

## ITS Strategic Plan

### Goal:

**21<sup>st</sup> Century Institutions and Partnerships:** Foster new institutional relationships to enable better and faster use of technologies in transportation

### Focus Area:

**Institutional and policy research** to support elimination of implementation barriers and enhance the use of ITS for performance management

### Objectives:

#### **1. Identify and eliminate institutional barriers that limit the use of ITS technologies in transportation**

##### Metrics:

- Nature, cause, extent, and impact of recognized institutional barriers are well defined
- Wherever possible, institutional barriers are mitigated or eliminated
- Laws, regulations, and policies support technical innovation and robust data sharing

##### Strategies:

- Identify and classify institutional barriers related to technical and societal/political issues
- Promulgate effective policies/practices/tools for overcoming institutional barriers
- Share information about legislative and regulatory barriers and how they can be overcome with state and local authorities
- Assist in commercialization of new technologies
- Facilitate joint funding through public-private initiatives
- Aid states and local governments in overcoming real or perceived constraints on their authority to obtain and utilize ITS related data.
- Explore avenues for innovative financing, develop an innovative ITS financing toolkit and educate agencies on how to pursue and establish such arrangements

#### **2. Enhance transportation system performance measurement capabilities**

##### Metrics:

- The link between system performance measurement and ITS is well defined
- ITS data effectively and comprehensively supports the measurement of operational performance

#### Strategies:

- Link ITS capabilities with the support of performance measurement related to systems operations and associated definitions and metrics
- Establish the most appropriate ITS applications/processes/procedures (including the use of innovative financing and partnerships) for gathering and analysis of data in support of performance measurement
- Enable benchmarking among public agencies

#### **Federal Role**

- Support necessary research that isn't going to be accomplished elsewhere
  - High-risk
  - Not part of responsibilities of other Federal Offices
- Knowledge transfer of lessons learned (institution to institution) – e.g. Outreach, clearinghouse, case studies
- Seeding and transfer of technology for commercialization (NGSIM, Weather Maintenance Decision Support Systems, DSRC)
- Help overcome fragmented institutional environment
  - ITS Architecture and Standards
  - Researching institutional barriers and provide outreach to overcome these
- Convener – part of other roles
  - Market awareness
  - Information exchange
- Encourage policies through requirements for federal funding
- Provide expertise in ITS policy, institutional issues (help agencies)
- Seeding innovation (eg. Exploratory advanced research program, Urban partnerships)

#### **Not Needed by the Federal Government**

- Do not dictate technology solutions
- Do not need to develop technology
- Don't displace private industry
- Do not unfairly create or restrict markets through our contract choices
- Do not restrict competitive markets
- Do not lock into technologies prematurely
- Do not restrict markets
- Do not restrict innovation and flexibility at the state and local level (often created by unsound regulations)