



ITS Program Advisory Committee  
Web Conference

May 18, 2011

Meeting Minutes

June 29, 2011

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## 1. General

- a. A meeting of the Intelligent Transportation Systems (ITS) Program Advisory Committee (PAC) was held by Web conference May 18, 2011.
- b. These minutes provide a summary of the meeting proceedings. A copy of these minutes, the meeting transcript, and other meeting documents are available for public inspection and copying in the ITS PAC Website at <http://www.its.dot.gov/itspac/index.htm>.

## 2. Meeting Attendance

- a. Committee members present, in alphabetical order:

Mr. Joseph Calabrese; Director, Greater Cleveland Regional Transit Authority  
Mr. Robert Denaro; Vice President, NAVTEQ Corporation (ITS PAC Committee Vice Chairman)  
Ms. Ann Flemer (via teleconference); Deputy Executive Director, Policy; Metropolitan Transportation Commission; Oakland, California  
Dr. Genevieve Giuliano, Senior Associate Dean for Research and Technology, USC School of Policy, Planning, and Development  
Mr. Randell Iwasaki; Executive Director, Contra Costa Transportation Authority  
Mr. J. Peter Kissinger; President and CEO, AAA Foundation for Traffic Safety  
Mr. Jack Lettiere; President, Jack Lettiere Consulting  
Mr. Don Osterberg; Senior Vice President, Safety and Driver Training, Schneider National, Inc.  
Dr. Joseph Sussman; JR East Professor, Department of Civil and Environmental Engineering and Engineering Systems Division; Massachusetts Institute of Technology (ITS PAC Committee Chairman)  
Dr. Peter Sweatman; Director, University of Michigan Transportation Research Institute  
Mr. James Vondale; Director, Automotive Safety Office, Sustainability, Environmental and Safety Engineering; Ford Motor Company

- b. Committee members absent, in alphabetical order:

Mr. Steve Albert, Director, Western Transportation Institute  
Mr. Scott Belcher; President and CEO, ITS America  
Ms. Robin Chase; Founder & CEO, Meadow Networks  
Dr. Adam Drobot; Managing Director and Chief Technology Officer, 2M Companies  
Mr. Bryan Mistele; CEO, INRIX  
Mr. Kirk Steudle; Director, Michigan Department of Transportation  
Mr. Gary Toth; Senior Director, Transportation Initiatives; Project for Public Spaces  
Mr. Pravin Varaiya; Nortel Networks Distinguished Professor, Department of Electrical Engineering and Computer Sciences; University of California, Berkeley

c. Others present, in alphabetical order:

- Mr. Peter H. Appel; Administrator, Research and Innovative Technology Administration, U.S. Department of Transportation  
Dr. Robert L. Bertini; Deputy Administrator, Research and Innovative Technology Administration, U.S. Department of Transportation  
Mr. Stephen Glasscock; Program Coordinator, ITS Joint Program Office, Research and Innovative Technology Administration, U.S. Department of Transportation (ITS PAC Designated Federal Official)  
Ms. Shelley Row, Director, ITS Joint Program Office, Research and Innovative Technology Administration, U.S. Department of Transportation  
Mr. Carlos R. Vélez, Jr.; Citizant, Inc.

**3. Meeting Action Items**

The reference following each action item is the paragraph and page number of the Summary of Proceedings below where the action item can be found (in bold font).

- a. The Technology Strategy Subcommittee will develop an ITS summit draft agenda and calendar the summit in the next 30 to 45 days for an early fall event date (5.c.(3), page 7).  
b. Subcommittees will submit the next iteration of their reports, including concrete recommendations, by June 3 (5.e., page 8).

**4. Meeting Agenda**

- a. Welcome and Opening Remarks: Dr. Joseph Sussman  
b. Review of Program Evaluation and Strategy Subcommittee Findings: Ms. Ann Flemer  
c. Review of Technology Strategy Subcommittee Findings: Mr. Peter Sweatman  
d. Review of Standards and Harmonization Subcommittee Findings: Mr. Jim Vondale  
e. Summary and Action Items Review: Dr. Sussman  
f. Adjourn

**5. Summary of Proceedings**

- a. Welcome and Opening Remarks

- (1) Dr. Sussman

Dr. Sussman welcomed participants and stated that the three subcommittee reports were the meeting's primary agenda items. Dr. Sussman added that this was the first vetting of the subcommittee reports at the full ITS PAC level, and that over the next

several weeks the subcommittees would continue to develop their recommendations for presentation at a committee face-to-face meeting on June 17.

Dr. Sussman introduced Dr. Bertini for his welcoming remarks.

(2) Dr. Bertini

Dr. Bertini expressed appreciation for the committee members' time, energy, and efforts in helping to move the ITS program forward. He added that he believed the subcommittee structure was very productive. Dr. Bertini stated that there was a lot happening in the ITS program, and he hoped there would be an opportunity soon to update the ITS PAC on activities such as Safety Pilot, the Wireless Innovation Fund Initiative, and other environmental, data, and mobility related activities.

Dr. Bertini announced that Ms. Shelley Row, ITS JPO Director, had returned from her sabbatical and was present at the Web conference. He invited Ms. Row to make her welcoming remarks.

(3) Ms. Row

Ms. Row stated that she was pleased to be back and to have an opportunity to work with the ITS PAC. She added that she was very impressed with the work the committee had accomplished and looked forward to the committee's June 17 face-to-face meeting. Ms. Row thanked Dr. Bertini for his leadership as JPO Acting Director during her absence.

Dr. Sussman reviewed the committee's past deliberations that led to the subcommittee reports that would be delivered during the Web conference. In the ITS PAC's August 2010 advisory memorandum to the U.S. Department of Transportation (DOT), the committee identified several ITS program-related issues that merited further study. These issues are multimodalism, the platform approach, communications, technology, and institutional transformation. The committee discussed two of these issues at its January 2011 meeting in Oakland, California and the other three issues at its March 2011 meeting in Ypsilanti, Michigan. At the March meeting, the committee established its subcommittee structure to better focus the committee's efforts at developing recommendations for its next advisory memorandum to the U.S. DOT.

Dr. Sussman turned the meeting over to Ms. Flemer for the Program Evaluation and Strategy Subcommittee report.

b. Review of Program Evaluation and Strategy Subcommittee Findings

- (1) Ms. Flemer stated that the Program Evaluation and Strategy Subcommittee charge was to advise the committee on overall ITS program direction and performance, including:

- a. Strategies to promote program multimodalism,
  - b. Strategies to accelerate deployment of ITS technologies, and
  - c. Performance metrics to measure achievement of safety, mobility, and environmental goals.
- (2) The subcommittee's discussions focused on the following ITS JPO charter major objectives that would form the basis of an approach for evaluating ITS program performance:
- a. Performing, managing, and advocating for research and development;
  - b. Creating an environment in which ITS can advance as a critical, deployable element of a contemporary transportation system; and
  - c. Positioning ITS as a response to policy challenges the U.S. transportation system faces.
- (3) Ms. Flemer also stated that the subcommittee had determined the need to narrow its initial charge based on the following provisos:
- a. The committee's evaluation of the ITS program should be at the program level, not the project level.
  - b. Resources needed to implement ITS PAC recommendations may exceed current ITS program resources.
- (4) The subcommittee developed the following draft recommendations:
- a. The JPO should provide an effective program to support system development, investment and deployment by others (e.g., state and local entities), in addition to the national deployment objectives.
  - b. The JPO should facilitate institutional transformation (e.g., public-private partnerships, federal/state interactions, etc.) where it is of fundamental value (or necessary) to achieve progress towards deploying transportation technologies.
  - c. The JPO should have a technology strategy that recognizes and leverages technology developments in other sectors (e.g., defense, telecommunications, etc.).
  - d. The JPO should develop and execute multimodal ITS strategies as identified by an assessment of activities underway in each of the modal administrations.
  - e. The JPO should work toward an ITS program that contributes to a sustainable

transportation system that supports economic development, environmental protection, and social equity.

- f. The JPO should establish program-level performance metrics and implement them as an integral part of an ongoing evaluation to measure specific outcomes against expectations.

- (5) Ms. Flemer concluded by stating that the subcommittee would define desired outcomes and metrics for these recommendations based on input from the committee.

Following a discussion period, Dr. Sussman turned the meeting over to Mr. Denaro for the Technology Strategy Subcommittee report.

c. Review of Technology Strategy Subcommittee Findings

- (1) Mr. Denaro stated that the subcommittee had defined its charge in terms of two elements.

- (a) The first element is to look at how technologies across sensors, computers, communications, and systems management may accelerate ITS program effectiveness and deliver national benefits in safety, mobility, energy, and the environment. Potential recommendations in this area may address a systems approach to dealing with the future multi-purpose ITS infrastructure, incentivizing the creativity of the broader stakeholder community, and a robust ITS architecture that will lower barriers to entrepreneur development of multimodal applications.

- (b) The second subcommittee charge element is to give specific consideration to connected vehicle systems and maximizing V2V and V2I communications platform development. Potential recommendations in this area may include, but not be limited to, engaging auto manufacturers, developers, and other stakeholders to develop innovative applications based on the connected vehicle communications platform; technology adaptation to a variety of multimodal uses; and achieving technology adoption by vehicle manufacturers, state and local DOT's, transit agencies, and other stakeholders.

- (2) Mr. Denaro stated that the subcommittee had not yet articulated specific recommendations. He summarized relevant aspects of the subcommittee's deliberations to date and stated that the subcommittee would be able to develop its recommendations in the next few weeks.

- (3) Mr. Denaro also discussed draft meeting goals, format, participants, desired outcomes, and key agenda topics for the potential White House ITS summit. Ms. Row emphasized that this potential White House Summit and the White House-level Wireless Innovation Initiative roundtable scheduled for May 23 were not duplicative. Dr. Bertini reminded the committee that the White House Chief Technology Officer's specific interest in collaborating on an ITS summit is to help accelerate deployment

of 5.9GHz applications, which differentiates the summit from the May 23 roundtable. Mr. Denaro stated that **the Technology Strategy Subcommittee will develop an ITS summit draft agenda and calendar the summit in the next 30 to 45 days for an early fall event date.**

Dr. Sussman introduced Mr. Vondale for the Standards and Harmonization subcommittee report.

d. Review of Standards and Harmonization Subcommittee Findings

- (1) Mr. Vondale stated that the subcommittee's view of its charge is to gather information and evaluation options and to provide recommendations to ensure that ITS standards are harmonized globally.
- (2) During its deliberations, the subcommittee addressed the following key issues:
  - (a) There is a lot of activity ongoing in the international standards development area, and not all of it is good. Therefore, there is urgency in moving forward on promoting standards harmonization.
  - (b) Some people in the industry believe that standards harmonization will slow technology deployment. The subcommittee believes the opposite -- that standards harmonization can be accomplished efficiently and quickly, and will greatly benefit technology deployment.
  - (c) There is a lot of competition among standards organizations in the marketing of standards, so not all organizations are eager to cooperate on standards harmonization.
  - (d) Not all standards need to be harmonized, and there is not complete agreement on identifying the critical ones that do need to be harmonized.
- (3) The subcommittee developed the following draft recommendations:
  - (a) The ITS JPO should make a clear public statement that globally harmonized ITS standards are critical to the efficient and rapid deployment of ITS technologies.
  - (b) The JPO should play a visible leading role in encouraging the development of globally harmonized standards by adequately funding organizations and programs designed to harmonize ITS standards and by applying strong political pressure on standards organizations and governments to harmonize standards.
  - (c) The ITS JPO should fund an analysis of the benefits of harmonized ITS standards and the costs of non-harmonized standards.

- (d) The ITS JPO should ensure that U.S. government and industry personnel actively engaged in standards work properly support the U.S. – EU and U.S. – Japan Harmonization Task Forces.
- (e) The ITS JPO should work with industry and others to develop a process to identify a prioritized list of critical standards that should be harmonized and to obtain buy-in on the prioritized list from the European and Japanese governments.

In the discussion that followed, Mr Kissinger suggested that, given criticality and urgency of the global harmonization of standards issue, perhaps the issue should be addressed separately from the next ITS PAC advisory memorandum. Dr. Bertini and Ms. Row agreed that this would be a good way to focus attention on this issue.

e. Summary and Action Items Review

The subcommittee chairpersons agreed that they had received enough input from other committee members to prepare another iteration of their subcommittee reports, and that they could **submit these reports, including concrete recommendations, by June 3**. These reports would be used as the primary input for the June 17 meeting.

Mr. Kissinger asked Dr. Sussman if the June 17 meeting agenda could include time for subcommittee break-out meetings as the first order of business. Dr. Sussman replied that he had planned for the subcommittees to meet near the end of the meeting to discuss commentary on their reports, but that the decision on whether the subcommittees would meet at the start or the end of the June 17 could be made after assessing subcommittees' progress following the June 3 submission of their reports.

Ms. Row informed Dr. Sussman that Mr. Appel requested to address the committee at the end of the meeting. Dr. Sussman welcomed Mr. Appel, informed him that the committee had concluded its business, and invited him to make final remarks.

Mr. Appel thanked the committee for their work, particularly in the area of standards harmonization, which is a critical area for U.S. DOT. He also commented that when he first received advice on the utilization of advisory committees, he was told that a subcommittee structure is a key to success, so he was glad that the ITS PAC was using this structure. He again thanked the committee for their hard work.

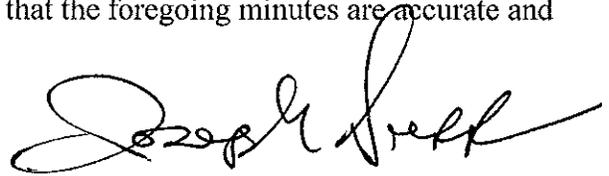
Dr. Sussman thanked all for their participation.

f. Adjourn. The meeting adjourned at 3:15 p.m.

We hereby certify, to the best of our knowledge, that the foregoing minutes are accurate and complete.



Shelley Row, P.E., PTOE  
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