



Intelligent Transportation Systems
U.S. Department of Transportation



Future of the ITS Program

Shelley Row

Director, ITS Joint Program Office

Research and Innovative Technology Administration

U.S. Department of Transportation

ITS America 2009 Annual Meeting

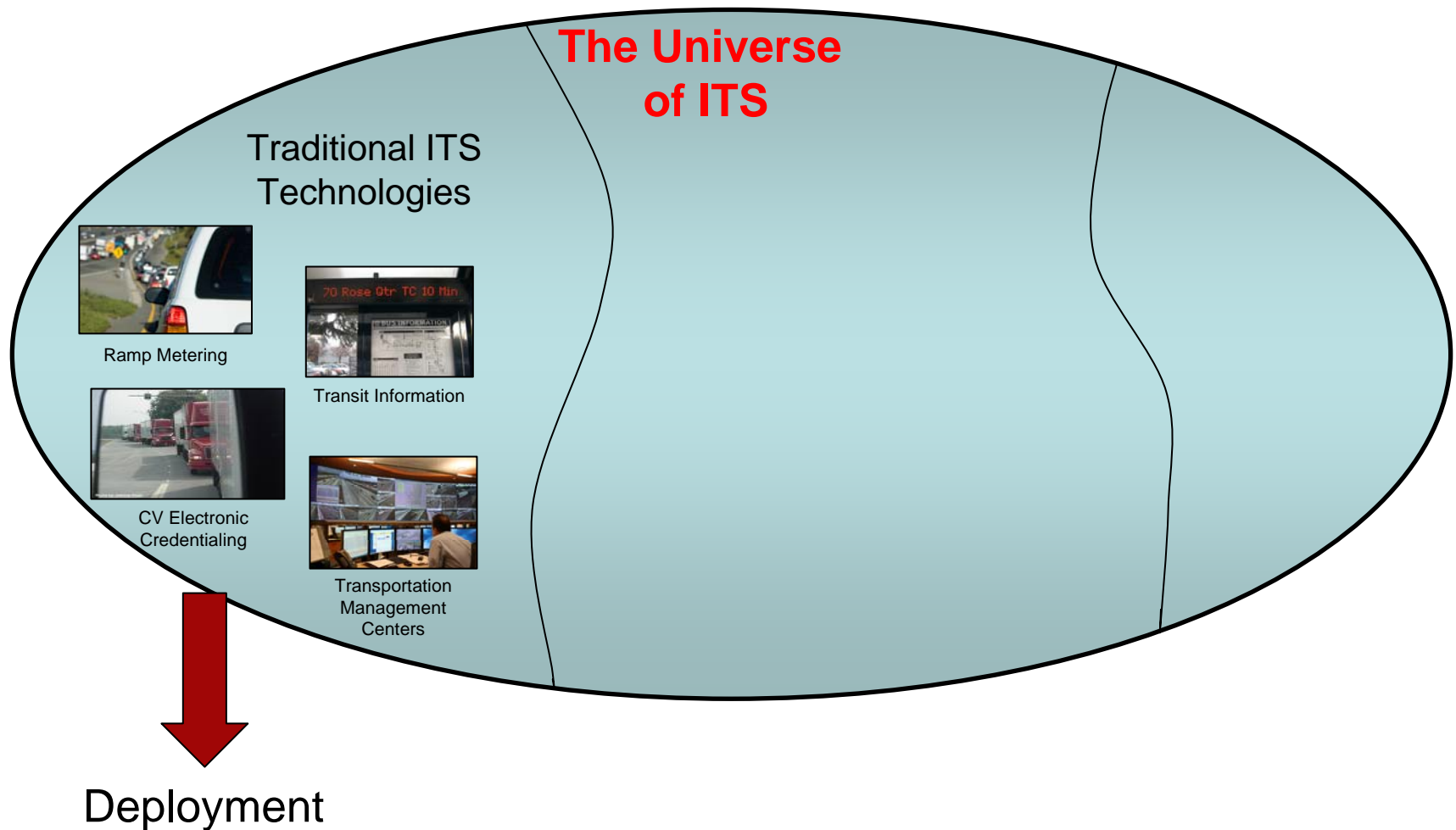
Plenary: “A New Era in Transportation – A Federal Perspective”

Tuesday June 2, 2009, 10:00 am – 12:00 noon



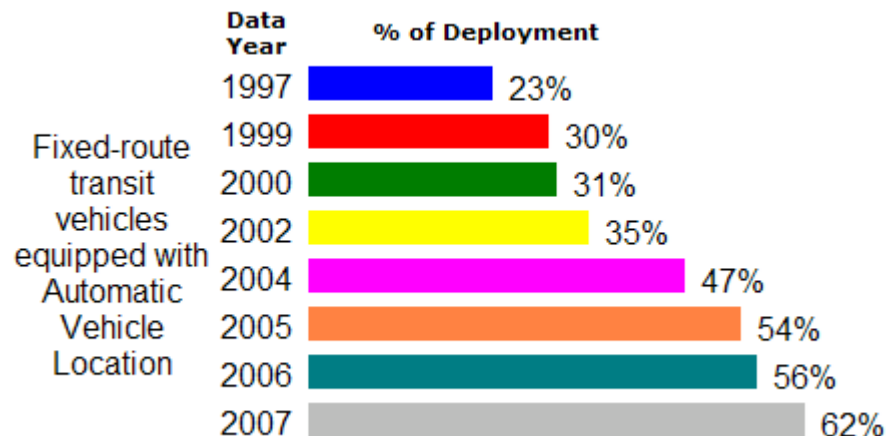
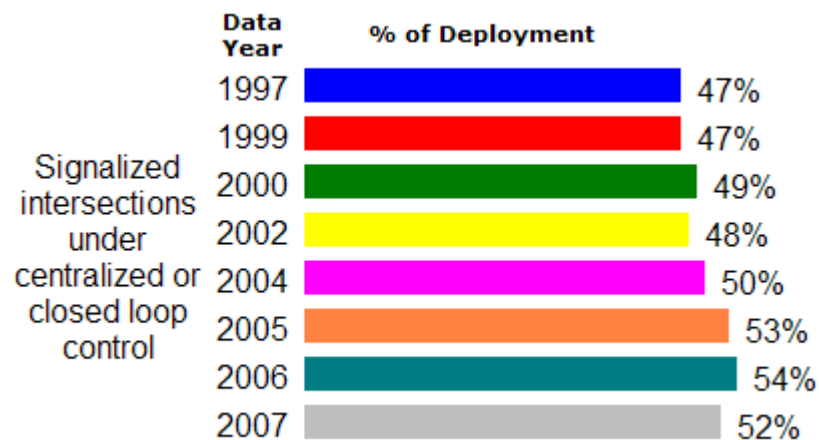
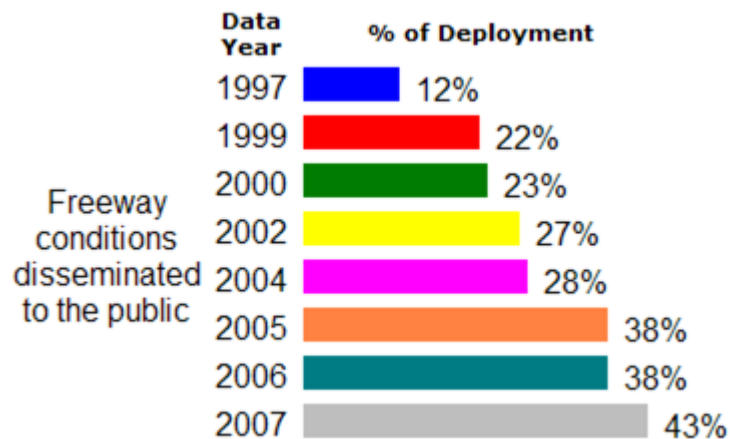
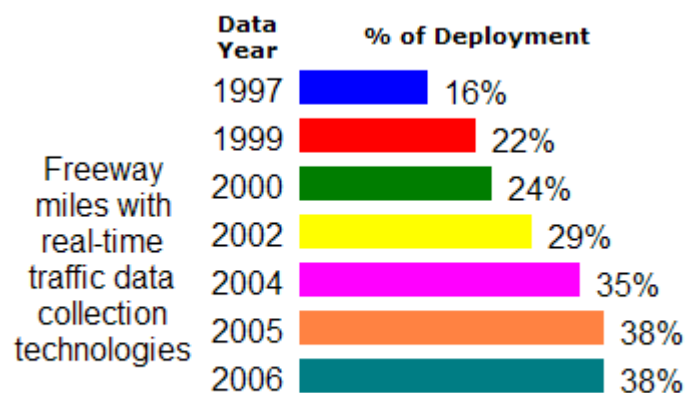


The ITS Program: Past, Present and Future



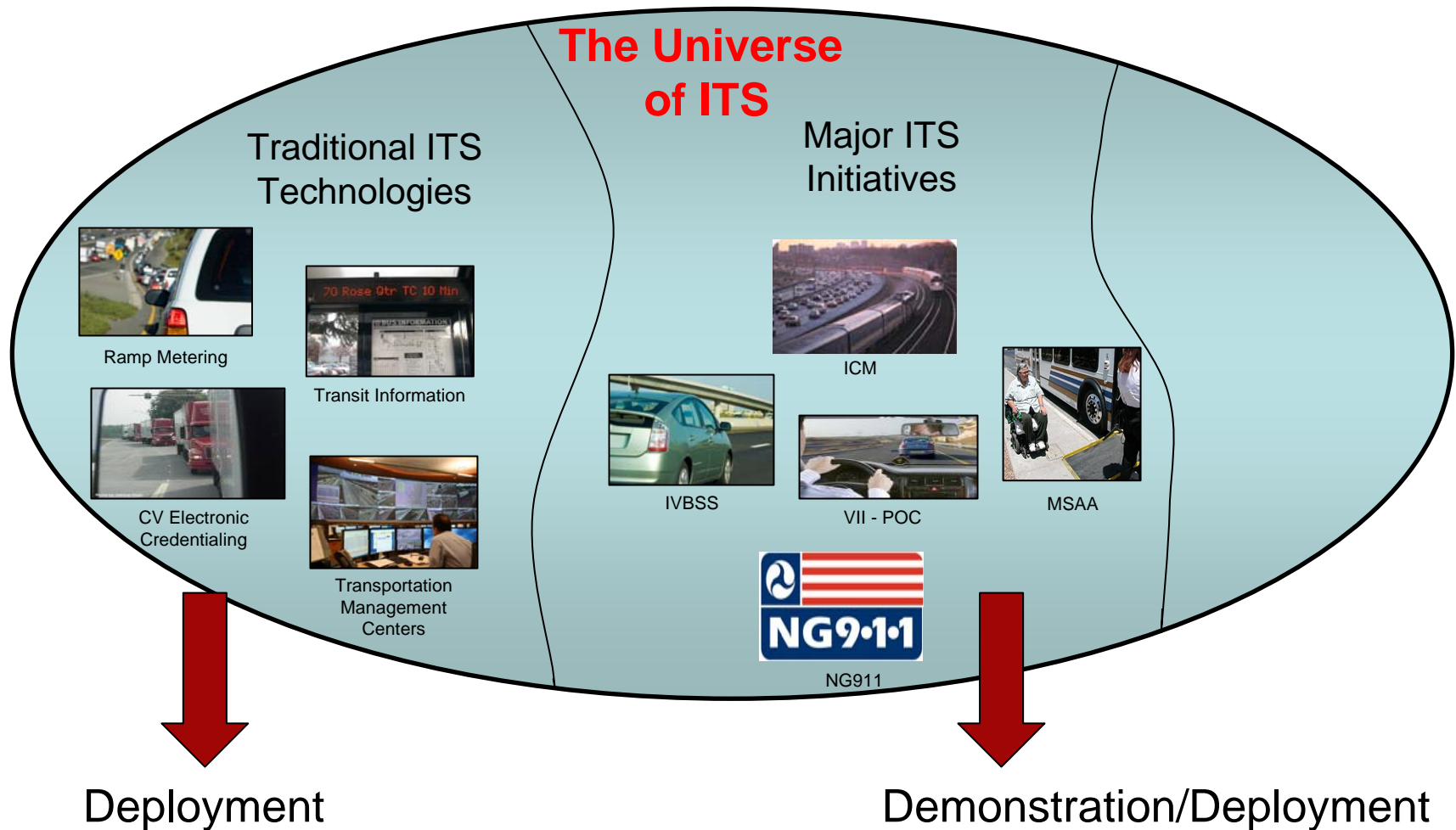


Deployment Trends: Freeway, Arterial, and Transit Real-Time Data Capabilities



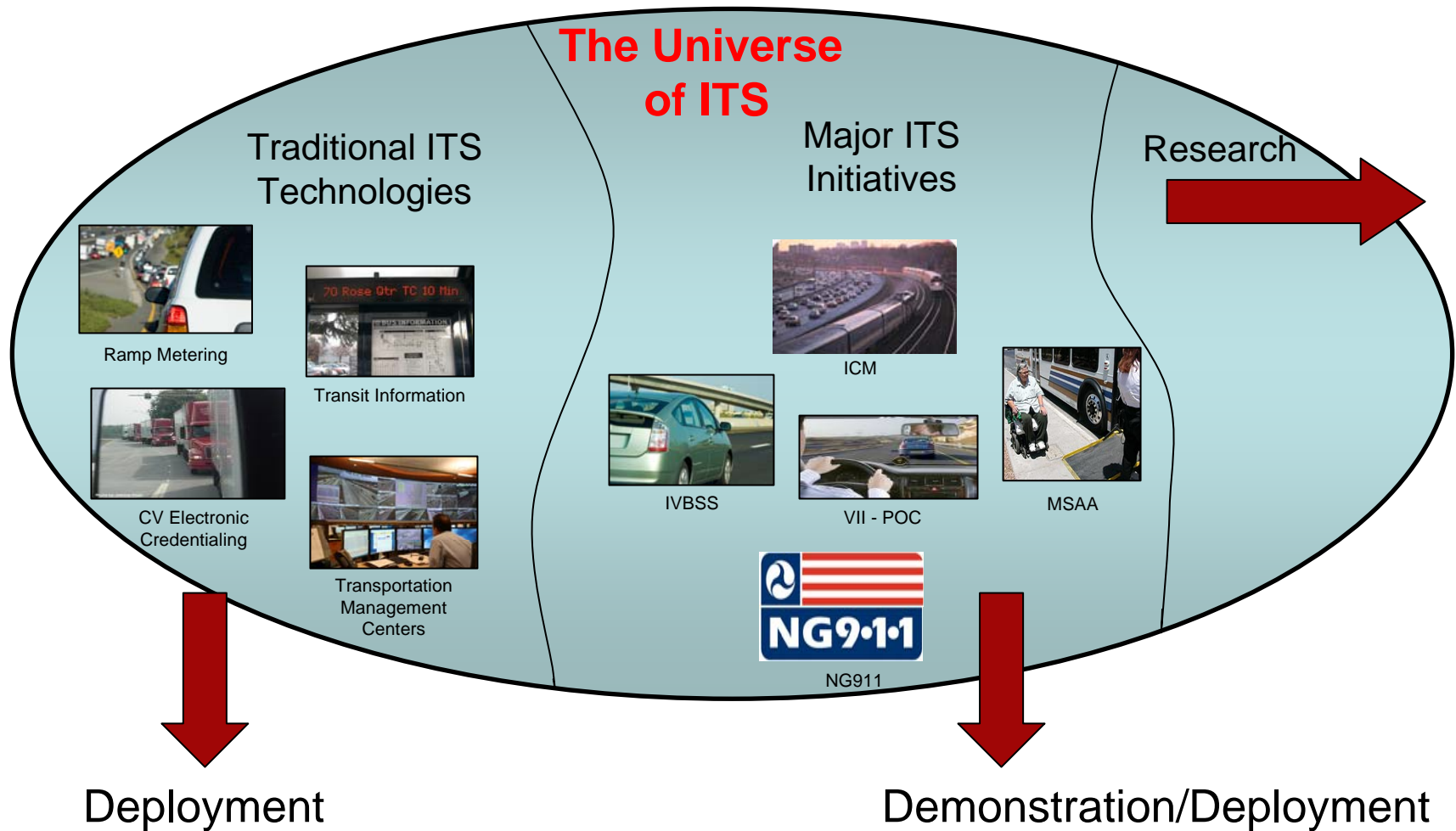


The ITS Program: Past, Present and Future





The ITS Program: Past, Present and Future

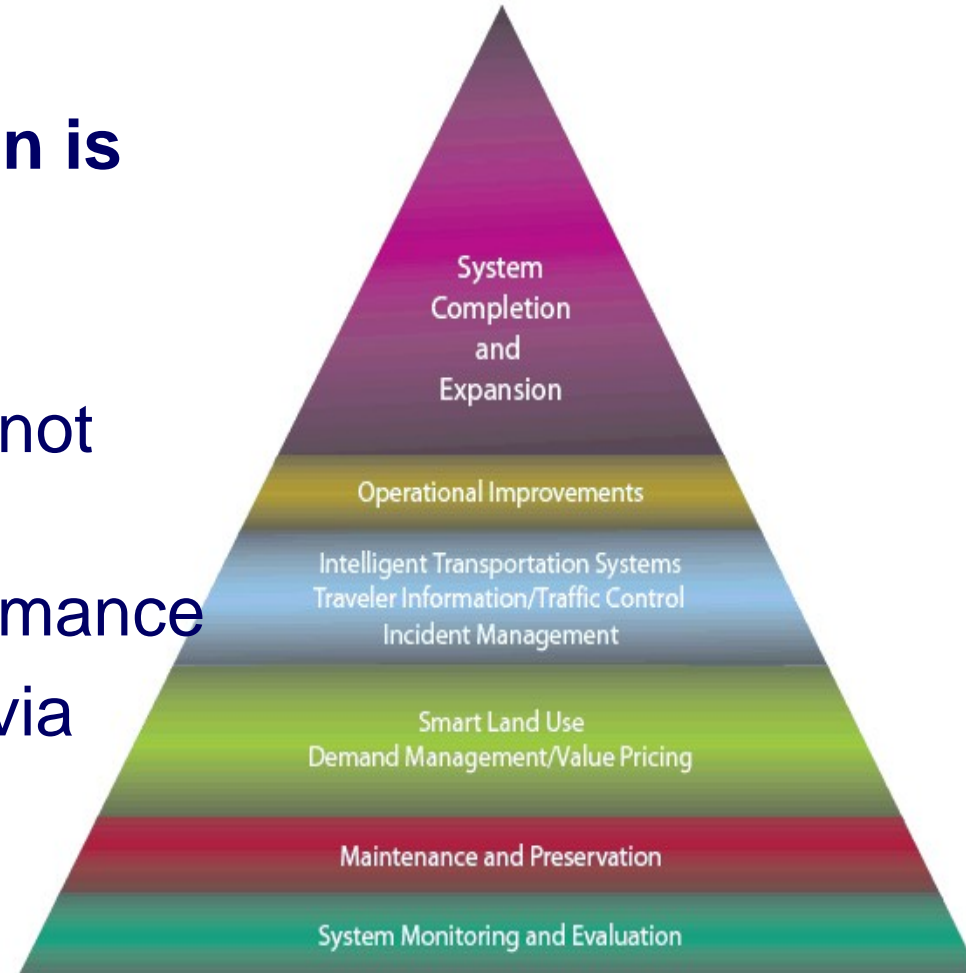




Next Generation ITS Research

A Performance Revolution is Coming!

- Multi-modal solutions
- Focus on moving people not cars
- Integrated network performance
- Allocating transportation via price signals



Go California- Caltrans



Strategic Initiatives – Goals and Outcomes

Vision for 2009 ITS Strategic Plan

A national, multimodal surface transportation system that features a connected transportation environment among vehicles, the infrastructure, and portable devices to serve the public good by leveraging technology to maximize safety, mobility, and environmental performance.

STRATEGIC INITIATIVES

SAFETY

Goal: Transformative safety through vehicle and infrastructure connectivity

MOBILITY

Goal (1): Capture complete, real-time information on all roads and all modes to support transformational system performance.
Goal (2): Achieve transformational transportation management and system performance through applications of vehicle and infrastructure connectivity.
Goal (3): Realize “next generation” electronic payment systems that support transformational system performance.

ENVIRONMENT

Goal: Enable environmental management through vehicle and infrastructure connectivity.

Policy Foundation for Deployment

Establish an institutional Foundation for deployment of safety, mobility and environmental applications based on vehicle and infrastructure connectivity



Safety Initiatives – Goal and Objectives

Vision for 2009 ITS Strategic Plan

A national, multimodal surface transportation system that features a connected transportation environment among vehicles, the infrastructure, and portable devices to serve the public good by leveraging technology to maximize safety, mobility, and environmental performance.

SAFETY INITIATIVES

Outcome: Significant reduction in crashes, injuries, fatalities and associated economic costs

Goal: Transformative safety through vehicle and infrastructure connectivity



Mobility Initiatives – Goals and Objectives

Vision for 2009 ITS Strategic Plan

A national, multimodal surface transportation system that features a connected transportation environment among vehicles, the infrastructure, and portable devices to serve the public good by leveraging technology to maximize safety, mobility, and environmental performance.

MOBILITY INITIATIVES

Outcome: Significant improvements in mobility that result in more sustainable and livable communities

Goals:

- (1): Capture complete, real-time information on all roads and all modes to support transformational system performance**
- (2): Achieve transformational transportation management and system performance through applications of vehicle and infrastructure connectivity**
- (3): Realize “next generation” electronic payment systems that support transformational system performance**



Environment Initiatives – Goal and Objectives

Vision for 2009 ITS Strategic Plan

A national, multimodal surface transportation system that features a connected transportation environment among vehicles, the infrastructure, and portable devices to serve the public good by leveraging technology to maximize safety, mobility, and environmental performance.

ENVIRONMENT INITIATIVES

Outcome: Reduced transportation impact on the environment and improved livability

Goal: Enable environmental management through vehicle and infrastructure connectivity



Program Principles

- Fit within **US DOT Goals**, ITS Program Mission, Vision, Strategic Initiatives, and Goals Areas
- **Few, focused, high value, bold**
- Potential for **significant impact** at a national scale
- Generally address research or deployment issues that **transcend a single mode**
- Address a **clear research question** that would not otherwise be filled due to:
 - Too big or too risky for any one entity alone
 - Too many players and no clear ownership
- Expected to offer a positive, measurable **return on investment**
- Offer a justifiable or clear **Federal Role**
- Appear to be **implementable**, technically feasible, and have a clear champion, with supportive partners
- Will be a **market catalyst**



“Connectivity” is manifested in IntelliDriveSM



Vehicles



Infrastructure



Drivers



Vehicles



Infrastructure



Wireless Devices

- For more info, attend Session ES05
 - “IntelliDriveSM: The Partners Look at What’s Next”
 - Tuesday, June 2, 12:30 pm–2:00 pm, Room: Potomac A



“Connectivity” is manifested in IntelliDriveSM

- IntelliDriveSM is a suite of technologies and applications that use wireless communications to provide connectivity:
 - With and between vehicles
 - Between vehicles and roadway infrastructure
 - Between vehicles, infrastructure and wireless consumer devices
- IntelliDriveSM embodies connectivity





Strategic Initiatives – Goals and Outcomes

Vision for 2009 ITS Strategic Plan

A national, multimodal surface transportation system that features a connected transportation environment among vehicles, the infrastructure, and portable devices to serve the public good by leveraging technology to maximize safety, mobility, and environmental performance.

STRATEGIC INITIATIVES

SAFETY

MOBILITY

ENVIRONMENT

Goal: Transformative through vehicle and connectivity

Environmental through vehicle and connectivity.

IntelliDriveSM
Safer.
Smarter.
Greener.

Establish a

Vehicle



The ITS Program: Past, Present and Future

