



ITS America: Looking to the Future of ITS

**ITS GEORGIA ANNUAL MEETING
October 19-20, 2008**

**Thomas E. Kern
Executive Vice President**

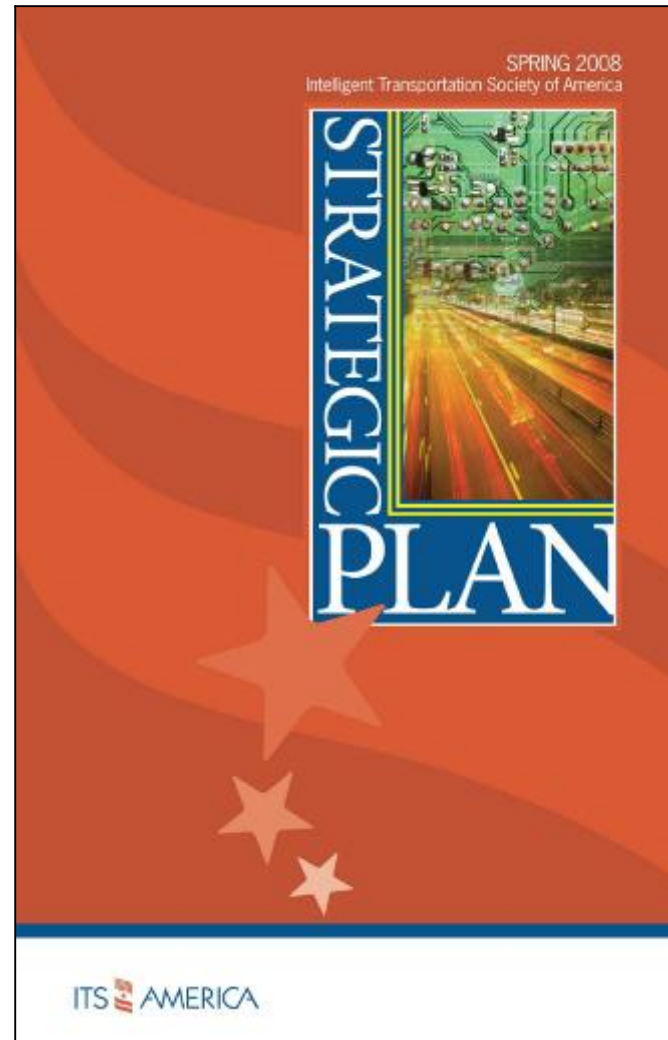
ITS TENNESSEE ANNUAL MEETING

- **The Chair of the ITS America Board of Directors—Randy Iwasaki (Chief Deputy Director of the California Department of Transportation) and**
- **ITS America’s President Scott Belcher send their best wishes to ITS Georgia**
- **Congratulations on a Great Gathering!**

- **Development of a New ITS America Strategic Plan**
- **Transportation Challenges and Opportunities in the United States**
- **15th World Congress on Intelligent Transport Systems featuring ITS America's 2008 Annual Meeting**

ITS America's New Strategic Plan

- **Vision**
- **Mission**
- **Guiding Principles**
- **Strategic Goals**



ITS America's New Vision and Mission

Vision:


Help save, lives, time and money and sustain the environment through broad development of interoperable ITS technologies.

Mission:

To be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development and design of ITS technologies to accelerate their deployment and sustain the environment.

ITS America's Strategic Goals

- **Optimize Member Value**
- **Serve as the Chief Advocate for Intelligent Transportation Systems**
- **Serve as a Thought Leader in Transportation Policy**
- **Improve the Efficiency and Effectiveness of ITS America Governance and Operations**



ITS America Priorities

- ***2008 World Congress and Annual Meeting***—the world and national stages for ITS
- ***Relationship with U.S. Department of Transportation***—the essential ingredient to connect the ITS community
- ***Strategic Partnerships***—engaging the key players and their members in the ITS dialogue: AASHTO, TRB, APTA, ITE, TIA, SAE, CUTC, NEMA, CEA
- ***Member Services***—affirming what works, adding what is needed to ensure member value

The Importance of State and Regional Chapters

- **States are at the heart of ITS deployment and know all too well the challenges and opportunities for funding and implementation**
- **State and Regional Chapters offer the neutral convening all partners (public, private, academic) need to exchange information, identify skill sets, assess lessons learned, and meaningfully discuss ITS priorities focused on the actual circumstances of the jurisdictions they are responsible for**
- **Chapters offer a conduit through which they can engage other organizations at the national level and in other states to map their own experiences against others and to more effectively frame their needs**

Transportation Challenges in the United States



- **Safety**: Annual toll – 6 million traffic crashes, 42,000 fatalities, 2.7 million injuries. Cost to society = \$230 billion.
- **Congestion**: traffic delays cost taxpayers \$78 billion per year, limits freedom of mobility and economic growth
- **Gas Prices**: unstable, unaffordable for many
- **Environment**: transportation accounts for roughly 28% of U.S. greenhouse gas emissions
- **Infrastructure**: estimates are that we should be investing between \$225 – \$340 billion annually
- **Financing**: Gas tax unsustainable, new revenues needed

U.S. National Surface Transportation Policy and Revenue Commission's Report

- **Surface Policy and Revenue Study Commission**
 - 20-month study with public hearings and analysis
 - January 15, 2008 – “Transportation for Tomorrow”
 - U.S. DOT Secretary Peters and Commissioners Cino and Geddes dissented from majority over gas tax
 - Report sets the stage for a new dialogue
- **Financing Commission**
 - Meetings are wrapping up
 - Final Report to be issued later this autumn

Five Key Recommendations: “Transportation for Tomorrow”

- **Key Recommendations:**
 - **Significantly increase investment in surface transportation to at least \$225 billion annually**
 - **Accelerate time between conception and delivery of major projects to reduce costs while still protecting environment**
 - **Retain strong Federal role in transportation while depoliticizing investment decisions (i.e., performance-driven programs supported by cost/benefit evaluations rather than earmarking)**
 - **Replace 100+ current transportation programs with 10 programs focused on the national interest**
 - **Create new National Surface Transportation Commission to oversee planning process and financing**

The Financing Commission

- **The Report of this Commission is Nearing Completion. It will address:**
 - **Overview**
 - **The Current Challenge—Assessing Current Highway Trust Fund Funding**
 - **Funding Principles and Evaluation Criteria**
 - **Funding Options**
 - **Pricing and Tolling**
 - **Finance**
 - **Recommendations**

US DOT Plan to Reform Surface Transportation

- U.S. DOT plan released in July 2008 to refocus, reform, renew national approach to highways, transit systems
- Current approach is broken
 - Exploding highway congestion
 - Rising fuel prices
 - Unsustainable gas tax
 - Spending decisions based on politics over merit
- Time for a new, better approach...framework for overhauling the way decisions are made
- Intended to drive reform debate in next surface transportation bill

US DOT Plan to Reform Surface Transportation

- **Address urban congestion by providing state and local flexibility to invest in most needed priorities**
- **Metropolitan Innovation Fund – encourage transit, dynamic pricing, and technologies to fight congestion**
- **Implement accountability measures to ensure results**
- **Consolidate current 102 programs into eight programs**
- **Data and technology-driven approach to safety**
- **Streamline federal review process for new projects**
- **Pursue new revenue sources to supplement gas tax including tolling and private investment**

US DOT Plan to Reform Surface Transportation

Is the US DOT Plan relevant?

- **Proposed by “lame duck” Administration**
- **Provides framework for reform debate in next surface transportation bill**
- **Many synergies with Surface Transportation Policy and Revenue Study Commission**
- **Reform message supported by new GAO Study**

GAO Study on Surface Transportation

- **GAO Study requested by Oberstar, Rangel, Spratt, DeFazio, Blumenauer – released July 2008**
- **Based on extensive interviews with key stakeholders**
- **Found that increased demand over past several decades has outpaced capacity of transportation system**
- **Recommendations include:**
 - **Restructure programs with clear goals linked to identified areas of national interest**
 - **Performance and accountability needed in funding decisions**
 - **Employ best tools to improve return on investment**
 - **Address gap between revenues and spending**
- **Reinforces DOT Plan, supports ITS principles**

ITS plays key role in DOT, GAO, Commission Reports

- **Data and technology-driven solutions**
- **Focus on performance and accountability**
- **Need for private sector investment**
- **Tolling and innovative pricing as financing tools**
- **Research recognized as national interest**

ITS seen as a cost-effective solution for improving safety, reducing congestion and emissions, enabling innovative financing, increasing productivity, and measuring and improving system performance

ITS America and Surface Reauthorization

ITS America Draft Principles and Priorities for Next Surface Transportation Bill

“Last of the old or first of the new?”

ITS America and Surface Reauthorization

- **ITS America Board of Directors Reauthorization Task Force**
 - **Chair: Randell H. Iwasaki – California DOT (Caltrans)**
 - **Michael Huerta – ACS Transportation Solutions**
 - **Ann Flemer – Metropolitan Transportation Commission**
 - **David St. Amant – Econolite Control Products**
 - **John English – Utah Transit Authority**
 - **Douglas Terry – TransCore Holdings**
 - **Larry Yermack – Telvent**
 - **Abbas Mohaddes – Iteris, Inc.**
 - **Sheryl Wilkerson – Ygomi LLC**
 - **Connie Sorrell – Virginia DOT**
 - **Dr. Peter Sweatman – University of Michigan Transportation Research Institute**
- **Draft reauthorization principles and priorities presented to ITS America Board of Directors on August 8, 2008**
- **Detailed proposal to be developed by Washington Representatives Committee under guidance of Reauthorization Task Force**

ITS America Authorization Principles

- Draft ITS America principles for next surface transportation bill
 - Optimize system performance
 - safety
 - mobility
 - efficiency
 - sustainability
 - Performance-based funding
 - User-based financing options
 - Nationwide ITS deployment
 - Strong private sector role
 - Multimodal solutions

ITS America Authorization Priorities

- **Draft ITS America priorities for next surface transportation bill**
 - **Performance measures for safety, mobility, efficiency, sustainability**
 - **Deployment, operation and maintenance**
 - **Integration of ITS into transportation planning, operations**
 - **Dedicated funding, incentives, flexibility, remove barriers**
 - **Fund maintenance and operation, not just deployment**
 - **Competitive ITS grant program to address key challenges**
 - **Certification of minimum operational safety standards**
 - **Encourage and enable private sector investment**
 - **Strengthen Federal technical assistance and training**

ITS America Authorization Priorities

- **Draft ITS America priorities (continued)**
 - **Demonstration programs**
 - **Communications network between vehicle, infrastructure**
 - **Real-time traffic information**
 - **Electronic/open-road tolling**
 - **ITS solutions for transit and commercial motor vehicles**
 - **Emergency management and response**
 - **VMT-based financing**
 - **Research, development and standards**
 - **Organizational health of Federal ITS program**
 - **Innovative financing methods and strategies**

2008 World Congress and Annual Meeting Update



15TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

NOVEMBER 16–20, 2008
JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY, NEW YORK, USA
WWW.ITSWORLDCONGRESS.ORG





Highlights

- **Hosting 10,000 attendees from more than 45 countries**
- **Combined with ITS America's 2008 Annual Meeting**
- **Largest exhibit hall ever– 350,000 sq. feet**
- **Major integrated technology demonstrations**
- **National and international media**
- **Participation of political leaders**



World Congress Program

- Nearly 1,200 Papers Received
 - 50% more received than for San Francisco World Congress
 - Most number of papers received for any World Congress
- 17 Executive Sessions
- 45 Special Sessions
- 132 Technical and Scientific Sessions
 - Publication opportunity for scientific sessions
- 6 ITS America Forum Showcases
- 51 ITS America Annual Meeting Sessions



Exhibition

- **Expanded seven times**
- **350,000 square feet of exhibit space**
 - 150,000 more square feet than the 2005 World Congress exhibit hall
- **Over 200 organizations participating**
 - 33% more organizations compared to San Francisco
- **100% sold out even with after each of seven expansions**
 - Spaces still available
- **Featuring the first ITS America State Chapter Pavilion**



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Annual Meeting Highlights

- **Annual Meeting Sessions**
 - 49 sessions = number at a traditional Annual Meeting
- **Forum Showcases**
- **Awards Program**
 - **Best of ITS Awards**
 - More awards and new categories
 - **State Chapter Awards**
 - New categories
 - **Student Essay Competition**



Integrated Technology Demonstrations

- **VII Test Beds**
 - Manhattan
 - Long Island Expressway
- **VII Transportation Management Center of the Future**
- **11th Avenue Theater**



VII Test Beds

Long Island Expressway and Manhattan City Streets

- First, fully-integrated demonstration of vehicle-to-vehicle and vehicle-to-roadside communication technologies and services
- First DSRC radio “live” on Feb. 29
- U.S. DOT, RITA, and Volpe participation
 - SAFE-TRIP-21 launch in conjunction with World Congress
 - New emphasis on aftermarket for quicker deployment
- Working with New York City DOT and New York State DOT on applications that will be left in place after World Congress ends



11th Avenue Theater

- **Playbill: Two 'Acts' to be Staged**

- Active Safety
- Autonomous Vehicle

- **Players**

- Active Safety: CAMP (Ford, GM, Honda, Mercedes, Toyota) , GM, Mercedes, Nissan, Toyota, VW
 - Support from NYC DOT, NY State DOT, Connexis, NAVTEQ, TechnoCom, University of California PATH Program, Caltrans, NYPD, Others
- Autonomous Vehicles: Southwest Research Institute SSTI, CMU-GM (interested), Stanford-VE (interested), Virginia Tech/Ford (interested)
- Also participating: Continental, Sirit

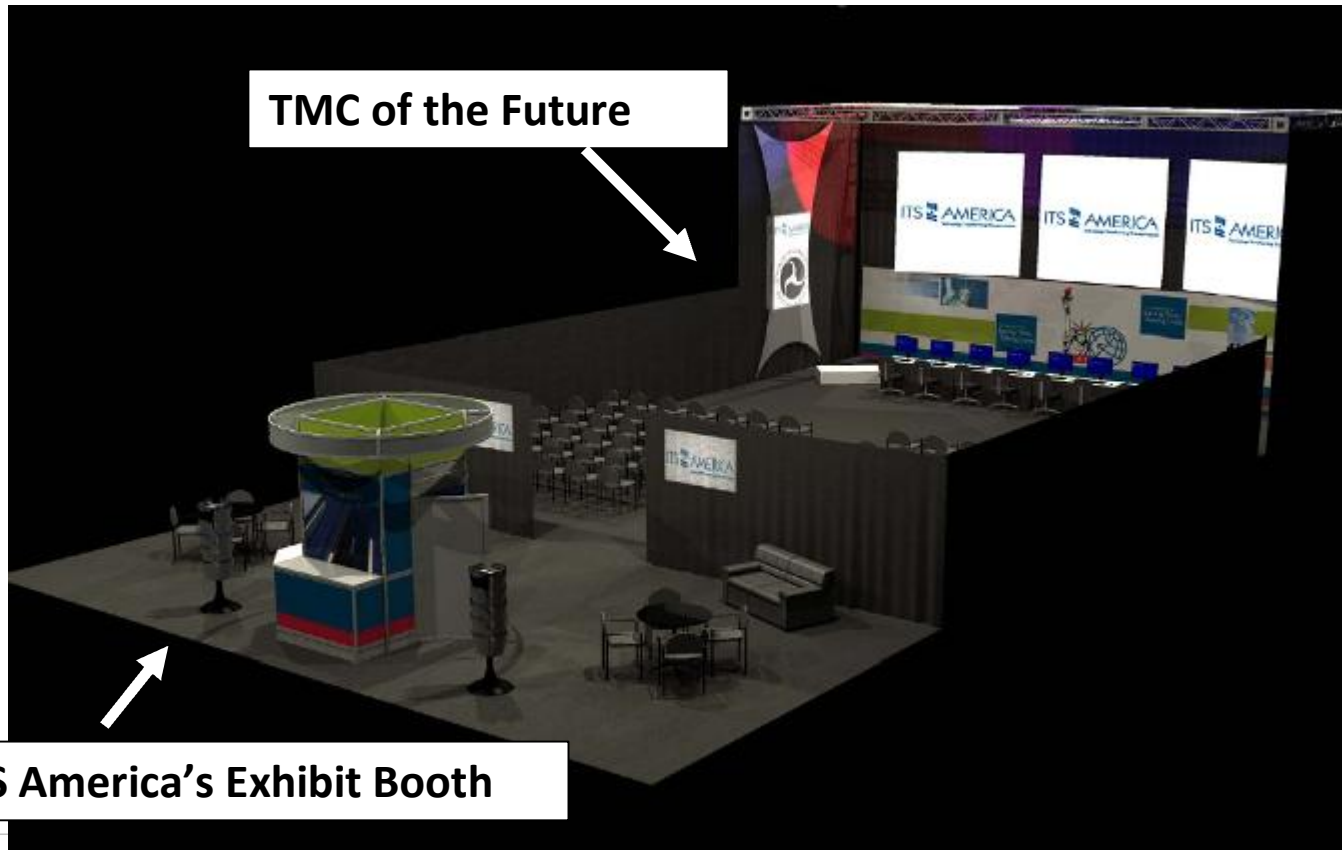


11th Avenue Theater

- Led by automotive manufacturers
- Used for dynamic safety demonstrations
- Narrated, staged show
- Telecast to World Congress attendees at the VII TMC of the Future
- Includes vehicles from the Defense Advanced Research Projects Agency (DARPA) Urban Challenge



VII Transportation Management Center of the Future



TMC of the Future

ITS America's Exhibit Booth



Technical Tours

- **TRANSCOM Communications Center**
- **Lower Manhattan Rebuilds**
- **Lincoln Tunnel Exclusive Bus Lane & Port Authority Bus Terminal Combined**
- **Grand Central Terminal**
- **New York City Joint Traffic Transportation Management Center**
- **Hudson Valley Traffic Management Center**
- **New York State DOT INFORM Traffic Management Center**
- **New Jersey DOT Statewide TMC in Woodbridge**

And more...



Networking Events

- **“An Evening of Broadway”
Opening Ceremony**
 - Sunday, Nov. 16
- **Exhibit Hall Reception, First-Time
Attendee Networking Event**
 - Monday, Nov. 17
- **International Benefits, Evaluation
and Costs Working Group (IBEC)
Reception**
 - Tuesday, Nov. 18
- **Grand Central Terminal Reception**
 - Tuesday, Nov. 18
 - Sponsored by ITS
Connecticut
- **International Reception at New
York Transit Museum**
 - Tuesday, Nov. 18
 - Sponsored by ITS New
York
- **“A Night in Times Square” at the
ESPN Zone**
 - Wednesday, Nov. 19



Registration and Accommodations

Online registration

- www.itsworldcongress.org

Accommodations

- Sheraton New York Hotel & Towers (Host Hotel)
- Sheraton Manhattan
- Park Central and more...

Intelligent Transportation Society of America

www.itsa.org

www.itsworldcongress.org

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