

2013 NATIONAL RURAL ITS CONFERENCE

Tom Sorel, President and CEO, AAA Minneapolis



@TomSorelMpls



AAA MINNEAPOLIS

- 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





RURAL ITS

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
- WSB & Associates, Inc., Design Electric, Inc. and The Minneapolis Auto Club Foundation for Safety
- 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!



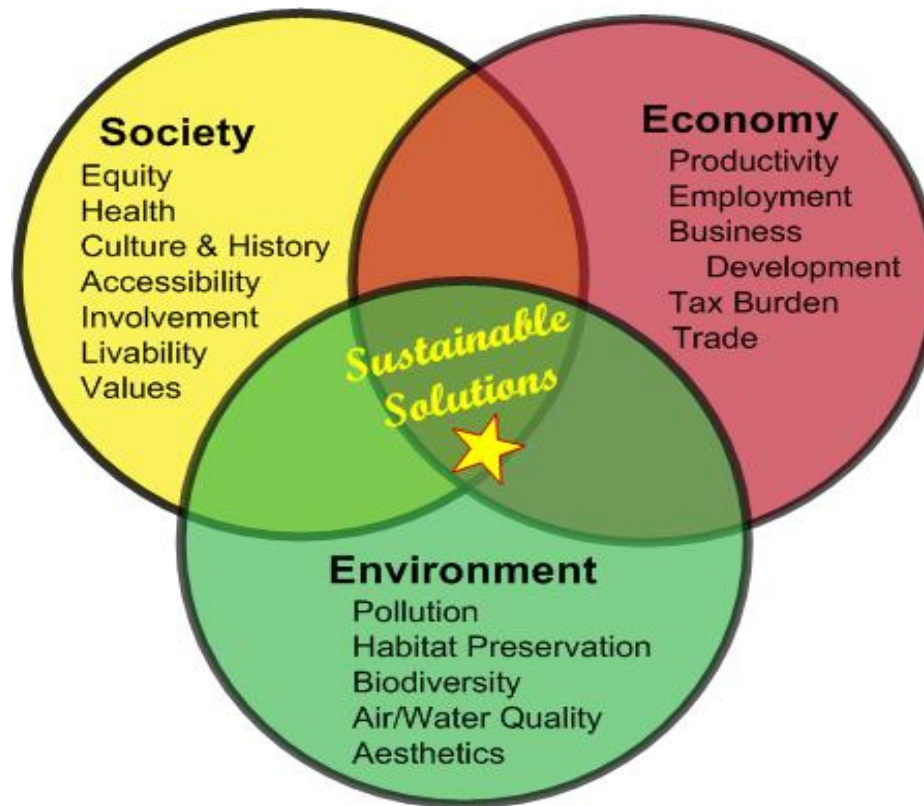
A QUALITY OF LIFE APPROACH

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



FUNDING CONSTRAINTS AND RETURN ON INVESTMENT

- Much uncertainty about future transportation funding
- ITS solutions provide key benefits, but must be positioned around a measurable return on investment



MARKETING ITS SOLUTIONS

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

Tsorel@aaaminneapolis.com



@TomSorelMpls

