Hasan's Talking Points for Technology (ITS) Deployment
Key Points

♦ In a resource constrained environment and increasingly challenging environment to build any type of major new infrastructure, we have to make sure we are squeezing every ounce of productivity out of our existing and committed system

♦ Technology can play a major role in enhancing productivity and performance of our multi-modal transportation system

♦ Strategic deployment of appropriate technology may even eliminate the need to add capacity in some corridors

♦ By some accounts, over 50% of our roadway congestion is related to incidents. Deployment of appropriate technology (ITS) presents a great potential to solve such problems.

♦ Technology supported efficient transportation system could give us the extra push towards cleaning air and meeting the challenge posed by SB 375

♦ Technology application presents great potential in enhancing safety and security of transportation system.

♦ Technology application has tremendous potential in ensuring efficient movement of goods. An efficient system-wide freight transport will require coordinated operations through information technologies

♦ The successful implementation of congestion pricing policies will require technology applications that are practical and can be implemented in the medium term with longer term goal toward integration with some of the promising systems on the horizon

How does technology help improve transportation system performance?

♦ Improve system productivity by managing traffic flow, e.g. ramp metering, signal synchronization, signal prioritization

♦ Manage demand better by communicating with and empowering the customer pre-trip and en-route planning, e.g. Changing Message Signs (CMS), real time traffic information via GPS and other hand held devices etc.

♦ Data collection to help transportation investment and policy decisions, e.g. PeMS

What is SCAG's role?

♦ Ensure adequate and appropriate resources are allocated through SCAG's planning and programming process to most promising and cost effective ITS strategies and enhancements

♦ Identify opportunity areas to deploy technology options to make potential regional policies such as congestion pricing, efficient movement of goods work better.

♦ Adopt, maintain and administer Regional ITS Architecture. Regional ITS Architecture ensures that the ITS investments comply with the state and federal requirements as well as ensure integration of technologies.

A Point in Closing

♦ This is not about technology, it is about **system performance** and unless we can quantify how specific technology benefits, we should not be committing our scarce transportation resources on such technologies.