

Heartland ITS Pulse

Spring 2020

ITS Heartland
itsheartland.org | info@itsheartland.org

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2020-21 Board of Directors

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A Message from our President *By Slade Engstrom*

In this uncertain time, most importantly: I hope you and your families are healthy and safe.

It is a challenging time, but I am encouraged by the camaraderie and innovational spirit that has been exhibited to date by the ITS Heartland membership. As you know, due to COVID-19 we were forced to postpone our spring meeting to the fall. I would like to thank all the members, vendors, speakers, moderators, and our Board for their hard work leading up to our spring annual meeting. We owe much to our 2019-2020 Board of Directors and the leadership of our president, Kurt Rotering. I can personally say it is a sickening feeling to see such hard work go into a common goal and it not come to be. True to form, the Board rose to the occasion, pivoted, and due to quick actions, we were able to reschedule the meeting for November prior to all the meeting dates filling. I hope you all will join me in November, in Des Moines, to recognize those efforts and their leadership. All 2019-2020 Board members have agreed to continue planning the November meeting, and the new Board (with many overlapping roles) will focus on the Spring 2021 meeting which will be held at the Overland Park Convention Center in Overland Park, Kansas.

Thank you again, to Kurt, the Board and ITS Heartland members. I look forward to my time as ITS Heartland President and working with the 2020-2021 Board of Directors.

We Will Meet in November By Amy Lucke

As you know, the ITS Heartland Annual Meeting has been postponed to **November 15-17, 2020**. We are disappointed we were not able to connect with colleagues and friends during our usual time in late April. However, the ITS Heartland Annual Meeting will be worth the wait. We will celebrate the hard work of the 2019-2020 Board of Directors, the leadership of Board President Kurt Rotering and 20 years of ITS Heartland. We hope to see you all there!

Our Annual Meeting may look a little different this year. We will continue to plan the meeting and adjust to our new circumstances. Our goal, as always, will be to provide the latest ITS information in an interactive format.

Thank you to all our attendees, sponsors and exhibitors who rolled over their registrations from April to November. Online registrations for the new meeting can be accessed at itsheartland.org/annual-meetings/.



**May 29th –
Deadline
for the
BEST of ITS
HEARTLAND**

Best of ITS Heartland: Submit your projects and products today

ITS Heartland's Best of ITS award deadline has been extended to May 29th. The Best of ITS Heartland is a competition for two awards – Best PRODUCT and Best PROJECT. The application only takes 5-minutes and you can easily upload all supporting documents.

To submit your outstanding **ITS PROJECT OR PRODUCT**, go to itsheartland.org/best-of-its-heartland/.



The 2020 ITS Heartland Annual Meeting will be worth the wait! Still at the new Hilton and the spacious Iowa Events Center, we promise your 2020 meeting will offer the abundant technical and interactive sessions you requested. Enjoy Iowa's hippest city and see how they have adapted their transportation systems in recent years. **Exhibiting?** We still have room for you!



**WATCH FOR
UPDATES!**

IMPORTANT HEARTLAND DATES:

May 29, 2020. Best of ITS Heartland deadline

Nov. 6, 2020. Student Poster Competition deadline

GO ONLINE to learn more: itsheartland.org

Mobility on Demand Alliance Forum Recap *By Kurt Rotering*

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.

On February 27th, 2020, ITS Heartland and ITS America's Mobility on Demand Alliance (MODA) hosted the inaugural MOD Forum, where 50 transportation professionals, policy makers, and advocates discussed successes and addressed some key issues facing MOD's rapid transformation of how we move were tackled. Amy Ford of ITS America and MODO engaged the attendees and panelists to have robust discussions about:

- **Framing 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 Kansas City Metro**
 - 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?

Thank you to everyone that attended and participated in our inaugural MOD Forum in Kansas City. Especially thank you to Amy Ford and the rest of the ITS America who helped facilitate and put this forum together. Also thank you to Lindsay Francis, WSP, for helping plan and coordinate the location. And thank you to CUBIC for sponsoring and attending!

ITS Heartland is planning on hosting three more forums in the upcoming year in Wichita, Lincoln, and Des Moines. The exact dates of these forums are still in flux and will be announced in the future, but I encourage you to try to attend one of them.



Stay safe, stay connected, stay calm, stay focused, stay compassionate, and stay positive!



[Virtual] State Updates

The most popular session at the ITS Heartland Annual Meeting is the State Updates. Typically, the session includes 20-minute updates from each of the 5 Heartland member states and a question and answer time at the end of the session. Last year, we added an additional session, the Heartland Connection, to allow even more time for attendees to connect with our State Directors.

Without a spring Annual Meeting, ITS Heartland members were missing out on the state updates.

Then President, Kurt Rotering proposed an hour of virtual state updates. The response was remarkable. Over 100 people logged into the virtual state updates on April 29th.

Thank you to our State Directors for providing updates. Also thank you to Matt Volz, HDR and Tom Hein, KDOT for the update on the TSMO Training Program and Mike Jackson, Olsson for the MCOMP update.

ITS Heartland Members can view the recorded updates on the Members Only site at: itsheartland.org/membership/members-only/

Username: ITSHMember
Password: HeartlandMember-20

Have you renewed your
MEMBERSHIP?
Go to: itsheartlandmembership.org



Important Heartland Dates

- **May 29.** Best of ITS Heartland Deadline.
- **October 15.** Early Bird Registration Closes.
- **October 15.** Hotel Room Block Deadline.
- **November 15-17.** ITS Heartland Annual Meeting – Des Moines, IA

Exhibit Spaces and Sponsorship Opportunities available!

- **Exhibitor Space:** \$500-\$1400
- **Sponsorships:** \$500-\$2750

REGISTER TODAY:
itsheartland.org/sponsor-vendor/

