integrates transit route maps, schedules, points of interest and bus stop data to provide accurate, up-to-date transit information. Of course, before the system was launched, all of YRT's 4,000+ bus stops had to be geo-coded, and over 100 routes had to be accurately traced into the map database, along with points of interest and other geographic features. This ensured that trip itineraries would be accurate.



Branded as RideQuest, the automated trip planning tool offers quick and easy features. Firstly, the data is accessed by YRT's customer service reps, to quickly provide call-in customers with trip planning options. Secondly, customers can access the data through an IVR (integrated voice response – RideQuest Call) system without having to wait in a queue for a customer service representative. Alternatively, customers can generate online trip itineraries through an interactive web-based system (RideQuest Click). The next step is to make this feature available with real-time information and accessible to customers on any platform, including mobile wireless. YRT will also be making transit information available through the new Google Transit website. Stay tuned...!

ITS Canada Events – Presentation Materials

Did you know that, after an ITS Canada event is held, presentation materials are regularly made available online, through the website?

ITS Canada's policy is that access is restricted to delegates for the first six months after the event. Once that period has passed, access is opened up to all members and delegates. After two years, access is made available to all site visitors. Also available are photographs taken at events.

Visit the website today to view presentations and/or photographs from the following events:

- ITS Canada Annual Conferences:
 - Montreal (June 2008)
 - Niagara Falls (April 2007)
 - Whistler (June 2006)
 - Etc...

- World Congresses – reports and photo galleries:
 - Beijing, China (October 2007)
 - London, England (October 2006)
 - San Francisco, USA (November 2005).

- Workshops:
 - XML Workshop (May 2007)
 - ITS Training Workshop (November 2006)
 - Goods, Ports, Borders and Corridors (March 2006, Sept. 2005, Dec. 2004)
 - Transit Workshops (December 2006, November 2005, November 2004).

Would you like to advertise an employment opportunity?

Learn more about advertising job openings to **over 750 transportation professionals located across Canada**. Advertising is done through ITS Canada's website, along with an email to all members. For information, contact us at itscanada@itscanada.ca.

Time is right for rational road pricing discussion

By Marty Collier, Healthy Transport Consulting

Most Canadians agree that there is an urgent need to bring predictability and ease of mobility to the country's transportation network -- especially in and around large urban centres. Can road pricing play a role in improving mobility, air quality and the state of the nation's transportation infrastructure? Or is it just a cash grab?

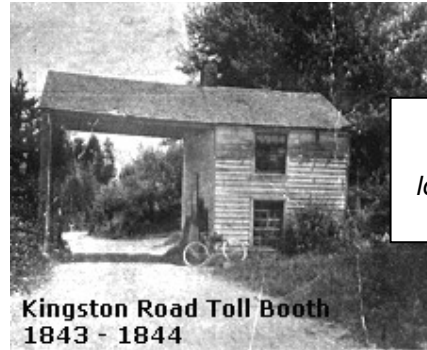
Long advocated by economists and TDM practitioners, road pricing can help manage congestion, motivate sustainable modal choices and generate new revenues for Canada's transportation network. From an ITS research and innovation perspective, road pricing policies could help create new Canadian job and business investment opportunities. However, road pricing also raises critical policy and technical questions ranging from social equity and privacy concerns to governance and financing issues.

After weighing the pros and cons, Montreal and Vancouver have made road pricing a component of their transportation plans. But Metrolinx (and, by extension, the province of Ontario) has recently decided to defer consideration until 2013.

Since a rational discussion of road pricing in Ontario cannot wait another five years, the Residential and Civil Construction Alliance of Ontario is hosting the *Transportation Futures Forum* at the University of Toronto on November 13, 2008.

Over 150 transportation practitioners, policy advisors, business leaders, academic researchers and NGO representatives will directly learn how several countries have developed road pricing policy and implemented systems for very different contexts. They include:

- London's Congestion Charging Scheme
- France's Variable Tolling System
- Germany's Satellite-based Toll Collection System for Heavy Trucks
- Oregon's VMT-Based Road Charging Pilot Project
- Holland's "Different Payment for Mobility" Plan.



**Kingston Road Toll Booth
1843 - 1844**

*Road pricing
has come a
long way since
the 1800s!*



Along with a historical overview, each international speaker will summarize how road pricing has impacted travel behaviour, congestion, climate change, air quality, social justice and confidentiality issues. ITS Canada members will appreciate our presenters' insights on road pricing approaches (options, design, operations, maintenance), revenue generation, marketing and evaluation. Also of interest will be a round table discussion featuring local experts who will assess which of these road pricing approaches would be best for the Ontario context and when the time might be right for implementation.

Based on initiatives in other countries, it would appear that more broad-based road pricing in Ontario is inevitable. Rational discussions at the *Transportation Futures Forum* will help guide us as we move forward in this direction.

For more information about attending and/or sponsoring *Transportation Futures*, please visit www.rccao.com/events. Early-bird rates are available until October 31.

Marty Collier is the Director of Healthy Transport Consulting (HTC) and event manager for Transportation Futures. HTC specializes in sustainable transportation policy, planning, research and project management. Marty can be reached at marty.collier@sympatico.ca

News bITS

FEDERAL GOVERNMENT SIGNS BUILDING CANADA AGREEMENTS

The Federal Minister of Transport, Infrastructure and Communities, **Lawrence Cannon**, signed the three remaining framework agreements with the Provinces of Alberta, Quebec and Manitoba, formalizing infrastructure investment commitments from the Building Canada Fund. The signing of these agreements marks the completion of all Framework Agreements of the Building Canada rollout, which outline how the Building Canada plan will operate in each province. They also establish governance frameworks through which the governments will work together to identify and address infrastructure priorities, such as public transit, water and sewer systems, roads and highways, bridges, green energy and community initiatives. The value of the Building Canada Fund for these provinces is \$840 million for Alberta, \$1.95 billion for Quebec and \$279 million for Manitoba. For more information, visit the Building Canada website:

www.buildingcanada-chantierscanada.gc.ca

IBEC NEWS

The latest IBEC Newsletter for September/October is now posted at:

www.ibec-its.co.uk/?q=IBEC+Newsletters

Employment opportunity



ITS America is seeking a **Program Manager for Telecommunications and VII**. A mid-level position (to be located in Washington, DC), the Program Manager will be responsible for providing guidance to ITS America's Board of Directors and senior staff on matters involving telematics, telecommunications, and Vehicle Infrastructure Integration (VII).

For a full job description, please visit:

www.itsa.org



TRAFFIC TECHNOLOGY TODAY

www.trafficechnologytoday.com

A new website from the publisher of the award-winning *Traffic Technology International* magazine is offering audio interviews with key industry figures. With new interviews added weekly, the site provides a unique opportunity to hear ITS leaders talking about the latest developments affecting the industry.

"This is one of the great things about publishing on the Internet," explains web editor Richard Scrase. "When you listen to these interviews, you can really appreciate the stresses and emphases in the spoken word that are absent from the printed page."

Launched only last November, the site has already gathered fascinating interviews with a large number of the ITS industry's top chief executives, as well as leading traffic experts and pressure group leaders. All the interviews are undertaken by professional radio broadcasters and are easily accessible.

"Audio interviews are just the beginning as far as we are concerned," says Scrase. "We already provide an unrivaled breadth of news coverage from our network of journalists located around the world, and we have recently added a video capability, providing an exciting new dimension to some of our reports. We believe in supporting the ITS community with the finest range of services. The magazine and website complement one another very well. Our 25,000 readers rely on the website to keep abreast of industry developments as they happen, and they look to the magazine for more in-depth, considered coverage."

Visitors can sign up for a weekly emailer that provides links to the top 10 stories of the week and the latest audio interview with a leading industry figure. The emailer also promotes that week's industry comment and the job of the week, which was recently the role of Executive Director at ITS Canada. ITS Canada members looking to fill an ITS vacancy will be interested in their new, free job ad service. The website promotes ITS job ads for one month without charge. Details on placing a job ad are available on the website or by email at tt@ukintpress.com.



Upcoming Events

2008

European Transport Conference 2008

October 6 to 8, 2008 – Noordwijkerhout,
The Netherlands

www.aetransport.org/lc/cms/page_view.asp?id=675

8th Spanish Congress and Exhibition on ITS

October 14 to 16, 2008 – Oviedo, Spain

congresos@itsspain.com

International ITS Conference & Expo 2008

October 15 to 17, 2008 – Shanghai, China

www.itsshanghai.net

Viet Traffic – Road-Rail-Safety-ITS

October 15 to 17, 2008 – Hanoi, Vietnam

www.viettraffic.com

OTC Traffic Engineering Workshop

October 16, 2008 – Alliston, Ontario

www.otc.org

ATEC-ITS France International Congress

February 4 and 5, 2009 – Versailles, France

www.itsfrance.net

e-Transport

March 24 and 25, 2009 – Johannesburg, South
Africa

www.itssa.org

6th International Workshop on Intelligent Transportation

March 24 and 25, 2009 – Hamburg, Germany

<http://wit.tu-harburg.de>



ITS CANADA ANNUAL CONFERENCE AND GENERAL MEETING

May 10 to 13, 2008 ~ Edmonton, Alberta

www.itscanada.ca/edmonton2009

8th International Conference on ITS Telecommunications

October 22 to 24, 2008 – Phuket, Thailand

www.itst2008.nectec.or.th

Sensor Technology Workshop

October 23, 2008 – Pretoria, South Africa

www.itssa.org

8th International Transport Systems Telematics Conference

November 5 to 8, 2008 – Katowice-Ustroń, Poland

www.tst-conference.org

CUTA Fall Conference and Trans-Expo 2008

November 8 to 12, 2008 – Windsor, Ontario

www.cutaactu.ca

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

Road Pricing Conference 2008

December 9 and 10, 2008 – London, England

www.theiet.org/events/2008/road-pricing.cfm

2009

TAC Spring Technical Meetings

April 16 to 20 – Ottawa, Ontario

www.tac-atc.ca

Traffex 2009

April 21 to 23, 2009 – Birmingham, England

www.traffex.com

Intertraffic Istanbul 2009

May 27 to 29, 2009 – Istanbul, Turkey

www.intertraffic.com

National Rural ITS Conference 2009

August 23 to 27, 2009 – Seaside, Oregon

www.nritsconference.org