

# IntelliDrive<sup>SM</sup> Strategic Plan 2009

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*ITS America Annual Meeting  
June 2, 2009*

The IntelliDrive<sup>SM</sup> logo is a service mark of the U.S. Department of Transportation



# Background

- AASHTO, U.S. DOT and the auto industry have been the primary IntelliDrive (formerly VII) partners from the outset
- Following a recent change in national strategy, AASHTO seeks to further define its role and responsibilities



# Approach

- AASHTO technical group established to develop Strategic Plan
  - Used email questionnaire and phone interviews
  - Facilitated two-day workshop in April
- Plan developed by contractor in April/May
- Funding provided by U.S. DOT



# Outcomes

- Mission and Vision
- Strategic themes
- Strategic goals in each theme area
- Early actions
- Preliminary action plan



# Mission

*Provide leadership, foster collaboration, and promote communication with key stakeholders in the development and deployment of IntelliDrive, with a specific focus on connecting vehicles and aftermarket devices to the infrastructure in order to dramatically improve safety and mobility, facilitate electronic payment, improve operational performance, and reduce the environmental impact of road travel*



# Vision

- Plan establishes a 2014 (5-year) vision:
  - IntelliDrive comprises multiple safety, mobility & e-payment applications using various devices & communications technologies
  - Committed partnership with public and private groups
  - IntelliDrive becomes real to the public in 2014



# Vision contd.

- AASHTO leads state/local agencies in infrastructure deployment
- True benefits/costs demonstrated and evaluated
- Field infrastructure deployed, operated and maintained through mainstream programs
- Public sector encourages private sector development of technologies/applications



# Strategic Themes

- **Leadership** – AASHTO will provide bold, national leadership as the program assesses the infrastructure needs, approaches, and funding of the IntelliDrive initiative. AASHTO will further this leadership role by extending its support to the infrastructure owners and operators represented by local governments.
- **Partnership** - AASHTO will remain committed to its existing primary partnership with U.S. DOT and the automotive industry, and will champion, encourage, or support a phased expansion of the partnership to engage other key stakeholders.





# Strategic Themes contd.

- **Communication, Outreach And Education -**  
AASHTO will be the champion for developing and delivering the compelling information and messages that articulate the value of IntelliDrive infrastructure investment.
- **Promote The Creation Of A Stable Environment -**  
AASHTO will play an assertive role in identifying and defining the actions of all the IntelliDrive partners that will create a stable development and implementation period for at least ten years.



# Strategic Themes contd.

- **Research And Development** - AASHTO will champion significant, continuing investment in the research and development of IntelliDrive applications that support and enhance the safety, mobility, and environmental stewardship mandates of state and local transportation agencies.
- **Deployment** - AASHTO will provide the leadership that ensures the nationwide deployment of the IntelliDrive infrastructure and the commitment to operate and maintain the IntelliDrive system into the future.



# Strategic Goals - Leadership

- Define the national infrastructure deployment strategy for the IntelliDrive initiative
- Secure commitment to IntelliDrive infrastructure deployment by AASHTO members
- Establish a common view of IntelliDrive infrastructure needs and approaches between state and local transportation agencies
- Provide advocacy for stable and sustainable funding for IntelliDrive infrastructure deployment, operations, and maintenance



# Strategic Goals - Partnership

- Create a common vision for the IntelliDrive initiative with U.S. DOT and the automotive industry
- Stabilize, formalize and enhance the effectiveness of the existing national organizational structure
- Establish a strong internal structure to support AASHTO's active participation in the IntelliDrive partnership
- Cautiously expand the IntelliDrive partnerships to other key stakeholders
- Prudently refine the partnerships to address the IntelliDrive needs of transit, commercial vehicles, and other specialty vehicles



# Strategic Goals – Communication, Outreach & Education

- Evaluate and document the benefits and costs of IntelliDrive investment
- Create a comprehensive, national IntelliDrive outreach strategy
- Establish a strong voice for the IntelliDrive initiative within the AASHTO community
- Develop compelling capsule speeches for delivery to senior executives and elected officials
- Create an environment of public awareness and public acceptance of the IntelliDrive initiative



# Strategic Goals – Promote a Stable Environment

- Support the creation of a national business plan for the IntelliDrive initiative
- Champion the mainstreaming of IntelliDrive investments into regular transportation programs and budgets
- Address liability, security, and privacy issues
- Support the development and adoption of necessary national and international standards
- Encourage IntelliDrive investments to meet both urban and rural transportation needs



# Strategic Goals – Research & Development

- Define a comprehensive set of focused, reasonable and deployable IntelliDrive applications
- Lead the development of IntelliDrive applications that require the deployment of transportation field infrastructure
- Develop a long-term cooperative IntelliDrive research program
- Encourage and support the continuation of national IntelliDrive test beds



# Strategic Goals – Research & Development contd.

- Champion the implementation of DSRC devices in all new signal controllers, other appropriate roadside devices, and all new vehicles
- Promote a national IntelliDrive device retrofit strategy for existing vehicles
- Create IntelliDrive infrastructure design guidelines





# Strategic Goals - Deployment

- Implement the IntelliDrive Deployment Strategy with its associated schedule and funding plan
- Create an IntelliDrive infrastructure operations and maintenance plan
- Champion the use of IntelliDrive technology for universal toll and fee collection
- Develop performance measures to demonstrate the ongoing benefits of IntelliDrive deployments



# Early Actions

- Key near-term actions to include:
  - IntelliDrive Deployment Plan emphasizing field infrastructure needs
  - National Business Plan addressing funding needs and public/private roles in development and deployment
  - Outreach Plan that provides AASHTO members and other local government agencies with the information needed to converge on a common vision
  - Cooperative research through a pooled-fund program and NCHRP



# Action Plan

- Appendix to Strategic Plan
- Includes specific activities identified during Strategic Plan development
- Activities exceed AASHTO resources
- Next steps include prioritizing with U.S. DOT and other partners



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