



Intelligent Transportation Systems Society of Canada

Société des systèmes de transport intelligents du Canada

About this Plan

This summary document, entitled "Smart Transportation for a Smart Nation" sets out a vision for transportation in Canada and the role that ITS Canada will play in bringing this vision to fruition. It is ITS Canada's Strategic Plan for 2015 to 2019 and it decribes the goals and initiatives that we will undertake to support making Canada's transportation system more innovative, safe and efficient and to help our members become more globally competitive.

Our Vision

We see a new Canadian transportation landscape, brought about by the use of innovative technologies, that:

- Dramatically decreases the number of traffic collisions on our roadways and that, as a result, save lives and prevent injuries;
- Reduces congestion, through better real-time traffic management and better public transport;
- Connects all facets of our transport system to ensure the most efficient movement and mobility of people and goods; and
- Ensures Canada's transportation networks remain globally competitive by keeping pace with dramatic transformations taking place in the transportation systems of the rest of the world.

ITS Canada's Mission

ITS Canada will be a national thought leader on advanced technologies and their application to the Canadian transport system. It will actively support the use of these technologies by advocating their benefits, by showcasing and demonstrating the expertise of its members, as well as their products and services, and by providing the necessary tools, platforms and fora for networking, learning and collaboration.

ITS Canada will become the 'go-to' organization that governments, agencies, media, academia and the public should turn to for insights and advice on how advanced technologies can improve Canada's transportation system. And, finally, ITS Canada will ensure that its own internal governance structures and financial operations will sustain the organization into the long-term.

A Unique Showcase Opportunity

The City of Montreal will host the 2017 World Congress on Intelligent Transportation Systems from October 29 to November 2, 2017. The ITS World Congress is a major international event, attracting over 7,000 participants and will feature a comprehensive conference program, exhibition, technology demonstrations and showcases, technical tours and networking events.

The World Congress presents a significant financial and strategic opportunity and benefits for ITS Canada as an organization and for its members. It has the potential to achieve high visibility for the Society both nationally and internationally. For additional information, visit www.itsworldcongress.org.

What We Provide

ITS Canada provides a range of services that meet the diverse needs of our members, industry stakeholders and the public at large. We strive to:

- Promote the application of innovative ITS technologies in order to enhance the accessibility, safety, security, efficiency, effectiveness and sustainability of the Canadian Transportation System.
- Provide an authoritative voice for the exchange of ITS-related information and ideas among Canada's transportation industry participants.
- Promote economic activities related to intelligent transportation systems and facilitate marketing and alliance opportunities for our members.
- Organize conferences, workshops, webinars and education regarding ITS for the benefit of our members and the industry.
- Facilitate the compatibility of ITS applications through the development and adoption of appropriate national and international standards and architectures within the industry.
- Develop and maintain partnerships with other transportation organizations and ITS societies around the world.



ITS CANADA'S STRATEGIC PLAN 2015-2019

Our Strategies

- 1. To be the national organization recognized as the thought 3. To be well governed and financially sustainable. leader in ITS and an important contributor to discussion and resolution of transportation issues in Canada:
 - Be current with global and national developments in technological systems and their application to the transportation system.
 - Develop policy statements on critical transportation issues of the day.
 - Be a national advocate for the application of advanced technologies and systems to the Canadian transportation network.
 - Establish active connections and ongoing collaboration with other national and international transportation and societal organizations.
 - Become the voice of ITS in Canada through effective communication of ideas, views and policy statements to media, conferences, public advisory committees and the internet.
- 2. To engage in activities that advance and promote our members' interests - thereby creating value for members:
- Provide platforms for discussion, networking and collaboration, as well as opportunities for product/ service demonstration and showcase. Incorporate learning opportunities with annual events and workshops.
- Provide On-line Resources ITS Canada intends to become the repository for much of the technical, best practice and management information pertaining to ITS in Canada.
- Actively communicate industry news & information to our members.
- Act on the unique opportunity of the 2017 ITS World Congress in Montreal to lever ITS Canada' objectives to:
 - Engage with the ITS industry and foster relationships with potential members;
 - Achieve public appreciation and recognition as a key dimension of the Canadian transportation sector;
 - Develop consistent and well informed messages about the ITS industry; and
 - Add significant value to membership in ITS Canada, as many opportunities will emerge for Canadian ITS stakeholders.

- The governance structure of ITS Canada will be reconfigured to ensure that the mission and strategies can be achieved and so that board and committee members are assigned activities that will most benefit from their unique skillsets.
- Achieve Financial Sustainability through:
 - Increased and improved services to members through expanded use of webinars and regional workshops.
 - Encouraging members' involvement and that of other Canadian transportation industry participants, which will be essential to the financial success of the 2017 World Congress.
 - Recruitment of new non-traditional players that will soon become part of the transportation ecosystem and introduce emerging technology companies to the benefits of membership in ITS Canada.
 - Participation in international activities in support of our 2015-17 International Business Development (IBD) Strategy and our 2017 World Congress promotional efforts,
 - Exploring collaborative opportunities with like-minded, non-competing organizations to assess whether potential joint venture opportunities may exist.

The full text of our 2015-2019 Strategic Plan can be viewed at www.itscanada.ca/strategy.



Smart Transportation for a Smart Nation, A Vision and Strategy for ITS in Canada



