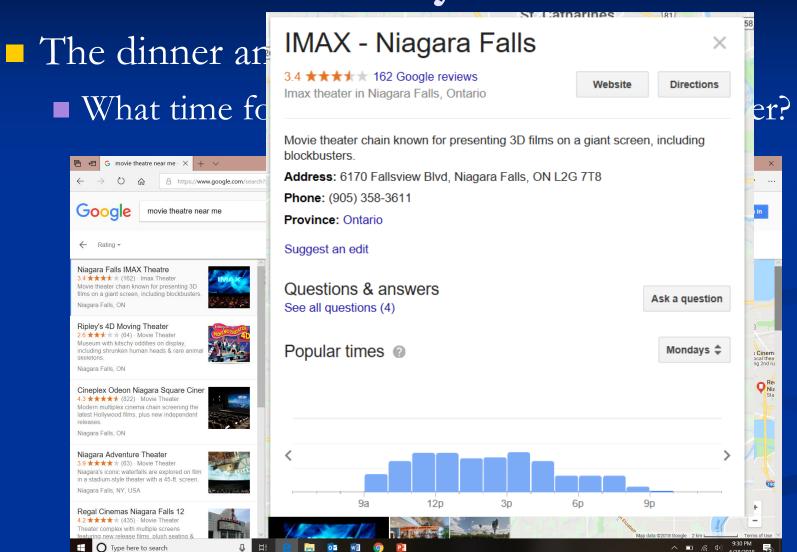# ITS for Life!

ITS CANADA Annual Meeting
June 19, 2018
8:15AM to 9:15AM
Richard B. Easley
E-Squared Engineering
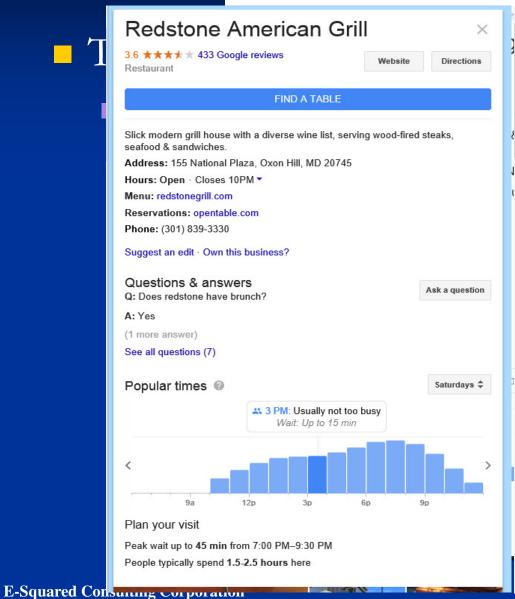703-858-9545
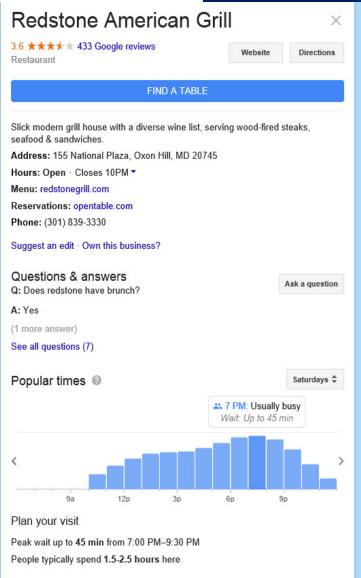reasley@e-squared.org

ITS • STI CANADA

Synopsis

- **A New Concept (maybe?)**

- **Did You Know…**

- **Discussion Points for YOU**

E-Squared Consulting Corporation
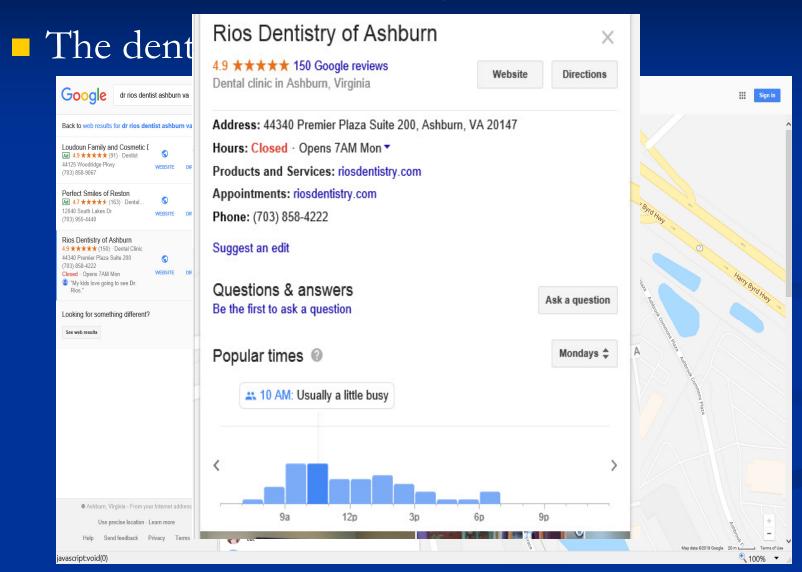
What is ITS For Life?

- Intelligent Transportation Systems
  - How intelligent are we (really) if we create systems that supply travel information that is reliable, predictable, easy to access, and inexpensive BUT helps us make trips that are completely unnecessary or lead to more stress?

- Data exists and is accessible that supports most aspects of our everyday lives – but it's NOT where we need it nor when we need it to make intelligent mobility decisions.

E-Squared Consulting Corporation

What You May Not Know..

■ The dinner ar

■ What time fo

E-Squared Consulting Corporation

What You May Not Know..

■ T

What You May Not Know..

■ The dent

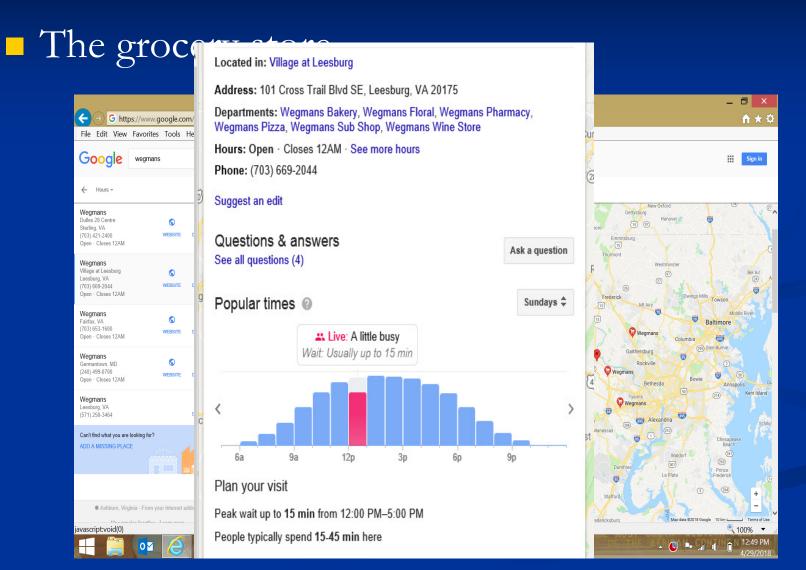**E-Squared Consulting Corporation**

What You May Not Know..

- The Dr. appointment

  - Mrs. Johnson needs to make an appointment for Tuesday so she speaks with a nurse to schedule….

  - "Mrs. Johnson, with this heatwave you should take the 2:15 bus from your house because you'll only have to wait 12 minutes at the transfer station then take the 7B bus and get here for a **3:30** appointment. You could also take the bus at 9:20 in the morning but you will have to wait one hour and 20 minutes in the heat at the transfer station to be here for an **11:30** appointment."

What You May Not Know..

■ The grocery store

E-Squared Consulting Corporation

What You May Not Know..

- The grocery store

- Based on congestion levels and/or air quality, the grocer can provide incentives for shifting grocery store shopping to 'off peak' hours with discounted items (and decrease crowded shopping). Everybody wins!

E-Squared Consulting Corporation

ITS For Life Discussion

- A departure from network optimization (minimizing travel delays, signal optimization, etc.)

- Not moving people – improving lives.

- More than just transportation – MUCH more

- Data exists but opportunity is not exploited

- ***Educate – Collaborate – Integrate***

ITS for Life!

ITS CANADA Annual Meeting
June 19, 2018
8:15AM to 9:15AM
Richard B. Easley
E-Squared Engineering
703-858-9545
reasley@e-squared.org

ITS ▪ STI CANADA

ITS For Life Discussion

- Can you think of any other examples of how this ITS for Life concept could change lives?
- Do you think it would help if non-traditional people spoke on this concept? Why?

- Will an individual's privacy be an issue? Why or Why not?

- How do we get the public and private sectors to work cooperatively in moving this forward?
- What might be the primary hurdles to transformation? Capital and operational dollars, skills, procurement, policy or all of the above?

E-Squared Consulting Corporation

12