



*UNITED STATES*  
**DEPARTMENT OF TRANSPORTATION**

# **Transformation: ITS JPO's Current Institutional Relationships**

Meeting of the ITS Program Advisory Committee

March 1-2, 2011

Ypsilanti, Michigan

# Advisory Committee Recommendation

- ***Transformation*** - It is clear that given the pressures the world of transportation faces, and that ITS faces as a component of that world, transformational change and innovation is an imperative. We need new institutions, new deployment mechanisms, new mechanisms for funding, and so forth. The question we ask is what role can ITS JPO play in creating a positive transformation? Among the areas in which transformation may be appropriate are the following:

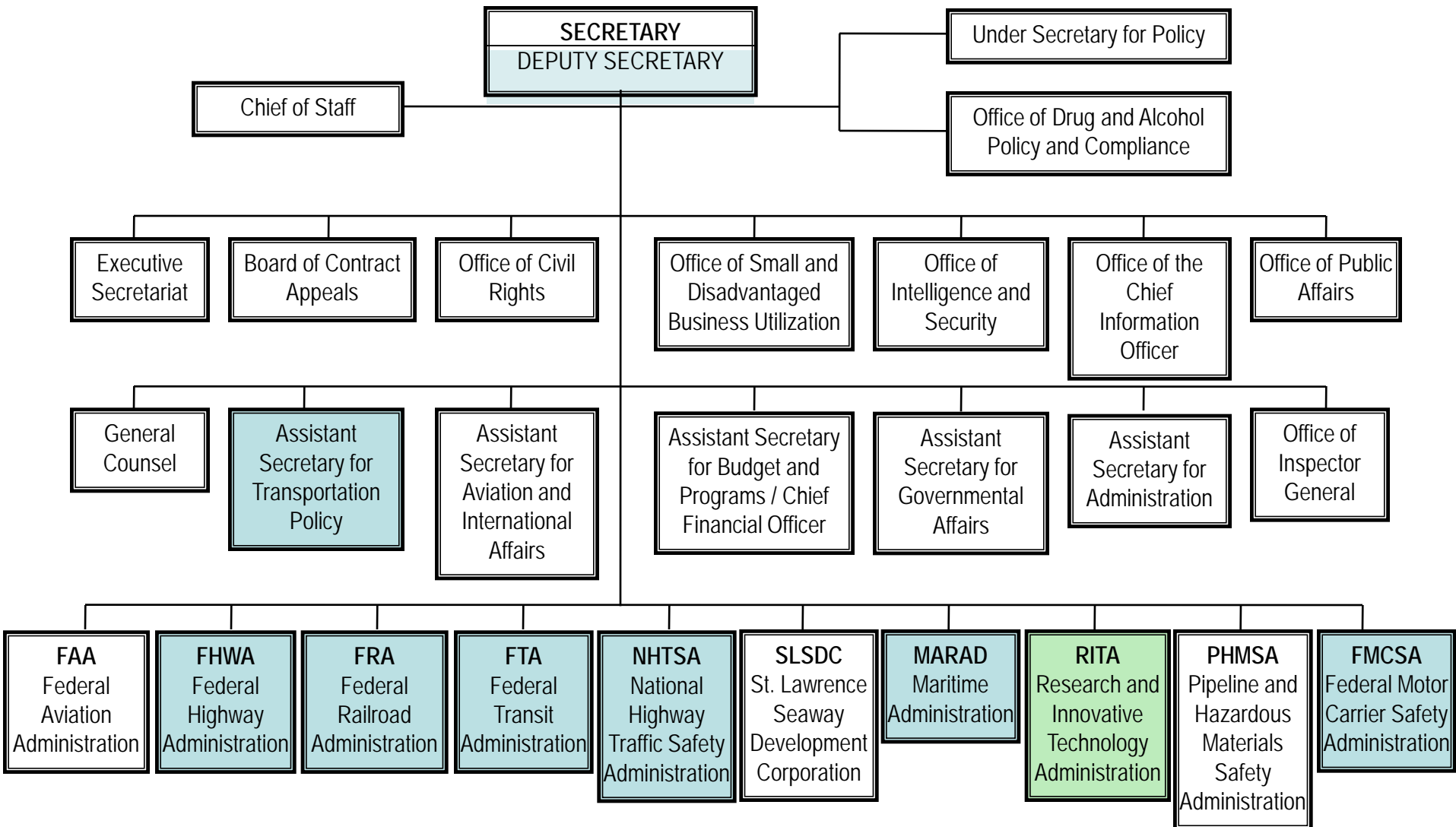


# Advisory Committee Recommendation, Cont.

- ***The Federal/States Interface*** - A major challenge within the US transportation system is the relative responsibility for implementation by the Federal Government and the States. While the Federal Government cannot drive implementation other than by cooperation by the States, it can provide the leadership and incentives to accelerate State implementation, and it certainly can track deployment success. Only by tracking ultimate deployment can we learn which programs and initiatives are effective and successful. JPO has a vital role to play here. How can it best contribute to making this relationship more effective?
- ***The Public/Private Interface*** - From its birth, ITS in the U.S. has had to deal with the relationship between the public and private sectors—who does what and how to share best practices? Mechanisms for cooperation? Standards setting? This comes to the fore in the question of vehicle technology and infrastructure technology and how they relate in ITS deployment. It is vital that the public/private interface be made more efficient and effective, to the benefit of all. How does JPO best address this issue?



# Departmental Management and Governance



# Active Stakeholder Relationships

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- U.S. Government
  - Department of Transportation (DOT) Modal Administrations
  - National Transportation Safety Board (NTSB)
  - National Oceanic and Atmospheric Administration (NOAA)
  - Environmental Protection Agency (EPA)
  - Department of Energy (DOE)
  - Department of Homeland Security (DHS)
  - Department of Defense (DOD)
  - National Telecommunications and Information Association (NTIA)
  - National Institute of Standards and Technology (NIST)



# Active Stakeholder Relationships

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- Safety/Public Safety
  - Transportation Safety Advancement Group – formed to work on ITS issues with safety community. Includes formal representatives of many major disciplines.
  - Governors Highway Safety Association (GHSA)
  - International Association of Chiefs of Policy (IACP)
  - National Emergency Number Association (NENA)
  - Association of Public Communications Officers (APCO)
  - Insurance Institute for Highway Safety (IIHS)
  - American Automobile Association (AAA)



# Active Stakeholder Relationships

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- State and Local Government/Roadway Authorities
  - American Association of State Highway and Transportation Officials (AASHTO)
  - Institute of Transportation Engineers (ITE)
  - Local chapters of ITE and Intelligent Transportation Society of America (ITSA)
  - National Association of Counties (NACo)
  - International Bridge Tunnel and Turnpike Association (IBTTA)
  - Building relationship with American Public Works Association (APWA)
- Private – ITS, Information Technology, Telecommunications
  - Intelligent Transportation Society of America (ITSA)
  - Connected Vehicle Trade Association (CVTA)
  - Institute of Electrical and Electronic Engineers (IEEE)
  - OmniAir Consortium - coalition supporting DSRC technology
  - Cellular Telecommunications Industry Association (CTIA)
  - Consumer Electronics Association (CEA)
  - National Electrical Manufacturers Association (NEMA)



# Active Stakeholder Relationships

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- Mode Specific
  - American Public Transportation Association (APTA)
  - The Community Transportation Association of America (CTAA)
  - America Trucking Association (ATA)
  - Commercial Vehicle Safety Alliance (CVSA)
- Private – Automotive
  - Groups that formed to work with DOT on research: Crash Avoidance Metrics Partnership (CAMP), Vehicle Infrastructure Integration Consortium (VIIC)
  - Society of Automotive Engineers (SAE)
  - Alliance of Automobile Manufacturers (AAM)
  - Association of International Automobile Manufacturers (AIAM)
  - Specialty Equipment Manufacturing Association (SEMA)
- Others
  - University Transportation Centers
  - Transportation Research Board





# New Opportunities to Create Positive Transformation

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- Existing ITS initiatives:
  - Professional Capacity Building Program
  - Peer to Peer Program
  - Public Meetings and Webinars
  - Online Knowledge Resources – Benefits, Costs, Lessons Learned; Deployment Tracking; National Transportation Library
- New ITS initiatives:
  - Policy Research Program
  - Stakeholder Engagement Planning and Coordination
  - Contests – Connected Vehicle Technology Challenge, others coming soon
  - Web 2.0 Tools – Twitter, RSS, electronic newsletters
  - Collaborative websites – [TransportationResearch.gov](http://TransportationResearch.gov)
  - More online learning opportunities and flexible electronic resources
  - ITS Certification Program
  - New ITS Website





# RITA

U.S. Department of Transportation  
Research and Innovative Technology Administration

 Search

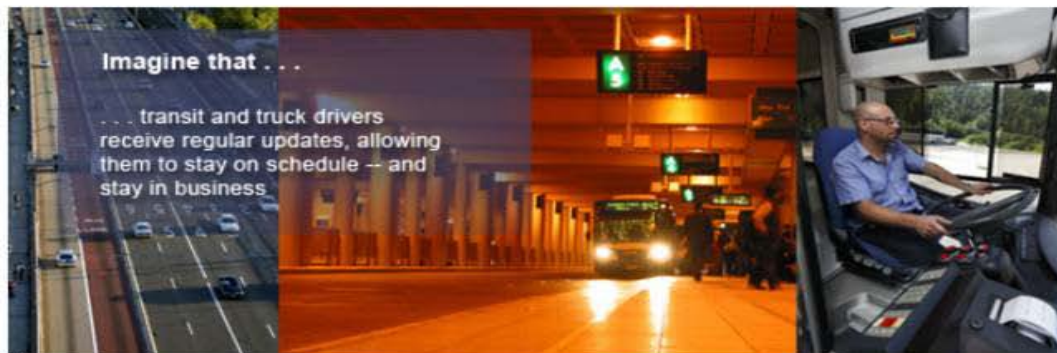
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RITA

Updated 11:08 AM EDT, December 20, 2010

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Imagine that . . .

. . . transit and truck drivers  
receive regular updates, allowing  
them to stay on schedule -- and  
stay in business.

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### Sec. Ray LaHood Remarks at ITS America Annual Meeting

The ITS Cost Database provides both  
unit costs (Capital, O&M, and Lifetime)  
for individual ITS components. [Read more...](#)

What's New

- ITS Strategic Research Plan (Executive Summary)
- 2010 Request for Information on ITS Costs
- Policy Roadmap for Safety: Vehicle-to-Vehicle (V2V) and Vehicle-to-Infrastructure (V2I), DRAFT 5/12/2010
- Secretary LaHood Excited About V2V Applications

### Our Current Research

[Applications](#)[Mode-Specific](#)[Cross-Cutting](#)

- ▶ Vehicle-to-Vehicle
- ▶ Vehicle-to-Infrastructure
- ▶ Real-Time Data Capture
- ▶ Dynamic Mobility Applications
- ▶ AERIS
- ▶ Road Weather

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Welcome

**Dr. Robert L. Bertini**  
Deputy Administrator  
RITA

[Biography](#) | [Video](#)

## Connected Vehicle Technology Challenge

**If vehicles could talk to each other,  
what would they say?**

Advances in wireless technology have enabled new  
levels of connectivity between vehicles.  
**We need your best ideas. Take the Challenge!**

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