



17th ITS World Congress, Busan 2010

October 25-29, 2010 BEXCO, Busan, Korea



*Ubiquitous
Society with
ITS!*

Transforming Transportation Through Connectivity

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U.S. and Global Problems

Safety

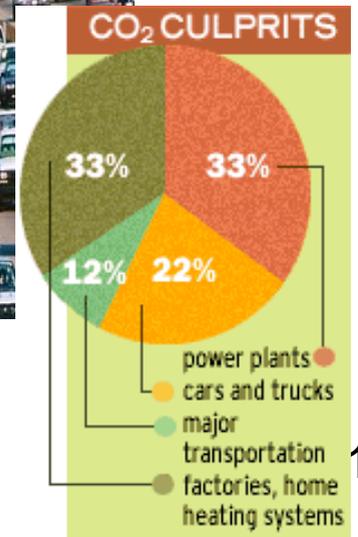
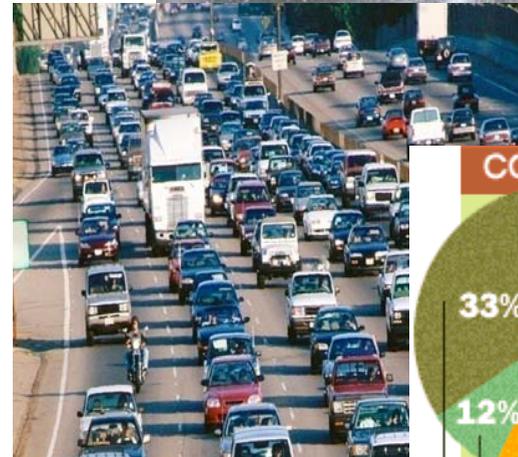
- 33,808 fatalities/year
- 2.22 million injuries/year
- 5.51 million crashes/year
- Leading cause of death for ages 4 to 34

Accessibility, Reliability and Mobility

- 4.2 billion hours of travel delay
- \$78 billion cost of urban congestion

Environment

- Transportation contributes 28% of U.S. GHG emissions and energy consumption
- 2.9 billion gallons of wasted fuel



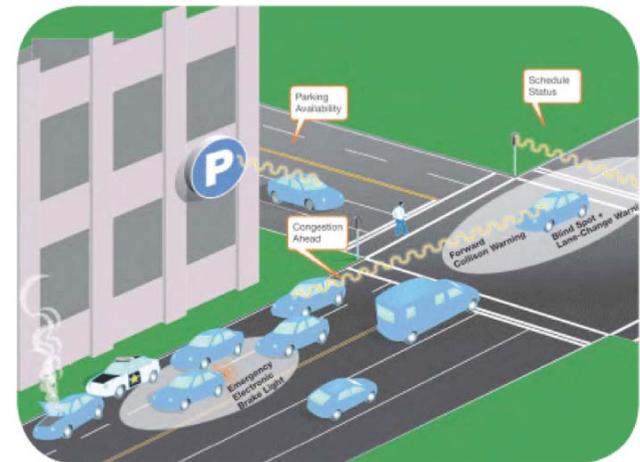
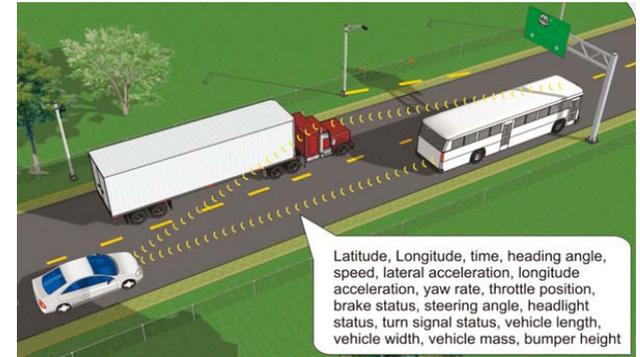
Secretary LaHood's Priorities

- **Safety:** improve public health and safety by reducing transportation-related fatalities and injuries.
- **State of Good Repair:** ensure the U.S. proactively maintains its critical transportation infrastructure in a state of good repair.
- **Economic Competitiveness:** promote transportation policies and investments that bring lasting and equitable economic benefits to the nation and its citizens
- **Livable Communities:** foster livable communities through place-based policies and investments that increase transportation choices and access to transportation services
- **Environmental Sustainability:** advance environmentally sustainable policies and investments that reduce carbon and other harmful emissions from transportation sources



U.S. Vision for Future Transportation System

- Multi-modal surface transportation system—with connectivity as its central core.
- Vehicles (cars, trucks, buses, fleets of all kinds), the infrastructure and mobile devices, but remembering people and goods.
- Leveraging technology to maximize safety, mobility, accessibility, reliability sustainability and social equity—enabled through wireless communications—in all modes.
- First priority is safety: crash and injury prevention.
- Foster technological advances across borders—for benefit of all international partners.
- Open platform for innovation: vehicle-to-vehicle (V2V) and vehicle-to-Infrastructure (V2I) communications is the major driving technology.



Valuing International Cooperation

- U.S. DOT leadership recognizes that national transportation systems are bound together in a multinational community.
- Technological advances and interpersonal collaboration foster an interconnected environment.
- Transportation leaders must address ways to harness technology for common goals.
- The World Congress is a great opportunity for interaction/cooperation among leaders.
- U.S. DOT – starting at the top – believes that sound transportation research and data driven analysis will point the way to future successes in collaborative initiatives.
- Commitment to international harmonization of cooperative systems standards.



ITS Breaking Down Silos

- More cross modal
- Now including rail and maritime
- Cars, trucks, buses, fleets, and vehicles of all kinds
- Commitment to dedicated short range communications (DSRC)
- Increased outreach and involvement of stakeholders: public, private, OEMs, states, suppliers and after-market
- Broadening of participation of public and private sectors and universities
- First ITS Fellow
- Distracted driving
- International cooperation and standards harmonization



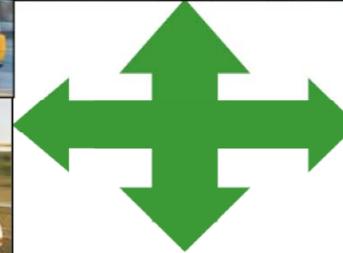
Making Intellidrive Happen With DSRC

- Suite of technologies and applications with wireless connectivity
- All types of vehicles and fleets, infrastructure and wireless consumer devices, including the after-market
- V2V and V2I using DSRC

Drivers/Operators



Infrastructure



Vehicles
and Fleets

Wireless Devices

“We’re fully committed to Dedicated Short Range Communications (DSRC), which delivers real-time information and data to—and between—vehicles. We know that this technology will not only achieve new safety benefits, but also create a platform for innovations with countless commercial applications.”

Ray LaHood
U.S. Secretary of Transportation
May 5, 2010, Houston, Texas

Accelerating Innovation

- U.S. DOT is striving to accelerate deployment and innovation in partnership with stakeholders and implementers
- Mainstreaming ITS technologies that have known benefits
- Performance measurement and rigorous evaluation
- Collaboration among transportation agencies and industry
- Charismatic leadership
- It's the people—workforce development



See You in Orlando!

October 16-20, 2011

Orange County Convention Center

Orlando, Florida

<http://www.itsa.org/worldcongress.html>



18TH WORLD CONGRESS ON
INTELLIGENT TRANSPORT SYSTEMS
Featuring ITS America's Annual Meeting & Exposition

