



## “ITS for Life”

**Tuesday, June 18 – 8:15 am - 9:15 am  
Oakes South**

ITS is an enabler – not just for improving transportation, rather, for improving ‘life’. The explosion of data, the numerous data sources that have emerged, the incredible number of information distribution systems in existence today provide us with a revolutionary means to positively affect life well beyond just transportation.

This session will explore how we enter a gateway where we can marry the myriad of underutilized transportation data with life’s everyday needs to make life altering decisions. Examples include:

- Doctor scheduled medical appointments based on both the doctor’s availability AND the patient’s modal capabilities (to include total estimated drive time or estimated transit trip times to include longer or shorter transfer delays).
- Registering for school classes (and campus locations) based on parking availability and transportation services. Making daily or miscellaneous trips based on time of day congestion, transit scheduling with hours for discount fares, pre-trip real-time congestion, construction schedules, special event impacts.
- Grocery and retail store sales timed to coincide with low traffic volumes – improving customer experience, reducing congestion and improving air quality.
- Package delivery convenience – reductions in shipping costs based on air quality, congestion, time of day, flexibility in package pickup locations, etc.

The presenters will open our eyes to new ways to utilize ITS to not only improve transportation but also to make societal improvements that can impact children, the student, the elderly, the commuter, the stay at home adult and everyone in between. “ITS for Life” can improve lives in many ways beyond just transportation.

### **Speakers:**

1. Richard B. Easley, President of E-Squared Engineering (moderator)
2. Stephen Erwin, Head, Intelligent Transportation Systems Program, Ministry of Transportation of Ontario
3. Usha Elyatamby, Associate Director, IBI Group