ITS for Underserved Communities
ITS4US – A Trifecta of Engineering for Equity

ITS Carolinas 2023 Annual Meeting
April 3, 2023
U.S. DOT’s ITS Joint Program Office

The ITS Joint Program Office’s (ITS JPO’s) role is to coordinate the U.S. DOT’s ITS research/development and deployment portfolio with multimodal involvement and support.

Visit the ITS JPO Website: [https://its.dot.gov/](https://its.dot.gov/)

Source: USDOT
ITS4US 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
Deployment Phases

Program Initiation

Phase 1
BAA Solicitation

Phase 1
Awards

Phase 2/3
Awards
Phase NTP

Phase 3
NTP

Phase 3
Completion

Pre-deployment Activities
- Define Program Vision and Mission
- Organize Multimodal Federal Team
- Phase 1 Procurement Planning
- Phase 1 Contract Awards

PHASE 1: Deployment Concept
- Concept Development for Complete Trip Deployments
- Establish Roundtables
- Phase 2/3 Procurement Planning
- Phase 2/3 Cooperative Agreement Awards

PHASE 2: Design & Test
- Design, Test and Deploy Complete Trip Solutions
- Evaluation Framework and Planning

PHASE 3: Operate & Evaluate
- Demonstrate Multiple Large-Scale Deployments
- Evaluate Deployments
- Share Data & Lessons Learned

Operations & Maintenance
- Sustain operations for a minimum period of five years after the program is completed with no supplementary federal funds

Pre-Deployment
- 18 months

Deployment
- 18 months
- Up to 24 months
- Minimum of 18 months

Post-Deployment
- 5 years
Niagara Frontier Transportation Authority (NFTA)/Buffalo

Includes the technology and supporting infrastructure for wayfinding for indoor and outdoor orientation, navigation and destination confirmation.
Systems Engineering “Vee” Diagram

Source: USDOT
Resources to Support Equity

Subject Matter Expertise
- Guide sites for successful deployments
- Provide subject matter review of site plans and technical documentation
- Review materials for accessibility and equity
- Develop technical trainings and templates to assist sites and future deployers

Technology Transfer
- Publish all deployment documentation and training materials
- Promote site successes and lessons learned though public webinar and industry conferences
- Provide materials in accessible formats (e.g., 508 compliance, closed captioning, ASL interpretation, providing recordings with transcripts)
ITS4US Team Photo Collage
USDOT Equity Objectives

- USDOT’s Strategic Plan 2022-2006 highlights **Equity** as a major goal for the administration

<table>
<thead>
<tr>
<th>Expanding Access</th>
<th>• Expand affordable access to transportation jobs and business opportunities by removing barriers for individuals, businesses, and communities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealth Creation</td>
<td>• Reduce the effects of structural obstacles to building wealth.</td>
</tr>
<tr>
<td>Power of Community</td>
<td>• Empower communities through innovative public engagement with diverse stakeholders and thought leaders to foster exchange and ownership.</td>
</tr>
<tr>
<td>Proactive Intervention, Planning, and</td>
<td>• Ensure that equity considerations for disadvantaged and underserved communities are integrated into the planning, development, and implementation of all transportation investments.</td>
</tr>
<tr>
<td>Capacity Building</td>
<td></td>
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</tbody>
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ITS4Equity Program

- USDOT’s focus on Equity and lessons learned from ITS4US points to the opportunity of furthering research and technology development to address gaps in transportation equity

- In 2023 USDOT launched a new multimodal deployment effort, led by ITSJPO and supported by OST, the ITS4Equity Deployment Program

- The ITS4Equity Deployment Program aims to reduce inequities through ITS solutions to promote safe, affordable, and accessible multimodal access to opportunities and services to communities.
ITS4Equity alignment with Equity Objectives

**Expanding Access**
Enhance alternative mobility options in underserved rural and urban communities
Provide safe, efficient, affordable, and accessible multimodal options to meet needs of all travelers in the community

**Wealth Creation**
Integrate equity considerations during program and funding design
Support community-driven projects that promote opportunities for disadvantaged communities

**Power of Community**
Conduct robust public engagement with diverse stakeholders representing underserved communities
Promote strong engagement with broad range of stakeholder groups throughout the planning and development of technology solutions

**Proactive Intervention, Planning and Capacity Building**
Ensure equity considerations for underserved communities in the planning, development and deployment of transportation solutions
Support measurement of equity impacts
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Visit the ITS4US Deployment Program Website:
https://its.dot.gov/its4us/

ITS4US Deployment Program Video
https://youtu.be/pzl1lRyXAc