ITS PULSE

Hurry -- Two Deadlines are Looming

Two deadlines for submittals are fast approaching (as in really fast).

Entries for the **ITS Heartland student data competition** must be submitted by midnight on August 1. This year's contest requires the development of an exploratory, analytical or statistical model to identify differences in driver behavior in a dilemma zone while distracted.Read all about it at the ITS Heartland website.

Nominations are also due on August 1 for the ITS Heartland 2nd Annual **Best of ITS Awards**.

There are three award categories:

- **Best ITS Project in ITS Heartland Region**
- **Best New ITS Product**
- **ITS Service or Recognition Award**

See the rules and nominate a project, product or colleague!

Registration Still Open

Are you registered for ITS in the Heartland? As you have heard, the 2014 ITS Heartland Annual Meeting will be held in conjunction with the 2014 National Rural ITS Conference, August 24 -- 27 in Branson, Missouri. More information about the conference, including registration rates and lodging details, is here.

Operations Working Group Plans Two Branson Sessions

Over the past few months, the ITS Heartland Operations Working Group has been organizing two of the sessions that will be offered during our conference and annual meeting next month: ITS Data and Performance Measurements and Improving ITS Operations.

The ITS Data and Performance Measurement session will explore the wealth of data

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For information on the 2014 National Rural ITS Conference, visit www.nritsconference.org

USDOT offers free training for ITS professionals. Check out the Professional Capacity Building Program.

Webinars of Interest

Performance measures from the field show that Traffic Incident Management (TIM) improves detection, coordination, and response and clearance times while mitigating responder risk exposure. But how do organizations transform these measures to quantify and monetize the outcomes from TIM?

Saving Lives & Keeping Traffic Moving: Quantifying the Outcomes of TIM Programs Thursday, July 31 Noon -- 1:30 p.m. CST Register at the RITA site.

produced by ITS systems and how to utilize this information for improving operations through performance measurement. We have three highly knowledgeable speakers who will help us dive into this topic; Michael Pack, Director of the Center For Advanced Transportation Technology (CATT) Lab, will be discussing the newest tools used for performance measurement reporting. Robert Koeberlein, IDT and Ming Shiun Lee, URS are two of the individuals who had significant input into the development of The Guide to TMC Data Capture for Performance and Mobility Measures. This two-volume document consisting of a summary Guidebook and Reference Manual, was published in 2013 and "provides technical guidance and recommended practices… for collecting, analyzing, and archiving TMC operations data to develop measures of roadway and TMC performance, as well as documenting the benefits of TMC activities for a variety of stakeholders."

The Improving ITS Operations session will look at how to maximize ITS operations using Incident Management, Arterial and Freeway Coordination, Weather Integration and ITS Equipment in work zones. Nationally recognized experts have been invited to discuss how to bring arterial and freeway management together in a cohesive manner as well as the integral role that programs like Missouri's Motorist Assist and Minnesota's Highway Helper have taken in ITS operations.

USDOT will hold its next Connected Vehicle PlugFest on August 5 - 7 in Farmington Hills, Michigan. A training session via webinar will provide an overview of the SE Michigan Connected Vehicle Test Bed Deployment Project including the document tree, communication security requirements, architecture, and concept of operation.

Connected Vehicle PlugFest Webinar
Tuesday, August 5
Noon -- 3:30 p.m. CST
See more info at the PlugFest website.

ADMIT ONE AUGUST 24-27 2014 ITS IN THE HEARTLAND BRANSON, MISSOURI SAVE THE DATE
2014 National Rural ITS Conference • ITS Heartland Annual Meeting

Contact the ITS Heartland Board President at sarah.tracy@nebraska.gov
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