



Winter Edition — 2019

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DECEMBER 2019

## New this Year (2020) in the Heartland!

### MOBILITY ON DEMAND FORUMS

Mobility on Demand (MOD) is a vision for an integrated network of safe, carefree, and reliable transportation options that are available to all. In today's rapidly changing and growing transportation landscape; cities, DOTs, transit agencies, mobility and micro-mobility providers like TNCs, scooter companies, data companies, financial and insurance services and many others are focused on how to deliver customer-focused, seamless mobility. But it takes work. And working together.

**ITS America's Mobility on Demand Alliance** and **ITS Heartland** are hosting an inaugural MOD Forum, where we will be showcasing successes and tackling some of the key issues facing MOD's rapid transformation of how we move. During the forum we will engage in panel and robust roundtable discussions that:

#### Frame the Building Blocks of MOD

- ◆ What is MOD? How does it differ from urban to suburban? Is there rural MOD? Do we consider tolling, congestion pricing, connected vehicle technologies, freight and cargo movement, operations and asset management as part of MOD?

#### Examine the MOD Opportunities in Missouri

- ◆ How do we create scale and replicability for MOD? What conditions need to be in place to move past pilots to create seamless mobility?
- ◆ Does the public need to know about Mobility on Demand? Should they care or do they just need to experience it? How should we educate the public and who should do it – the public or the private sector?

#### Enable MOD: The Public and Private Sector Perspective

- ◆ What is the cultural shift in public agencies and private companies necessary to increase awareness of and enable the scale and replicability of MOD?
- ◆ What do we need to understand about each other to make MOD work?
- ◆ If part of MOD is private sector mobility services, how do we create a system that not just improves the safety, accessibility and ease of travel in our communities but also supports a robust private marketplace?

The first of four forums will be in **Kansas City in February**. Three other forums will follow in Des Moines (as part of the ITS Heartland Annual Meeting), Wichita, and Lincoln. Dates to be decided.

## Calendar of Events

**December 6, 2019:** Sponsor/Vendor Registration posted at [www.itsheartland.org](http://www.itsheartland.org)

**December/January:** Renew your ITS Heartland membership at [itsheartlandmembership.org](http://itsheartlandmembership.org)

**January 8, 2020:** Deadline for Abstracts for ITS Heartland Annual Meeting

**March 24, 2020:** Deadline for Best of ITS Heartland

**April 27-29, 2020:** [2020 ITS Heartland Annual Meeting in Des Moines!](#)



## News and Events from ITS America

**In the News:** The latest ITS America Smart Brief featured a Year in Review. Micromobility, auto safety technology and the growing use of autonomous vehicles all seemed to be hot topics this year. Bike and scooter sharing services may have been the most successful trend in 2019. What will we see in 2020? More breakthroughs in autonomous flying? Further developments in the hyperloop concept? More regulation for autonomous AVs? Sign up for the ITS America Smart Brief at [www.itsa.org](http://www.itsa.org).

### Newly elected ITS America Officers and Board Members include:

#### New officers

Chair - Jennifer Cohan, Secretary, Delaware Department of Transportation .

Vice Chair – Ramin Massoumi, Senior Vice President & General Manager, Iteris

Secretary – Desi Ujkashevic, Global Director, Auto Safety Engineering, Ford Motor Co

Treasurer - Ed Bradley, Program Manager Product Regulatory Affairs, Safety, Toyota

#### New board members – private sector

Chris Armstrong, Vice President, CIRRUS/V2X, Panasonic USA

Joe Custer, General Manager, Cubic

Nakul Duggal, Senior Vice President, Qualcomm

Michelle Maggiore, Global Business Development for Transportation & Smart Cities , Cisco

Lilly Shoup, Senior Director of Transportation Policy, Lyft

Laurel Straub, Assistant Vice President- Strategic Resources, State Farm

Sheryl Wilkerson, Vice President, Government Affairs, Michelin

#### New board members – public sector

Stephen Brich, Commissioner, Virginia DOT

Tilly Chang, Executive Director, SFCTA

David Kim, Secretary, CalSTA

Seleta Reynolds, General Manager, Los Angeles DOT

Kevin Thibault, Secretary, Florida DOT

Marc Williams, Deputy Executive Director, Texas DOT

### Upcoming Events:

February 3, 2020—Deadline for Call for Contributions—ITS World Congress

October 4-8, 2020—ITS World Congress, Los Angeles



Have you **RENEWED** your **MEMBERSHIP** yet?

Go to [itsheartlandmembership.org](http://itsheartlandmembership.org)

**Look for emails regarding Sponsor/Vendor Registration & General Registration Soon!**

**ITS HEARTLAND Annual Meeting 2020**

**Mark your calendar for the 2020 ITS Heartland Annual Meeting, April 27-29, in Des Moines, IA** - Hosted at the new Hilton and the spacious Iowa Events Center, your 2020 meeting will offer, as requested, even more technical and interactive sessions.

Come explore Iowa's hippest city and see how they have adapted their transportation systems in recent years. Exhibit space will be plentiful and accommodating to our vendors and sponsors.

**IMPORTANT HEARTLAND DATES:**  
**December 6, 2019.** Sponsor/Vendor Registration Opens  
**January 8, 2020.** Call for Abstracts deadline  
**March 24, 2020.** Best of ITS Heartland deadline  
**March 31, 2020.** Student Poster Competition deadline

GO ONLINE to learn more: [itsheartland.org](http://itsheartland.org)

**CONNECT AT ITS HEARTLAND 2020** DES MOINES, APRIL 27-29

CELEBRATING **20** OF ITS HEARTLAND **Yrs.**

## ITS Heartland 2020 Committees and Committee Leaders

**Agenda:**

Kurt Rotering, Slade Engstrom

**Abstracts:**

Henry Brown, Randy Johnson

**Keynote Speakers:**

Kurt Rotering

**Student Competition:**

Ron Barnes, Jessica Sherwood, Matt Baker

**Technical Tours:**

Tim Simodynes, Lindsay Francis, Anthony Gallo

**SHRP2 Training:**

TBD

**Monday PM Sessions:**

Kurt Rotering

**Social Event:**

Tim Simodynes, Lindsay Francis, Anthony Gallo

**Vendor Reception:**

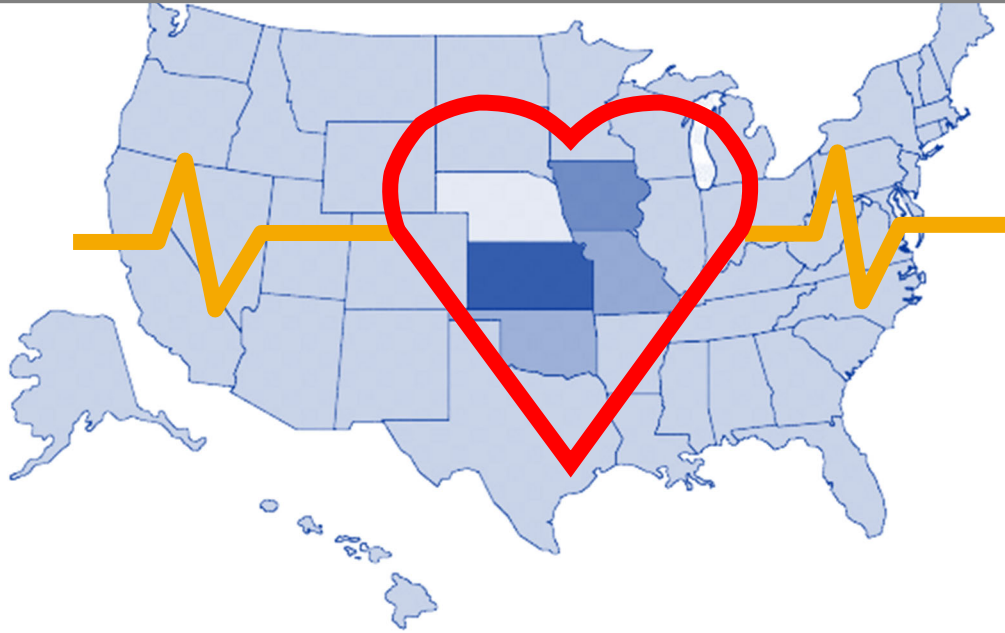
Jamie Gilbert, Matt Baker

**Best of ITS:**

Alex Wassman, Marty Farris



# Winter 2019 State Updates



## Nebraska: Matthew Baker

### Nebraska moves excessive freight permit request through.

NDOT partnering with Nebraska State Patrol, local agencies, and many other stakeholders managed to facilitate an unusually large freight delivery out of the state. (see picture) The steam generator,

moved from a nuclear facility to South Dakota, measured in at 22'10" wide, 18'7" high, 391'10" long, and 1.12m lbs. The four overnight move was an example of collaboration between agencies over many months and flooding delays to reach its destination.



## Kansas: Shari Hilliard



The Kansas ATMS RFP has been issued with proposals currently being reviewed. It is anticipated the new ATMS will be operational by next fall. This winter the pilot of the FHWA Pathfinder program has been expanded and coordination with NWS

will be enhanced, with preemptive weather messaging implemented along the entire I-70 corridor during major weather events. In December, coverage at Wichita TMC will be expanded to support statewide ITS

operations and road condition updates and will be implemented 24/7, for the first time in Kansas.



## Missouri: Alex Wassman

Missouri DOT is completing its first coordinated effort to include mobility assets such as signals, structural signs, and ITS devices in the MoDOT asset management plan. The funded and unfunded needs are being identified for use in the STIP funding allocation process. It is anticipated that this will highlight the aging state of mobility assets and help them compete for

project funding. In addition, MoDOT is on the verge of finishing a review of all commodity codes and consumable inventory items for traffic and mobility. Having accurate descriptions of items and having codes available for all items allows for better tracking of assets and management of inventory quantities.

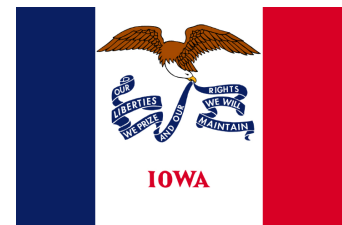
The three TSMO implementation teams (Traffic Incident Management, Work Zones, and Advancing Technology & TSMO) have completed the creation of their action plans. In

November all three plans were approved by the senior management and executive management teams without the removal of any proposed areas of focus. In fact, the proposal was well enough received that there were requests for the addition of new items to the plan. The implementation phase has recently kicked off with an in-person meeting of all teams and work has begun on the first phase of improvements.

## Iowa: Tim Simodynes

Cooperative Automated Transportation (CAT) activities in Iowa are seeing completion and continued progress as 2019 comes to a close. As part of the Iowa DOT Transportation Systems Management & Operations program, the CAT service layer plan has been completed and provides detailed recommendations and actions to support CAT as well as a generalized cost plan. Recent legislation was approved that allows for automated vehicles (AV) to travel on Iowa's public roadways. Efforts

are underway to develop administrative rules to support the implementation of the 'AV Framework' bill, as it's informally referred to, with possible rulemaking to be pursued in 2020. Finally, the Iowa Advisory Council on Automated Transportation is developing a Vision document which establishes the framework for the future direction of automated transportation in Iowa. This product identifies six objective areas and 25 tactics to support such things as implementing a pilot program, assessing



and advancing AT readiness, and improve equity and accessibility as it relates to mobility. The Vision document is expected to be completed in early 2020.

## Oklahoma: Marty Farris

Oklahoma held its TSMO Program Planning Workshop in October. It was well attended by personnel from all areas of the Department of Transportation including almost all every member of the

Executive Staff. In November we had our first internal TSMO Committee meeting to help in implementing the program planning efforts discussed at the Workshop.

