



**Intelligent Transportation Society
of America**

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May 14, 2009

The Honorable James L. Oberstar
Chairman
Committee on Transportation and Infrastructure
2165 Rayburn House Office Building
Washington, DC 20515

The Honorable John L. Mica
Ranking Member
Committee on Transportation and Infrastructure
2163 Rayburn House Office Building
Washington, DC 20515

The Honorable Peter A. DeFazio
Chairman
Subcommittee on Highways and Transit
B-370A Rayburn House Office Building
Washington, DC 20515

The Honorable John J. Duncan
Ranking Member
Subcommittee on Highways and Transit
B-375 Rayburn House Office Building
Washington, DC 20515

Dear Chairmen and Ranking Members:

On behalf of the Intelligent Transportation Society of America and its more than 400 member organizations including state and local transportation, transit and planning agencies, universities, private sector companies, and the undersigned allied stakeholders, we urge you to focus federal funding in the surface transportation authorization bill on encouraging more widespread deployment of smart technologies and innovative solutions that will create a performance-driven, intermodal transportation system for the 21st century that is safer, cleaner, more efficient, and more financially sustainable for our communities and transportation users.

As a result of successful research initiatives and private sector innovation, technologies are here today which can help increase safety, reduce congestion and emissions, boost competitiveness, improve system performance, and create more livable and sustainable communities. While a continued and strengthened research role is still needed, it is critical that state and local agencies and private sector partners make better use of technology to modernize today's infrastructure and optimize existing capacity, while building smart and efficient roads, bridges, transit systems, and multimodal transportation options for tomorrow's transportation users. To accomplish this, we offer the following recommendations:

- **Incentivize Performance Improvements:** Transportation funding should be linked to specific, aggressive performance goals to ensure that transportation users receive an appropriate return on their investment. To align state and metropolitan planning with national goals, each state DOT and MPO should develop a performance management process to monitor progress toward meeting national goals. State DOTs and MPOs should establish short-term and long-range performance targets in areas including, but not limited to, traffic-related fatalities, traffic congestion, and travel times. U.S. DOT should establish a financial incentive program that will reward state and local agencies for achieving or exceeding national goals, and should create a National Scorecard to publish data on performance results and improvements.
- **Plan for Performance:** To ensure cost-effective investment decisions in the state and metropolitan planning process, a cost-benefit analysis of ITS solutions and operational strategies should be performed by state DOTs and MPOs as part of their annual and long-range statewide and regional plans. Where a cost/benefit analysis shows performance benefits that outweigh other alternatives, ITS technologies and operational strategies should be integrated into transportation plans and projects and, where appropriate, implemented as standalone solutions for optimizing system performance and return on investment.

- **Put Smart Technologies to Work:** To provide public agencies and private sector partners with the tools to effectively manage and improve the performance of their intermodal transportation systems, ITS America supports the \$3 billion per year Operations and Management program requested by the American Association of State Highway and Transportation Officials. From this amount, at least \$1 billion should be available annually to state and local agencies for deployment and intermodal integration of ITS to improve safety, reduce congestion, minimize emissions and facilitate mode choice, improve economic productivity, and optimize multimodal capacity, efficiency, and system performance. The reestablished ITS deployment program should be modeled after Section 1205 of the Transportation Equity Act: A Legacy for Users (TEA-LU), which authorized \$3 billion for ITS Deployment but was ultimately not retained in conference. ITS Caucus co-chairs Ellen Tauscher (D-CA) and Mike Rogers (R-MI) have also called for reestablishment of the ITS Deployment program funded at \$1 billion annually.
- **Address Strategic Challenges:** ITS and systems operations and management solutions should be eligible for funding and encouraged as part of any congestion reduction, metropolitan mobility, air quality, climate change, highway safety, freight, transit, or other targeted programs or strategic initiatives. ITS and operational strategies should be funded at 100 percent federal share in order to encourage rapid, effective and low-cost performance results.
- **Create Smart Towns and City Streets:** Imagine a future where cars help prevent crashes, where rush hour is a thing of the past, and where vehicles have wireless connectivity to an infinite range of traveler services, from real-time traffic, transit and parking information to collision avoidance systems and even the ability to reschedule a bus, train or plane ticket from your cell phone or in-vehicle navigation device. The technologies are here to make this vision a reality, but a strong federal leadership role is needed to deploy an integrated, interoperable communications network to deliver these services to transportation users. As a first step, the authorization bill should create a competitive selection process to designate several “smart” cities, towns, and communities to serve as model deployment sites for wireless safety, mobility and environmental solutions. Selected sites would provide ideal locations for demonstration of a vehicle miles traveled (VMT)-based user fee and other innovative financing options, and would be required to perform rigorous data collection and analysis and report back to Congress on costs, benefits, lessons learned, and recommendations for future deployment strategies. An effective Smart Towns and City Streets Initiative should be funded at \$200 million per year.
- **Advance Next Generation Innovations:** In addition to putting existing technologies to work, the authorization bill should provide \$250 million annually for ITS research conducted through the U.S. DOT’s ITS Joint Program Office in order to advance next generation innovations. The ITS research program should focus on advancing solutions in areas including vehicle and intersection collision avoidance, congestion management, environmental solutions, emergency response, *IntelliDriveSM*, real-time multimodal traveler information, performance evaluation, innovative financing including a VMT-based user fee, driver distraction and other human factors research, and architecture and standards development to ensure interoperability of technologies.

ITS America’s complete authorization recommendations have been attached for your consideration. If you have any questions, please don’t hesitate to call or have your staff contact Paul Feenstra at 202-721-4237 or pfeenstra@itsa.org. Thank you for your consideration, and we look forward to working with you to create a safe, smart, efficient and sustainable transportation network for our nation’s future.

Sincerely,



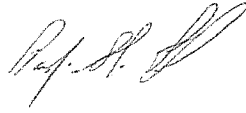
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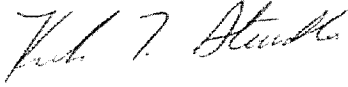
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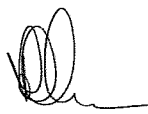
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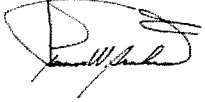


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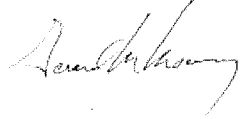
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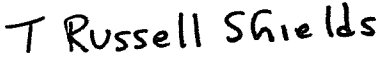
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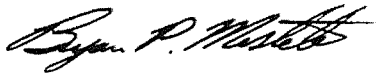
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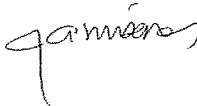
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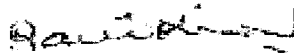
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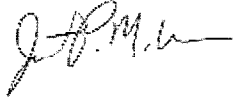
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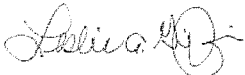
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