Volume - Issue
06-10
August 2019

Telematics Industry
Insights by
Michael L. Sena

THE DISPATCHER

IN THIS ISSUE

James Irwin, lunar module pilot, is photographed by David Scott while standing beside the U.S. flag during the Apollo 15 mission to the Moon on 1 August 1971. Apollo 11 mission on 20 July 1969 was first.

The Lunar Module Falcon rests in the center of the photo with the Lunar Rover to the right. The mountain called Hadley Delta in the background rises approximately some 14,000 feet (4.2 km) above the plain.

The ***Lunar Roving Vehicle*** (LRV) was a battery-powered four-wheeled vehicle used on the Moon during the last three missions of the American Apollo program (15, 16, and 17) during 1971 and 1972. The ***LRV*** could carry one or two astronauts, their equipment, and lunar samples. Georg von Tiesenhausen is credited with submitting the original design, before it was sent to Boeing for implementation. The original cost-plus-incentive-fee contract to Boeing (with Delco as a major sub-contractor) was for $19 million and called for delivery of the first ***LRV*** by 1 April 1971, but cost overruns led to a final cost of $38 million. The ***LRV*** was developed in only 17 months and yet performed all its functions on the Moon with no major anomalies. Harrison Schmitt of Apollo 17 said, "....the ***Lunar Rover*** proved to be the reliable, safe and flexible lunar exploration vehicle we expected it to be. Without it, the major scientific discoveries of Apollo 15, 16, and 17 would not have been possible; and our current understanding of lunar evolution would not have been possible."

THE DISPATCHER

Telematics Industry Insights by Michael L. Sena
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Putting Their Heads and Their Data Together for Us

After almost four decades of discussions on standards, countless projects, thousands of conference papers and unreckonable amounts of money spent supporting all of these activities, we are finally approaching the time when useful data about the flow of motorized road transport will be shared among public and private enterprises in a way that will benefit everyone who is dependent in any way on processing the data, delivering it in the form of services and using it. It has taken this long because time was needed for the technologies, the companies, the regulating authorities and the public to reach the level of maturity necessary for employing the data effectively. We're not there yet, but we're in the final spurt stage. If you are one of the racers on the track, dig down deep for the energy to finish. If you are not on the track, do all you can to cheer on and support those who are.

ON THE 3RD OF JUNE in the city of Eindhoven, NL, a bit of history was made. Whether you feel it is a large or small bit of history will depend on whether you are part of the approximately 0.005% of the world's population having something to do with motorized road transport, either directly (i.e., building and maintaining the road infrastructure, building and selling cars, trucks, buses, motorcycles) or through providing services to vehicles (driving, maintenance, emergency assistance, etc.). On the evening of the 3rd of June, the ***EU Data Task Force***[1] met in Eindhoven where this year's ITS European Congress was being held. The history-making event was the signing of a Memorandum of Understanding by all participating members of the ***EU Data Task Force*** that commits them to a twelve-month Proof of Concept (PoC). It will combine alerts generated by vehicles with infrastructure data and share the result using a decentralized 'data collaboration architecture'.

The EU Data Task Force (DTF)

The ***EU Data Task Force*** is described by its founders as "the first project in the European Union and the biggest project in the world focusing on improving road safety by

1. EU Data Task Force is the result of an agreement made at the High-Level Meeting on Connected and Automated Driving held on 15 February 2017 in Amsterdam. European Transport Ministers, the European Commission and industry partners established the Data Task Force for the purpose taking the first steps towards data sharing for Safety-Related Traffic Information in the European Union.

The Data Task Force includes the following organisations:

EU Member States: The Netherlands, Ministry of Infrastructure and Water Management; Spain, Ministry of Home Affairs La Subdirección General de Gestión de la Movilidad DGT; Finland, Transport and Communications Agency TRAFICOM; Germany, Federal Ministry of Transport and Digital Infrastructure and Luxembourg, Ministry of the Economy.

Service Providers: HERE Europe B.V. and TomTom Traffic B.V.

Vehicle Manufacturers: BMW AG; Ford Smart Mobility Ltd; Mercedes Benz; Volvo Cars

means of the large-scale use of vehicle data." The project is to be commended for its strong commitment to true cooperation between the public and private sectors. Its principal objective is to improve safety on European roads with collateral benefits accruing to everyone contributing to the data pool. The European Union set itself the ambitious target of halving the number of road deaths between 2010 and 2020, but in 2014, decreases stopped and in 2015 there was a 1% increase.[2] The goal will not be met, but it is not being abandoned. The ***EU Data Task Force*** is an indication that the EU understands that there must be cooperation among all parties, not simply Directives and Regulations emanating from the European Commission and passed by the EU Parliament.

2. https://etsc.eu/euroadsafety-data/

The official logo of the EU Data Task Force

According to a ***DTF*** official announcement of the signing of the MoU, the Proof of Concept, called Data for Road Safety, "aims to facilitate a fair and trusted partnership and is based on the principle of reciprocity where safety data will be offered in return for safety services."

There is, of course, an EU regulatory context for the ***DTF***. It is the *Commission Delegated Regulation (EU) No 886/2013 of 15 May 2013, supplementing Directive 2010/40/EU of the European Parliament and of the Council with regard to data and procedures for provision, where possible, of road safety-related minimum universal traffic information free of charge to users.*[3] This *Regulation* was intended to "establish the specification necessary to ensure compatibility, interoperability and continuity for the deployment and operational use of data and procedures for the provision, where possible, of road safety-related minimum universal traffic information free of charge[4] to users on a Union (meaning European Union) level in accordance with Directive 2010/40/EU."

3. https://datex2.eu/sites/default/files/2018-06/Delegated%20Regulation%20EU%208862013%20%E2%80%93%20Safety%20Related%20Information.pdf

Unlike the *Delegated Regulation* that I wrote about in the June issue of ***THE DISPATCHER*** that would have fixed V2X at ITS-G5, this DG was actually accepted and passed by the Parliament and the Council of Ministers.

4. 'Free of Charge' means the provision of the road safety-related minimum universal traffic information service at no extra cost for the end users at the point of use.

In the DR 886/2013, there are eight road safety-related events or conditions, and these provide the use cases for the ***DTF*** Proof of Concept. These are:

- temporary slippery road
- animal, people, obstacles, debris on the road
- unprotected accident area
- short-term road works
- reduced visibility
- wrong-way driver
- unmanaged blockage of a road
- exceptional weather conditions

Data exchanged among the ***DTC*** PoC parties and resulting road safety-related messages will reference one of the eight event categories and include a brief description of the event. Messages will also include the location of the event or condition.

There's something different this time

Readers of **THE DISPATCHER** know that I have been critical of the Commission's attempts to push the market toward some form of on-board, standardized box that will send messages to all service providers without any involvement from the OEMs. I have also been an outspoken critic of forcing all vehicle manufacturers and national road administrations to implement a V2X solution based on 802.11p Wi-Fi, as is *ITS-G5*. In all the information provided on the ***DTF*** and the Proof of Concept there is no mention of either of these proposals. The language is uncharacteristically (for the Commission) accommodating of the private sector. It says there is a need to "structure a trusted/trusting community to deliver safety-related traffic information," and that in a safety eco-system "you have to give and get." It continues with the statement that a "deployable model (both technology and processes) must be put in place that supports both safety-related traffic information (which will be free) and commercial services (for which fees will be charged)."

This is ground-breaking thinking for the Commission and this is the main reason I have called it a history-making event.

Thus far, four vehicle OEMs have signed the MoU and will cooperate in the Proof of Concept, BMW, FORD, MERCEDES-BENZ and VOLVO CARS. The PoC will begin in The Netherlands with ***DTF*** partner RIJKSWATERSTAAT as the public party and TomTom and Here providing the data processing and distribution function. In simple terms, cars from each of the four OEMs will send anonymized data alerts related to the eight use cases to a common decentralized data collaboration platform that is accessible to all of OEMs. So if a Ford detects reduced visibility, it sends this message to the central platform for processing into a traffic message, and this message is then sent to all vehicles and to the public authorities.

Beginning on July 1st, BMW will ask its BMW and Mini owners if they are willing to share their vehicle's data in anonymized form with other drivers. Drivers will be able to opt out at any time if they decide to opt in. Their cars will be able to send warnings on poor visibility, slippery roads, accidents or road blockages. Mercedes-Benz will only use test cars, not customers and their cars. Volvo

Cars already sends messages to its telematics service provider when a driver activates their hazard warning light or when the *Slippery Road Alert* system is activated. This data will be sent to the ***DTF*** system and shared with other drivers. Following The Netherlands, tests will be made in Germany, Spain, Finland, Sweden and Luxembourg.

It's good to see that top management in the car companies are both aware of and supporting this effort. Christoph Grote, Senior Vice President of Electronics at BMW is quoted in a news release as saying "…we are proud to blaze this train with our partners. When it comes to road safety, there are no competitors, only partners." Håkan Samuelsson added: "We think this type of anonymized data sharing should be done for free, for the greater good and to the wider benefit of society. It saves lives, time and taxpayer money." I think we can all second that motion.

SOCRATES2.0: Parallel and Complementary

As it happened, I was in Eindhoven on the day of the DTF MoU signing, although it was not for the Data Task Force meeting. At another time I might have been invited, but those who were there are representatives of the companies and national agencies that will be completing the Proof of Concept. My reason for being in Eindhoven was to attend a meeting of the SOCRATES$^{2.0}$ Advisory Board, of which I am a member.

I wrote about the objectives and work program for SOCRATES$^{2.0}$ in the September 2018 issue of **THE DISPATCHER**. It is an EU/Partner-funded project in which four cities, Amsterdam, Antwerp, Copenhagen and Munich are used as test sites for realizing "smart traffic services and traffic management". The principal objective of the Project is to identify the best ways for traffic information service providers, road authorities, car manufacturers and ITS companies to cooperate with one another in order to deliver the best data to some form of traffic management system. In order to determine whether the Project has achieved this objective, the cooperation models will be tested in the four pilot cities, and the level of success will be the degree to which traffic flow will be improved using four use cases: smart routing, actual speed and lane advice, local information and hazardous warnings, and improved roadside traffic management measures.

Clearly, there are similarities and overlaps with the work of the ***EU Digital Task Force***. BMW, HERE and RIJKSWATERSTAAT are members of both project teams. The Netherlands and Germany are test sites in

Members of SOCRATES 2.0 *(members who are also in the Data Task Force are in* ***BOLD****)*

- *BAST*
- *BeMobile*
- *Brand MKRS*
- ***BMW***
- ***Here***
- ***Rijkswaterstaat***
- *MAP*
- *Technolution*
- ***TomTom***
- *Blaamse overhead*
- *City of Copenhagen*

Pilot Sites

- *Amsterdam*
- *Copenhagen*
- *Munich*
- *Antwerp*

both projects. This is very positive since it will encourage additional sharing of results. SOCRATES$^{2.0}$ will be looking at the financial implications of cooperation around traffic information sharing. Even though the idea behind data sharing in the ***EU DTF*** is that it shall be free, there are costs that will need to be covered. It is essential that these costs are identified and ways are found to cover them.

EU Regulation for Free Flow of Data

There is a third and essential component for the sharing of road transport safety data that has been put into place. On the 28th of May 2019, the ***Regulation on the free flow of non-personal data*** in the EU became applicable in all EU countries. It had entered into force in December 2018 after being adopted by the European Parliament in November. In a statement announcing its enactment, the EU stated the following:

> *Free flow of non-personal data is a pre-requisite for a competitive data economy within the Digital Single Market. To fully unleash the data economy benefits we need to ensure a free flow of data, allowing companies and public administrations to store and process non-personal data wherever they choose in the EU.*

The ***General Data Protection Regulation (GDPR)*** already provides for the free movement of personal data within the EU, in addition to serving the primary goal of protecting personal data. It is the intention of the EU that ***GDPR*** combined with the ***Free Flow Regulation*** will "ensure a comprehensive and coherent approach to the free movement of all data in the EU, personal and non-personal". The European Commission has published guidance on how the Free Flow Regulation shall be interpreted and implemented:

- Free movement of non-personal data across borders: every organisation should be able to store and process data anywhere in the European Union. At the same time, the ***Regulation*** prohibits data localisation restrictions in all cases, "except where proportionate and duly justified by public security". Member States will also have to communicate any data localisation restrictions to the Commission.
- The availability of data for regulatory control: public authorities will retain access to data, also when it is located in another Member State or when it is stored or processed in the cloud.
- Easier switching of cloud service providers for professional users. The Commission has started facilitating self-regulation in this area, encouraging providers to develop codes of conduct

regarding the conditions under which users can port data between cloud service providers and back into their own IT environments.
- Full consistency and synergies with the cybersecurity package, and clarification that any security requirements that already apply to businesses storing and processing data will continue to do so when they store or process data across borders in the EU or in the cloud.

The objective of the Regulation is to "create legal certainty for businesses allowing them to process their data anywhere in the EU", which should increase operational efficiency for all European businesses with cross-border operations. Under the Regulation, EU countries will be prohibited from imposing "unjustified" data localisation restrictions, on the grounds that these represent a form of protectionism which is incompatible with a true single market.

What does it all mean for traffic flow and traffic safety data? Without the ***Free Flow Regulation***, any Member State could decide that data generated inside its borders had to remain inside its borders, just as is the case in China. Countries have contemplated such restrictions in order to prohibit Google, Facebook and other data brokering companies from using any form of data, both personal and non-personal, for commercial purposes. If this were the case, service providers would be forced to set up national nodes to receive and processs data from vehicles and about the transport network within the boundaries of a country. They would need to set up communications infrastructures that delivered information to vehicles within those boundaries, and be required to negotiate with national authorities to establish operations with each country.

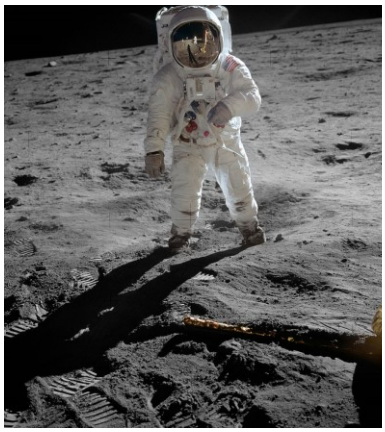
By combining ***GDPR*** and the ***Regulation on the free flow of non-personal data***, at least within the twenty-eight (possibly by 31 October 2019, 27—but who knows?) countries of the European Union and any additional countries that agree to abide by these Regulations (e.g., Switzerland and Norway), the baby can be taken out of the tub before the bath water is thrown out. Personal data is strictly in the hands of the individual while data that is clearly separated from a person can be used for (legal) business purposes.

The ***DTF*** Proof of Concept projects, SOCRATES$^{2.0}$ and other similar initiatives conducted at both the international and national levels, will provide us with the tools, techniques and business processes that will finally begin to deliver on the promises we made thirty years ago in PROMETHEUS.

PROMETHEUS

The Eureka PROMETHEUS Project (PROgraMme for a European Traffic of Highest Efficiency and Unprecedented Safety, 1987-1995) was aimed at developing concepts and solutions which will point the way to a road traffic system with greater efficiency, economy and with reduced impact on the environment combined with a degree of unprecedented safety. It received €749,000,000 in funding from the EUREKA member states and defined the state of the art of autonomous vehicles. Numerous universities and car manufacturers participated in this Pan-European project.

Dispatch Central



Buzz Aldrin joined Neil Armstrong on the Moon's surface. This is a photo taken by Armstrong of Aldrin. If you look closely, you can see in Aldrin's visor the Lunar Module Eagle and Armstrong taking the photo.

Fifty Years Since First Moon Walk

STANDARD QUESTION: Do you remember where you were at 10:56 p.m. EDT on July 20th 1969 when Neil Armstrong became the first human to set foot on the moon? For me, it was the summer following college graduation. I was living at home in Scranton with my parents and working in a local architecture office before starting graduate school. We watched the whole thing on TV narrated by Walter Cronkite, anchor for CBS Evening News. I'm sure that many others were listening to it all, from the lunar landing at 4:17 p.m. EDT to the walk on the Moon's surface, on their car's only piece of technology, the car radio.

For those of us who had heard President John F. Kennedy's speech which he gave at Rice University on September 12, 1962, it was the fulfillment of a national goal, that before the end of the decade, to land a man on the Moon and return him safely to Earth. In his speech the President said, *"We choose to go to the Moon! We choose to go to the Moon in this decade and do the other things—not because they are easy, but because they are hard. Because that goal will serve to organize and measure the best of our abilities and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win."*

I have read that there are people who don't believe there ever was a Moon landing, that the whole thing was staged and that the *Lunar Module Eagle* (pictured) and its crew of two, Buzz Aldrin and Neil Armstrong, never got near the Moon, let alone landed on its surface. It doesn't take too much imagination to figure out where those sour grapes were grown. The Soviet Union had used up a lot of matches trying to light its own fire on the Moon's surface only to watch them being blown out by the wind of Apollo 11. A total of twelve people, all Americans, have walked on the Moon. The last Apollo mission, Apollo 17, was in December 1972. Since then, no one has been back. Yet!

Paying the Price for Irresponsibility

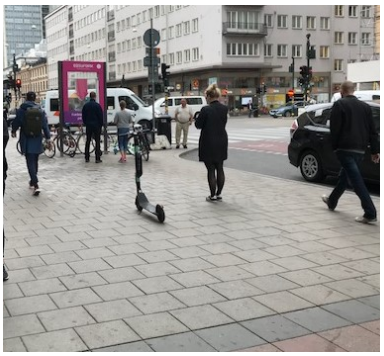
LISBON, PORTUGAL IS fining scooter rental and bicycle rental companies if customers leave them in places where they obstruct pedestrian or vehicular passage. Note, it is not the customers but the rental companies that are being fined €300 for each occurrence. This should get their attention.

In June, Amsterdam began fining scooter and moped riders caught driving on the city's bike paths. The ban went into effect in April, but the city postponed the issuing of fines for two months in order to give everyone plenty of time to adapt to the new rules. The fine is €95 (ouch) plus €9 more for administration of the fine. Amsterdam will place on duty an additional twelve enforcement officers to try to make sure that everyone obeys the regulations. Amsterdam officials instituted the ban on scooters and mopeds on bike paths in an attempt to increase safety for cyclists. Three scooter riders took the city to court, arguing that they should not have to use the streets because they are not as safe as the bike paths. The courts ruled against them.

San Francisco was one of the early recipients of the flood of Chinese-made electric scooters, and it was also one of the first to decide that irresponsible behavior needed to be punished. In April, 2018, the city began issuing $125 tickets to BIRD, LIME, SPIN and other companies whose vehicles blocked sidewalks and roadways. The city also demanded that the companies required renters to have a driver's license, wear helmets, stay off the sidewalks and "not park in a manner that blocks ramps and bus stops."

In the two cities where I spend most of my time, Stockholm and Gothenburg, city officials seem not only to be oblivious to the complaints of residents; they participate in the bad behavior. Scooters and bikes are everywhere they should not be, and there are no fines attached to the irresponsible behavior. The political head of Stockholm's traffic department, a member of the Green Party, is an avid promoter of bikes and scooters, and driving the wrong way on one-way streets. In Gothenburg, the city allowed a bike rental company to achieve a marketing coup by placing its rental racks smack dab in the middle of the main exit from its central train station and path to the the local bus and tram stop. It took over eight months for someone to finally get the city to force the bike rental company to move one of the rows so that train and bus travellers could get to and from the buses and trams without having to walk through the bike stand.

Shortly after the Green Party became part of stockholm's governing coalition last fall and one of its members became head of the traffic department, these signs were added below every ***One-Way Do Not Enter*** *sign. It reads: This does not apply to bicycles. Why not? Why not indeed! A private person complained to the county government who ruled that the added signs must be removed since they are illegal. Mr. Green was unrepentant. "They're dumb," he huffed.*



This is a typical parking spot for electric scooters in Stockholm.

Here is the bike stand outside an entrance/exit to the Gothenburg Central Station. It is the only entrance that can also be used by delivery trucks, and they are there at the morning rush hour.

Lee Iacocca: One of the Great Ones Dies

IF YOU LIVE long enough, you are bound to get some things right and some things wrong. Lee Iacocca lived to the ripe old age of 94, and when it came to his chosen profession, a businessman in the automotive industry, he got a lot of things right.

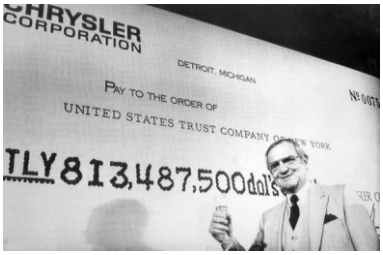
Lido "Lee" Anthony Iacocca was born in 1924 in Allentown, Pennsylvania to parents who had emigrated in 1921 from a small town in the Province of Benevento, in the Region of Campagna, Italy. They arrived just before the *Immigration Act of 1921*[5] made it nearly impossible for Southern and Eastern Europeans to come into the country. His parents settled in Allentown where they ran a fast food restaurant called *Yocco's Hot Dogs*. Lee's father also had a shoe repair business and owned and operated a local theatre. In other words, his father was a businessman. Lee graduated from Allentown Allen High School in 1942 and immediately tried to enlist in the military. He was turned down for medical reasons. He had rheumatic fever as a child, an illness that causes permanent heart damage. He was accepted and enrolled at Lehigh University[6] in the neighboring city of Bethlehem. After completing an industrial engineering degree at Lehigh, Iacocca received a Master's Degree from Princeton University.

He went to work for FORD MOTOR COMPANY in 1946 and was there for thirty-two years. He had made it to the position of President in 1970, but after a successful eight years he was abruptly fired in 1978 by Henry Ford II, then Chairman of FORD. It was not for lack of performance; the company had a $2 billion profit that year. He surely knew that it was the Fords who ran Ford, and if you had ideas about things that didn't match theirs, you had better find another place to peddle them. He did. Five months later he was named Chairman of CHRYSLER CORPORATION, a company that at the time was on the ropes. With a loan secured with the help of a U.S. government guarantee, he and a team that followed him from FORD turned CHRYSLER around. When he retired in 1994 at 70, the company was in much better shape.

Lee Iacocca rubbed some (maybe many) people the wrong way. He never lost his Eastern Pennsylvania accent. His cigar smoke and his car salesman's style irritated the old money people in Detroit (who a few generations before had themselves been immigrants, of course), and his demands to be paid what he was worth stuck in the craw of the rich stock holders who saw his money coming out of their pockets. But he knew how to run a car company and make money doing it. He was one of the greatest.

5. Federal legislation limiting the immigration of aliens into the United States. Enacted and signed into law on May 19, 1921, it was also known as The Johnson Act and The Emergency Quota Act of 1921. It was the first federal law in U.S. history to limit the immigration of Europeans, the Immigration Act of 1921 reflected the growing American fear that people from southern and eastern European countries not only did not adapt well into American society but also threatened its very existence. The law specified that no more than 3% of the total number of immigrants from any specific country already living in the United States in 1910 could migrate to America during any year.

6. Lehigh was then and remains today one of the best engineering universities in the world. (Full disclosure: Both of my nephews graduated from Lehigh.)



In 1883, Chrysler paid back the $1.2 billion loan that it received with a government guarantee that Lee Iacocca had negotiated with the U.S. Congress. He pitched Chrysler direct to the people on TV ads, and became known for his punch line: "If you can find a better car, buy it."

A Dispatcher's Musings: Losing the Olympics

The new $147 million headquarters building of the International Olympic Committee (IOC), in Lausanne, Switzerland. The inauguration of the Olympic House took place on June 23rd, the day before the International Olympics Committee announced the winner of the XXV Olympic Winter Games.

On Monday, the 24th of June at 18.00, the International Olympics Committee announced at their brand new headquarters in Lausanne the winner of the competition to hold the XXV Olympic Winter Games in 2026. Initially, seven countries vied for the distinction. It came down to two finalists: Italy and Sweden. It was Italy's name not Sweden's that was announced as the victor, and Italy's Milano and Cortina, not Sweden's Stockholm and Åre, that will be the venues for the event.

Pictures of the Swedish Olympic Committee were in all of the local news media. The looks on their faces could be described by one word: forlorn. I thought of all the dreams that had been dashed in Sweden as a result of a small number of people deciding the fate of a country and its populace. I thought of all those unfortunate speculative purchasers of apartments in Stockholm and Åre who had planned to rent them out on Airbnb for astronomical sums. How were they possibly going to retire to warmer climates as they had planned with wads of cash in their hands? I commiserated with the scooter rental companies who have been gradually gearing up to be able to meet the demand for the estimated 500,000 visitors to Stockholm during those two weeks in February. It was going to be a gold mine for them. What will their investors think? A pity. I feel for them.

The Sochi Olympics in 2014 had 410,000 visitors. I have found no estimates in the Stockholm bid material, but there should have been at least that number.

The winners were ecstatic. Look at them. Have you ever seen joy expressed so completely? But after the celebrations, work begins in earnest. As one of my former bosses used to say, winning the contract is the fun part. What have the Italians actually won? They will need to provide accommodations and all related facilities for the 10,000 participants, trainers, coaches,

judges and functionaries from 92 countries that will compete and have a part in 102 different events. They will need to ensure that both the indoor and outdoor facilities are fully operational well before the events actually start. But it's all of those visitors that will descend on a small part of their country for a short but intense period. Besides putting an extreme strain on the sewage and water infrastructure, they will overload the transport infrastructure, cause a rise in emergency visits to hospitals and clinics, overburden convenience stores and restaurants of all types. Food deliverers will be working triple overtime as the event-goers will attempt to save money and avoid the restaurant crowds.

In the 1950s there was one gigantic train system comprising three separate train loads that brought the main show to the big cities. The first train load consisted of 22 cars and had the tents and the workers to set them up; the second section comprised 28 cars and carried the canvasmen, ushers and sideshow workers; the third section had 19 sleeping cars for the performers.

Swedish news reported that many people who live in Stockholm and Åre breathed a sigh of relief when the winner was announced. "Whew, glad we don't have to go through that ordeal!" As it turned out, only 55% of Stockholm residents wanted to have the Olympics, compared to 85% of residents of Milano. This is according to a survey conducted by the IOC, and the fact appeared to weigh on the committee's decision.

I've never had to endure an Olympics coming to any town where I happened to live. The closest I came to it was when the *Ringling Brothers and Barnum & Bailey Circus* came to Scranton up until I was eight years old. The entire circus arrived during the night in its own train. All of the wagons carrying everything that was needed to hold the performance during the following few days rolled off the train's platform cars at a location a few miles away from the area where the Big Top would be raised, adjacent to the city's central stadium. The caravan of wagons being pulled by horses, elephants and camels moved slowly through the local streets and passed right in front of our house. I remember watching the parade from my second floor bedroom window.

In case you thought I was pulling your leg, this is a photo taken by my father from our front porch of the circus elephants. The two Chevys are my grandfather's to the right and my father's to the left. If you look closely, you can see a little boy in a white T-shirt in my father's car. That's your editor at the age of eight.

While it was entertainment for us kids, it was a godsend for vegetable gardeners like my maternal grandfather, Nonno Checco. How's that, you might wonder. In a word, manure. My grandfather had a large vegetable garden. He had grown up on a farm in central Italy and he was a master of natural fertilization. When the circus arrived each year, he and a small army of fellow *hortulani* followed after the parade to scoop up the manure. He especially prized the elephant manure, saying that his were the best

tomatoes in the neighborhood thanks to the circus pachyderms. He filled up as many zinc pails as could fit into his brownish *1950 Chevrolet Fleetline*, a hatchback. He removed the back seat when he needed to haul something larger than what could fit into the trunk, and the circus manure collecting season was one such time. It took some weeks before the odor dissipated and my grandmother would dare enter the car, but it was worth it. At least that's what Nonno believed.

A 1950 Chevrolet Fleetline Deluxe 2-door Fastback in rodeo beige. This is the actual year, model and color of my Nonno Checco's car. The actual car in black and white is on the previous page.

I walked with my family and neighbors to the circus grounds for the first performance and walked home afterwards. Sometime during the night after the last performance was held, while we were dreaming of dazzling trapeze artists and hilarious clowns, the wagons rolled back down our street pulled by the horses, elephants and camels. The next day they were gone, but the manure was there for the scooping.

After 1956, RINGLING BROTHERS stopped setting up its Big Top. It used sports stadiums and indoor arenas instead. It also divided up its circus so that the big cities saw the three-ring performance while the smaller cities like Scranton got the one-ring variety. For the smaller cities it transported everything by truck instead of train. This made sense, of course. They could break everything down and load up the trucks directly at the site, rather than having to haul everything to and from a train platform. Time was saved, but some things were lost. In addition to the irreplaceable elephant manure, a part of the magic was gone.

Today, the Olympics is considered to be a five-ring circus that appears every two years, alternating between winter and summer games. It is considered to have such a high status that its president, Thomas Bach, was invited to address the June G20 Summit in Osaka by the Prime Minister of Japan. (Japan will host the 2020 summer Olympics). Bach talked about the Olympics as "the only event that unites the whole world in peaceful competition." Yes, that may be true, but I have a few issues with the Olympics. For one, why does the world have to unite by competing? Haven't we seen the downsides of using success in sports to advance careers, such as the use of performance-enhancing drugs? In my opinion, what I find offensive is the pitting of countries and cities within countries against each other, spending gigantic sums of money to impress a small group of elites, the Olympic committee, in order to win the right to pay even larger sums of money and burden their cities with short-term problems and long-term debt.

The 18th-century Château de Vidy and the new office building form the IOC headquarters in Lausanne.

Oddly, the fact that the IOC has a monopoly on arranging these events doesn't seem to trouble anyone.[7] The Olympic organization has become a huge money moving machine that wields an enormous amount of political and economic influence in every corner of the globe from its Louis Bourget Park site on the shores of Lake Geneva. Kings, queens, princesses, presidents and prime ministers curry favors with its representatives so that just their city will be selected to host a winter or summer event. I can think of nothing comparable. The process for choosing the 'winning' city reminds one of the endless stream of reality shows where the last man or woman standing is the 'winner' and the loser is forlorn.

Imagine if an Olympics could give something to the place where it was being held other than coins jingling into the cash register of some of the merchants.[8] Think about what a wonderful gift it would be to leave something in the place after the competitors and visitors were gone that would continue to make things grow, instead of buildings that are expensive to maintain and impossible to fill. What if instead of forcing the host city to build the facilities, the Olympics brought the facilities with them, like the circus, dismantled them and took them to the next city when it was time to hold the next Olympics. What if the Olympics brought its own sewage treatment and power generation, and its own transport systems so that the local infrastructure was not overly stressed?

The circus as I knew it as a child is gone, unable to evolve out of the exploitive use of animals that was its mainstay. I think that even back then, in the Stone Age, before all the *besserwissers* organizations were there to tell us how we should think and what we should do, we felt that the animal part of the circus wasn't really right. Today, there are smaller circus events without animals, like CIRQUE DU SOLEIL, that are proving to be both popular and very entertaining. Nevertheless, the circus was replaced long ago by huge rock concerts and festivals, world cup football/soccer, rugby and cricket competitions, and, most of all, by the bi-annual Olympics.

But for me, the three-ring circus has not been surpassed. There were no judges awarding points, no knock-out competitions, and no losers. The performers performed and were awarded by our thunderous applause. The circus came in the night, filled an empty field with wonder for a few days and left it as it was until the same time the following year. It was then, and will forever be, ***The Greatest Show on Earth***.

7. There are the **Wenlock Olympian Games** held in Much Wenlock, Shropshire, England each year since 1850. Its founder, William Penny Brookes, was an inspiration to Baron Pierre De Coubertin, founder of the International Olympic Committee.

8. Investopedia: The Economic Impact of Hosting the Olympics. Jennifer Wills (June 25, 2019)

"The economic impact of hosting the Olympics tends to be less positive than anticipated. Because most cities have ended up falling massively in debt after hosting the games, cities without the necessary infrastructure may be better off not submitting bids.

"Cities typically spend $50 to $100 million for submitting the bids in fees for consultants, event organizers and travel related to hosting duties. Tokyo lost approximately $150 on its bid for the 2016 Olympics and spend approximately $75 million on its 2020 bid.

"London paid $14.6 billion for hosting the 2012 Olympics and Paralympics. Of that, $4.4 came from taxpayers. Beijing spent $42 billion for the 2008 Olympics. Income from the Games often covers only a portion of expenses. London brought in $5.2 billion and send $18 billion. Vancouver (2010 Winter Games) brought in $2.8 billion and spent $7.6 billion.

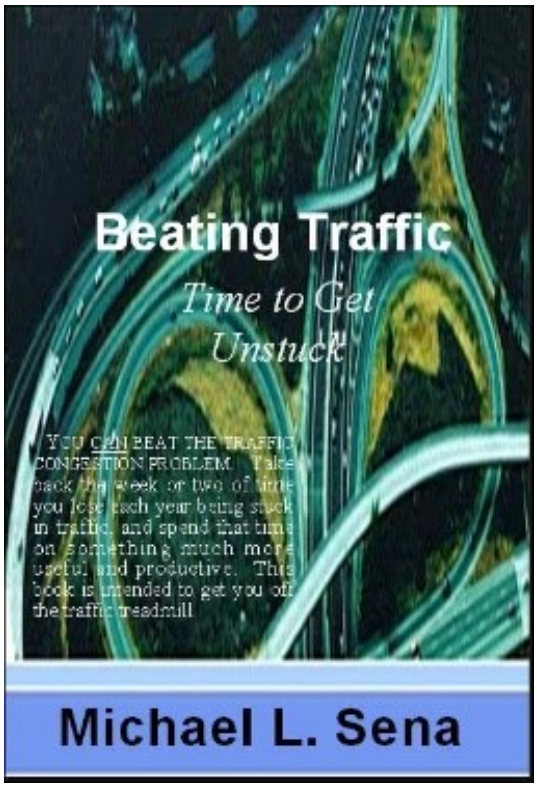
"Many of the arenas constructed for the Olympics remain expensive due to their size or specific nature. It was 2006 before Montreal finished paying off its debt for the 1976 Olympics. Russian taxpayers will pay almost $1 billion annually for many years to pay off the debt from the 2014 Winter Games in Sochi.

"The bottom line is that hosting the Olympics tends to result in severe economic deficiencies for cities.

About Michael L. Sena

Michael Sena, through his writing, speaking and client work, attempts to bring clarity to an often opaque world of vehicle telematics. He has not just studied the technologies and analyzed the services, he has developed and implemented them. He has shaped visions and followed through to delivering them. What drives him—why he does what he does—is his desire to move the industry forward: to see accident statistics fall because of safety improvements related to advanced driver assistance systems; to see congestion on all roads reduced because of better traffic information and improved route selection; to see global emissions from transport eliminated because of designing the most fuel efficient vehicles.

This newsletter touches on the principal themes of the industry, highlighting what, how and why developments are occurring so that you can develop your own strategies for the future.



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