

18TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

Featuring ITS America's Annual Meeting & Exposition



Metropolitan Orlando Board Meeting

October 16-20, 2011

Orange County Convention Center

Orlando, Florida

Co-hosted by:



Keeping the Economy Moving



- The worldwide economy is expanding and economic expansion will depend on efficient mobility
- Deployments of safety & mobility systems like Connected Vehicles will begin
- Transportation funding solutions like Vehicle Miles Traveled will evolve
- Rapid enhancements to the next generation traveler information products
- Air quality solutions will be in demand
- Regional congestion pricing will be envisioned for most major cities
- Increased ITS deployment are needed to respond to the transport needs



Program Highlights

- Opening and Ceremony Ceremonies
- Keynotes by Bill Ford (Ford), Alan Taub (General Motors), Robert Vrij (Alcatel Lucent)
- 2 World Congress Plenary Sessions:
 - ITS Strategies: *Spurring Economic Growth through High-Tech Transportation Solutions* featuring Secretary Ray LaHood, Rep. John Mica (invited)
 - *Ingredients for Innovation to Keep the Economy Moving*
- 2 Annual Meeting Plenary Sessions:
 - *Safety and the Aging Population* featuring Deborah Hersman, Chairman, NTSB
 - USDOT Plenary featuring Modal Administrators
- Forum Showcase
 - *The Value of Performance Measures in Managing 21st Century Transportation Systems*
- Best of ITS Awards
- 15 Executive Sessions, 85 Special Interest Sessions, 80 Technical/Scientific Paper Sessions
- 40 domestic, annual meeting sessions
- Venture Capital “Investor Matching” event for emerging firms
- Networking Events including ITS Florida Discovery Cove and Hollywood Studios Finale



Executive Sessions

High level sessions presented by top-level executives and public officials

➤ **15 Executive Sessions, split among regions**

- 1 ITS and Sustainable Transport
- 2 The Ownership of ITS Data
- 3 ITS and Economic Growth
- 4 ITS and Private Finance
- 5 Equity and Social Responsibility
- 6 Next Generation Vehicles and Mobility Environments
- 7 Smart/Mega Cities
- 8 Global Safety
- 9 Vision of Traffic Management
- 10 ITS: Why Governments need to work together
- 11 ITS and Electromobility
- 12 ITS Policy Development
- 13 Cooperative Mobility Services and the Internet
- 14 Multimodal Mobility
- 15 Trilateral ITS Cooperation



Exceptional Slate of Technical Tours

- Turnpike Turkey Lake RTMC & SunWatch Center
- Joint Florida Department of Transportation (FDOT), District 5 Regional Transportation Management Center (RTMC) and Regional Joint Communications Center (RJCC)
- City of Orlando Traffic Control and Emergency Management Centers
- University of Central Florida (UCF) Institute for Simulation and Training Lab
- FDOT District 7 Tampa Bay SunGuide RTMC
- Tampa's Selmon Expressway Reversible Lanes and Control Center
- Amway Center
- I-4 Weigh Station & VACIS Imaging Inspection System
- FDOT District 4/PBC TMC (West Palm Beach)
- FDOT District 4/Broward RTMC (Ft. Lauderdale)
- 95 Express Lanes and FDOT District 6 RTMC (Miami)
- Kennedy Space Center, air and sea ports
- Research park, motor speed-way
- Disney (behind the scenes) and high-speed rail initiation



World Congress Demos

Five Mobility Demos

- Arterial Travel Time collection and display via International Drive wireless sensors
- Local Hazard Warning: roadway/location/travel direction
- Bluetooth generated Arterial Travel Time
- Real-time Travel Time Management via portable devices
- Lynx Transit Real Time Traveler Information

Nine Safety Demos

- US DOT Safety Pilot/CAMP, Universal Collision Advisory, Green Wave Advisory, Portable Device Integration, Electric Networked Vehicle, Intersection Safety and Mobility, Commercial Vehicle VII, Interoperable Vehicle Priority, Unequipped Vehicle Detection



World Congress Demos

Eight Pricing Demos

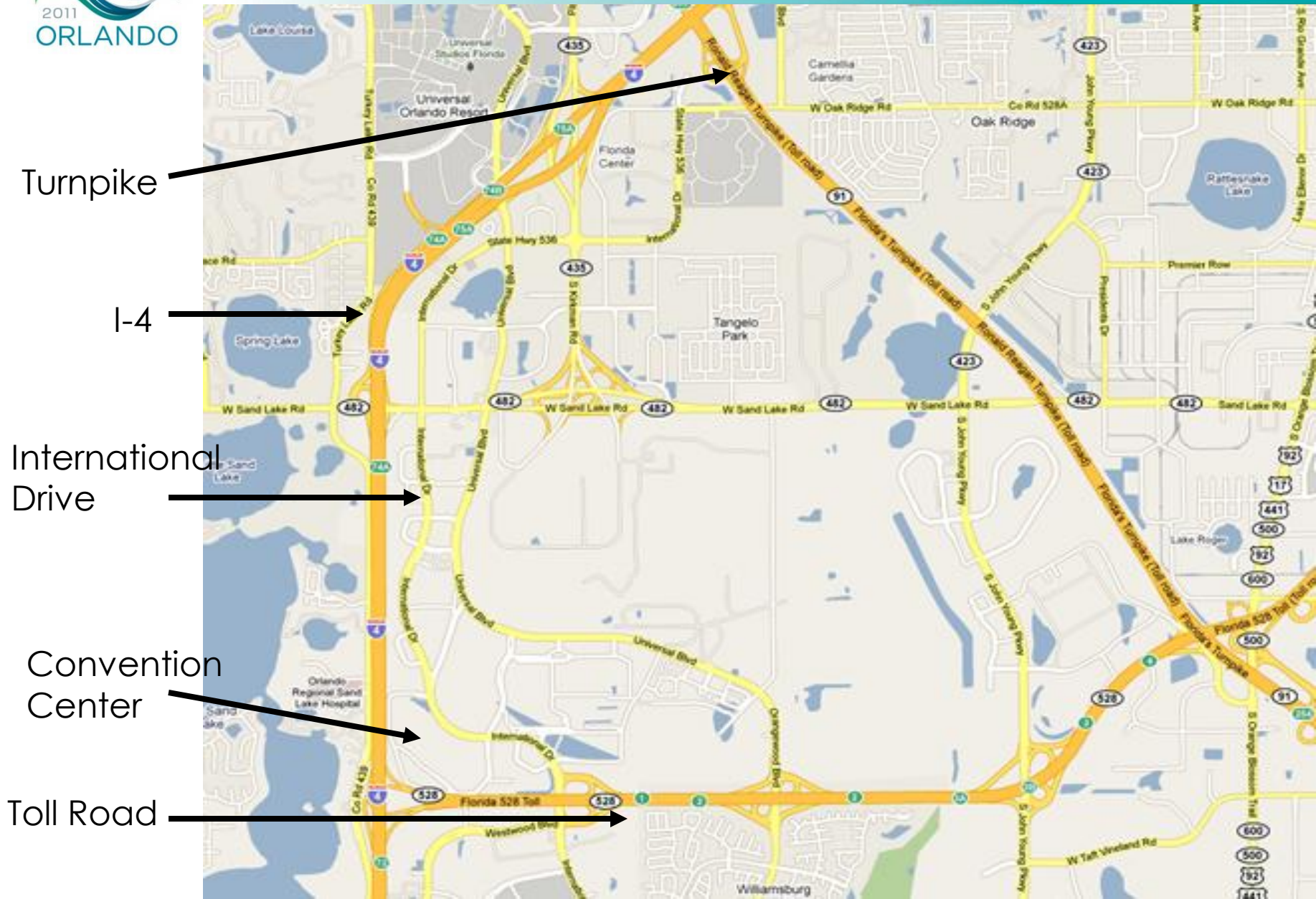
- Mileage based user fees (2)
- Interoperability of multi-protocol devices on 915 MHz (2)
- Congestion management through pricing
- Dynamic pricing
- Integrated Corridor Operations
- All electronic road charging

Four Environmental Demos

- traffic analysis/air quality modeling tools environmental monitors both at roadside and in vehicle
- modeling of traffic mgmt based on environmental data
- in vehicle energy management



Target Technology Corridor





The World's Premier Transportation Technology Exhibition

- Over 350,000 square feet showcasing the best in transportation technology, business resources, and industry expertise!
- Passport to Innovation
- Integration with Demos
- Student Day and Emergency Responders/Incident Management Day in the Hall
- Exhibit Hall Theater for Special Events
- Public Agency Scholarship Fund





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Update on Washington

Keeping the Economy Moving

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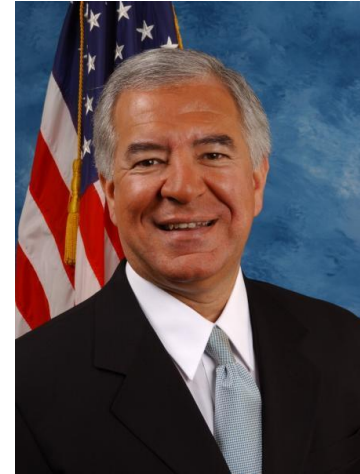
ITS  AMERICA



2011 Power Players in the House



John Mica, R-FL



Nick Rahall,
D-WV



Jimmy Duncan, R-TN



Peter DeFazio, D-OR

2011 Power Players in the Senate



Barbara Boxer, D-CA



James Inhofe, R-OK



Max Baucus,
D-MT



David
Vitter, R-LA



American Jobs Act and Implications for Transportation

- Administration proposed \$447B total spending, with \$60B for transportation
- \$50B up front spending for the DOT
 - \$27B FHWA
 - \$9B FTA
 - \$4B high speed/intercity rail
 - \$2B Amtrak capital program
 - \$2B airport improvement
 - \$1B FAA NextGen
- \$10B for Infrastructure Bank
 - Support the Kerry/Hutchinson BUILD Act
 - \$5B up front for a 4th round of TIGER grants and TIFIA loans



Another Short Term Extension

- Current authorization set to expire September 30, 2011
- House and Senate have reached an agreement on a six month extension (to March 31, 2012)
- Funded at fiscal 2011 levels (@\$47B for the full year)
 - Actual increase above the amount approved in the House budget earlier this year (@\$27B)
- Also: House T&I Chair John Mica authorized to look for additional revenue sources for 6-year bill (current level or more)



Reauthorization Prospects Unclear

- Debt ceiling debate has dominated the Congressional agenda
- House and Senate have written proposals
- Key differences include funding levels and reauthorization timeframe
 - House: 6-year authorization bill with no less than current funding level
 - Senate: 2-year bill at current level plus inflation
- Both sides supportive of ITS and our priorities but noncommittal



Continuing to Raise Awareness about the Need for ITS Solutions

- Release of Market Data Study
- Increased marketing efforts as a result of World Congress
- Strong media and stakeholder outreach program
- Continued outreach to policymakers through the Smart Solution Spotlight initiative, Congressional Roundtables, legislative advocacy, and other authorization campaign activities



What Does it Mean for ITS?

- Less money to go around – do more with less as part of a more focused, smaller long-term authorization bill
- State and local agencies trying to stay afloat
- Solutions including ITS that reduce costs, improve ROI, and make better use of existing capacity are critical
- Focus on expanding tolling, PPPs, alternative financing creates opportunities for the ITS industry to partner with public agencies
- ITS must play a role in an effective VMT-based (or other) user fee system
- Renewed momentum for connected vehicle technology leading up to potential NHTSA actions in 2013 and 2014
- Increased support from environmental community for ITS solutions that improve system efficiency, reduce emissions



Advancing ITS Through Smart Communities

- ITS Caucus reintroduced the *Smart Technologies for Communities Act* to establish 4 – 6 broad-scale model deployments
- Endorsements from a broad range of stakeholders
 - AAA, Auto Alliance, APTA, APWA, ATSSA, CTIA, EDF, EMS Officials, Highway Users, ITIC, ITIF, NEMA, NRDC, Pew Center on Climate Change, RILA, etc.
 - Over a dozen ITS state chapters including CA, FL, MI, NY, PA, TN, and WV
 - Private sector supporters include AT&T, Chrysler, Ford, GM, Harris, IBM, Intel, Microsoft, Motorola, Raytheon, Siemens, Vaisala, Verizon, Volvo, many others
- Next step is public rollout, outreach to potential cosponsors
 - Collecting supportive quotes for the web site and press release
- Initial interest from key House and Senate committee staff
- Need support from House T&I, Senate EPW Committee members
 - Leveraging ITS America member relationships with House T&I and Senate EPW Committee members is critical
 - Big 4 states are key in House (FL, TN, WV, OR) and Senate (CA, OK, MT, LA)



Other Debates – 5.9 GHz Band

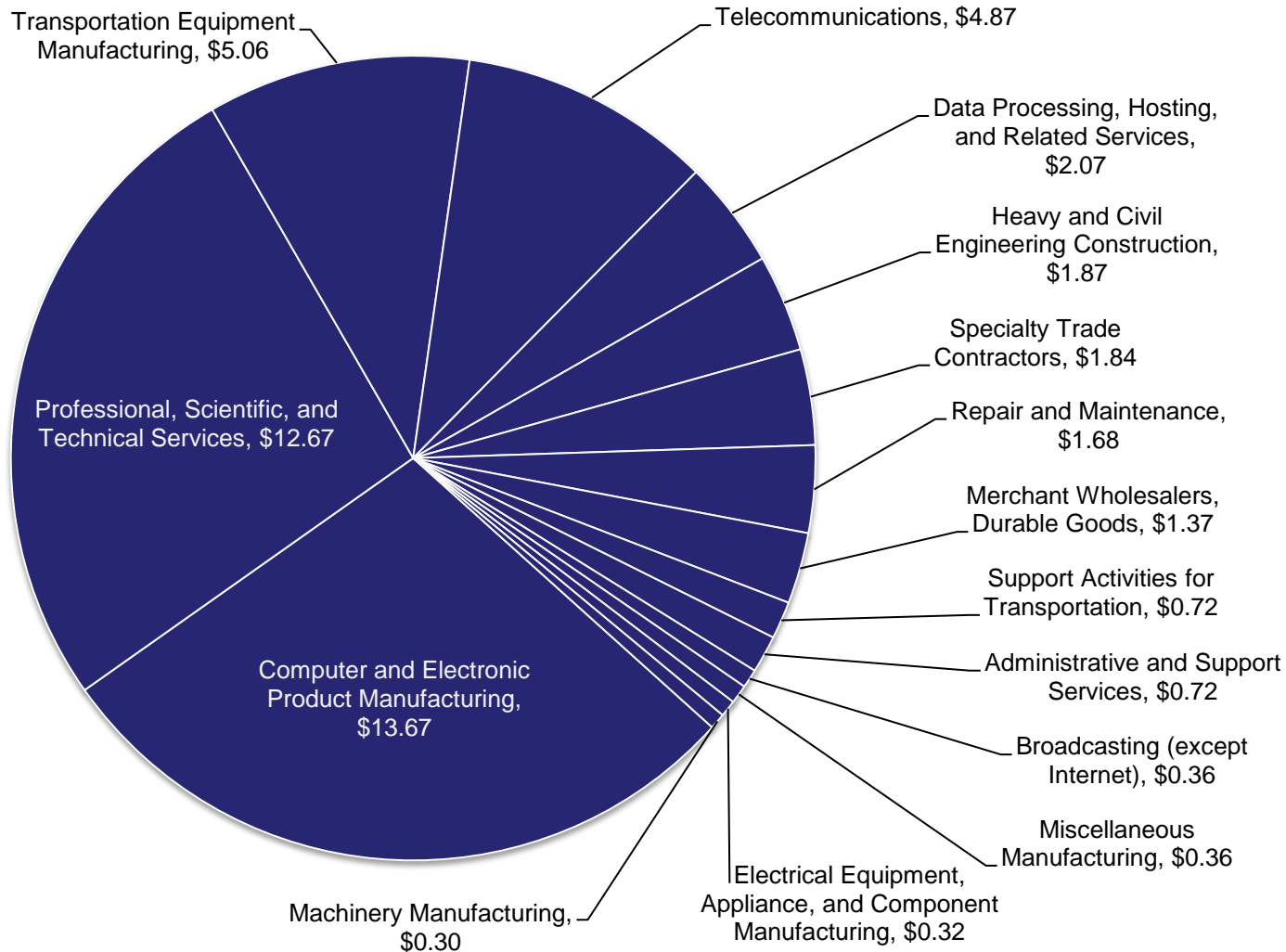
- Recent proposals introduced to auction or permit unlicensed use of the 5.9 GHz band
 - Allocated for DSRC/ITS safety applications in 1999
- Part of a broader effort to generate revenue by selling unused spectrum, grow the Wi-Fi economy
- Working to quickly educate Congress about 5.9
 - Meetings with House Energy & Commerce Committee, Senate Commerce Committee, Rep. Doris Matsui (D-CA)
- Generating industry and stakeholder support
 - AAA, AASHTO, APTA, Auto Alliance, NEMA, many others
- Spectrum bills could move as early as September



Other Debates - LightSquared

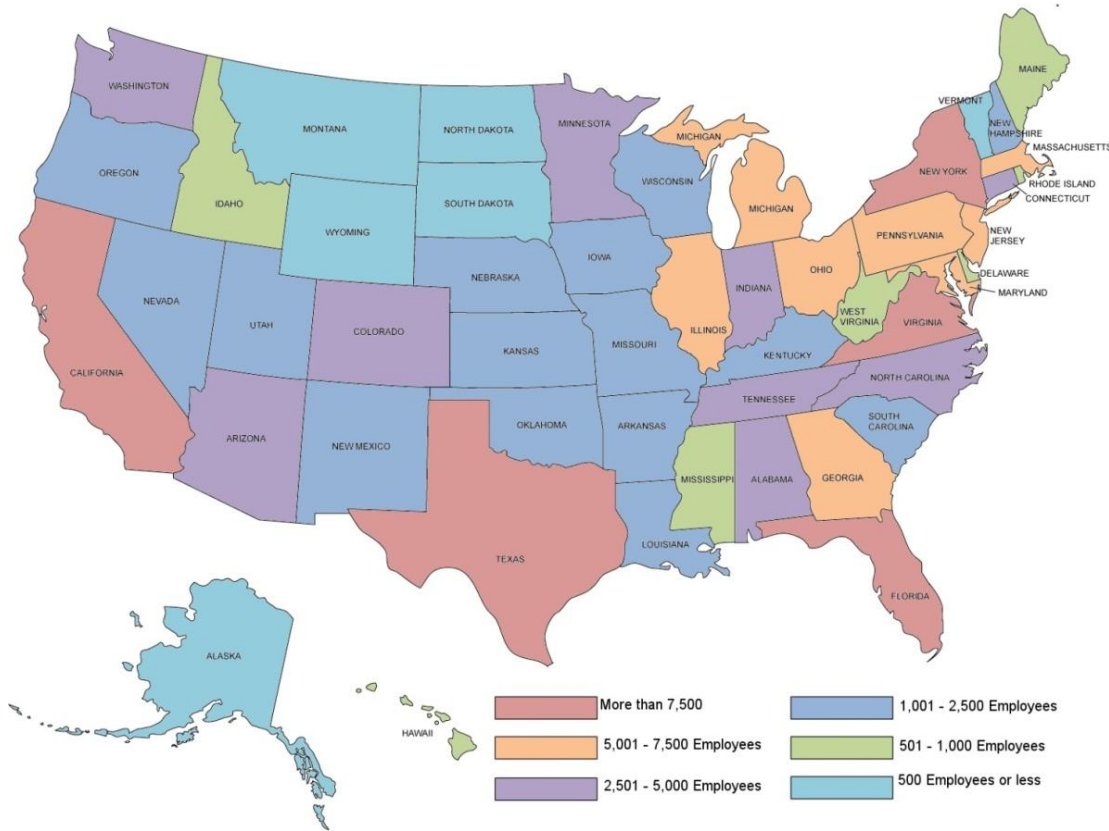
- Proposed LightSquared network raises serious concerns about interference with GPS signals
- Debate pitting the FCC against U.S. DOT, DOD, and the transportation, construction, and agricultural industries
- ITS America joined AASHTO, NAM, other industry leaders as part of the Coalition to Save our GPS
- Working with Rep. Steve Austria, other champions to raise awareness and protect GPS interests
- Increased pressure appears to be shifting burden to LightSquared to alleviate GPS concerns

ITS Market Date Study – U.S. ITS Market is \$48 Billion





U.S. ITS Employment is 180,000



- **445,000**

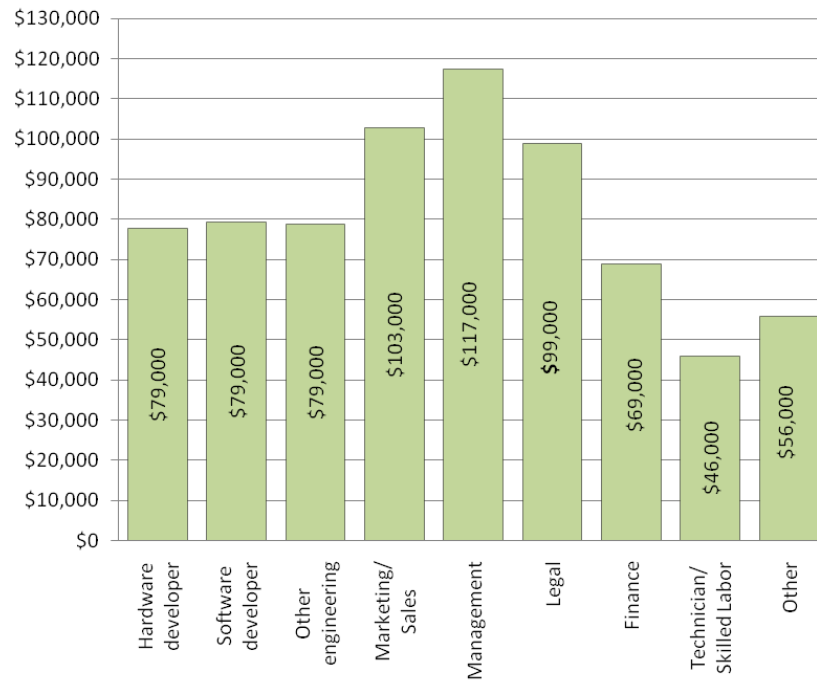
U.S. total jobs in the value chain

- **3,600 to 6,400**

Jobs added each year to U.S. ITS end-use industry through 2015

ITS Jobs Pay Well

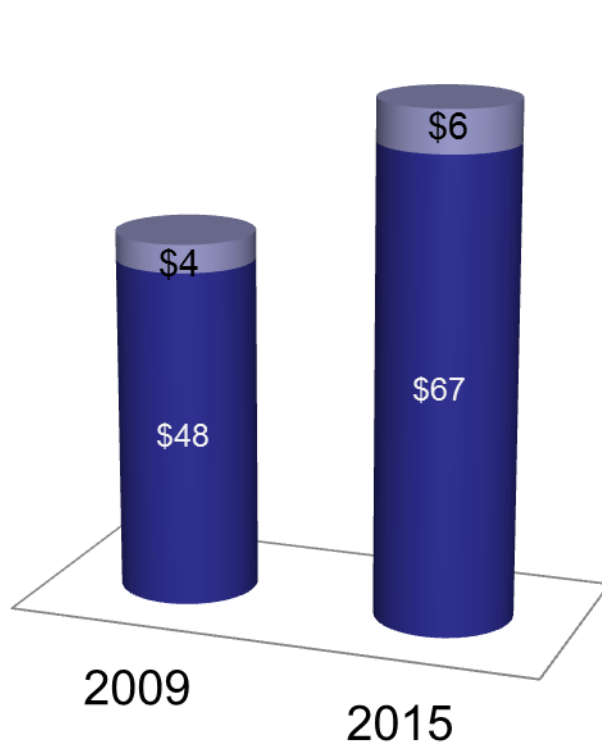
- ITS companies reported a 2009 annual average salary of almost \$75,000



Intelligent Transportation is a Growing Industry

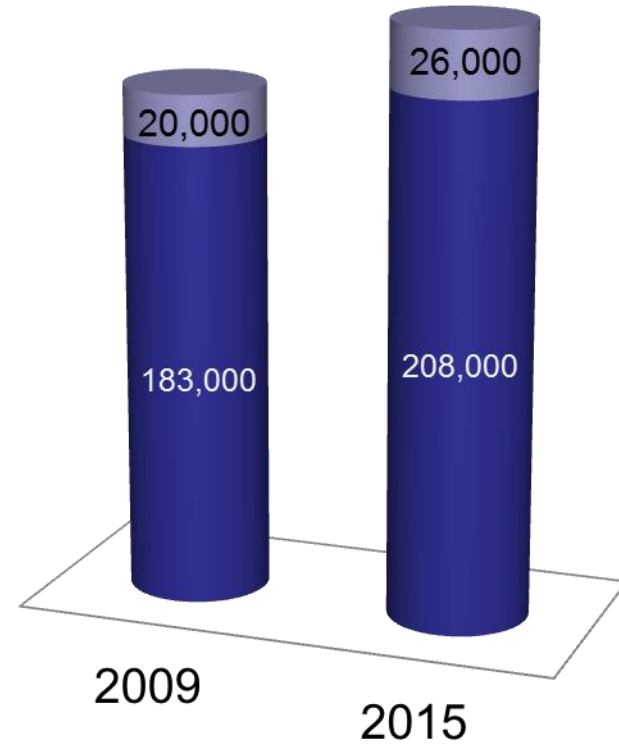
ITS End-use Revenue
(Billion)

■ US ■ Rest of North America



ITS End-use Employment

■ US ■ Rest of North America





ITS Industry is Innovative

- While overall patent applications in the U.S. were static, ITS applications grew 17 percent
- Patent Classes Relevant to ITS include:
 - Motor vehicles
 - Electricity: motive power systems
 - Communications: electrical
 - Data processing: vehicles, navigation, and relative location
- 73 percent of ITS revenues in the U.S. attributable to companies with fewer than 500 employees



U.S.DOT News

- Research and Innovative Technology Administration (RITA)'s Administrator, Peter Appel, resigned
- Deputy Administrator Greg Winfree will assume the role of Acting Administrator



ITS America Highlights

- Continue to be financially stable
 - Added 68 new members in 2010; membership stable in 2011
 - 2010 Annual Meeting was the most successful **Transportation** meeting of the year and 2011 ITS World Congress set to surpass all expectations
- Smart Solution Spotlight Awards
 - Send your ITS deployment success stories
- Webinars
- Council's and Forums growing and active
- Exciting new work with the US DOT