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# Heartland ITS Pulse

## Heartland Conference 2018 - Lincoln, NE!



### A little bit about the 2018 Annual Meeting...

The ITS Heartland Board of Directors met in late September at the Lincoln Marriott Cornhusker (site of the 2018 Annual Meeting) to discuss board business and plan the Annual Meeting. The venue is superb with many places within walking distance of the hotel. We cannot wait to showcase ITS in Lincoln at the end of April. We hope you will join us. Attendee registration will be posted in late January. Stay tuned for more information or check [itsheartland.org](http://itsheartland.org).

### Sponsor/Vendor Registration

**POSTED TODAY** - The [Sponsor/Vendor Registration](#) for the 2018 ITS Heartland Annual Meeting. Don't miss this opportunity to showcase your company, products and services. The vendor show will sell out (usually by the end of January) so reserve your spot now. Add a sponsorship for more exposure. Don't forget to renew your [ITS Heartland membership](#) to save on your vendor booth registration. Find it all at [www.itsheartland.org](http://www.itsheartland.org)

### Call for Abstracts

Abstracts can be submitted online at [www.itsheartland.org](http://www.itsheartland.org) and will be accepted through January 8, 2018. Look for Annual Meeting updates and information on the [2018 Meeting page](#).

## UPCOMING EVENTS

10/29/17-11/2/17: ITS World Congress (Montreal)

11/30/17: ITS Heartland - Regional Operations Forum Training Session - TSMO: Performance Measurement. Webinar: 12PM to 1PM CST.

[Register HERE](#). Click [HERE](#) for more information

4/23/18-4/25/18: [ITS Heartland Annual Meeting](#) (Lincoln, NE)

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**Autonomous by 2025?**



A recent report by Madrona Venture Group suggests that a significant number of autonomous vehicles will be on the road by 2025 or sooner. The report, titled "Convert I-5 into an Autonomous Vehicle Corridor" describes the quickly changing pace of public acceptance of autonomous vehicles. Specifically, this report focuses on the role autonomous vehicles will play in travel from Seattle, WA to Vancouver, BC.

The report offers several key suggestions for dealing with the transitional period as the country moves towards autonomous vehicles. For example, a phased approach including use of dedicated lanes in each direction for autonomous vehicles then shifting to a configuration where non-autonomous vehicles would be restricted to a single lane.

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## **Distracted Driving Series: Protecting our Workers**



One of the deadliest places for distracted driving is within a construction work zone. NHTSA states that 80% of accidents are the result of distracted drivers with 1 distracted driving accident occurring every 24 seconds. Vehicle intrusions are the leading cause of worker fatalities within the road construction industry.

The Advanced Warning and Risk Evasion system (AWARE) developed by Oldcastle uses advanced military technology to alert drivers and warn workers of dangerous situations. Check out the link below to learn more about this intriguing system:

[CHECK OUT THIS VIDEO!](#)

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