2013 NATIONAL RURAL ITS CONFERENCE

Tom Sorel, President and CEO, AAA Minneapolis

@TomSorelMpls
AAA Minneapolis is an organization serving more than 200,000 members in Hennepin County.

AAA has a role to play in assuring that the services we provide have a positive impact on the quality of life for those in the communities we serve.

AAA Minneapolis is driven by five strategic directions:
- Quality of Life
- Sustainability
- Innovation
- Leadership
- Collaboration
Since the first official Rural IVHS Conference in Keystone, CO in 1993…

- ITS solutions look different than traditional transportation projects
- Need to market differently
- Get buy in from public and policy makers
BUILDING PARTNERSHIPS

- Innovative look at funding ITS projects – pursue new partners and new ways of communicating the importance of ITS investments


- Intersection Conflict Warning Systems
  - 20 sites, MnDOT project
THINKING STRATEGICALLY

• ITS solutions are a public health benefit

• Clear link to safety and Toward Zero Deaths (TZD)

• Technology is the path to Zero!
Everything we do should enhance quality of life

- Brand ITS solutions around Quality of Life (QOL) and sustainability
- Market research shows that safety, mobility and access are key transportation factors affecting QOL
- ITS solutions address safety, mobility and access in new and more sustainable ways
A FOCUS ON SUSTAINABLE SOLUTIONS

- **Society**
  - Equity
  - Health
  - Culture & History
  - Accessibility
  - Involvement
  - Livability
  - Values

- **Economy**
  - Productivity
  - Employment
  - Business
  - Development
  - Tax Burden
  - Trade

- **Environment**
  - Pollution
  - Habitat Preservation
  - Biodiversity
  - Air/Water Quality
  - Aesthetics

Sustainable Solutions

Minneapolis
• Much uncertainty about future transportation funding

• ITS solutions provide key benefits, but must be positioned around a measurable return on investment
Market ITS solutions to Millennials
• Millennials are the future, so is ITS

• Safety trumps freedom and privacy

• Millennials are sheltered
  – Electronic monitoring
  – Helmets
  – Amber Alerts
ITS IS THE FUTURE

• Embrace it, not a threat

• ITS redefines our entire transportation system
Thank You!

Tom Sorel, AAA Minneapolis

T sorel@aaaminneapolis.com

@TomSorelMpls