

Transportation Technology: An Inevitable Solution to Climate Change

Cascadia Discovery Institute
September 4, 2008

Scott Belcher
President and CEO
Intelligent Transportation Society of America

Overview

- Intelligent Transportation Society of America
- Intelligent Transportation Systems
- Why are Intelligent Transportation Systems a Logical and Cost-Effective Solution to Meeting Our Challenges
- ITS America's Environmental Program
- 15th World Congress on ITS



Intelligent Transportation Society of America

- **Who is ITS America:**
 - ITS America is a trade association representing 500 public and private sector organizations involved in all aspects of ITS research, planning, development, and deployment
 - Headquartered in Washington, DC with 24 regional and state chapters representing 36 states
- **Our Vision:** help save lives, time and money and help sustain the environment through broad deployment of interoperable ITS technologies
- **Our Mission:** be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development and design of ITS technologies to accelerate deployment



Intelligent Transportation Systems

- **What is ITS:** Intelligent Transportation Systems (ITS) are a broad range of communications-based information, control, and electronic technologies. ITS reduces fuel consumption by increasing mobility and reducing vehicle miles traveled
- **Examples of ITS include:**
 - Intelligent Vehicles:
 - Collision Avoidance Systems
 - Driver Assistance Systems
 - Collision Notification Systems



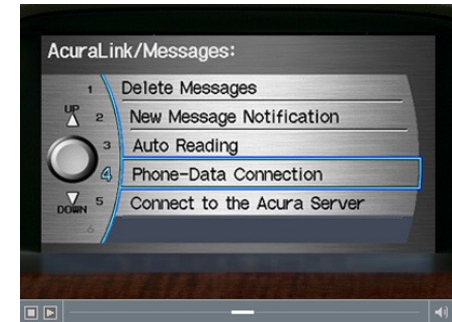
Intelligent Transportation Systems (cont'd)

- Intelligent infrastructure:
 - Arterial Management
 - Freeway, Transit, and Incident Management
 - Electronic Payment and Pricing
 - Traveler Information
 - Information Management
 - Crash Prevention and Safety
 - Roadway Operations and Maintenance
 - Road Weather Management
 - Commercial Vehicle Operations
 - Intermodal Freight



ITS: a Logical and Cost-Effective Solution

- Traveler Information
 - GPS and Navigation Systems
- Congestion Pricing
 - Price use of broad geographic areas (*e.g.*, downtown business districts)
 - o Optical recognition of license plates to confirm enrollment
 - o GPS devices or odometer sensors
- Toll Roads
 - Variable High Occupancy Toll (HOT) lanes
 - Drive-by weigh stations



ITS: a Logical and Cost-Effective Solution (Transit)

- Advanced Communications Systems
 - Effective and efficient operation of transit systems relies on a communications infrastructure and vehicle-based communications technologies
- Transit Operations Software
 - Helps the operator monitor the fleet's performance in meeting demand, identify incidents, manage response, and restore service more effectively
- Automated Fare Payment
 - Reduce costs through increased automation and enhancing customer convenience
- Bus Rapid Transit



ITS America's Environmental Program: Promote Environmental Benefits of ITS

- **Legislation:** Through a broad coalition of governments, industry, NGOs, and trade association, we will ensure that climate change and transportation legislation recognizes ITS as a solution to reduce GHGs
- **Regulations and public policy:** Support regulatory programs that use ITS to enhance the environment
- **Monetize Benefits of ITS:** Identify and quantify environmental benefits of ITS to participate in carbon market
- **Public relations:** Speak at conferences, write articles, and work with State chapters to publicize our message



See ITS In Action

15th World Congress on ITS, Nov. 16-20, 2008

- 10,000 attendees representing more than 45 countries to convene in New York, NY
- Integrated Technology Demonstrations
 - First, fully-integrated demonstration of vehicle-to-vehicle and vehicle-to-roadside communication technologies and services
- Largest Exhibit Hall - 350,000+ square feet
- Sessions on sustainability
- Registration- www.itsworldcongress.org





15TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

NOVEMBER 16–20, 2008

JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY, NEW YORK, USA
WWW.ITSWORLDCONGRESS.ORG



Thank You

Scott Belcher

President and CEO

Intelligent Transportation Society of America

1100 17th Street NW, Suite 1200

Washington, DC 20036

202-721-4239

sbelcher@itsa.org

www.itsa.org

