SMART COMMUNITES

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



Intro and Definition Section

Building a smart community takes planning and a deliberate approach. Not only is the definition vague, but sponcies have many diverse technologies to consider for deployment. Constituents lambase unacceptables if they are the section up with the latest and greatest, while agencies feel like they are considerable shallow to their normal day-to-day duties. Where does one begin?

The wants to provide a starting point for smart communities for transportation practitioners. At this time, transportation, community spaced diseases on how the accounts supported of Smart Communities. ITE wants to provide a starting point for smart communities for transportation practitioners. At this time, the transportation community needs direction on how the enigmatic concept of Smart Communities relates to them, To that end, the Smart Communities Task Force has created a working definition and

ITE Mission Statement v1.0
ITE's role is to support, educate, promote, and assist the membership towards implementing mobility

Smart Community Definition v1.0

TE identifies a Smart Community as a city, county, town, neighborhood, or any other collection of people whose lives are enriched through the gathering, processing, analysis, and use of secure data from technology.

Examples of Existing Case Studies or Thought Leadership
Unfortunately, there is not a single ubiquitious describion of a smart community. Furthermore, there is
not a definitive shaining example of a city, lown, county, or State that is "smart." However, some common
threads have emerced that chart the course toward a smart community. At its core, municipalities who help to deliver smart communities are those that

- score, municipalities who help to deliver smart communities are those that:

 Recognize that by partnering with the private sector, the public can benefit from private services: recognize that by parameters while the parameters are parameters
 Break down internal slips to create more cross-collaboration; and Break down internal silos to create more cross-collaboration; and Have mechanisms (staff, procurement, etc.) to achieve faster and more nimble delivery of

The ultimate goal of these tenets is to institute a philosophy akin to transportation systems management and operations (TSM&O) which shifts the focus of construction to delivering outcomes. management and operations (TSM&O) which shifts the focus of construction to delivering outcomes.

This is evident in the Smart Columbus program, which had won the USDOT's Smart City Challenge:

https://doi.org/10.1006/j.com/10

How ITE Can Help
The first step for ITE members is to join the ITE Community page: http://bit.ly/2zocoMm. The next step will be to communicate with ITE members on key areas:

1. Do I have political support from elected officials or citizens?

- Do I have political support from elected omicials or citizens?
 Have I established nimble goals and ways to pivot if necessary?
 Do I want to invest my time into this?

If you have questions or would like more information on the ITE Smart Communities initiative, please contact ITE Smart Communities Task Force(SCoTF) at amartcommunities are to communities initiative, please



| 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) | Х | | | | Education Council |
| Webinars thru ITE and NoCOE | Х | | | | Education Council |
| Create Academic Curriculum/PPT | Х | | | | Education Council |
| Conduct Smart Communities Workshops with Chapter/Sections | Lead | Support | | Support | Promote |
| Create Tool to Quantify B/C | Х | Support | | | Х |
| Create Smart Community Advocacy Plan | X | | Х | | |
| Identify Needed Enabling Legislation (5) | Х | Support | Х | Local Issues | |
| Promote Smart Community Speakers (7) | Х | Annual Meeting | Х | Local Meetings | Х |



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/

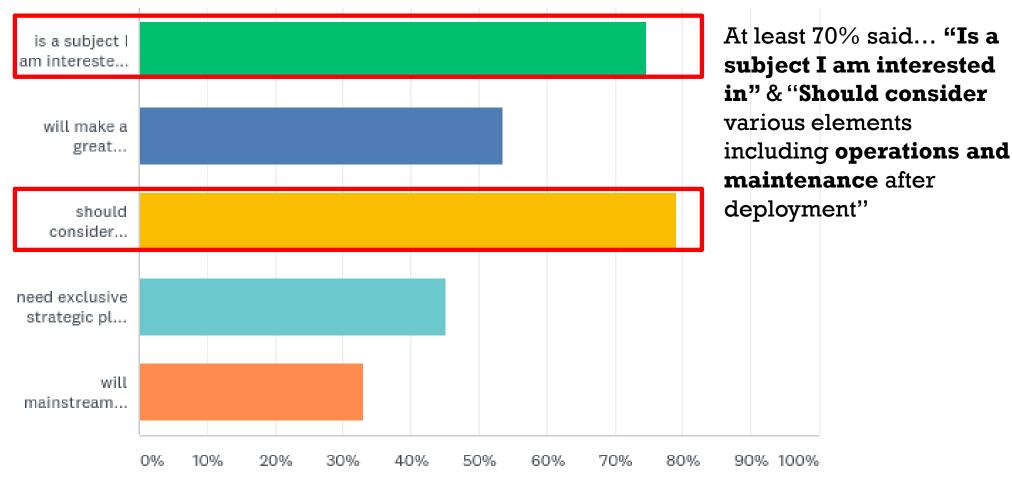
246 survey responses

Growing twitter feeds



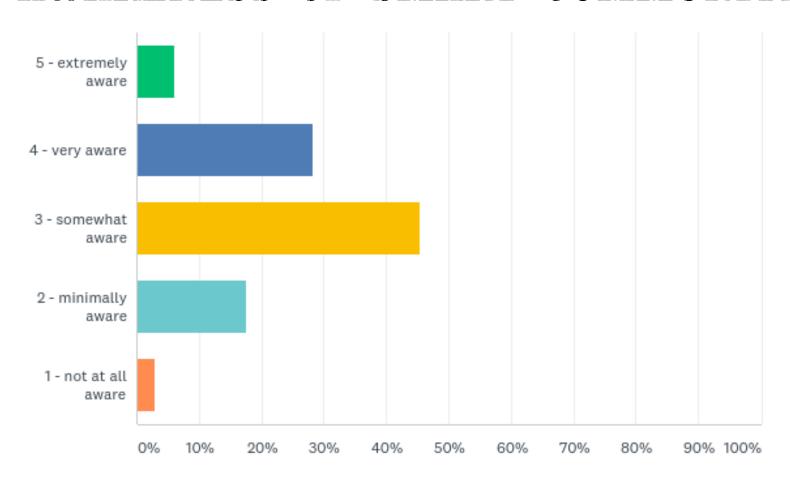


SMART COMMUNITIES IS...



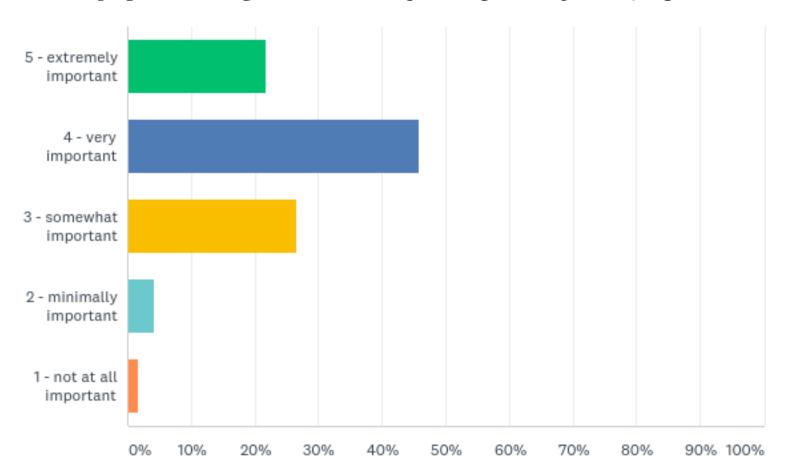


ON A SCALE OF (1-5) HOW WOULD YOU RATE YOUR AWARENESS OF SMART COMMUNITIES?





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





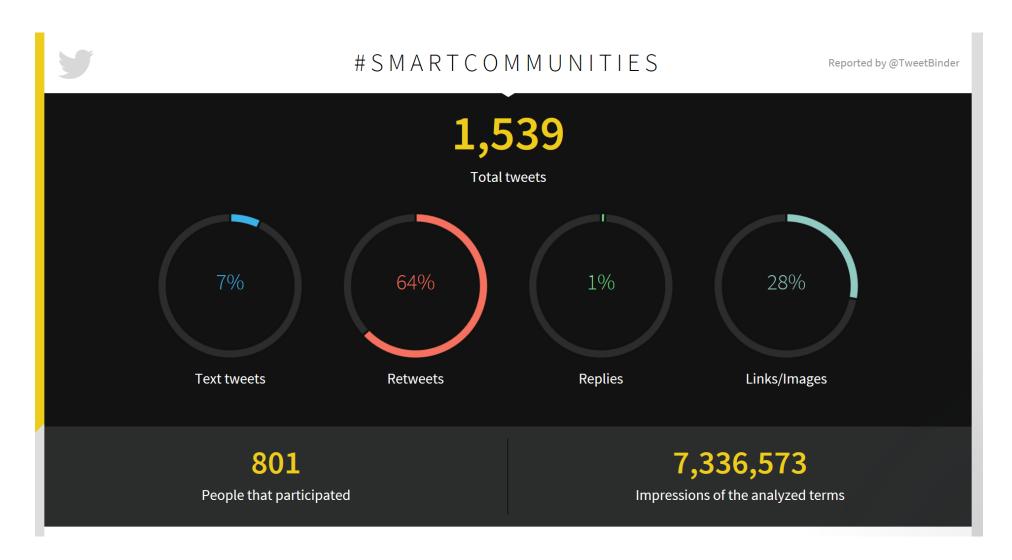
SOCIAL MEDIA HAS BEEN IMPORTANT

- Periscope
 - https://www.pscp.tv/DrivinWMagellan /lYqKDwbYXkwxV?t=54
 - https://www.pscp.tv/EricRensel/1rmx PPBVZOLxN?t=43

- Twitter
 - #smartcommunities
 - Tweet chat last was earlier this week

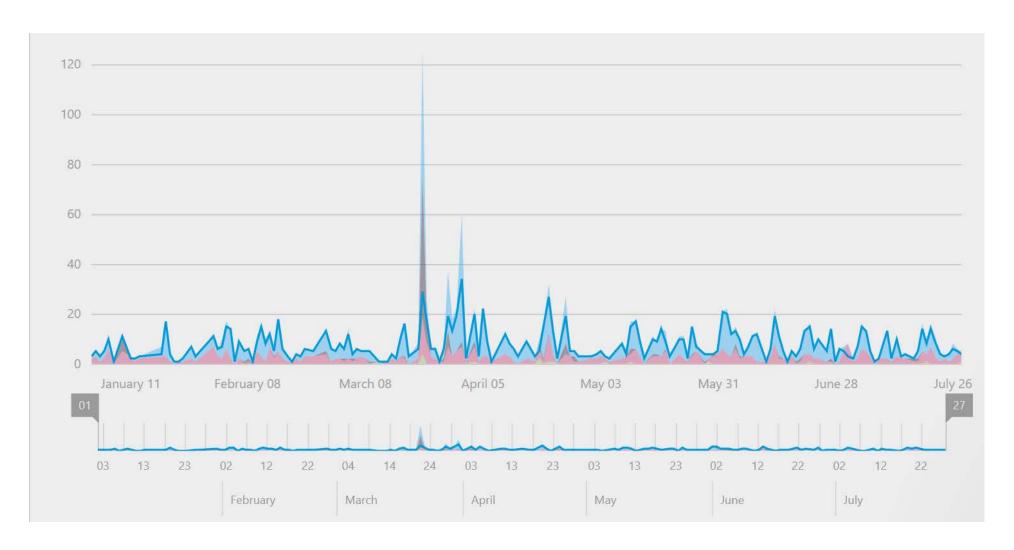


#SMARTCOMMUNITIES TRACKER





#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

| Succinct Statements from Listening Sessions | Resulting SCoTF Goals |
|--|--|
| 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

