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TRB Annual Meeting

**ITS for Underserved Communities:
An Overview of the U.S. DOT's
ITS4US Deployment Program**

January 10, 2023

Program Overview

- A USDOT Multimodal Deployment effort, led by ITS JPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip

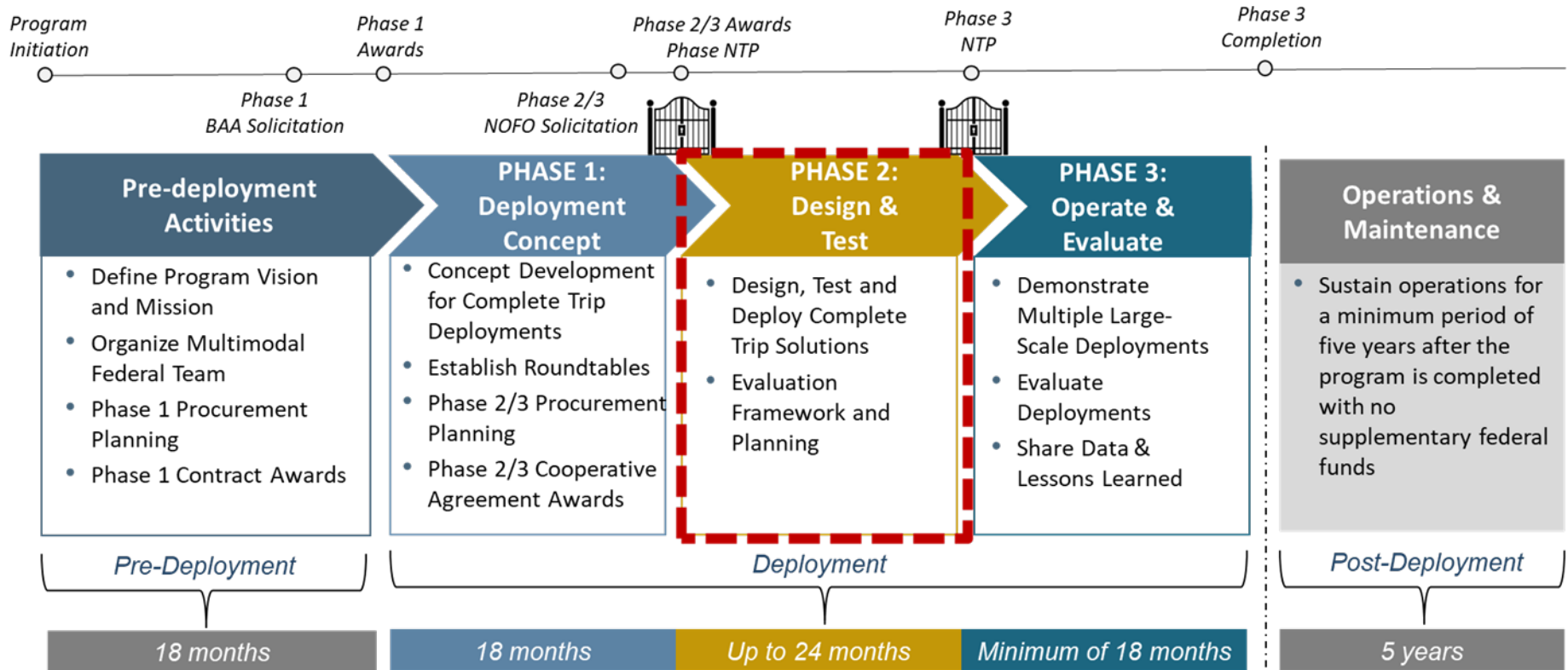
Vision

Innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability

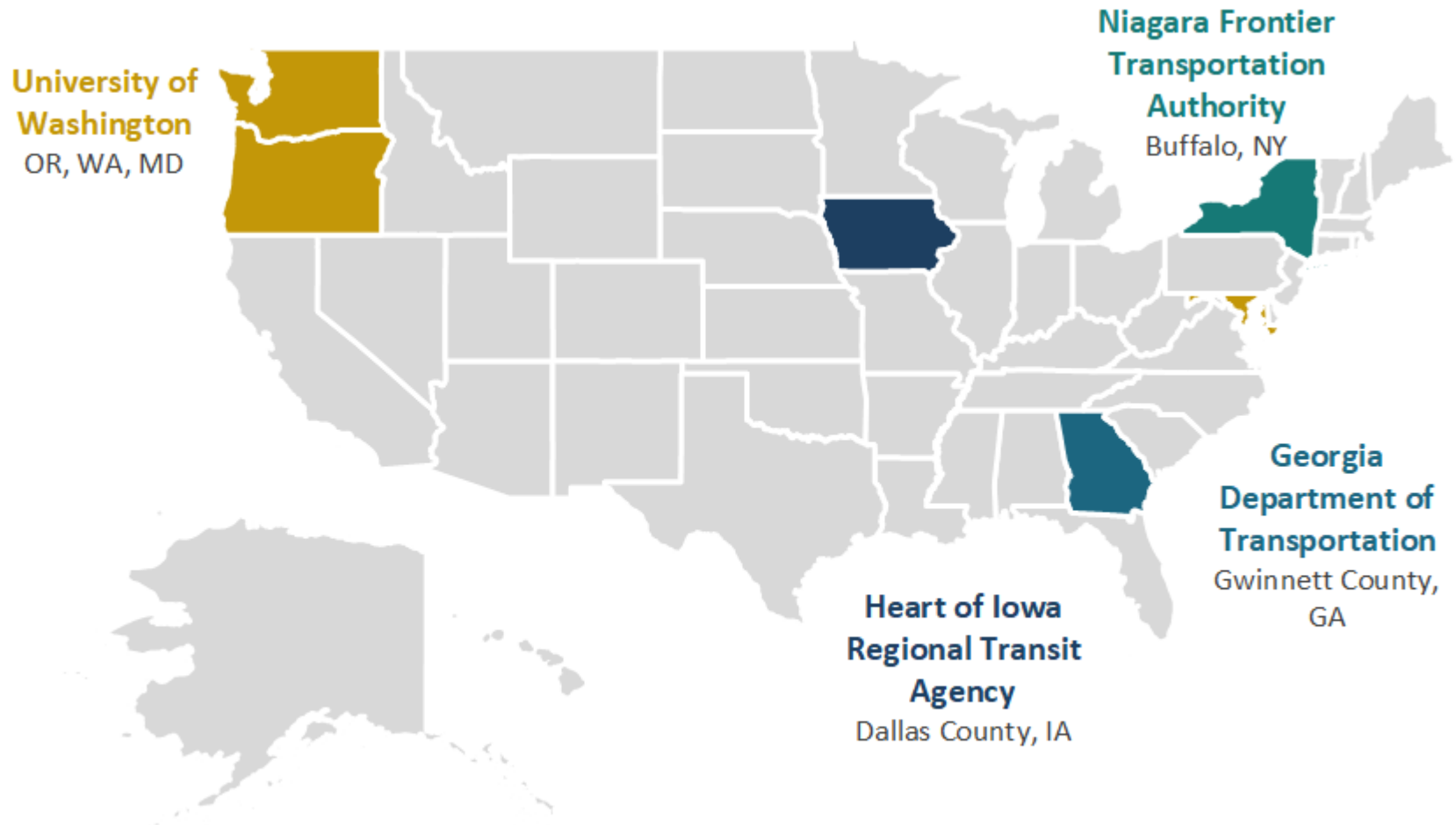
ITS4US Program Fundamental Elements

- Site deployments will be real-world environment **deployments**
- Serve as replicable models and remain in operation
- There are **multiple** site deployments
- Unique solutions to address critical, local challenges
- Deployments are expected to be both **large-scale and multi-modal**
- **Large-scale** implies deployments will have measurable impact
- Sites will deploy **multiple technologies and modes**

Deployment Phases



Phase 2 and 3 Awardees





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**Georgia Department of Transportation (GDOT)
Safe Trips in a Connected Transportation Network (ST-CTN)**

Polly Okunieff (GO Systems and Solutions LLC)

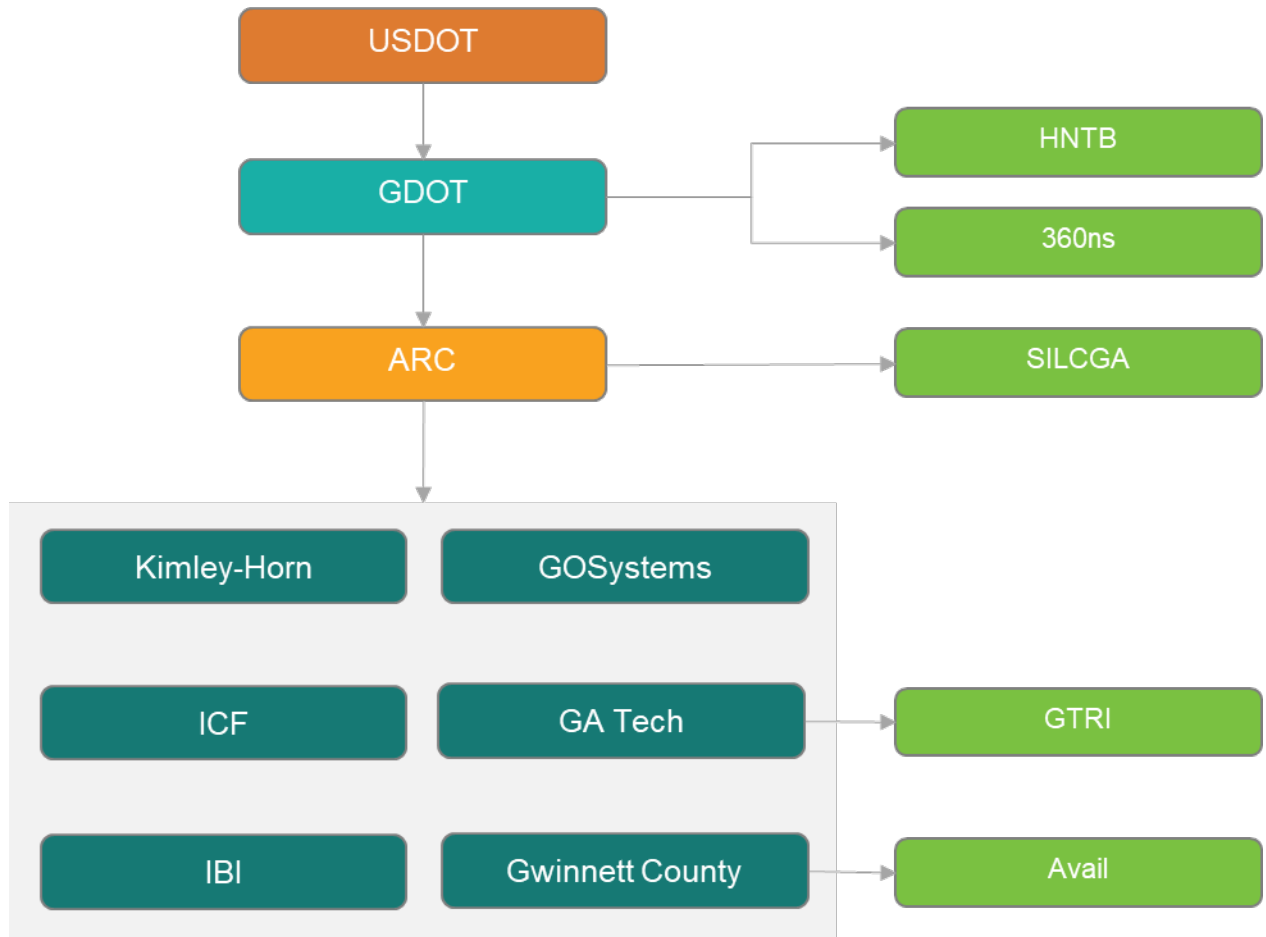
Safe Trips in a Connected Transportation Network (ST-CTN)



- Deployment area: Gwinnett County, Georgia
- Uses a mobile application with ability for users to:
 - Create personalized trip plans based on needs and preferences
 - Receive alternative trip routes
- Comprised of an integrated set of advanced transportation technologies including:
 - Connected vehicles
 - Transit signal priority
 - Machine learning
 - Predictive analysis

Deployment Concept – Phase 2/3

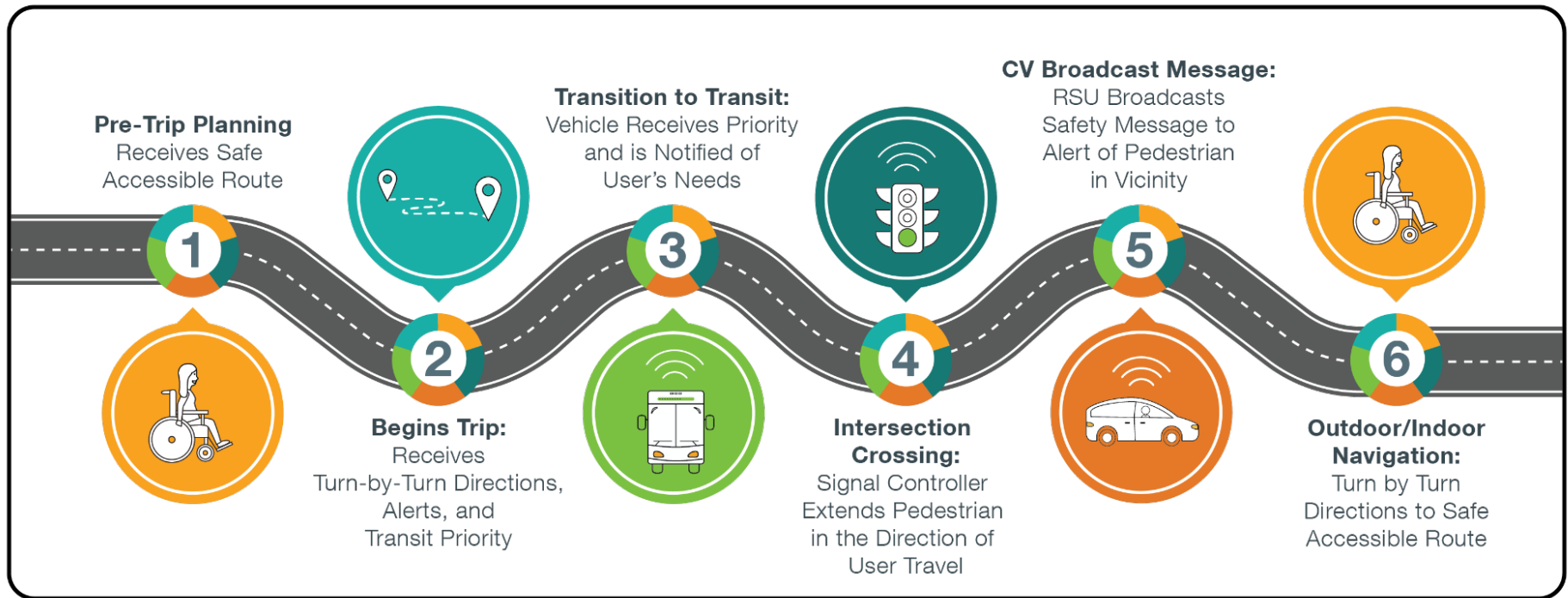
Project Team



Deployment Concept – Project Overview

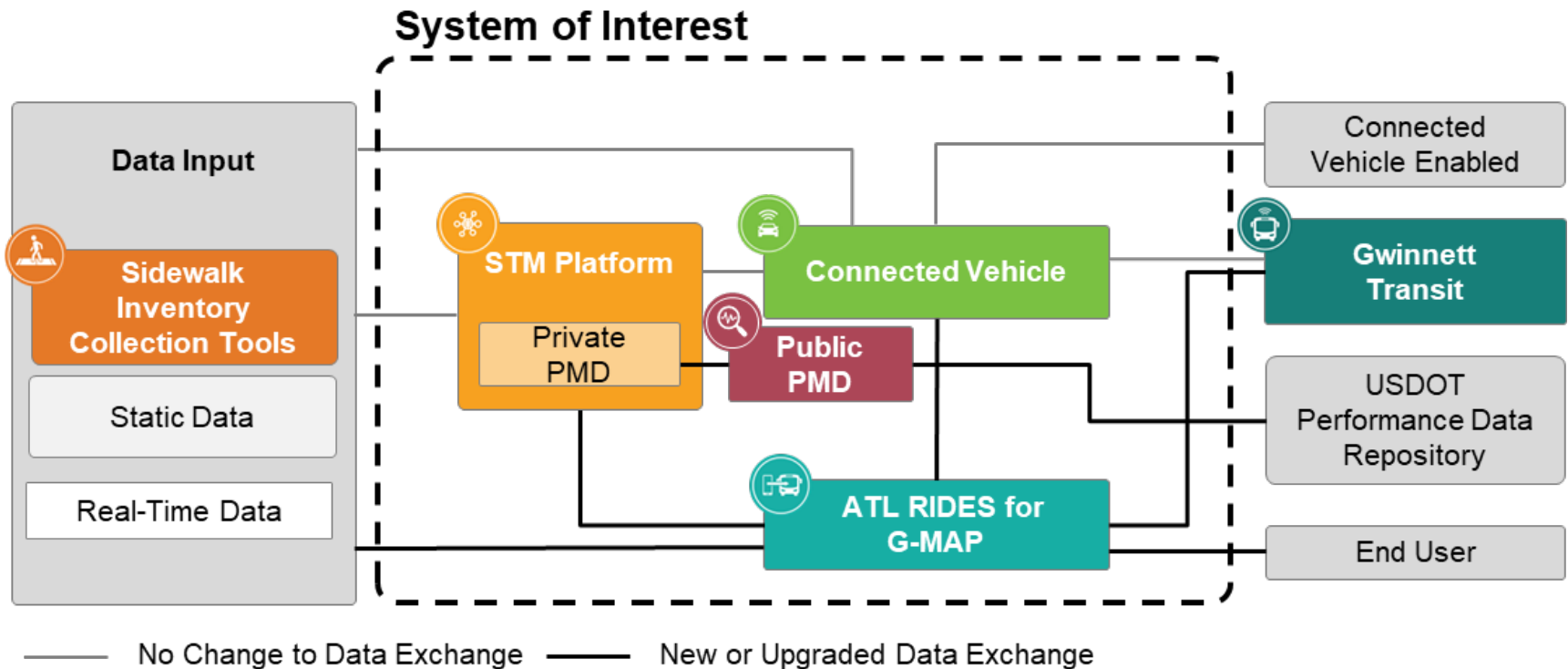


Safe Trips in a Connected Transportation Network





Technical Approach – Context Diagram





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Heart of Iowa Regional Transit Agency (HIRTA)
Health Connector for the Most Vulnerable: An Inclusive Mobility Experience
from Beginning to End

Santosh Mishra, IBI Group

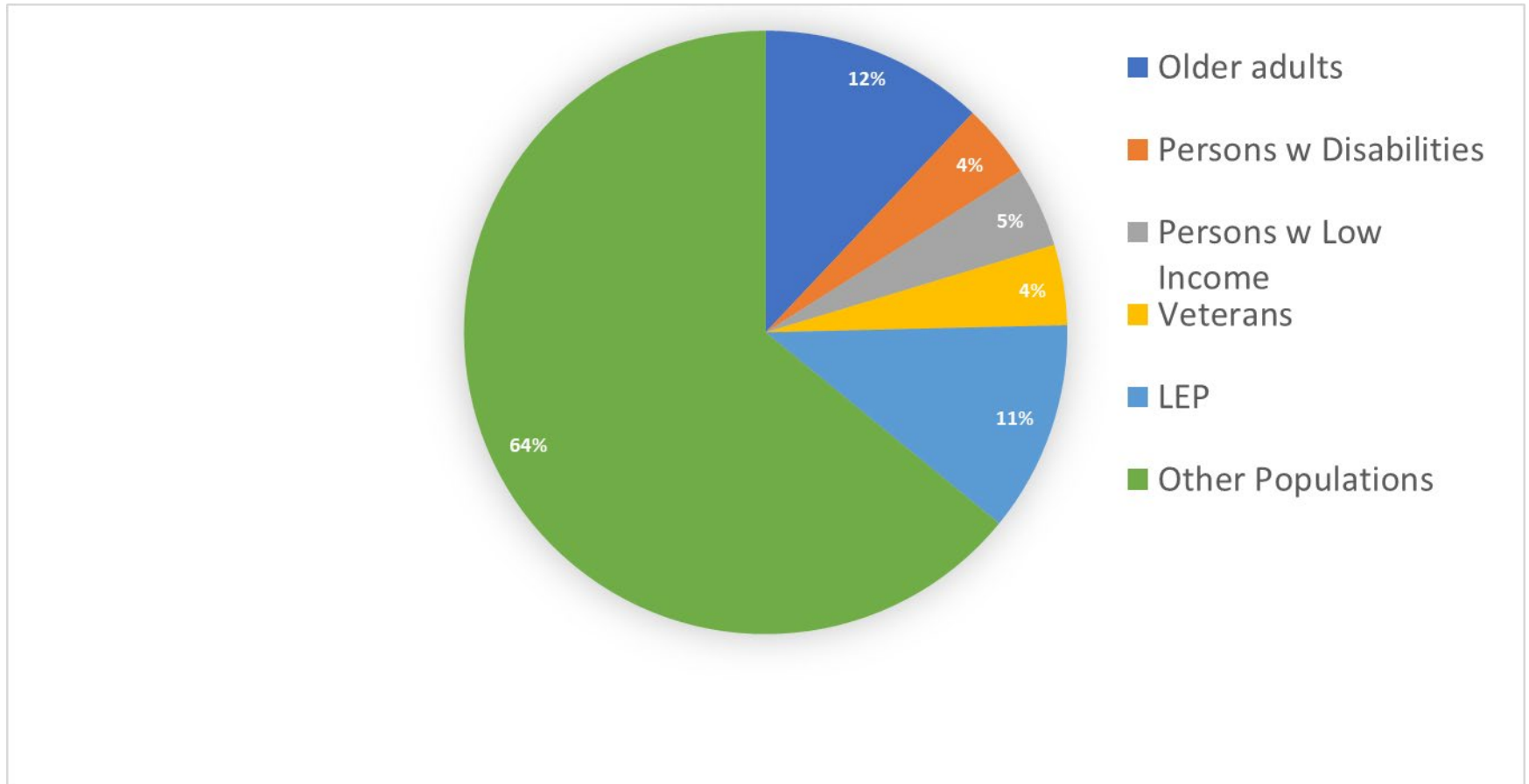
Health Connector for the Most Vulnerable

- Deployment area: Dallas County, Iowa
- Implement a scalable and replicable solution enabling transportation access to healthcare for all underserved populations and their caregivers
 - Use advanced technologies to resolve barriers
- Include information and wayfinding services to guide each step of user's trip
- Provide enhanced access to healthcare options for all travelers in Dallas County, a mostly rural county

HIRTA and Dallas County Overview

- HIRTA provides demand response services to population in 7 county areas, including Dallas County
- Dallas County grew 36% in the last decade
- Coordination of medical transportation services for underserved a major challenge

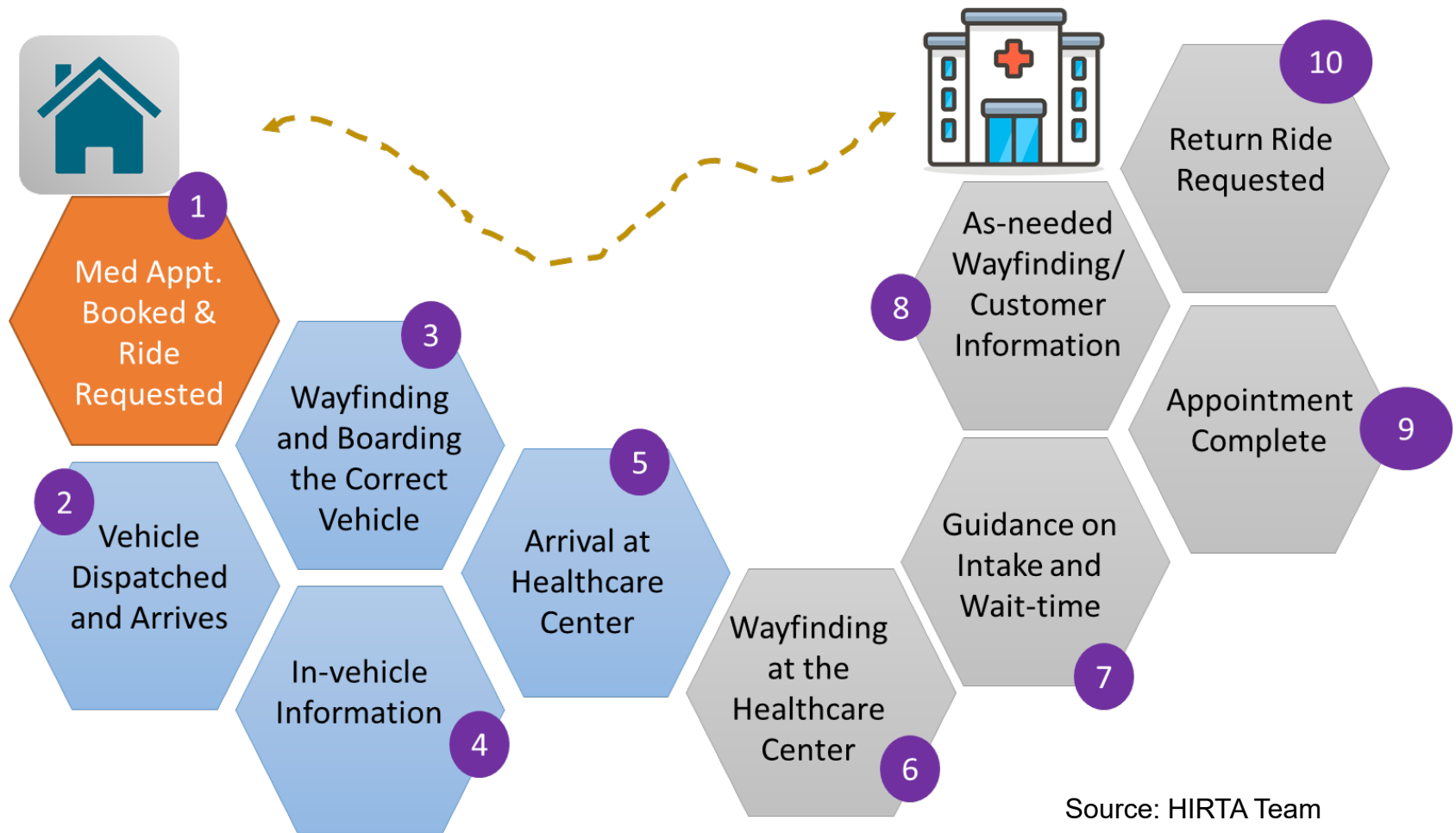
Dallas County Underserved Population



High-Level Findings from Stakeholders

- Lack of awareness on transportation options
- Lack of integrated booking and trip management experience
- Limited capabilities in current modes to meet the needs of underserved
- Limited wayfinding capabilities
- Service management challenges with return trips
- Same day and after hour service issues
- Limited data sharing and reporting to measure the performance of healthcare transportation

Concept Overview





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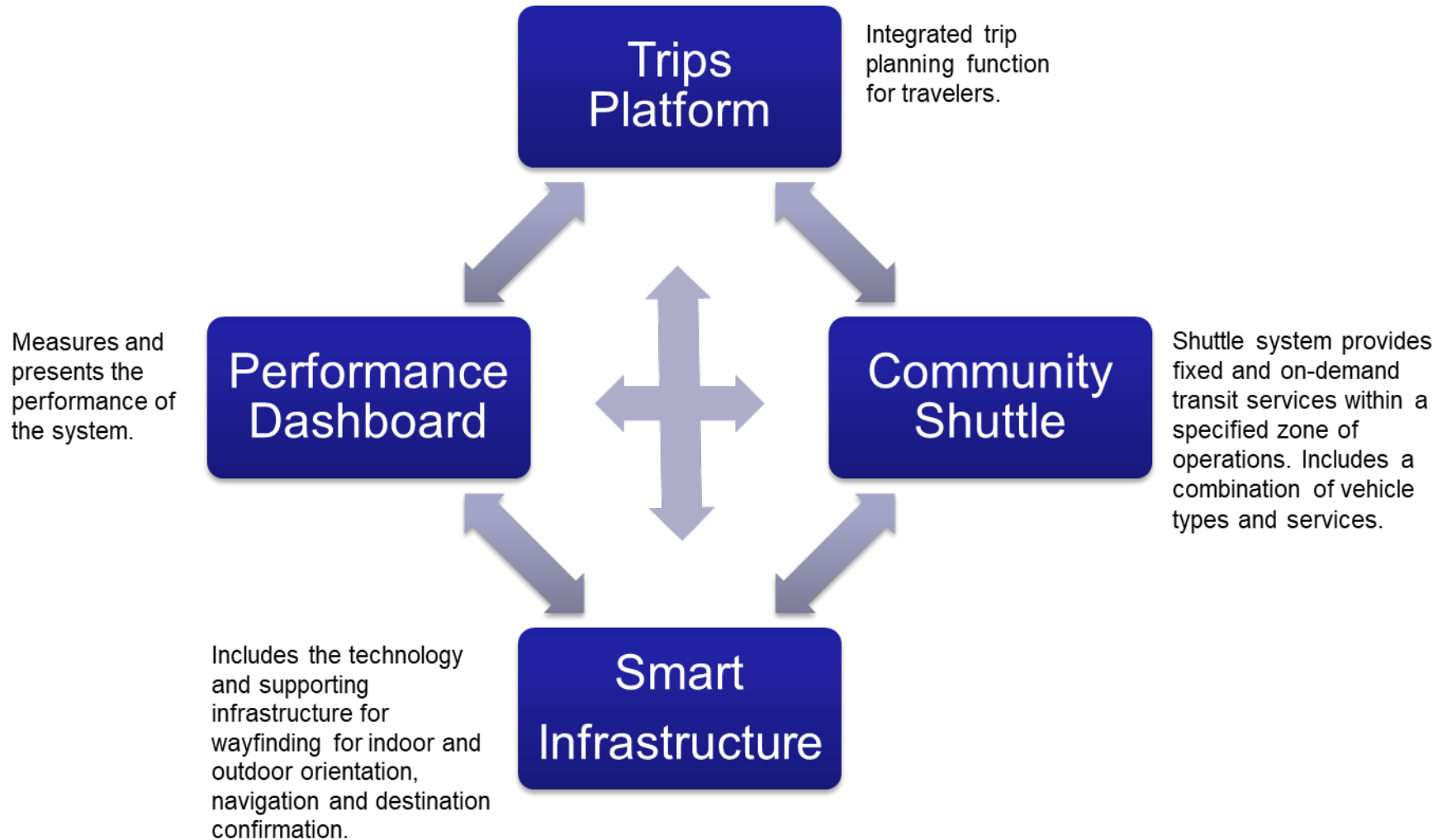
Niagara Frontier Transportation Authority (NFTA)
Complete Trip Deployment in Buffalo, NY

Nayel Urena Serulle, ICF

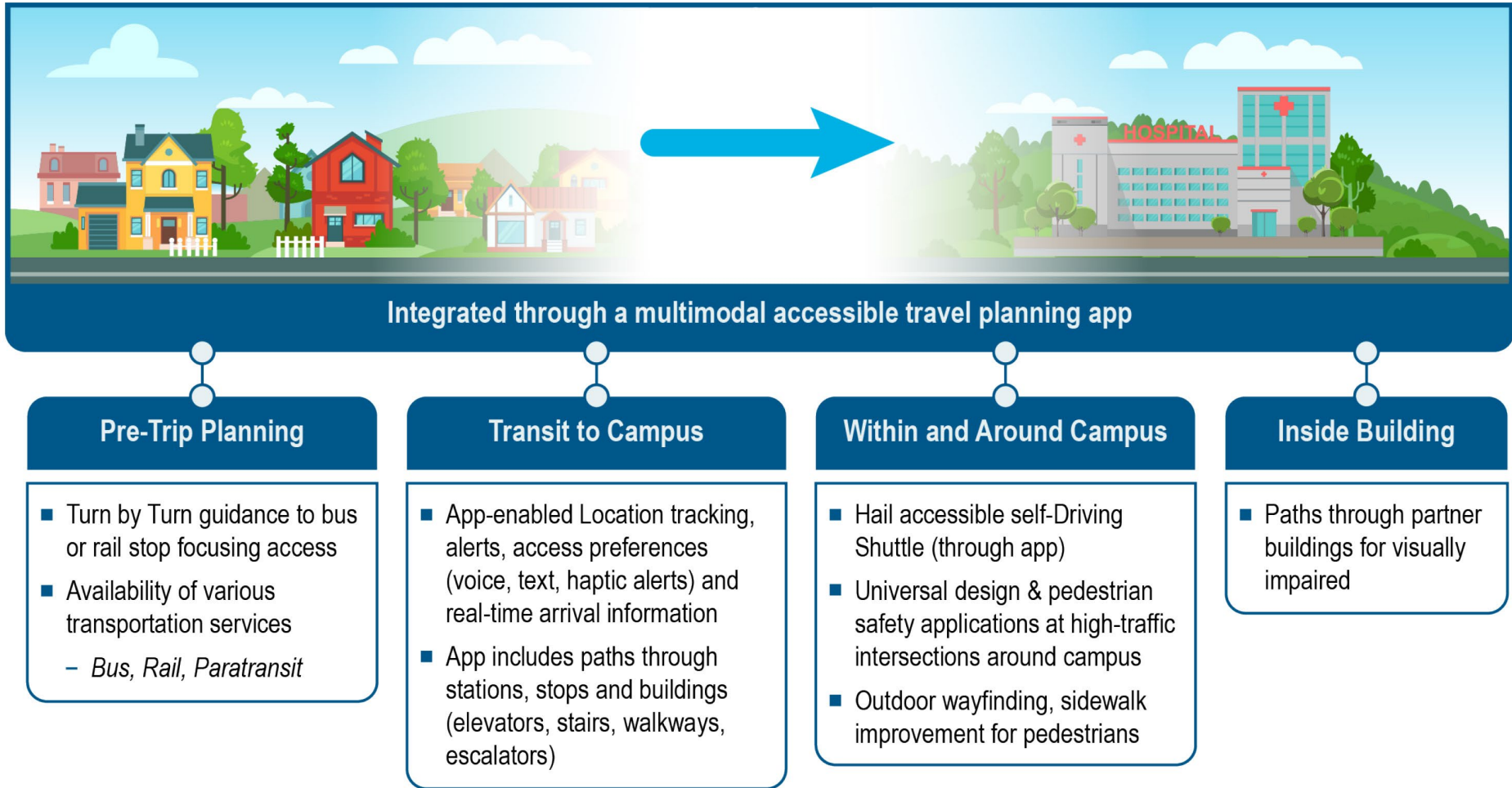
Complete Trip Deployment in Buffalo, NY

- Deployment area: Buffalo Niagara Medical Campus
- Deploys new and advanced technologies to address existing mobility and accessibility challenges
- Integrates accessible trip planning too with
 - Current transit services
 - Indoor/outdoor wayfinding
 - On-demand shuttle service
 - Intersection pedestrian safety technologies
- Factors in travelers' preferences and accessibility-related needs for comprehensive trip planning

NFTA System Overview



Summary of Deployment Concept



Deployment Objectives

Consistent, continuous trips to, from, and within the BNMC area.

Online and offline ways to receive real time information on services, and infrastructure usability and accessibility.

Trip paths that are **safe, accessible, and compatible** with user-defined preferences and capabilities.

Integrated, flexible, demand-responsive, end-to-end transit options for the community.

At-Scale Deployment Summary

Deployment Element	Estimated Number
Participants	<p>100 participants during Phase 2 to support development and testing of the system and its components.</p> <p>300-500 participants total in Phase 3 (including Phase 2 participants). Final number will be dependent on the number of people interested in participating. Outreach and recruitment efforts will focus on obtaining the highest and most diverse number of participants possible.</p>
Beacons/Smart Signs	<p>Under 100 devices. The final number is unknown at the time and will be determined once the facilities are measured.</p>
Touch Models	<p>1 model as part of this pilot (location to be determined in Phase 2). Note that pilot will leverage the efforts of an external study that is placing another model at the Innovation Center on the BNMC.</p>
TIH	<p>2 hubs, with location to be determined in Phase 2.</p>
PED-X Intersections	<p>2 intersections, Main St. & Best St. and Ellicott St. & High St.</p> <p>2 National Transportation Communications for Intelligent Transportation System Protocol (NTCIP) Supported MioVision platform to serve as a communications broker / gateway (one per intersection, total number: 2).</p>
Vehicles	<p>A maximum of 4 shuttles , a combination of SDS and HDS. Phase 2 will start with 2 shuttles for testing and integration efforts, and 2 additional shuttles will be added in Phase 3.</p> <p>SDS Vehicles: 1-2 (note: the number will depend on the procurement)</p> <p>HDS Vehicles: 2-3 depending on the service plan and demand.</p>
Online/Offline Platforms	<p>1 CTP website and mobile application.</p> <p>1 Performance Dashboard.</p>



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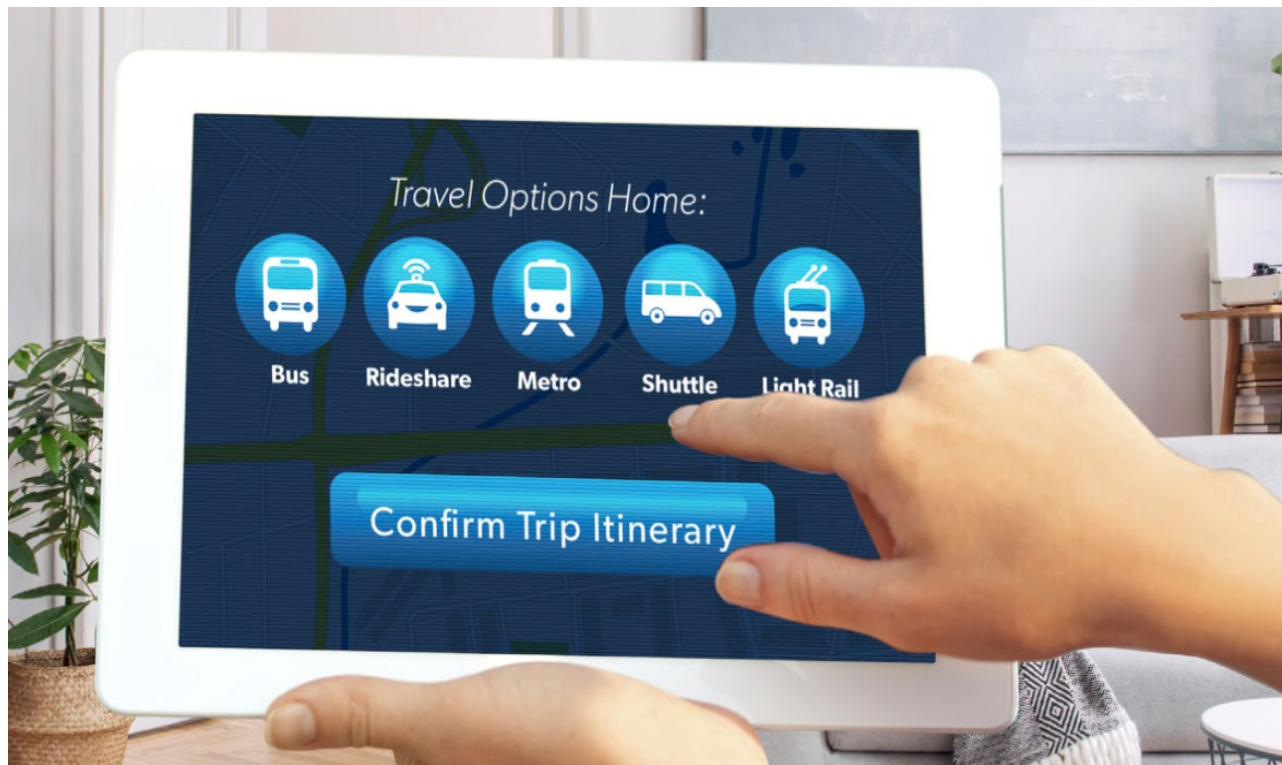
University of Washington

ITS4US Deployment Project: Transportation Data Equity Initiative

Mark Hallenbeck, UW

Transportation Data Equity Initiative (TDEI)

Tools for data sharing and interoperability to provide equitable navigation options for all travelers irrespective of location, income, or disability

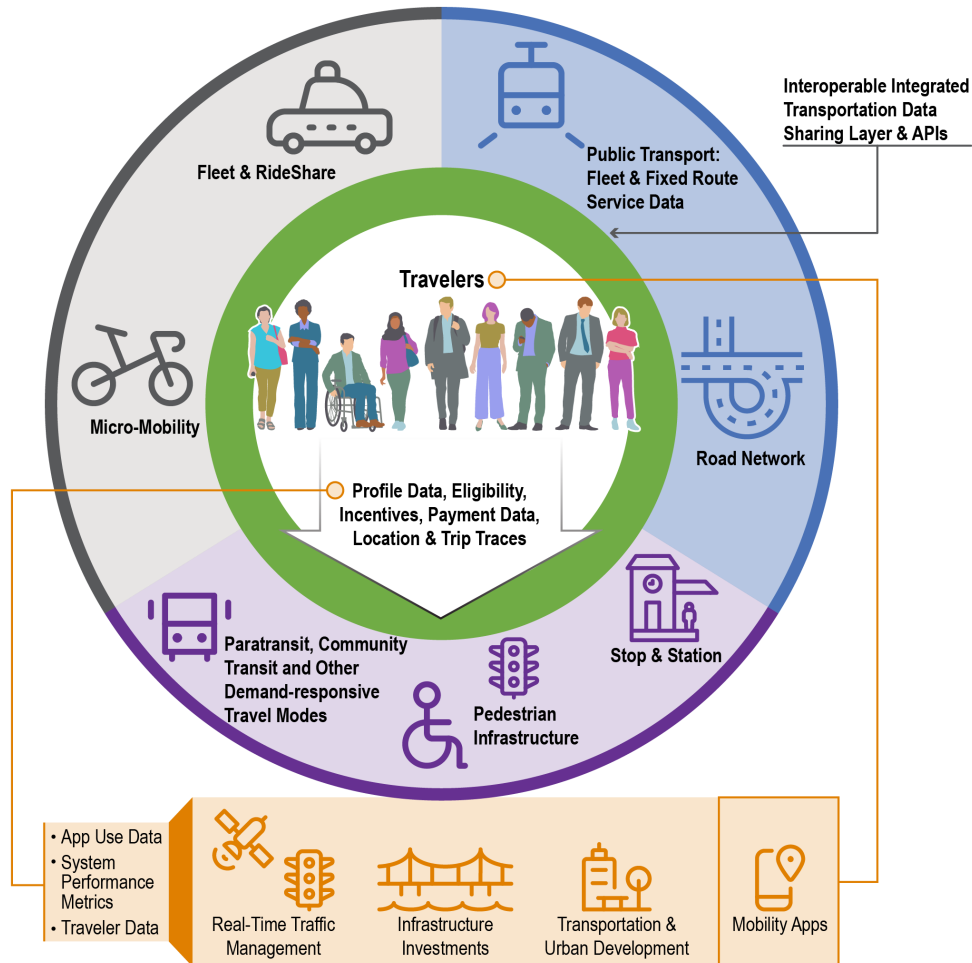


Traveler Quote

*Using a tool like directions on Google Maps doesn't really help me get around. **Actually sometimes this does more harm than good.** I'm sent down streets I can't cross, or up inclines that are impossible to climb. It can be deeply frustrating.*

“

All travelers need useful travel data they can trust



Provide More Equitable Mobility Benefits

Create, modify and improve data standards

OpenSidewalks

GTFS-Pathways
(transit stations)

GTFS-Flex
(on-demand transit)

Tools to collect, store and share the data

Data Collection

Data Vetting

Data Provisioning Services

Demonstrate the value of the data

Multimodal AccessMap

Soundscape

Audium



Deployment Sites



ITS4US Site Contact Information

GDOT

<https://georgia-map.com/>

Alan Davis

Co-Project Management Lead

aladavis@dot.ga.gov

Kofi Wakhisi

Co-Project Management Lead

kwakhisi@atlantaregional.org

HIRTA

<https://transithealthconnector.org/>

Brooke Ramsey

Project Management Lead

BRamsey@ridehirta.com

NFTA

<https://bnmc.org/its4us-buffalo/>

Robert Jones

Concept Deployment Lead

robert.jones@nfta.com

Kelly Dixon

Project Management Lead

kdixon@gbnrtc.org

University of Washington

<https://transitequity.cs.washington.edu/>

Anat Caspi

Deployment Development Lead

caspi@cs.washington.edu

ITS4US Contact Information

Elina Zlotchenko
Program Manager, ITS JPO
Elina.Zlotchenko@dot.gov

Visit the ITS4US Deployment Program Website:

<https://its.dot.gov/its4us/>

ITS4US Deployment Program Video

<https://youtu.be/pztl1IRyXAc>

Questions & Answers