



Innovative Corridors and ITS World Congress

Intelligent Transportation Systems (ITS) show great potential to improve safety; transportation system management; and individual choice of mode, route, and travel time. However, there are still many challenges to ITS deployment including evolving roles and responsibilities among jurisdictions in ITS policy development and operations; competing priorities for scarce resources; limited private investment in ITS; limited ITS expertise among transportation agencies; lack of understanding of ITS benefits; and poor visibility of ITS projects.

In Spring 2003, staff from the California Department of Transportation (Caltrans), the Metropolitan Transportation Commission in the San Francisco Bay Area (MTC), the Los Angeles Metropolitan Transportation Authority (MTA), the Intelligent Transportation Society of America (ITSA), and the California Center for Innovative Transportation (CCIT) launched a multi-year project to test a new approach for accelerating the deployment of ITS technologies, products, and services along major California corridors. This new approach is called California's Innovative Corridors Initiative (ICI). As part of the effort, ICI partners developed a Call for Submissions (CFS) to solicit proposals for ICI demonstration projects in conjunction with the ITS World Congress that was held in San Francisco, California (USA) from January 6-10, 2005. The goal was to test the viability of soliciting industry partners to implement innovative ITS demonstration projects at no cost to participating public agencies. In return, the agencies offered limited access to public rights-of-way and data and a streamlined process during the required normal permitting period. The high visibility of the ITS World Congress event was also an incentive for industry participation.

Background

California's Innovative Corridors Initiative (ICI) is a multi-year project to test a new approach for accelerating the deployment of Intelligent Transportation Systems (ITS) technologies, products, and services along major California corridors. As part of the effort, ICI governmental partners developed a [Call for Submissions \(CFS\)](#) to solicit proposals for demonstration projects that were showcased in conjunction with the 2005 ITS World Congress in San Francisco, California. The unique nature of the CFS was that no public funds were awarded as part of the solicitation. In return, the agencies offered limited access to public rights-of-way, data, and a streamlined process during the required normal permitting period. The purpose of the demonstration projects was to test and illustrate traveler services that could facilitate mobility, convenience, and safety to travelers. The California Innovative Corridors Initiative demonstrated a unique public-

private partnership between state and regional government agencies and the private sector. Many ITS experts believe that significant public benefits can result from leveraging new technologies into the statewide transportation system. Since public sector capital projects, including ITS elements, can take several years to implement, decisions based on currently available technology can become outdated prior to implementation. In contrast, the private sector may be able to finance, construct, and operate transportation facilities and services in a timelier, more efficient, and less costly manner.

ICI Goals and Objectives

The ICI brought together the private sector and governmental agencies in an effort to:

- examine a new model for public-private partnerships;
- gain access to better real-time information that could enhance safety and transportation management;
- deploy demonstration projects that illustrate traveler services that facilitate mobility, convenience, and traveler safety and allow the traveling public to make more informed decisions about choice of route, mode, and time of travel; and
- accelerate the deployment of ITS technologies throughout California.

The CFS resulted in public-private agreements between the participating public agencies and seven private sector companies to test and self-finance eight pilot projects in Northern and Southern California. Project Partners are:

Circumnave Networks Inc. in partnership with Caltrans District 4 and MTC
- [Dynamic Route Advisory System](#)

ENCOM Wireless Communications in partnership with Caltrans District 7
- [Wireless Data Solutions](#)

InfoTek Associates in partnership with Caltrans Districts 4 and 7
- [Intelligent Loop Detector \(ILD\)](#)

NAVTEQ in partnership with MTC
- [511 Level Two Demonstration - "My 511"](#)

NAVTEQ in partnership with Caltrans District 4
- [Vehicle Infrastructure Cooperation Demonstration d4](#)

Outreach in partnership with MTC
- [Bay Area Web Congestion Mapping and Traffic Forecasting](#)

SpeedInfo in partnership with Caltrans District 4
- [Speed Sensor Demonstration](#)

Tele Atlas North America, Inc. in partnership with MTC
- [TV511 Demonstration](#)

Further Information

Please see our publication: [Accelerating Deployment & Commercialization of ITS Technologies: California's Innovative Corridors Initiative](#), presented at the 2004 ITS World Congress in Nagoya, Japan

For more information, please contact [Rachel Finson](#).

InfoTek Associates

Intelligent Loop Detector Application (ILDA)

InfoTek Associates, a software and communications company based in Oakland, California in cooperation with Cingular Wireless will create a versatile cost effective loop detection application that monitors freeway traffic. The application runs on InfoTek Wizard, the next generation intelligent M2M GSM modem. InfoTek Wizard is a small intelligent modem/computer that integrates GRPS/EDGE wireless modem, 32 Channel Digital I/O, and Java programming.

Two real-time transportation applications of InfoTek technologies will be demonstrated, one calculates volume, speed, occupancy, and length classification; and the second calculates the percentage of cars vs. long vehicles, volume, and occupancy with a single loop. InfoTek Wizard collects all the traffic data from the existing loop detectors and applies algorithms to the collected data in real-time. The post-processed results will be relayed to Traffic Management centers via GSM wireless network.

In Partnership with the
California Department of Transportation

InfoTek Associates

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