

Does the Mode Match Values?

Industrial Culture

- Inflexible, Fixed
- Scheduled
- Slow
- Synchronous
- I am Controlled
- Mass
- Public
- Not owned
- Bureaucratic
- Managed

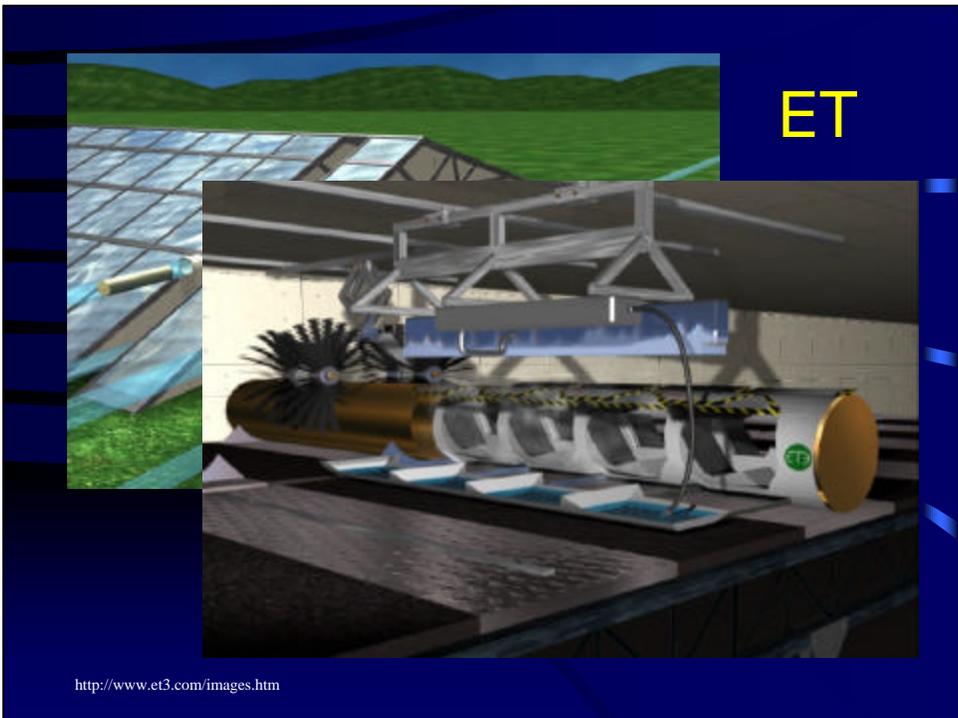
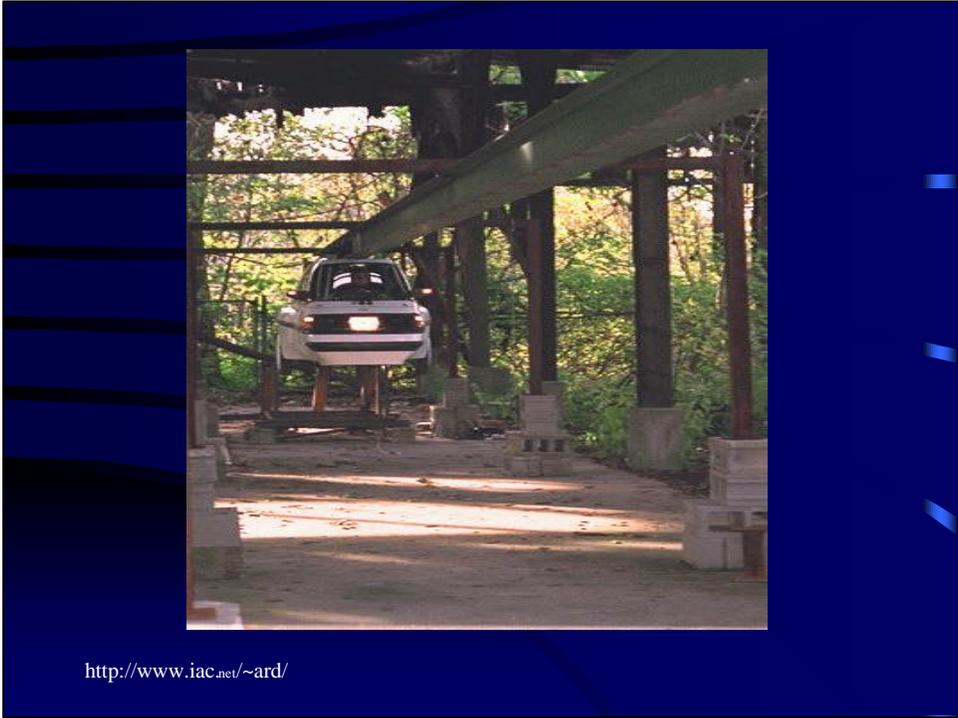
New Culture

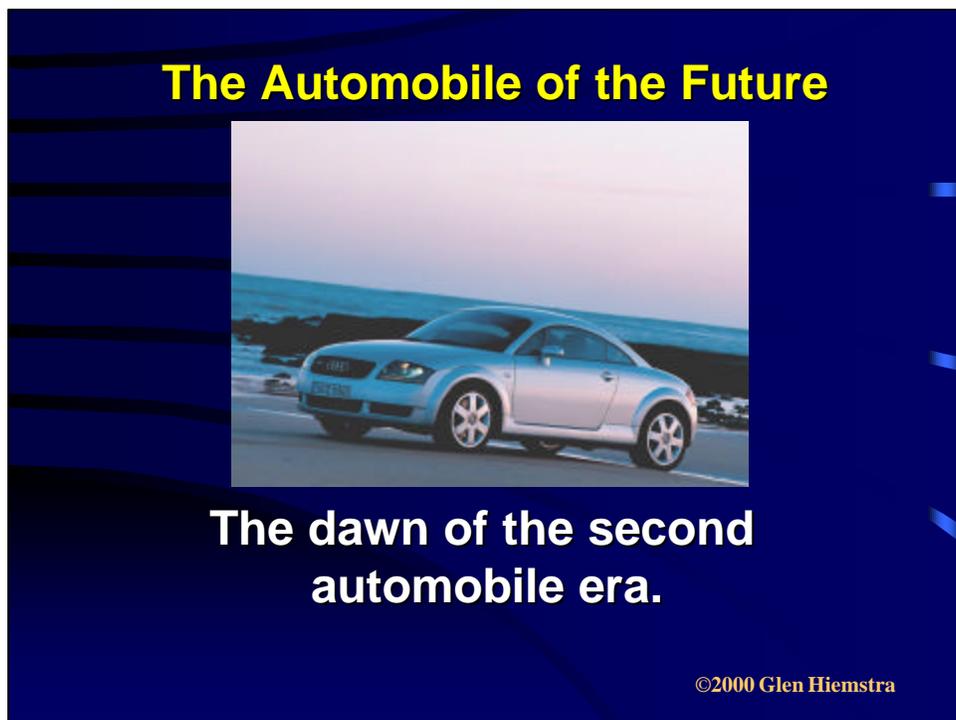
- Flexible
- Convenient
- Fast
- Asynchronous
- I Control
- Personal, Individual
- Private
- Ownership
- Entrepreneurial
- Self Organizing

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Smart Cars

- ◆ Moving communication Studio
- ◆ Smart Tracking, Driving Devices
- ◆ Virtual Interactive Displays
- ◆ Systems Interactivity
- ◆ Completely autonomous by 2025



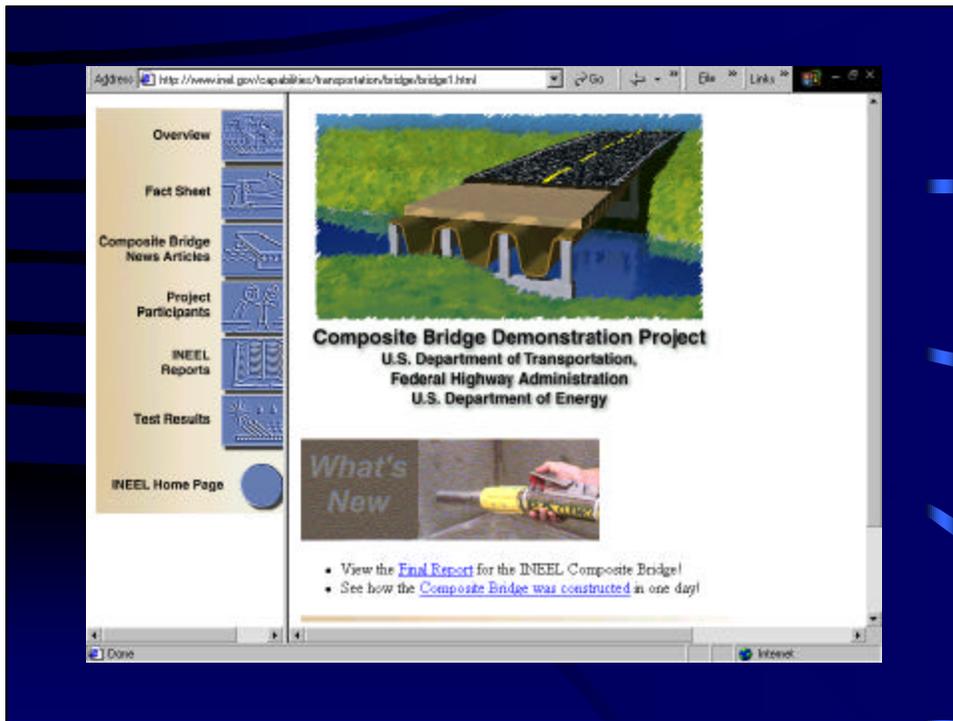
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Future of Roadways

- ◆ Over-all traffic increases, while the commute decreases
- ◆ New materials and built in intelligence
- ◆ Guideways appear
- ◆ Barrier separated truck-ways appear
- ◆ Augmented Reality Systems



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Environmental Imperatives

- ◆ Air Pollution ceases to be the issue
- ◆ Materials become recyclable
- ◆ Impact on land use and sprawl is remaining issue for transportation



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Safety Issues

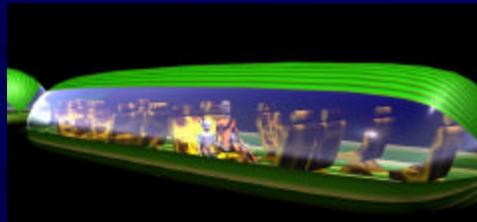
- ◆ Rural Road Challenges
- ◆ Using ITS to get at Safety issues such as fatigue, error, aggressiveness
- ◆ Motor Carrier Safety
- ◆ Stepping up to 21st Century opportunity to re-think automobiles and begin preparation for true “autos”



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Future of Transit & Motor Carriers

- ◆ Limited future of transit as a commuting system (1/3 = 9-5)
- ◆ Best future in urban areas with high elder populations
- ◆ High-speed rail gains
- ◆ Intelligent Trucks and Increased Truck Traffic



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