



Smart Information for a Sustainable World

It's Time to Look Around

What Have We Done For You Today?

Tip Franklin
Director
Business Development

The Premise

The Advent of ITS Has Made Every DOT at Every level of Government Capable of Making Every Other Governmental Service More Effective, More Efficient, More Responsive, Safer, etc., etc., etc.

The Problem

- ITS is a “Lesser Included Evil” in most construction projects
- Once deployed ITS has not been used at its capacity
- ITS deployments do not generate a political “Ribbon-Cutting”

The Cause

The Current Focus For Design, Development, Ownership and Management of ITS is Vertical

Some Real Questions

- What does ITS mean to other governmental agencies?
- How does ITS impact the day-to-day operation of the overall governmental function?
- What does ITS do for the community at large?
 - Economic development
 - Efficiency of operation
 - Quality of life
 - Tourism
 - Safety and security

Are We Really Measuring the Full Impact of ITS?

What's the big deal????

- We already have standards that we apply to measure success
- Performance measures are becoming ever more prevalent
- We are now in the deployment stage for ITS
- Most of the large MPOs have at least a base case ITS deployment
- The auto OEM are supporting ITS via *IntelliDrive*
- There is an ever-increasing linkage with Public Safety and emergency management officials at all levels of government

Today's Focus

“Performance of the transportation system will become a key metric. Today, we largely measure performance in terms of the condition of the physical system. Increasingly, performance measures such as reliability and delay will be important determinants of how well the system is meeting customers’ needs. These measures are in the early stages of development, and we have much to learn about the measures and their uses.”

USDOT FHWA Operations Website

What are we offering today?

- Level of Service
- Incident Response Time
- Clearance Times
- Etc., etc.

***These mean a lot to us but not to the public
at large nor to our governmental partners***

What do we have to offer?

Information

- Static
 - ▶ Construction
 - ▶ Long Term Degradation
- Dynamic
 - ▶ Traffic Conditions
 - ▶ Weather (Rain, Ice, Dust, Obscuration, etc.)
 - ▶ Special Event(s) Impact
 - ▶ Hazardous Cargo Routing and Timing

Infrastructure

- Roadside and In-pavement Equipment (CCTV, DMS, HAR, etc.)
- Facilities
- Communication Networks (Wire-line and Wireless)
- Mapping (GIS-based Systems)

Some Good Examples

- **Salt Lake City, New York City & Austin** – Interconnection to first responder community
- **School Bus Fleet Dispatch** – Ties to the RWIS and control centers facilitate decisions on school closings/delays and bus operation
- **Conditions Reporting System (CRS)** – Tied to Public Safety dispatch
- **Transit Properties** – Sharing communication networks and information about traffic and construction delays
- **Child Welfare Agencies** – Amber Alerts
- **Principal Responding Agencies (PRA)** – Use field equipment, communication networks and control centers

Where/What Are the Problems???

- *We Don't Have All of the Appropriate Measures*
- *We Don't Know How to Translate Our Success*
- *We Don't Know How To Articulate Our Success*
- *We Are in Direct Budgetary Competition at All Levels*
- *We Are Not Trained to Think Outside the Box*

We Need to Walk In Another Man's Shoes!!!!

Where Do We Go From Here?

- Categorize what we have available
- Understand other agencies' measures of success
- Identify how what we do impacts their current Performance Measures; Help them achieve success
- Collaborate on developing new multi-agency Performance Measures

Advertise, Coordinate and Cooperate!!!!

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Thank You

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