

ITS Texas April 2009 Newsletter



President's Message

Greetings,

I hope this message finds you healthy and safe. Your Board has been hard at work making preparations for the 2009 Annual Meeting. I encourage you to visit the [annual meeting web page](#) regularly for updated information.

I would also call your attention to the training offered in May. We have partnered with our friends at TexITE to disseminate this training opportunity. The Board is grateful for this support.

Both the Annual Meeting and Spring Training offer exceptional values. Do not let opportunities like these pass you by.

There was much discussion concerning Annual Meeting rates. It was important to the Board to provide this information as soon as possible given the current economic times.

This is a perfect time to become more involved in the Annual Meeting. Session titles and speakers are being prepared by each Board member. They can use your help and input.

If you have a topic you would like to present or suggest, contact a Board Member. If an Annual Meeting presentation can not be accommodated, perhaps a newsletter article could be provided. The membership wants to hear from you.

Enough from me. On to the rest of the newsletter.

If I can assist you in my capacity, contact me. It is an honor to serve you as ITS Texas President.

Brian D. Burk, P.E.

Your Article Here

The ITS Texas newsletter is a great way for you as an ITS professional to **share your projects, plans or other ITS related items with the ITS community**. If you have information concerning any ITS project within the state that you feel may be of interest to the membership, PLEASE contact [Andy Oberlander](#). If you have an idea and are not sure of its interest go ahead and contact me so we can discuss. SERIOUSLY – the membership wants to hear about upcoming or ongoing ITS projects. I look forward to hearing from you.

Spring Technical Training

ITS Texas will offer its spring technical training on fiber optic technology May 28th in Austin.

- Do you know about the latest developments in fiber optic technology?
- Are you a bit rusty on your fiber basics.
- Do you just want to learn about fiber optics?

Well, here is your chance, as the folks from [Corning Cable Systems](#) have agreed to return to Texas and offer their very successful ITS fiber optic training course for ITS Texas on May 28 at TxDOT's Riverside complex in Austin.

Corning is a leader in the fiber optic manufacturing business, everyone who was able to attend during our November 2008 ITS Texas conference gave this training high marks and many indicated they would like to attend again. For those of you who missed it last year because of schedule conflicts, this is your opportunity. Last year's participants received high quality session materials specially produced for this training and filled with technical information and references.

Our Spring class will be at the TxDOT Riverside Annex Building 200 (200 East Riverside Drive, Austin, Texas) on Thursday, May 28, 2009 from 8 am - 5 pm.

To register for the training please [RSVP](#) and just provide your name.

The cost is \$25 and paid on site with cash or check.

For lunch, the TxDOT facility has a full service cafeteria and there are a number eating establishments within walking distance.

[Click here for directions to the Riverside complex.](#)

ITS Texas Supporters

We would like to welcome [SES America](#) as a new sponsor of ITS Texas.



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2009 ITS Texas Annual Meeting The Changing Face of ITS



Mark your calendars for November 11-13, 2009 for this year's annual meeting, **The Changing Face of ITS**. A tentative schedule of events is in the works including a new training session and tours on November 11. Sessions are being planned around this year's theme and like past



years there will be a large vendor area with vendor exhibits.

The meeting will be on Galveston Island at the beautiful and historic [Hotel Galvez](#). The hotel room block has been established so go ahead and make your reservations now. Additional information on the 2009 annual meeting can be found at [2009 Annual Meeting](#)

Katy Freeway Managed Lanes Open April 18, 2009

The Katy Managed Lanes are a new type of roadway in the Houston region that combines several familiar transportation options—HOV lanes, mass transit and toll roads.

These managed lanes include two lanes in each direction that replace the single, reversible HOV lane. The new lanes offer more reliable travel times for METRO buses and carpoolers, while making any unused lane capacity available to single drivers who pay a toll for the potential travel-time savings.

As of April 18, 2009, **Single Occupancy Vehicles (SOV) are allowed to use the lanes 24 hours a day for a toll**, which will be charged electronically via an EZ TAG or TxTag. During HOV hours, drivers will need to choose their designated lane based on the occupancy of their vehicle. Rates are posted on message boards at all entrances.

Managed Lanes at-a-glance

- Two lanes in each direction between SH 6 and IH 610 that replace the single, reversible HOV lane



- 12 miles of roadway, separated from the main lanes by flexible “candlestick” barriers
- Primarily serves mass transit and HOV needs during peak hours, with any unused lane capacity made available to single drivers for a toll
- Serves as an all-electronic tollway for all vehicles (except mass transit) during all other times
- Uses dynamic tolling to keep traffic moving
- Harris County Constables enforce lawful use of the managed lanes

For more information please visit the [Katy Freeway Managed Lanes web site](#).

ITS America’s 2009 Annual Meeting and Exposition



Top 10 Reasons Why You Can’t Afford to Miss ITS America’s 2009 Annual Meeting and Exposition

1. Location in the Nation’s Capitol – this year, our nation’s leaders will be debating the next surface transportation bill – legislation that will not only significantly impact ITS, but the future of our nation’s surface transportation system. The Annual Meeting’s ideal timing and location will allow attendees to engage in discussion with key policy and decision makers, as well as connect with leaders from around the country on ITS development and deployment.
2. Technology Demonstration — featuring innovative mobility solutions first seen at the 15th World Congress on ITS in New York. This integrated demonstration of deployed and marketable ITS technologies will take place on the streets of National Harbor.
3. Forum Showcases — part of what makes ITS America’s Annual Meeting and Exposition so compelling is its Forum Showcases. Not only a great way to learn more about your specific business area, these specialized sessions will help ensure you leave armed with knowledge and contacts to forge ahead.
4. Plenary, Executive, Special, Scientific, Technical, and Interactive Sessions — participate in the leading industry conference on intelligent transportation systems. This year’s Annual Meeting will feature plenary, executive, special, technical/scientific, interactive, and congressional fact-finding sessions.

5. TMC of the Future – a dedicated area within the exhibit hall that will showcase the integration of active probe data into the most advanced applications of Transportation Management Center (TMC) systems.

6. Nationally Recognized Speakers — from the keynote address to industry leaders, ITS America brings together a distinguished group of speakers to provide you with ideas for implementing the technologies and services that are shaping the future.

7. Exhibit Hall — a learning experience of its own. Over 150 exhibitors will be on hand covering over 100,000 square feet of space, this years exhibition will showcase the latest and leading-edge ITS products, services, and solutions for your transportation, technology, security and environmental challenges.

8. Professional Development Hours (PDHs) — attendees are eligible for Professional Development Hours. Each hour of participation in an educational session, workshop or Forum Showcase earns one Professional Development Hour.

9. Industry Awards — honoring the most innovative organizations, solutions, and individuals in the industry through the Best of ITS Awards, Outstanding State Chapter Award, and Student Essay Competition.

10. Networking Events — from the Opening Night Reception in the Exhibit Hall to the Networking Extravaganza, the Annual Meeting's networking events are the perfect settings for connecting with old friends and making new ones.

Click [register](#) to register online. For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [ITSA](#) .

**A letter from the Chairman of
ITS America Board of
Directors - Randy Iwasaki**

To my colleagues throughout ITS America's State Chapters,

We are pleased to announce an exciting new opportunity for you to partner with ITS America to advance intelligent transportation systems (ITS) and technology solutions in this year's surface transportation authorization bill.

This year presents an opportunity greater than we have seen before to advance ITS solutions and create opportunities for the ITS community in the transportation bill and other policy debates including climate change and energy legislation. As Congress grapples with how to finance transportation in the midst of shrinking Highway Trust Fund revenues, while also working to reduce traffic-related fatalities, congestion and CO2 emissions, ITS technologies and solutions are available that can help provide a safe, smart, and efficient 21st century transportation network.

Dedicated funding for ITS deployment, operations and research and policy changes that require performance improvements are critical for improving transportation while also creating new opportunities for ITS to play a much stronger role in the future of our transportation system.

This year can be an unparalleled success in advancing federal support for ITS research and broad deployment opportunities, but we need your help. Other organizations and special interest groups are spending millions of dollars to advocate their interests in the authorization bill. The ITS community needs to actively advocate for ITS priorities and convince Congress and the new Administration of the benefits of ITS for solving national and local transportation challenges.

The ITS community is well positioned to make a difference this year, but we risk missing this opportunity unless we make a serious and collective commitment to effectively advocate our priorities to Members of Congress, the Administration, media who are covering the transportation debate, and key stakeholders. While other organizations are supportive of ITS solutions, ITS America is the only association actively fighting on your behalf for ITS priorities on Capitol Hill. Without an effective advocacy effort to promote our agenda, we risk losing a great opportunity. This would be extremely detrimental to ITS America's member companies and organizations, and would also be a real setback for our nation's transportation system which is in dire need of smart technologies and innovations.

To accomplish our objectives, ITS America is launching a Campaign for Intelligent Transportation Solutions, and we need you to become a partner in this effort. While we are not raising millions of dollars like some industries, an effective outreach campaign will require at least a modest investment to increase our probability of success. We are asking your organization to consider sponsoring this campaign. Your sponsorship will enable ITS America to supplement current resources to:

- * Retain professional policy development and advocacy support for the ITS community;
- * Launch an aggressive media campaign to promote ITS priorities;
- * Hold Congressional outreach and visibility events in D.C. and key Member districts;
- * Create effective educational and outreach materials for Congress and the media;
- * Provide web-based grassroots advocacy tools;
- * Employ government and public affairs staffing support; and
- * Mobilize ITS America members, state chapters and partner organizations in Congressional and media outreach.

The annual cost to become a sponsor of the Campaign for Intelligent Transportation Solutions is three times your organization's annual ITS America membership dues. If

you are unsure of your current dues level, please contact Laura Rogers at 202-721-4217 or lrogers@itsa.org. As a sponsor, you will:

- * Become a member of a new Legislative Steering Committee that will oversee ITS America's legislative priorities, strategies and outreach efforts;
- * Receive free membership in ITS America's Congressional Roundtable (an \$1,800 value), which will give you direct access to key decision makers;
- * Have greater opportunities to participate in Congressional briefings and hearings, press conferences, and media events and interviews; and
- * Receive other benefits including priority points toward booth selection at future ITS America events, free advertising opportunities in ITS America publications, and other activities designed to inform policymakers and the media.

ITS America anticipates that this campaign will last for two years, but plans to continue until Congress approves, and the President signs, the next surface transportation bill. While it is unclear how quickly Congress will pass the bill, time is of the essence as the House Transportation and Infrastructure (T&I) Committee is already writing the legislation and plans to have a bill on the House floor this spring.

This is an unprecedented opportunity to advance ITS solutions on Capitol Hill, and the return on investment will be substantial for your organization and for the ITS community if we are successful in achieving our legislative goals in the transportation bill.

Attached are more detailed sponsorship materials including additional benefits and a summary of ITS America's legislative priorities and outreach strategy. If you would like to become a partner in this effort or if you have questions, please contact Paul Feenstra, ITS America's Vice President for Government Affairs, at (202) 721-4237 or by email at pfeenstra@itsa.org.

Thank you for your consideration, and we look forward to continuing to work with you to advocate for more widespread use of ITS solutions across our transportation system.

Sincerely,

Chairman Randy Iwasaki,
Chief Deputy Director, California Department of Transportation

David St. Amant,
President and COO, Econolite Control Products

[Campaign for Intelligent Transportation Solutions](#)

[Goals, Sponsorship Costs and Benefits](#)

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