Transportation in Smart Communities

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http://nordicapis.com/how-apis-are-driving-smart-cities/
Background

• FHWA Smart Community Challenge
• 2017 ITE IBOD Priority Initiative
• Lead by ITE TSM&O Council
  • Smart Communities Task Force
• ITE recently joined as an advisor
Problem Statement

“What is a framework ITE could use to define Transportation in Smart Communities and how could the industry utilize this framework?”
Background

Smart Community Framework (Smart Cities Council)

- Transportation (ITE & TSM&O)
- Energy (Energy Star, NERC)
- Waste (Waste Management)
- Security (Cisco, Google, Amazon)
- Water (Clean Water Organization)
- ...and more...
SMART Team Project Overview

- Transportation framework for Smart Communities
- Marketing Platform
- Resource Hub
- Report Card
- Certification Program
Smart Community Framework
Framework Overview

- Reduce Roadway Fatalities
- Increase Economic Throughput and Activity
- Provide Equal Opportunity Affordable Public Transportation
- Reduce Congestion, Travel Times, and Emissions
- Efficiently Utilize Public Transportation Funding
Options to use Framework

- Transportation framework for Smart Communities
- Marketing Platform
- Resource Hub
- Report Card
- Certification Program
Resource “Hub” Option 1
Resource Hub Overview

• Ranked 2nd in TSM&O’s Smart Community Survey
• Least amount of ITE resources
• Transportation in Smart Communities webpage
  • Linked to from ITE.org Technical Topics tab
  • Repository for growing list of Smart Community resources
• Enhanced content for members only
• Embed social media feed & assign a specific hashtag
Resource Hub Benefits

• Member Benefits
  • One stop resource

• ITE Benefits
  • Satisfy member demand
  • Marketing for the organization
  • Lead the trend for Smart Communities
  • International recognition
The 2017 Infrastructure Report Card reveals that we have made some incremental progress toward restoring our nation’s infrastructure. But it has not been enough. As in 2013, America’s cumulative GPA is once again a D+.

The 2017 grades range from a B for Rail to a D- for Transit, illustrating the clear impact of investment.
Report Card Overview

• Ranked 8th in TSM&O’s Smart Community Survey
• Intermediate amount of ITE resources
• Report Card format
  • Themed off other established Report Cards
  • Developed by ITE Staff, councils (TSM&O), committees and partners
  • Results reported annually
Report Card Benefits

• Member Benefits
  • Funding applications
  • City branding and press releases
  • Set benchmarks/goals for cities
  • Investment justification for government

• ITE Benefits
  • Satisfy member demand
  • Marketing for the organization
  • Lead the trend for Smart Communities
  • International recognition
Certification Option 3
Certification Overview

• Ranked 9th in TSM&O’s Smart Communities Survey
• Greatest amount of ITE resources
• Transportation in Smart Communities Certification
  • Smart Cities Council Coordination
  • Application Review
  • Website Maintenance
  • Update requirements/Framework
Certification Benefits

• Member Benefits
  • Cost Savings
  • Funding support
  • Enhanced Productivity

• ITE Benefits
  • Marketing for the organization
  • Lead the trend for smart communities
  • International recognition
Marketing Platform

Marketing Material Needs

- Informative
- Engaging
- Digestible
- Reach a wide range of stakeholders

Smart Cities: All you need to know

Marketing Platform

Topics
• Potential cost savings
• Project implementation strategies
• Return on investment
• Importance of multidisciplinary teams
• Case studies of successful projects

Outreach Platforms
• Videos
• Infographics
• Articles
• Conference Presentations
Recommendations

“Our recommendation is that ITE should start working with the Smart Cities Council to develop a framework and take action on option 1, the resource hub”
Q & A