Intelligent Transportation Systems
Program Advisory Committee
(ITSPAC)

August 13, 2014

Key Bridge Marriott Hotel
Arlington, VA
Capital View Ballroom
Agenda

8:00 – 8:05 Welcome: Stephen Glasscock
8:05 – 8:15 Opening Remarks: Assistant Secretary Greg Winfree

ITS JPO Director Ken Leonard

8:15 – 8:45 Introductions by Committee Members: Steve Kenner
8:45 – 9:45 ITS JPO Briefing and Group Discussion: Ken Leonard

9:45 – 10:00 Break

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Bob Rupert

10:30 – 11:00 Advice Memorandum/Report to Congress Discussion:
Stephen Glasscock

11:00 – 11:30 ITS World Congress: Scott Belcher
Agenda (cont)

11:30 – 12:30 Lunch

12:30 – 1:15 Strategic Plan Overview and Discussion: Ken Leonard

1:15 – 2:00 NHTSA Update and Discussion: Dan Smith or Nat Beuse

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2:15 – 3:15 Committee Topics of Interest Discussion: Steve Kenner

3:15 – 3:50 Committee Organization Discussion: Sheryl Wilkerson

- Committee/Subcommittee Organizational Alternatives
- Meeting timeline and content
- Review Action Items

3:50 – 4:00 Future Meeting Discussion: Steve Kenner

4:00 Adjourn
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MAP-21 Deployment Incentives Report

ITS Program Advisory Committee

August 13, 2014

Bob Rupert, Technical Programs Coordinator, Office of Transportation Management, FHWA
Background and Objectives

- Mandated by MAP-21, to encourage deployment of ITS technologies to improve the performance of the National Highway System in areas such as:
  - traffic operations, emergency response, incident management, surface transportation network management, freight management, traffic flow information and congestion management
- Aim to accelerate adoption of innovative technologies through the use of:
  - demonstration programs
  - grant funding
  - incentives to eligible entities
  - other tools/strategies or methods that will result in the deployment of innovative ITS technologies
- OST charged with developing a “detailed and comprehensive plan” to address how incentives may be adopted, “through existing deployment activities carried out by surface transportation modal administrations.”
- ITS JPO coordinating response
- Report due by end of September
Examples of Deployment Incentives

- Demonstration programs
  - Urban Partnership Agreement Congestion Initiative Demonstrations
  - Ann Arbor Connected Vehicle Safety Model Deployment
  - Integrated Corridor Management pioneer site demonstrations in Dallas and San Diego

- Grant funding
  - Commercial Vehicle Information Systems and Networks (CVISN)
  - Planning Grants
    - Mobility Services for All Americans (MSAA)

- Incentives to eligible entities
  - Increasing funding eligibility for ITS deployment activities, including support for continuing operations and maintenance
  - Reducing administrative burden or reporting requirements
  - Assistance with compliance with rules and policies

- Rulemaking, Regulations, Mandates
  - Section 1201 requirement for real-time traffic and travel conditions information
Examples of Deployment Incentives (cont’d)

- Competitions
- Tools, Strategies, and Methods
  - Knowledge and Technology Transfer (KTT) Activities
    - Training and Webinars
    - Workshops
    - Evaluations
    - Publications
    - ITS Knowledge Resources
  - Planning and Decision-Making Tools
    - Traffic Analysis Tools
    - Decision Support Systems
- Technical Assistance
- Encouraging use of Standards
## Incentive Types/Strategies by Category

<table>
<thead>
<tr>
<th>Rewards or Penalties ($ or other)</th>
<th>Eligibility of ITS for Federal Aid/Deployment Programs</th>
<th>Directives</th>
<th>Knowledge and Technology Transfer</th>
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<tr>
<td>Demonstrations</td>
<td>Expand to More Programs</td>
<td>Regulations</td>
<td>Training</td>
</tr>
<tr>
<td>Grants</td>
<td>Cover Long Term O&amp;M</td>
<td>Legislative Mandates</td>
<td>Tools</td>
</tr>
<tr>
<td>Competitions</td>
<td>Ease eligibility criteria for matching grants</td>
<td>Standards</td>
<td>Technical Assistance</td>
</tr>
<tr>
<td>Awards/Recognition</td>
<td>Provide higher federal share for ITS</td>
<td>Policies</td>
<td>Guidance</td>
</tr>
<tr>
<td>Performance-based Rewards</td>
<td>Explore other Federal Agency programs</td>
<td></td>
<td>Workshops</td>
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<tr>
<td>Performance-based Penalties</td>
<td></td>
<td></td>
<td>Stakeholder Engagement</td>
</tr>
<tr>
<td>Reducing taxes or administrative burden</td>
<td></td>
<td></td>
<td>Deployment Coalitions / Collaborative Research Env.</td>
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Lifecycle Approach for Deployment Incentives

- Deployment maturing; operations and management
- Initial Deployment phase
- Research and development: test and evaluation

- Pilot Test
- Demonstrations
- Grants
- Incentives to eligible entities
- Other Tools and Strategies (KTT, technical assistance, etc.)

Time
Findings

1. Deployment is more likely to be achieved when **a full range of incentives** is applied over the course of the ITS Research and Development lifecycle, from planning and demonstration program grants, to KTT activities.

2. **Funding** is important ingredient. **Increasing the eligibility of ITS** systems and applications for federal funding has proven very important in removing past barriers to deployment.

3. **Competitive grant programs for field trials and demonstrations** important for stimulating interest in a technology. They assist the early adopters in entering the market, and provide real world examples.

4. While providing financial incentives is important, encouraging **sustainable funding for ongoing operations and maintenance** is even more important for ITS deployment.

5. Deployment **planning grants** are viewed favorably as they incentivize agencies to budget for implementation and operations and maintenance and include ITS projects in their Transportation Improvement Programs (TIPs).
Findings (continued)

1. **Rulemaking** important tool, but must be include a very strong societal benefit-cost case.

2. **KTT is important in reducing the uncertainty about the risks and benefits of ITS.** KTT includes: training, technical assistance, guidance documents, and peer to peer exchanges.

3. **Demonstrating and communicating the benefits** of ITS technology was most often cited as the factor influencing adoption.

4. Looking to the future, connected vehicle deployment depends on consumer adoption of the technology. **The U.S. DOT is considering exploring the concept of providing incentives for consumer adoption**, including consumer education efforts such as NHTSA’s New Car Assessment Program (NCAP), The Environmental Protection Agency’s (EPA) Energy Star program.
Project Stages

Review Literature
• Findings from review of literature on government use of incentives
• Compare with other Federal agency Programs (DOE, HHS, etc.)

Document Baseline
• Identify baseline of deployment incentives currently used
• Gather stakeholder input
• Assess gaps
• Prioritize deployment incentives

Develop Plan
• “Detailed and comprehensive” plan
• All modes
• Assess stakeholder feedback
• Conduct workshop

Prepare Final Report
• Cross-cutting analysis
• Considerations for future ITS initiatives
• Additional feedback

We are here
Remaining Timeline

- Draft Final Report - July 31
- Program Office Review – July-August
- OST Review – August-September
- Final Report – September 30
Question and Answer

Contacts:

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ITS Joint Program Office
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Outline

- Strategic Planning Process
- ITS Strategic Plan Components and Hierarchy
- ITS Strategic Plan’s Framework
- Strategic Priorities, Vision, and Mission
- Strategic Themes
- ITS Technology Lifecycle and Operational Disciplines
- Program Categories
- Strategic and Operational Plan Elements
The Strategic Planning Process: Reflecting Stakeholder Input

Over **700 stakeholders** representing states and localities from across the country participated in development of the 2015–2019 ITS Strategic Plan.

**WE HAVE HEARD YOU...**

- **Automation** was a recurring topic of interest, being discussed by over **100 stakeholders**.
- **285 different organizations** contributed inputs to the ITS Strategic Plan 2015–2019.
- **Interoperability** as an ITS program focus was raised over **200 times**.

**Over 100 inputs** regarding **enterprise data** were received.

**Over 75% of stakeholders** agreed that technology developers (EMERGING CAPABILITIES, not currently associated with CVs) will have an impact on the future of the CV environment.

**Nearly 100% of stakeholders** that participated in the surveys indicated they were satisfied with the current level of emphasis on CV research.

Over **55%** of participating stakeholders claimed they are currently ready for and would be receptive to new CV or similar technology, such as what has been described under ACCELERATING DEPLOYMENT.

Data collection efforts yielded **845 unique ITS Stakeholder responses**.
 ITS Strategic Plan Components and Hierarchy

The purpose of the ITS Strategic Plan is to lay out the direction and goals of the ITS Program and to provide a framework around which the ITS JPO and other Department of Transportation agencies will conduct research, development, and adoption activities in order to achieve outcomes and goals of the overarching ITS Program. The Plan will be used to inform interested stakeholders about the activities and priorities of the ITS Program.

The purpose of the ITS JPO Operational Plan is to provide a suite of program charters with resource allocations, milestones, responsibilities, and processes that the individual programs will develop. Working within the overarching structure and framework set forth in the Strategic Plan, the Operational Plan will allow the JPO to maintain its focus and momentum along the program categories defined in the Strategic Plan.
ITS Strategic Plan’s Framework

ORGANIZATIONAL AND OPERATIONAL STRATEGIES

PERFORMANCE MANAGEMENT

TECHNOLOGY TRACKING

TWO PROGRAM PRIORITIES
Realizing Connected Vehicle Implementation and Advancing Automation

FIVE STRATEGIC THEMES

SIX PROGRAM CATEGORIES

STRATEGIC THEMES AND PROGRAM FOCUS AREAS

RESEARCH
Goals

DEVELOPMENT
Goals

ADOPTION
Goals

U.S. Department of Transportation
Strategic Priorities

- Two Strategic Priorities reflect a sense of where the bulk of transportation research and innovation is heading. These priorities are not exclusive of other technologies or research areas.

  - **Realizing Connected Vehicle Implementation**
    - builds on the substantial progress made in recent years around design, testing, and planning for connected vehicles to be deployed across the nation.

  - **Advancing Automation**
    - shapes the ITS Program around research, development, and adoption of automation related technologies as they emerge.
Vision and Mission

VISION

Transform the Way Society Moves

MISSION

Conduct research, development, and education activities to facilitate the adoption of information and communication technology to enable society to move more safely and efficiently.
Strategic Themes

- **Enable Safer Vehicles and Roadways** by developing better crash avoidance, performance measures, and other notification mechanisms, commercial motor vehicle safety considerations, infrastructure-based, and cooperative safety systems.

- **Enhance Mobility** by exploring methods and management strategies that increase system efficiency and improve individual mobility.

- **Limit Environmental Impacts** by better managing traffic flow, speeds, congestion, and using technology to address other vehicle and roadway operational practices.

- **Promote Innovation** by fostering technological advancement and innovation across the ITS Program, continuously pursuing a visionary/exploratory research agenda, and aligning the pace of technology development, adoption, and deployment to meet future transportation needs.

- **Support Transportation Connectivity** through the development of standards and systems architectures, and the application of advanced wireless technologies that enable communications among and between vehicles of all types, the infrastructure, and portable devices.
ITS Technology Lifecycle and Operational Disciplines

The Adoption Phase sets the stage for large scale deployment.
Program Categories

- Accelerating Deployment
- Connected Vehicles
- Automation
- Emerging Capabilities
- Interoperability
- Enterprise Data
Program Categories

- **Connected Vehicles** program category will be primarily focused on adoption and eventual deployment of the system.

- **Automation research** will focus on topics related to automated road-vehicle systems and related technologies that transfer some amount of vehicle control from the driver to the vehicle.

- **Emerging Capabilities** will focus on future generations of transportation systems.

- **Enterprise Data** programs will continue existing efforts in operational data capture from stationary sensors, mobile devices, and connected vehicles, and expand into research activities involving the development of mechanisms for housing, sharing, analyzing, transporting, and applying those data for improved safety and mobility across all modes of travel.

- **Interoperability** focuses on how to ensure effective connectivity among devices and systems.

- **Accelerating Deployment** advances the work from adoption to wider scale deployment in coordination with several other DOT agencies.
Program Categories and Technology Lifecycle

- Connected Vehicles
  - Research: 0%
  - Development: 20%
  - Adoption: 80%
  - Transition to Deployment: 100%

- Automation
  - Research: 20%
  - Development: 80%
  - Adoption: 100%
  - Transition to Deployment: 100%

- Emerging Capabilities
  - Research: 0%
  - Development: 0%
  - Adoption: 100%
  - Transition to Deployment: 100%

- Enterprise Data
  - Research: 20%
  - Development: 80%
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  - Transition to Deployment: 100%

- Interoperability
  - Research: 0%
  - Development: 0%
  - Adoption: 100%
  - Transition to Deployment: 100%

- Accelerating Deployment
  - Research: 0%
  - Development: 20%
  - Adoption: 80%
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Performance Management
- Technology Tracking
# Strategic and Operational Plan Elements

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<th>OPERATIONAL PLAN</th>
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<td><strong>PROGRAM CHARTERS</strong></td>
</tr>
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<td>Describe a set of programs related to tech or system</td>
<td>Describe focus, timeline, budget, and activities</td>
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<td><strong>RESEARCH QUESTIONS</strong></td>
<td><strong>OBJECTIVES</strong></td>
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<td>Provide direction for the programs</td>
<td>Deconstruct goals into measurable pieces</td>
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<td><strong>GOALS (notional)</strong></td>
<td><strong>CONNECTED VEHICLE</strong></td>
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<td>Translate questions into outcomes</td>
<td>Goals will be split into multiple objectives</td>
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- Integrate Connected Vehicle system needs into legacy ITS systems (Research)
- Collect benefits and costs and implementation lessons learned information on high-priority connected vehicle applications (Development)
- Support state and local and federal agency functions in the Connected Vehicle Environment deployments (Adoption)

- Define the core elements and the performance criteria for Automation (Research)
- Test automation components in the Connected Vehicle Pilot, as well as in other test situations as available (Development)
- Define the federal role in facilitating and encouraging deployment of automated systems (Adoption)

- Establish ways to use new technologies and decision support tools in real-time needs, and to meet long-term public and private demands (Research)
- Integrate the operational characteristics of new technologies into connected vehicle and legacy systems and applications (Adoption)

- Integrate new data available with legacy data management systems (Research)
- Identify a model for data management and maintenance (Development)
- Enable new business relationships between the public and private sector to ensure data privacy (Adoption)

- Develop and mature a National ITS architecture sufficient to ensure required Nationwide interoperability while meeting feasibility (Development)
- Develop and mature unique infrastructure for standardization and support standard development efforts for interfaces where there is greater public interest including those required to support regulatory activity (Development)
- Internally harmonize standards and architecture in line with the public interest (Adoption)
- Establish availability of testing and certification processes and procedures to ensure required interoperability and regulatory compliance (Adoption)

- Define collaboration and communication mechanisms and strategies to encourage public and private investment (Research)
- Develop comprehensive cost-benefit and analytic tools that allow deployment to understand the financial and operational benefits of new technologies and systems (Development)
- Establish the tools that support the new user base (Adoption)
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ITS Advisory Committee Potential Topics

- Strategic Plan Guidance Discussion
- Multimodal Transportation
  - Public transportation
  - Shared use mobility - Susan
  - Freight
- Data Policy
  - Usage management
  - Privacy
  - Ownership
- Institutional Issues
  - Funding
  - Administrative issues
  - Implementation issues – AASHTO footprint
  - Deployment incentives
- Future +10 year – DOT/Sec 30 year briefing, others?
  - Incorrect assumptions/disruptions
  - Connected society
  - Worse case scenario
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Advice Memo/Report To Congress Timeline

- September 2014 – 1st Advice memo due to ITS JPO
- February 2015 – ITS JPO submits Report to Congress
- September 2015 – 2nd Advice memo due to ITS JPO
- February 2016 – ITS JPO submits Report to Congress
- June 2016 – 3rd and Final Advice memo due to ITS JPO
- February 2017 – ITS JPO submits Report to Congress
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