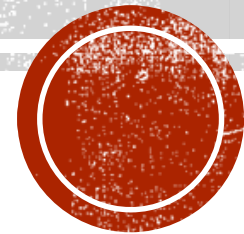


# SMART COMMUNITIES

The Institute of Transportation Engineers



# 2018 LOOK AHEAD

- Expanding the Smart Communities Task Force
- Releasing “Quick Bits”
- Webinars, Tweet Chats, Podcasts
- Annual Meeting Content
  - August 20-23, Minneapolis
    - Pre-conference workshops
    - Meeting sessions
    - Dedicated vendors
- ITE Journal
  - June Issue to focus on Smart Communities and CAV
  - Content due April 30



Action Item	Smart Community Task Force	ITE Staff	Advocacy Committee	Districts and Sections	TSM&O and CoCo
Develop ITE Smart Community Task Force (1)	Lead	Support			
Create ITE Community for Smart Communities (website)	Lead	Support	Promote	Promote	Promote
Create 1-Page Smart Community Cut-Sheets (2)	Lead	Support			Support
Find and Organize Case Study Information (3)	Lead	Support Podcast Series			Webinars
Create Short Video to Promote Smart Communities	Lead	Support			Support
Podcasts & Vidcast (7)	X				Education Council
Webinars thru ITE and NoCOE	X				Education Council
Create Academic Curriculum/PPT	X				Education Council
Conduct Smart Communities Workshops with Chapter/Sections	Lead	Support		Support	Promote
Create Tool to Quantify B/C	X	Support			X
Create Smart Community Advocacy Plan	X		X		
Identify Needed Enabling Legislation (5)	X	Support	X	Local Issues	
Promote Smart Community Speakers (7)	X	Annual Meeting	X	Local Meetings	X



# GAME PLAN

## ▪ **First Half of 2018**

- Collaborate with Councils at TRB (e.g., TPC Planning for Technology Session; Education Council: What does the workforce of the future look like?)
- Organize Case Studies (City and Technical Areas). Make available on ITE Website
- Smart Community “Virtual Conference” – Spring of 2018
- “Smart Community Transportation Camp/Workshop” at 2018 Annual Meeting in Minneapolis. Possibly partner with Center for Automotive Research (CAR).

## ▪ **Second Half of 2018**

- Organize Webinar Series
- Smart Community Video
- Outreach plan with Districts and Sections

## • **Questions to Ponder (not answer right now)**

- Set up “External” Smart Community Task Force?
- Does Smart Community become Standing Committee in ITE Council Structure?

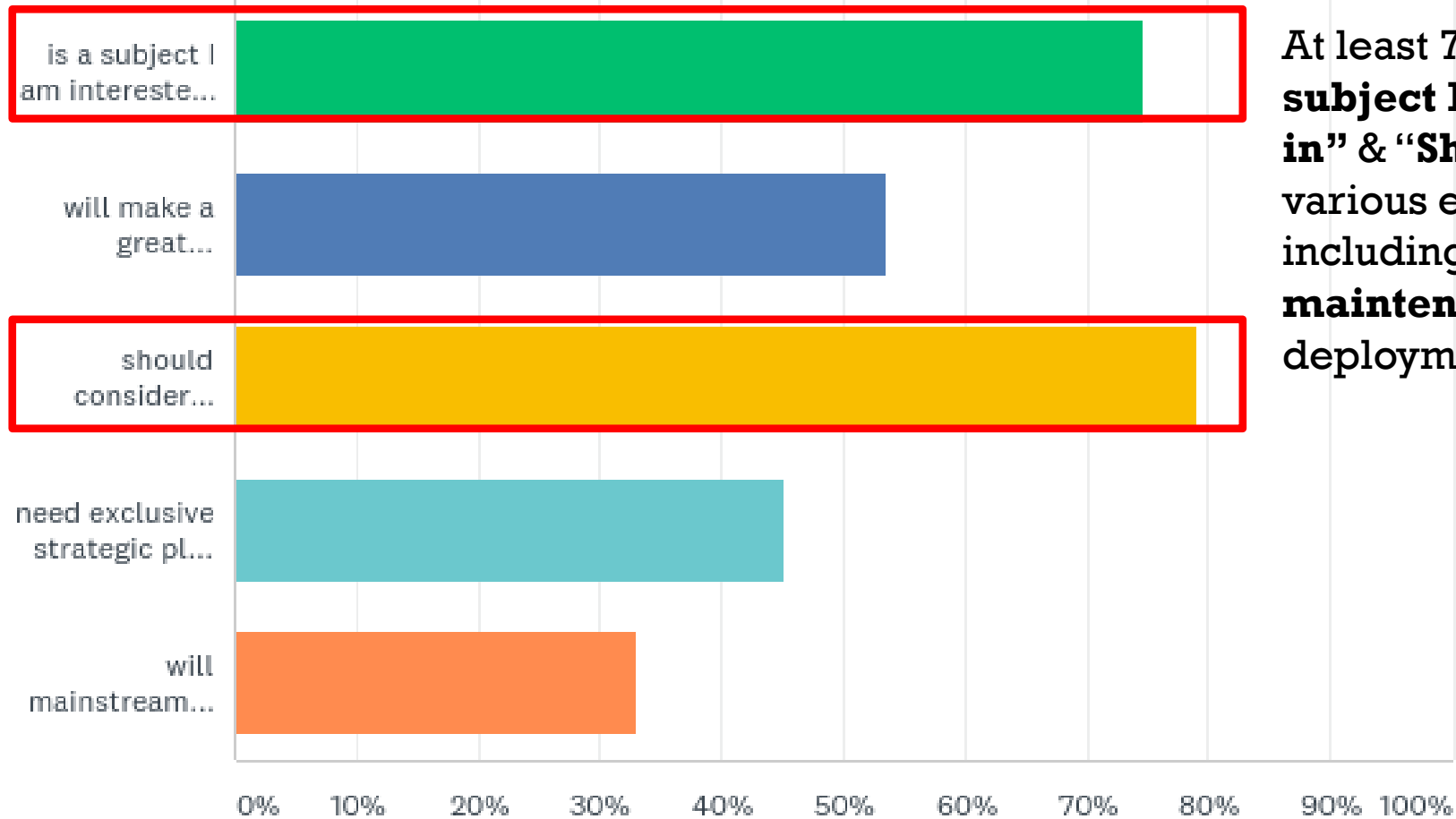


# 2017 WAS BUSY

- 8 District & 2 Section Listening Sessions
- 246 survey responses
- Growing twitter feeds



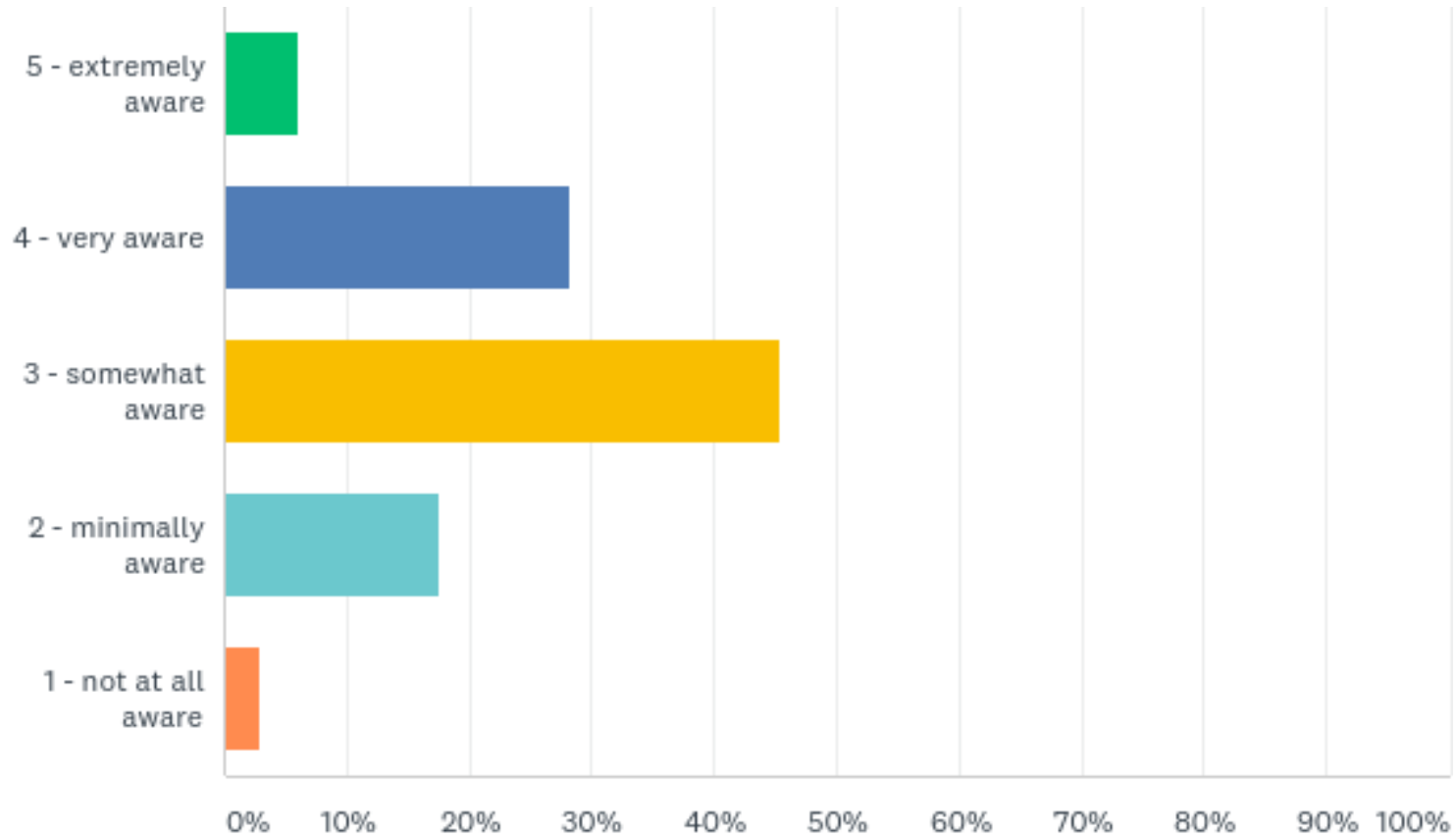
# SMART COMMUNITIES IS...



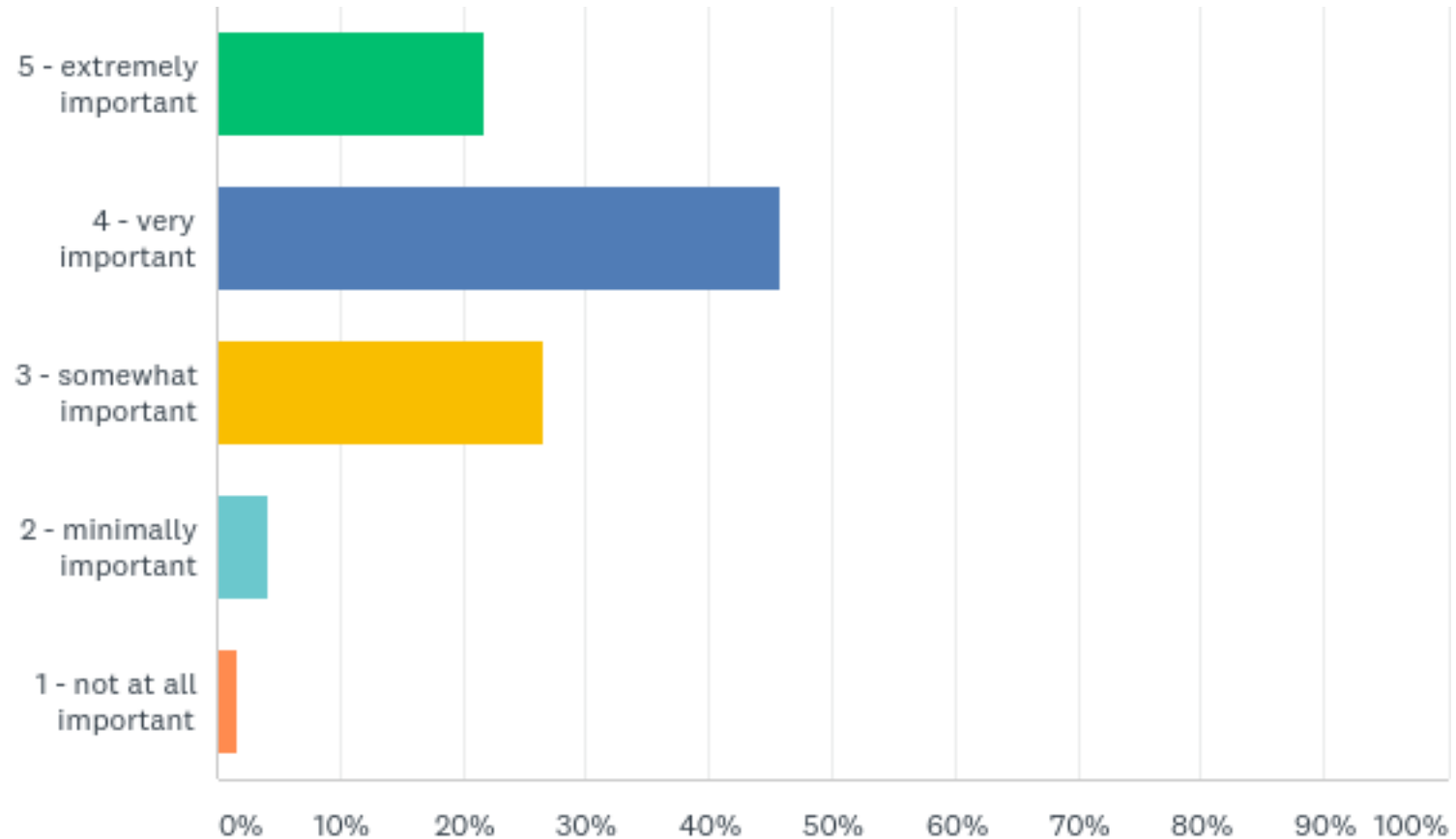
At least 70% said... **“Is a subject I am interested in”** & **“Should consider various elements including operations and maintenance after deployment”**



# ON A SCALE OF (1-5) HOW WOULD YOU RATE YOUR AWARENESS OF SMART COMMUNITIES?



# ON A SCALE OF 1-5, HOW IMPORTANT IS SMART COMMUNITIES TO TSM&O?





# SOCIAL MEDIA HAS BEEN IMPORTANT

- Periscope

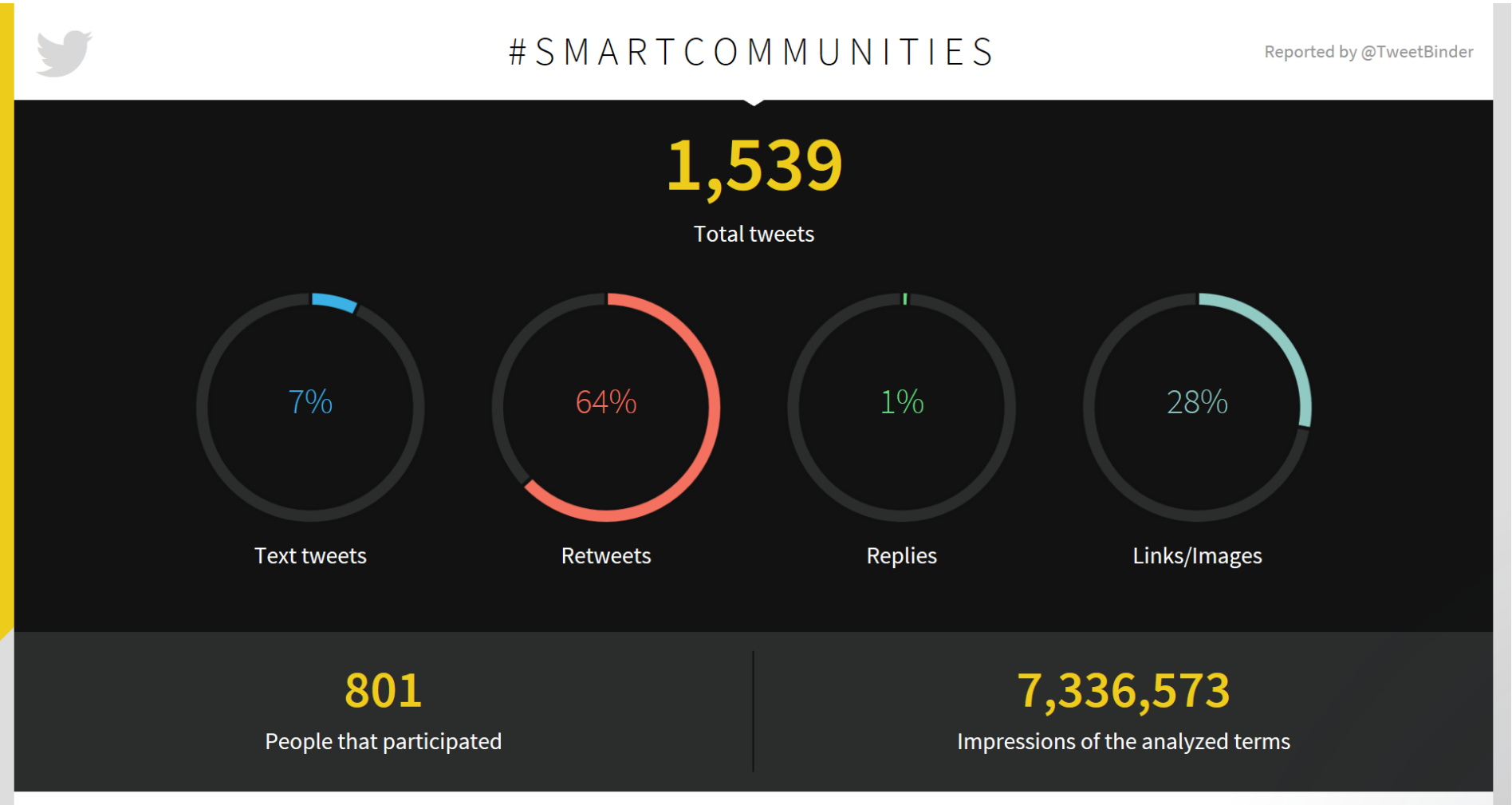
- <https://www.pscp.tv/DrivinWMagellan/1YqKDwbYXkwxV?t=54>
- <https://www.pscp.tv/EricRensel/1rmxPPBVZOLxN?t=43>

- Twitter

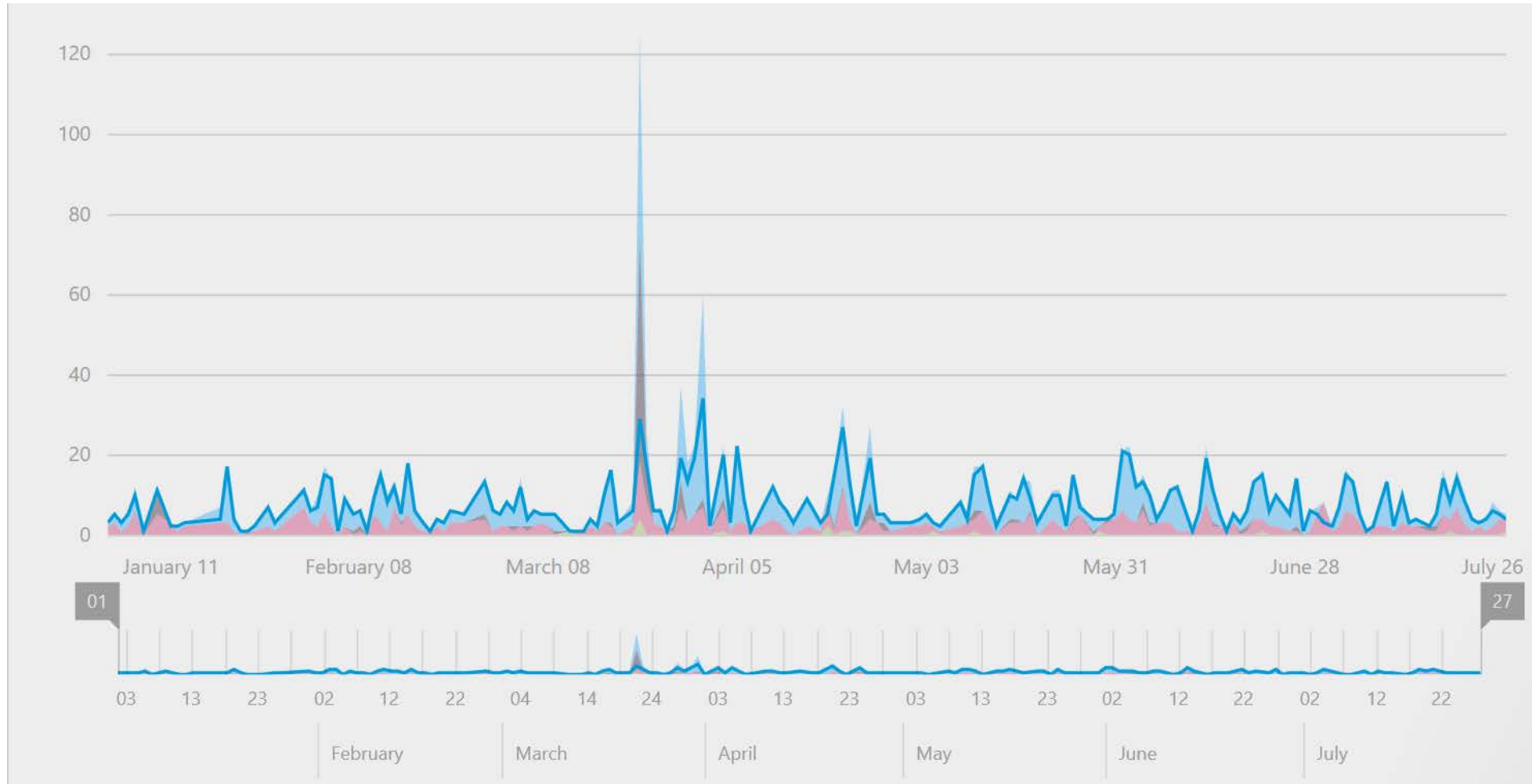
- #smartcommunities
- Tweet chat last was earlier this week



# #SMARTCOMMUNITIES TRACKER



# #SMARTCOMMUNITIES TRACKER



# THERE IS GREAT DEMAND FOR THIS INFORMATION

- It wasn't only what we heard, but also what we didn't hear.
  - Members were interested in learning, but often times not confident enough in the subject area to speak up.
  - Many members do not realize what they are already doing in this space
  - Some agencies expressed reluctance to make decisions today because of the unknown. "Should we go ahead with a programmed investment in transit infrastructure since we know everything is going to be changing soon?"
  - Many equated DSRC and Automated Vehicles with Smart Communities



# OVERARCHING IDEAS

- Technology to improve communities, NOT technology for technology's sake.
- Leveraging transportation assets outside of transportation (e.g., Smart Columbus pre-natal care).
- User-based focus, NOT vendor-based focus
- Address Urban, Suburban, and Rural issues
- Members need practical information, what decisions do I need to make right now.



# GRASS ROOTS NEEDS

<b>Succinct Statements from Listening Sessions</b>	<b>Resulting SCoTF Goals</b>
Provide information on what others are doing	Bring Communities Together
Help us Communicate the benefits of Smart Communities to Community Leaders	Be a Thought Leader
Leverage relationships with other organizations	Become <i>the</i> Essential Transportation Conduit



# ITE COUNCILS

- Transportation Systems Management and Operations Council
- 6 Technical Councils
- 3 Employer Councils

