

## ARE YOU STUCK IN TRAFFIC ?

DEMAND ETO !!

smart . responsible

. ITS-ETO .

expressway . ecodriving



end freeway congestion

no special vehicle equipment

safe efficient traffic . low emissions

### EXPRESSWAY TRAFFIC OPTIMIZATION

Practicable cost-effective "smart road" ETO idea: road-top public signal lights coach drivers to end expressway [congestion](#) (and its emissions).

Ultra-easy visible light **early** **ok** **late** vehicle-specific headway [signals](#) team drivers to tune speed and space for smooth nostress trips.

*Vehicle headway e.g. 1.8 seconds = time the vehicle front will take at current speed to travel to where the next vehicle front ahead is now.*

ETO empowers travelers and truckers to headway for fast safe steady traffic flow on freeways and motorways (controlled access highways).

Speeds all vehicle types (e.g. truck, bus, taxi, motorcycle). Way less brake, lane change. Smooth merge. Lifts through traffic off local roads.

11 [options](#) include: 1. ETO-aware cruise control, 2. ETO paid for in only 2 to 6 years from low tolls (e.g. \$1 to \$3 per vehicle per business day).

Safe radio-frequency (RF) ETO-connect is a cell/wireless option. Visible basic ETO headway signals use secure 100% light wave optical comms.

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## EXPRESSWAY CONGESTION = HUGE UNNECESSARY EVIL

**\*\* WASTING UP TO 85% OR MORE OF TRAFFIC FLOW CAPACITY \*\***

Means many massive harmful mobility hits -- ALL avoidable with ETO:

- extra pass & ship times
- lost productivity costs
- fuel waste & expenses
- local road thru trip jams
- environmental emissions
- road rage & social stress
- vehicle brake wear
- pavement damage

Expressway congestion is a *BIG PART* of the worldwide *#1 TRANSPORT ISSUE*: huge polluting congestion wastes far too much fuel, drags hard on cities (e.g. costs Toronto, Canada area an estimated \$6BN a year).

PUBLIC SECTOR MONEY & GRIDLOCK WOES GROW. A MAJORITY VOTE ONTARIO [CO-OP](#) (EXPRESSWAY USERS, NEIGHBOURS) WILL TRY ETO WITH ONTARIO TRANSPORT POWERS [MTO](#), [METROLINX](#), [TORONTO](#).

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## "TRANSPORTATION ESTABLISHMENT" -- PART 1

ETO upsets the anti-car "transportation establishment" in the province of Ontario, Canada e.g. Metrolinx pushing a \$50BN (capital) Toronto area (tax- and toll-subsidized, union-job) transit empire MEGASIZING:

- costing 69X the cost to install ETO on EVERY public expressway lane-km (approx. 3600) in the same Toronto area (likely overkill).
- needing a \$1.4BN annual transit operating SUBSIDY, when ETO nets \$100Ms annual REVENUES from (low-cost business-day) tolls.
- taking 25 years to full rollout of bus and train routes and need for its PERMANENT \$1.4BN / year (inflating) transit operating subsidy.
- finished 13 years after ETO takes only 12 years to unclog all public freeways in the same Greater Toronto and Hamilton area (GTHA).
- taking 25 years by which time ETO has already earned \$2.6BN to \$7.8BN from low-priced popular "smart road" expressway tolls.
- likely proving a costly transit DUD, when ETO grows into both major tourist attraction and transport high-tech export SUCCESS STORY.

The Metrolinx "Big Move" regional transit plan is a big move on taxpayer wallets. Metrolinx bosses who today spurn ETO traffic jam relief, agree full well public transit can pull few people out of private cars. Not even fat fare subsidy, starved road budgets and anti-car finger-wagging can.

WOULD RELIABLE REGIONAL BUS-TRAIN RAPID TRANSIT THRIVE ON FREE-FLOWING ONTARIO HIGHWAYS? OUR [BALLOT BOX POWER](#) CAN PUSH OUR TRANSPORT POWERS INTO THE NEW REAL WORLD OF ETO.

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## "TRANSPORTATION ESTABLISHMENT" -- PART 2

In 2006 (per Statistics Canada) a significant majority of commuters in Ontario traveled by car (79% in Ontario overall, 71% in Metro Toronto).

This modal split continues today. Yet the vast majority of Ontario car commuters have been conned by self-serving media-backed vested-interests: bureaucrats, politicians, labour unions, activists, companies.

Amazingly -- car commuters themselves are completely cognitively captured and have fully internalized the anti-car / transit-only nonsense propaganda served up by transport policy-makers in Ontario today.

**\*\* TIME TO WAKE UP, CAR COMMUTERS !! \*\***

Cynically viewing expressway congestion as "incentive" for drivers to switch to transit, complacent elitist bureaucrats and politicians fear and stonewall investigation of the made-in-Ontario ETO idea (since 2004).

Resisting cost-effective practicable congestion solutions fitting transport payer choice, dogmatic policy-makers and selfish vested interests block the rights of millions of expressway users and neighbours (in and out of Ontario), to enjoy ETO's mobility, money, ecology and geopol benefits.

THINK ETO IS INTERESTING? JOIN THE CLUB !! [CLUB ETO](#) THAT IS.

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## POLITICAL TRANSPORTATION RIGHTS

Transport rights of not only expressway users and neighbours, are being trampled by anti-car / anti-freedom dogmatists. Political and bureaucrat arrogance today also disrespects three other major stakeholder groups:

1. Smart automakers know ETO can pushback anti-car zealots who seek to kill auto sales by endless new costly excessive green regs. ETO outs the hypocrisy of nanny types loudly lamenting freeway jams and smog, urging high tolls and cuts to car travel, while they quietly block ETO.
2. Public transit needs the ETO "magic key" to unlock expressways as politically feasible transit finance source, yielding significant net funds

from low tolls (e.g. \$1 - \$3 / vehicle / business day), cheerfully paid by freeway users for fast, safe, smooth ETO trips with almost no braking.

3. Roadbuilders wise focus on the big returns ETO adds to the business case to build and maintain highways. Returns proven by what ETO will bring: big leap in traffic capacity with end of congestion, less road wear, big drops in: trip times, fuel use, emissions, braking, rage, crashes.

COST TO PUT ETO IN ALL 3600 LANE-KMS OF TORONTO-AREA PUBLIC EXPRESSWAYS? **\*\*LESS THAN 2%\*\*** OF THE \$50BN METROLINX ASKS FOR 1666 LANE-KMS OF NEW TRANSIT ROUTES IN THE SAME REGION.

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I T S  
(INTELLIGENT TRANSPORTATION SYSTEMS)

Amazed visitors pack guided tours on first ETO lanes. Spark multi-\$BN multi-decade ITS-ETO high-tech exports. \*ENVIZION\* *HEADWAY TEAM* leading-edge "smart road" freeway optical signals delivering worldwide:

**EXPRESSWAY - TRAFFIC**

[www.ITS-ETO.com](http://www.ITS-ETO.com)

**ALMOST FUN - ALWAYS FAST**

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*ARE YOU STILL IN TRAFFIC ?*