

# Achieving Better Transportation

ITS  AMERICA

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July 2005

# ITS at Mid-Decade

Deployment & research....

...leading to consumer products

Congressional Support

- ITS Caucus
- Reauthorization

9 DOT Initiatives

# **Taking ITS to the Next Level**

Achieve Zero Fatalities, Zero Delays

Integrate vehicles and infrastructure

Collaborate (public and private sector in concert)

# What is Needed

- ◇ Funding and protected investment
- ◇ Awareness
- ◇ Market segments redefined
- ◇ Continued application development
- ◇ Successful business models
- ◇ Institutional Innovation

# Funding

An opportunity to solve a \$300 billion problem at pennies on the dollar

Tools that enhance performance

Protected funding stream –market certainty

Public-private funding mechanisms

# Awareness

Educate legislators, policymakers, operators

Fuel consumer demand -- ITS in every pocket.

Solve legal and policy challenges:

risk

liability

data ownership

privacy

# Market Segments

ATMS, ATIS, ADAS....

B-B, B-G, B-C

Freeway Management  
Arterial Management  
Transit Management  
Incident Management  
Information Management  
Commercial Vehicle Operations

Electronic Payment  
Traveler Information  
Crash Prevention and Safety  
Roadway Ops. and Mt.  
Road Weather Management

# Business Models

Understand existing successes

UPS

Disney

Determine the value of information

Rational pricing – transportation as a commodity

Developing future applications

# Institutions

Innovative relationships

The realities of procuring technology

The public-private conversation – learning a new language

Who is in the room when we celebrate Zero Fatalities, Zero Delays?

# What Can We Do Together?

Florida's public agencies and private sector

Florida's VII program and iFlorida

The role of associations:

ITS Florida and ITS America

# Why Do It?

A future where people and goods are transported without delay, injury, or fatality, by integrated systems that are built and operated to be safe, cost-effective, efficient and secure.

# ITS in Florida



Elizabeth Birriel, P.E.

July 2005

# Why ITS?

*ITS saves lives, time, and money*

Increasing Safety

Increasing Mobility

Providing Real Time Information

# ITS Technologies

I-75 Safety Barrier System Upgrade

Portable ITS in Construction Zones

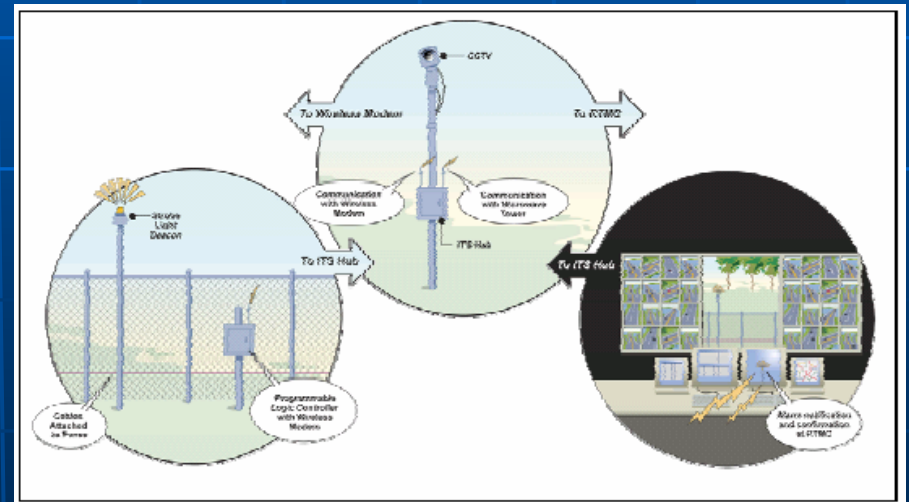
Vehicle Infrastructure Integration (VII)

# **I-75 Safety Barrier System Upgrade**

District 1 Ft Myers TMC will receive signal when system cables are deflected due to impact

Will allow TMC Operators to send assistance to affected motorist immediately

# I-75 Safety Barrier System Upgrade



# I-75 Safety Barrier System Upgrade



# Portable ITS in Construction Zones

Can consist of Highway Advisory Radio (HAR), Closed Circuit Television (CCTV), RTMS, Dynamic Message Signs (DMS) and Message Boards

Web site capabilities for CCTV snapshots, DMS message displays, and roadway conditions maps

Generally wireless communications and battery or solar powered

Pep Trailer



Message Board



Smart Zone



Highway Advisory Radio



# Portable ITS in Construction Zones

Currently have several systems in place:

I-4 Corridor

Palm Beach ITMS

Pensacola

# Web Page

- Home
- First Time User
- Current Conditions
- Links
- Project Information
- Glossary
- Press Releases
- Publications
- Speakers' Bureau
- Take Our Survey
- Contact Us
- FAQ
- Work Zone Safety



## CURRENT CONDITIONS

### Current Conditions

Click on a segment below to see a current view of any of the ten segments of I4 listed below.



#### Construction Update:

Signup!

E-mail:

Your E-Mail


Name

OR

[Login!](#)

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**CURRENT CONDITIONS**

### Westbound Rest Area (Milepost 47)

EAST Mon Jul 11 15:55:57 2005



	Avg. Speed	Occupancy	
West Bound	63	14.0	Inside Lane
	58	11.0	Outside Lane

Information updated every 3 minutes

[View All Segments](#)  
Galloway Road (Milepost 28) | Kathleen Road (Exit 31) | U.S. 98 (Exit 32)  
Socrum Loop Road/CR 582 (Exit 33) | State Road 33 (Exit 38) | Polk Parkway (Exit 41)  
State Road 559 (Exit 44) | Westbound Rest Area (Milepost 47) | U.S. 27 (Exit 55)  
[Mile Marker 57](#)

OR

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# Video surveillance



# Video surveillance



# Vehicle Infrastructure Integration (VII)

Connecting vehicles and infrastructure by creating an “enabling communication infrastructure”

Florida is one of ten states participating in VII initiative

Florida is a great proving ground for VII technology

Technical and privacy issues will have to be overcome