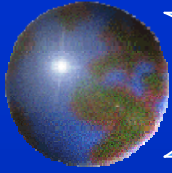


The ITS Landscape

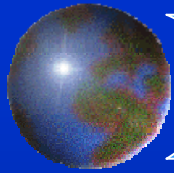
Neil Schuster
President & CEO
ITS America

February 2006



What is our Terrain?

- Funding
- RITA and DOT Initiatives
- The Quantum Leap in ITS



Funding – Opportunity and Challenge

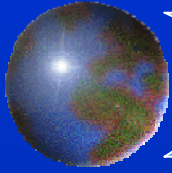
SAFETEA-LU

6-year bill – 9/30/09

5,700 earmarked projects

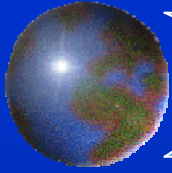
ITS enters the mainstream:

moves from Title V (research) to core programs:
highways, safety,
public transportation, motor carrier safety



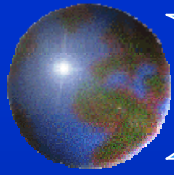
How Will We Do?

- Expanded operations eligibility
- Real-Time System Management Info. Program
- Tolling, automated collection technology
- Road user fees, value pricing studies



ITS America

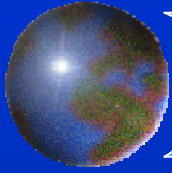
- Help members understand **new funding reality** and opportunities
- Educate **Appropriations** committee staff
- Assist **US DOT**—implementing SAFETEA-LU
- Advocate improvements in the law (2009!)
- Determine opportunities



“Re” Authorization

How can ITS America help?

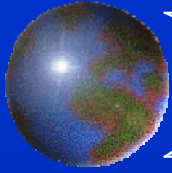
- ITS Policy Paper
- ITS Roundtable
- ITS Caucus



RITA

A New ITS Champion at DOT?

- **Maximum return on research dollars**
- **What does ITS community need to succeed?**
- **Current and future Initiatives**



ITS America -- Today

Define the ITS Market



Help Develop and Demonstrate VII

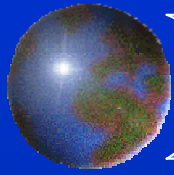
Work with State Chapters



2006 Annual Meeting (5/7 – 5/9)

New website – www.itsa.org





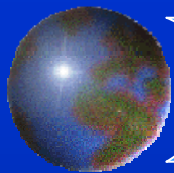
Tomorrow

The Future of the IMS

Consumer and Media Awareness

The Emergence of New Champions





ITS -- Tomorrow

VII succeeds – enables Zero Fatalities,
Zero Delays

SAFETEA-LU Version 2 – more than
“re” authorization?