On Friday, November 1st, ITS-VA held a meeting with CVI-UTC at VTTI in Blacksburg. The meeting featured presentations by the VTTI research teams on the topics summarized below and attendees were treated to an exclusive tour of the VTTI Smart Road (pictured right).

**Automated Vehicles**

Group Leader and Research Scientist, Myra Blanco, Ph.D. provided an overview of the Automated Vehicle Systems Research Team and discussed some completed and ongoing projects including:
- Human Performance Evaluation of Light Vehicle Brake Assist Systems
- Assessment of Drowsy Driver Warning System for Heavy Vehicle Drivers
- Safety Benefit Evaluation of a Forward Collision Warning System
- Field Test of Heavy-Vehicle Crash Avoidance Systems

**Connected Vehicles**

Group Leader, Zac Doerzaph discussed the current transportation challenges of congestion and crashes, and how connected vehicles could help improve safety, mobility and at the same time benefit the environment. He also gave an overview of the work of the Center for Advanced Automotive Research, including:
- Integration Requirements Definition for Connected Vehicle Interfaces
- Connected Vehicles Interface Metrics – Multiple Warning Events
- Connected Vehicle Integration Research and Design Guidelines Development

**Teen Safe Driving**

Charlie Klauer, Ph.D., Group Leader for the Teen Risk and Injury Prevention Group, presented the findings of naturalistic studies done on teenage drivers. The overall conclusion was that parents should ride with teenage drivers, monitor their driving exposure, and share vehicles. The group is now working on a Supervised Practice Driving Project and a Teen Driver Coach Project.

---

**IN THIS ISSUE**

- Officers/Directors .......................................................... 2
- Upcoming/Calendar of Events ........................................ 2
- An Interview with Cathy McGhee ........................................ 3
- AECOM Partners with Transurban to Help the Free-Flow on the Capital Beltway ........................................ 4
- Congress Eyes Virginia’s Model for Funding Transportation Projects ........................................ 5
- 5 Ways Technology Will Improve Your Commute .................. 6
- ITSVA 2013-2014 Membership Packages ......................... 6
- Connected Cars: How Long Must We Wait? ........................ 8
- Millennial Generation Desires Multi-Modal Transportation System ........................................ 9
- Iteris Selected on Team to Operate Virginia’s Transportation Operations Centers ........................ 10

---

**ITSVA/CVI-UTC MEETING**

**Fridays, November 1, 2013**

*VTTI – Blacksburg, Virginia • 10:00 a.m. – 3:00 p.m.*

Attendees are eligible for up to 3 CEUs!
officers | directors

PRESIDENT
Moe Zarean
Iteris, Inc.

PRESIDENT-ELECT
Ken Earnest
VDOT

SECRETARY
Jon Chambers
Kimley-Horn & Associates, Inc.

TREASURER
Robb Alexander
VDOT

PAST PRESIDENT
Cathy McGhee
VDOT

EXECUTIVE DIRECTOR
Jonathan Williams
Easter Associates, Inc.

EX OFFICIO
Wayne Davis
DMV
Tim Roseboom
Virginia DRPT
Iris Rodriguez
Federal Highway Administration

STATE REPRESENTATIVE
Tiger Harris
Open Roads Consulting

DIRECTORS
Blanche (Bee) Buergler
Arlington County Division of Transportation
Stacey Craft
HNTB Corporation
Robert Gey
City of Virginia Beach
Keith Jasper
Delcan
Raymond Khoury
VDOT
Jim McCullough
Elite Contracting Group
Chris Mills
AECOM
Lev Pinelis
Battelle
Gary Schworm
Elite Contracting Group
Jeremy Siviter
IBI Group
Jon Sorensen
Atkins North America

Intelligent Transportation Society of Virginia
250 West Main Street, Suite 100 • Charlottesville, VA 22902
434/977-3716 • 434/979-2439 (f) • www.itsva.org

upcoming | calendar of events

February 19, 2014
ITSVA/VDOT Information Exchange
Patrick Henry Building - 3:30 p.m.

ITSVA Legislative Reception
Old City Hall - 5:30 p.m.

March 9-12, 2014
ITE 2014 Technical Conference & Exhibit
Hyatt Regency Miami • Miami, FL

May 8-9, 2014
ITSVA Annual Conference
Omni Richmond

August 10-13, 2014
ITE 2014 Annual Meeting & Exhibit
Renaissance Schaumburg Hotel • Schaumburg, IL

Have News for the ITSVA Newsletter?
Send your news and announcements along with any photos to Jonathan Williams at jonathan.williams@easterassociates.com.
Please describe your organization, it's key functions and your role within the organization.

The Virginia Center for Transportation Innovation and Research (formally the Virginia Transportation Research Council) is the research division of VDOT. We provide both applied research and technical assistance to the divisions, districts, and regions on a wide range of topics from structures, pavements, bridges, and materials to planning, economics, and environmental issues. I lead the team that focuses on safety, operations, and traffic engineering.

Who are your key partners and what are their roles in supporting your activities?

VCTIR has a relatively small staff (currently about 30 full time scientists plus another 30 or so technicians and administrative staff members) so we rely heavily on our university partners to address the needs identified by VDOT. VCTIR began as a cooperative organization between UVA and VDOT and as such, we are located on the Grounds of the University. Over the years, we have broadened our partnerships to include universities across the state (and even a few outside of Virginia). We typically have 40-50 contracts at any point in time with universities to conduct research. The research topics are identified and prioritized by our Research Advisory Committees, whose members are primarily VDOT staff from the Central Office, Districts, and Regions and are almost exclusively applied in nature. It is our goal to focus on research that addresses near term needs such that implementation of results can be achieved and benefits to VDOT realized.

How do Virginia’s transportation research activities feed into and benefit from transportation research at the national level?

VCTIR researchers participate in many panels and committees at the national level including TRB (TRB Standing Committees, SHRP2, NCHRP, etc.) that guide research programs. Participation in discipline-specific professional organizations (e.g. ITS America, ITE, ASCE) is also encouraged. These activities provide VCTIR staff with a well informed view of national research needs and ongoing efforts as well as providing an opportunity to share the status of efforts in Virginia. VCTIR will also partner with universities in responding to RFPs for research from TRB, FHWA, etc. when the topic is related to a research need that we have identified locally or that we believe will be beneficial to VDOT. By bringing in this “outside” funding, we can increase the total research program in Virginia.

Please briefly describe a few of the most interesting projects currently ongoing.

As you can imagine, with a research program that includes safety, traffic engineering, and operations, the range of projects that we undertake is quite broad. We currently have projects that are looking at data and performance measures to both help aid in the management of our transportation system and to guide resource investments, developing tools to improve safety analyses including the development of safety performance functions specific to Virginia conditions, and helping to evaluate the performance of adaptive signal control across the state so that recommendations for where the investment in this technology should be made going forward can be developed.

Of particular and growing interest to the transportation community is connected vehicle research. Please describe in more detail the I-66 connected vehicle test bed in Northern Virginia, in terms of current status, applications being evaluated, and expansion opportunities.

The I-66 Connected Vehicle test bed was developed as part of a University Transportation Center grant awarded to Virginia Tech, UVA, and Morgan State. These grants, awarded by RITA at USDOT, require matching funds to the federal funding. VDOT / VCTIR created the test bed as a major part of our contribution to the required matching funds and made the investment because we believe that this is the future of operations.

The test bed currently includes the portion of I-66 between Route 50 and I-495 as well as the adjacent parallel arterials of Rt. 29 and Rt. 50. Roadside equipment (RSEs) were deployed to provide near continuous coverage on I-66 and at major intersections on the arterials. Having both freeway and arterial coverage within the test bed will allow us to develop, test, and deploy a variety of applications to address both safety and mobility challenges. Without question, I-66 is one of the most congested corridors in the state and we believe that connected vehicle applications will be key to improving those conditions. As has been reported in the ITSVA newsletter previously, VDOT is deploying an Active Traffic Management system on I-66 from the DC line to Gainesville. We are now in the planning stages of extending the CV test bed to the west on I-66 to incorporate the entire ATM coverage area. This will provide us with the opportunity to test similar applications in both the infrastructure (ATM) environment and within a connected vehicle environment.

We have 18 research projects underway now and plan to initiate a number of additional projects in the coming months. The current projects are all funded under the UTC grant and represent a range of topics that include both vehicle to vehicle and vehicle to infrastructure communications. There are several projects that are fairly “agency-centric” in that they are designed to improve the information and decision-making capabilities of VDOT. One

continued on page 4
AECOM Partners with Transurban to Help the Free-Flow on the Capital Beltway

(Alexandria, VA) - The 495 Express Lanes Capital Beltway project in Northern Virginia marked one year of operations in November 2013. With more motorists using the dynamically priced toll lanes to reduce their commuting time between Springfield and Tysons Corner, staff from AECOM and partner Transurban are behind the scenes, providing 24/7 operations center service with an array of intelligent transportation system (ITS) equipment and services.

From the Transurban command center in Alexandria, AECOM operators control 57 dynamic message signs and 62 closed-circuit cameras (36 with incident detection software) covering nine open road tolling sections along the 14-mile limited access corridor. Center-to-center (C2C) communication is critical with adjacent I-495 general purpose lanes covered by the Virginia Department of Transportation (VDOT). Operators follow a Joint Operating & Maintenance Protocol (JOMP) which was established to cover incident and maintenance events while coordinating with exclusive Express Lane safety service patrols, VDOT, the Virginia State Police and Fairfax County Fire & Rescue.

When operators detect or are notified about a lane blocking incident, the information is confirmed and entered into the Traffic Management Software (TMS) to immediately activate Express Lane-specific dynamic message signs (DMS). Through C2C, operators notify VDOT, which in-turn activates messages in VDOT’s Virginia 511 advanced traveler information system. As congestion occurs, the TMS adjusts toll pricing based on trip origin and destination to maintain a “free-flow” ride along the facility. Vehicles using the lanes must be equipped with an E-ZPass or E-ZPass Flex (for HOV-3) transponder, and trucks with more than two axles are prohibited.

Eleven operators and supervisors from AECOM and partner Free Ahead Inc., participated in 160 hours of training and testing to become certified operators. Training included standard operating guidelines, safe and quick clearance principles, incident and event management, TMS operations and compliance with key performance indicators.

The 495 Express Lanes are high occupancy toll (HOT) lanes that operate on I-495/Capital Beltway to provide drivers faster and more predictable travel options on I-495. The two new express lanes in each direction on the Virginia side of the Capital Beltway are from the Springfield Interchange to just north of the Dulles Toll Road. Delivered through a public-private partnership between the Virginia Department of Transportation and Transurban-Fluor, the Express Lanes give drivers the freedom to control how and when they arrive at their destination. For more information, please visit 495ExpressLanes.com.

Bob Murphy is a Project Manager with AECOM Transportation supporting TMC and Incident Management US operations. He can be reached at Robert.Murphy2@aecom.com.
The model for fixing the federal transportation funding shortfall may lie just across the Potomac River. Virginia enacted a plan this year that is projected to bring in $5.9 billion for transportation projects over the next five years — without increasing the per-gallon gasoline tax.

In fact, Virginia did away with its statewide 17.5 cents-per-gallon tax at the gas pump entirely, in favor of a new wholesale tax of 3.5 percent on gasoline and 6 percent on diesel, along with an increase in the state’s general sales tax. In the heavily populated Washington suburbs and Tidewater area, motorists pay an extra 2.1 percent sales tax on gas purchases. Drivers of electric vehicles pay a $64 annual fee.

The idea of a wholesale tax replacing a fee assessed at the pump is getting close attention in Congress, as lawmakers preparing to write a new surface transportation authorization next year look for creative ways to shore up the Highway Trust Fund. The fund relies primarily on per-gallon taxes on gasoline and diesel, which have slumped as motorists drive less and embrace fuelefficient vehicles. In recent years, Congress has supplemented the trust fund with direct appropriations.

A wholesale tax on motor fuels would solve one of the central problems facing the trust fund by naturally adjusting for inflation. The per-gallon tax of 18.4 cents for gasoline and 24.4 cents for diesel hasn’t been increased since 1993, so the trust fund’s buying power has steadily eroded with rising prices.

Taxing a percentage of wholesale motor fuels costs would boost revenue as prices rise without forcing lawmakers to revisit the question with politically painful votes to raise taxes.

“Several states are turning to a percentage highway fee that is paid for at the refinery level,” Senate Environment and Public Works Chairwoman Barbara Boxer, D-Calif., said last month at a hearing on highway financing. “This could bring in more than all of the other taxes bring in for transportation.”

Sean T. Connaughton, Virginia’s Transportation secretary, says the wholesale tax should provide more long-term stability than the cents-per-gallon tax that it replaced.

“We were able to show our legislature that we weren’t going to have enough money, even for federal matches, by 2017,” he said.

Making sure the federal side of those matches is still there is one of the pressing funding issues facing Congress in the next year. The two-year surface transportation authorization passed last year (PL 112-141) relied on more than $21 billion in general fund transfers to keep the Highway Trust Fund solvent through fiscal 2014. Senate Finance Chairman Max Baucus, D-Mont., has said tax-writers won’t be able to find enough budget offsets to pay for a similar general fund subsidy in the next highway bill. But raising motor fuels taxes — even if the levy is assessed at the wholesale, rather than the retail level — continues to face strong opposition in Congress.

“I don’t think it’s fair or reasonable to expect middle-class families to endure a net tax increase,” said Sen. David Vitter of Louisiana, the ranking EPW Republican. “And I don’t agree with that, don’t support that and I don’t think that’s doable in terms of this Congress at all.”

Likewise, energy-producing groups such as the American Petroleum Institute generally oppose increasing taxes on motor fuels, which range from a low of 30.8 cents per gallon for gasoline in Alaska — when state and federal taxes are combined — to 71.6 cents per gallon in California.

Also opposing the Virginia tax changes was anti-tax activist Grover Norquist and his group, Americans for Tax Reform.

“Gov. Bob McDonnell should have known better,” Norquist said in a statement when the tax became effective in July. “He walked down a dark alley with tax and spend Democrats and got mugged.”

Supporters note that while the public generally balks at paying higher taxes, there tends to be support for boosting revenue as long as tangible improvements to transportation infrastructure are obvious.

While policymakers investigate a variety of ideas — including vehicle-mileage taxes — for raising more transportation infrastructure revenue, lobbyists such as Janet Kavinoky of the U.S. Chamber of Commerce contend that none can replace the existing gas and diesel taxes in the short run. Because there already is a well-established system for collecting the current gas and diesel taxes, raising those levies could serve as an efficient bridge to a new form of financing in the future, they say.

“There are multiple revenue options that could work alone or in combination,” Kavinoky said. “But we continue to believe the simplest, most straightforward and effective way to generate enough revenue for federal transportation programs is through increasing federal gasoline and diesel taxes.”

Article courtesy of Nathan Hurst from Roll Call.
5 Ways Technology Will Improve Your Commute

Imagine a world where you never have to stop for a toll again. A world in which finding the perfect parking space is as simple as a click of a button, or getting through rush hour traffic congestion is a breeze. This may sound like some kind of commuter bizarro world – a transportation “utopia” of sorts. In fact, it’s real. And it’s happening today in various cities throughout the U.S. Technology is fundamentally changing the way we get from point A to point B. Here are five transportation technologies making our national (and global) commutes a little easier:

Parking Apps and Pay-by-Phone Meters
Los Angeles is the only city in the U.S. currently adjusting parking rates automatically based on an algorithm that crunches usage and availability rates. (See video below.) This scientific approach takes the guess work out of parking management and helps commuters find parking easier via mobile parking apps and display signs. Further east, commuters in Indianapolis are using an app called ParkMobile. The app remembers a driver’s space number, alerts them when their time is up and allows them to add more time and pay the fee directly from their smartphone.

Express Lanes/HOT Lanes
Little funding to widen and/or build new highways means states need to find alternatives like HOT lanes (High Occupancy Toll lanes) to help reduce congestion. These special lanes, which replace old HOV lanes, allow commuters to maintain a minimum average speed, even in the heaviest of traffic based on an algorithm that analyzes highway volume and speed, and adjusts the cost to drive in that lane accordingly. Los Angeles County, the state of Virginia, and Washington, D.C., drivers are already taking advantage of this tolling innovation.

ITSVA 2013-2014 Membership Packages

Platinum Membership - $5,000
- Regular membership for up to 15 employees
- Large logo on ITSVA website with link to company website
- Legislative Reception exhibit (preferred location), plus 5 registrations
- Annual Conference exhibit (preferred location), plus 5 registrations
- CEUs – registration for 5 employees in any course
- Full page advertisement in newsletter

Gold Membership - $4,000
- Regular membership for up to 15 employees
- Regular logo on ITSVA website
- Legislative Reception exhibit, plus 5 registrations
- Annual Conference exhibit plus 2 registrations
- CEUs – registration for 5 employees in any course
- Half page advertisement in newsletter

Silver Membership - $3,000
- Regular Membership for up to 15 employees
- Legislative Reception sponsorship, plus 2 registrations
- 5 Annual Conference registrations
- CEUs – registration for 5 employees in any course
- Quarter page advertisement in newsletter

Bronze Membership - $1,500
- Regular Membership for up to 15 employees
- Legislative Reception sponsorship, plus 2 registrations
- CEUs – registration for 1 employee in any course
- Quarter page advertisement in newsletter

Regular Membership (for up to 15 employees) - $445
- Annual Conference Exhibit - $1,100
- Sponsorship
  - Breakfast - $600
  - Breaks - $850
  - Lunch/Reception - $950
  - Program Back Cover - $1,500
  - Program Inside Cover - $950
- Registration - $260/person

Legislative Reception
- Exhibit - $600
- Sponsorship - $500
- Registration - $25/person

CEU Courses ($45/credit hour)
- 3 Credit Course - $135/person
- 4 Credit Course - $180/person

Newsletter
- Full page advertisement: $1,000/year or $300/issue
- Half page advertisement: $700/year or $200/issue
- Quarter page advertisement: $500/year or $150/issue

CEU Courses ($45/credit hour)
- 3 Credit Course - $135/person
- 4 Credit Course - $180/person
All-Electronic-Tolls

Commuters in Maryland are dramatically reducing their travel times with the opening of the state’s first all-electronic toll (AET) road, the Intercounty Connector (ICC). Drivers are able to stay moving at posted highway speeds, rather than slow down or stop to pay fares, allowing traffic to continue moving freely and openly. In some cases, travel times have been reduced by up to 70 percent by using the ICC versus local roads. And this isn’t just for highways – the Golden Gate Bridge also went all-electronic leading to faster, smoother crossing.

Open Fare, Common Ticketing and Contactless Cards

The Southeastern Pennsylvania Transit Authority (SEPTA) is in the process of implementing contactless payment methods that will allow riders to simply tap their bank card or wave their smartphone to board buses and trains, enabling a convenient and secure ride for commuters. Passengers riding any of the buses, subways, trolleys or the regional rail trains on the SEPTA system will be able to use this modernized open payment fare collection system. Sounds easy, right? Beginning in May 2014, Florida’s SunRail system will also provide riders a similarly easier way to get around Central Florida by offering them a “tap on, tap off” card experience, which also includes the capability for future integration with other transit authorities in the region.

Smarter Public Transit

The amount of data available is almost infinite, so some companies are bringing it to life through visualizations to help public transit decision makers and planners reduce congestion and get people where they need to go faster and more efficiently. By examining ridership data, we can garner the insight to make route adjustments that optimize available resources – in real-time. This data can tell us how people travel, how often they travel and even their favorite stops. For example, instead of three partially full buses running back-to-back, the data might suggest that one bus can handle the route during that time frame. When rider information is combined with improved traffic knowledge, municipalities can start to develop a more cohesive management plan for daily operations, resulting in a better experience for you, the commuter.

Innovation is improving transportation all around the world. So the next time you tap on or off a train or drive through an E-ZPass lane or on one of LA’s ExpressLanes, remember that technology is collecting non-personal data that will be used by transportation professionals to figure out the best ways to overcome your city’s transportation challenges and, ultimately, make your commute better.

Article courtesy of Ken Philmus, Senior VP, Government and Transportation Group, Xerox.
The advocates of an entirely different way of driving will tell you that we’re within sight of the threshold, and connected cars are coming. But maybe not before manufacturers and developers agree on how different kinds of cars and apps will link together.

Industry standards are buzzwords in the connected-car universe. Developer A wants to be able to code a great app once and then have what they design work in any manufacturer’s in-vehicle system.

“An industry standard for cars will do the same for autos as the USB cable has done for the computer world,” says Jake Sigal, CEO at Livio, which was acquired by Ford Motors in September to streamline the connected car concept.

Meanwhile, the promise of a connected car, for many drivers, sounds like a dream — but when will it come true? Let’s take a look at the possibilities that are on the table, and which ones are next in line from some of the developers involved.

Why Connect? The Future of Driving

Consumers used to approach their cars as mechanical devices. More and more, though, they now sit in a vehicle and expect a whole experience to surround them. And like almost everything else in the 21st century, that experience is required to be interconnected.

“This ties in with the drive toward smart adaptive environments and the Internet of Everything,” says Mike Vidikan, on the Trends & Foresight team at Innovaro. He gives one example of what that means: “You will want your car to communicate with your home so the AC can kick on and cool the house just before you arrive.”

That’s one proposition, anyway, among a list of other features designers want to include.

► Connected cars will self-diagnose their problems, report on them and tell you where the nearest mechanic or auto part store is located.
► Your vehicle will begin to proactively navigate you away from traffic snarls and other delays.
► Safety benefits: your car will become a reactive partner during your drive. It’ll say, “Hey, watch out for that van on the left.”

And if recent examples serve to illustrate a trend, this portfolio of features and capabilities will come from team efforts.

Better Search, Best Parking

Kim Fennell, president and CEO of deCarta, is leading a company that’s hard-charging for a place at the front of the connected-car pack.

deCarta has patented software that will search the road you’re traveling, and show results within 20 minutes of where you are, and no more than a few minutes off the road you’re traveling. No more old-nav results such as a gas stations that are technically close, but really two miles back the way you came.

"The technology exists today to create driver-centric solutions,” Fennell says.

Not that one company has to come up with all of it on their own. deCarta has brought on new partners to add more features to the platform it hopes will become a mainstay of in-car interfaces.

Ben Sann, founder of Best Parking — a company that’s logged more than 1 million downloads of its parking-space location app — has signed on to put their tools right into the system that Fennell wants in everybody’s car.

“Do you not want to be driving and searching for parking via a separate app, it’s a distraction,” Sann says, referring to drivers pulling out a mobile device to use Best Parking on the road. "If it’s all integrated into your dashboard, your vehicle knows exactly where you’re headed, it knows when you’re going to get there. The only thing it will need to ask you, as a consumer, as a motorist, is how many hours do you want to park.”

Are We There Yet?

If the next generation of onboard driving experiences, like the ones that Livio, deCarta and Best Parking — among others — are working on, sound like your kind of trip ... well, you’ll likely have to wait a little longer.

Even if you set aside other potential challenges that come with the connected car — data security, safe driver behavior and software reliability — we come back to industry standards.

“You have all these different standards,” Sann says. “It’s challenging. Very challenging. We don’t want to be programming and coding for all the different automotive environments.”

But there’s progress underway. Whether it’s through Livio, or the expectation that Apple will unveil its iOS for Cars in 2014, the impetus for connected cars as the next norm is there. Now, what do developers want? Their own version of that link-anything USB.
Millennial Generation Desires Multi-Modal Transportation System

The largest generation in U.S. history and the most multi-modal could be a game changer for public transportation and America’s transportation network as a whole. The millennial generation chooses the most practical transportation mode (driving, public transit, biking or walking) for each trip, and this flexible concept of mobility is spreading. According to the study "Millennials and Mobility", nearly 70 percent of millennials, people 18 to 34, use multiple travel options several times or more per week.

The study, which was released by the American Public Transportation Association (APTA), shows that while car-sharing, bike-sharing, walking and car ownership will all play a part in the multi-modal network, public transportation is ranked highest as the best mode to connect to all other modes, according to 54 percent of millennials polled. APTA officials note that the recent trend of smartphone applications allow public transit users to be increasingly spontaneous and flexible with their travel decisions. This is a game changing element because it closes the gap with the perceived benefit of auto use.

"Public transportation is the backbone of a multi-modal transportation system because it provides the opportunity to multi-task and socialize online while traveling," said Peter Varga, APTA Chair and General Manager for The Rapid in Grand Rapids Michigan. "This study shows that millennials are leading a trend of Americans who are returning to walkable cities and suburbs with multiple transportation options that include vibrant public transportation. This data is proof positive that America’s future is riding on public transportation." According to the study, the top five reasons and motivations for choosing public transportation are pragmatic, as 46 percent state that a need to save money drives their choices, 46 percent note convenience, 44 percent want exercise and 35 percent say they live in a community where it just makes more sense to use public transportation.

"Now is the time to be pro-active in creating this multi-modal transportation system to address the millennial generation’s demands and lifestyles," said APTA President and CEO Michael Melaniphy. "This generation wants the pragmatic benefits of having multiple ways to get around. The solution is investment in a long-term transportation bill that includes strong investments in a variety of modes including public transportation."

Millennials say the key advantages of public transportation is the ability to pay-per-use (58 percent), protecting the environment (50 percent), the ability to socialize online (44 percent), and creating community (44 percent).

Because of the future demands of this millennial generation, transportation systems and public transportation systems in particular, will be built around the smart phone. APTA anticipates adoption of features such as: smart phone charging stations on vehicles and facilities; fare collection via smart phone; Wi-Fi, 4G and 3G access; apps that connect public transit access to local amenities; and seamless multimodal connections such as bike and care share options and improved pedestrian access to public transit stations.

"It is great news that millennials would like to expand on what the public transit experience can and should be," said Varga. "As an industry, we should encourage the creation of digital tools that play the role of a well-liked city bus driver –someone who is an expert at navigating an area, and can also offer personalized recommendations and interesting facts about the local area.”

Article courtesy of PRNewswire.
Iteris Selected on Team to Operate Virginia’s Transportation Operations Centers

Iteris, Inc. (NYSE MKT: ITI), a leader in providing intelligent information solutions to the traffic management market, was selected as part of a world-class team to operate, integrate, and provide innovative solutions for Virginia Department of Transportation’s (VDOT) five traffic operations centers.

Iteris was chosen as a sub-contractor by Serco to provide traffic operators at two of VDOT’s five traffic centers and general engineering services as requested by Serco. The centers monitor traffic conditions via cameras and other technology, allowing them to provide traveler information on road conditions, manage congestion, and coordinate incident response.

Iteris could generate more than $12.6 million in revenue over the six-year term of the engagement. It values the contract’s operational component at $6.6 million, with the general engineering services piece to potentially provide an additional $6.0 million to $8.0 million. Traffic operations services are expected to begin during the fourth calendar quarter of 2013.

“The Commonwealth of Virginia sought innovation from around the country to deliver the best technology solutions to maximize our transportation system,” said Robert McDonnell, Governor of Virginia, in a statement announcing the new program. “Virginia is a leader among state departments of transportation in providing real-time traffic information to motorists, and we wanted to build on that reputation. We will use technology more effectively to better manage congestion, freight movement, incidents, severe weather-related incidents and traveler information. This is another example of utilizing smart, creative solutions that harness cutting-edge innovations to improve the quality of life for Virginians.”

Specific engineering services the team will consolidate and manage for VDOT include:

► Monitoring traffic through the use of 900 cameras, 500 electronic message signs, and more than 1,000 road sensors
► Managing incident and emergency response
► Dispatching safety service patrol and maintenance crews to respond to incidents
► Providing actionable 511 traveler information
► Managing HOV/reversible lanes
► Providing real-time information to emergency responders
► Serving as emergency operations centers during major events
► Coordinating signal systems

“The VDOT award expands our strong support for Virginia’s transportation network, since we currently operate and maintain the Commonwealth’s award-winning 511/Traveler Information System,” said Abbas Mohaddes, president and CEO of Iteris. “VDOT is one of the leaders in intelligent transportation system innovation and has leveraged the benefits of technology to better guide system managers and users. Their business model stands as an excellent example for other state agencies to adopt.”