



Heartland ITS Pulse

2017 CALL FOR DEMOS Posted!

The ITS Heartland Board of Directors has posted a [Call for Demonstrations](#) for the May 1-3, 2017 Annual Meeting in Wichita, Kansas! Members and vendors please check out the Call for Demos and be sure to get your Proposals in **by February 15th!** The Board is looking to accept offers to showcase connected, autonomous and smart city technologies. Please limit initial proposals to 1 - 2 pages. Further discussions with proposers will take place after submissions are received! Thank you for your interest!



Located along the Arkansas River, and within walking distance to many restaurants and shopping, the Hyatt in Wichita is convenient to Oldtown and the Intrust Bank Arena. See the [accommodations](#), [dining](#) and [fitness center](#) ALL under one roof for the annual meeting. Mark your calendars, attendee registration will be available mid-January!

Several Heartland States Use Humor to Encourage Safe Driving Choices



Nebraska and Iowa, two of ITS Heartland's states, use humor as a way to encourage road users to make safe driving choices. Effective communication to road users is key for agencies looking to ultimately impact the safe choices drivers make on the roads. Messages are limited to highway safety topics, like phrases, and posting updated fatality statistics to drive home the point (no pun intended). The [Omaha World Herald](#) wrote an article about Nebraska's and Iowa's efforts, see for details.

Smart Transport Hits Interoperability Speed Bump



Sponsors and Vendors please see the [vendor map](#) to select your preferred spot and register now! Several companies already have! Get your [sponsor / vendor packet](#) in ASAP, vendor booths will sell out fast.

Webinars

[TRB Webinar: Effective Practices for the Protection of Highway Transportation Infrastructure from Cyber Incidents](#)

Tuesday, February 21, 2017 at 1:00 to 2:30 PM CT

The TRB will conduct a webinar that will focus on the fundamental strategic, management and planning activities associated with highway transportation control systems' cyber security. The presenters will summarize information that is intended to narrow the gap between cyber security specialists and highway transportation operations managers. They will provide context regarding highway transportation critical systems, security vulnerabilities of typical highway transportation systems and effective cyber security practices.

News Brief

[The Alliance for Transportation Innovation Announces 2017 Autonomous Vehicle Cross-Country Road Tour](#)

The ALTI announced plans for a coast-to-coast autonomous vehicle road trip that begins late January 2017 out of Atlanta. There are several stops along the way, check out the published article for the details. The Alliance for Transportation Innovation is a consortium of transportation technology innovators, subject matter experts and researchers committed to accelerating the adoption of innovative technologies that will transform the safe and efficient movement of people and goods.



Although many states are outfitting their roads with smart transportation technology, they are still faced with communication interoperability challenges resulting from vendor specific devices, hardware and software. See what [Virginia began working on](#) in 2012 in terms of the technology part.

Audi and Nvidia Commit to Road-Ready Driverless Car by 2020



Audi and Nvidia confirmed driverless car plans that will implement Level 4 capability which means it will be able to work without a driver or steering wheel. Prior to [reaching Level 4, Audi will launch a Level 3](#) vehicle which can do most of what Level 4 can do but still needs human override control. See the article for more!



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