



ITS-CA – CCIT Joint Workshop Series

ITS California's Northern Section and the California Center for Innovative Transportation (CCIT), in association with the SF Bay Area Section of the Institute of Transportation Engineers (ITE), are proud to invite you to join our next workshop, part of a bi-monthly series that focuses on the deployment of Intelligent Transportation Systems in California. Partially sponsored by the California Department of Transportation (Caltrans), the series is designed to attract a broad audience of transportation professionals at public agencies, private firms and research centers. Each workshop features introductions to a selected topic from an expert panel, followed by a question and answer section with the audience. The workshops are free, include plenty of mingling time, and are broadcast live over the web for those unable to attend in person.

Workshop #5: Outsourcing Intelligent Transportation Systems

Intelligent Transportation Systems are based on information and communication technologies that keep changing at a rapid pace, outside the traditional scope of traffic engineering. With outsourcing one of the most significant business trends of the past couple of decades, transportation operators are often considering leaving the daily maintenance and management of those systems to service providers.

Examples of managed services in ITS abound, ranging from maintenance services contracts to privately operated transportation management centers. Yet there is obviously no single answer to whether outsourcing makes sense or not. Agencies face different objectives and constraints, and have their own particular culture. And once a decision is made, proper implementation and monitoring are critical to success.

At this upcoming workshop, a panel of both public and private sector representatives will relate their own experience with managed services, leading to a discussion on why to outsource and how. As always, the audience will engage in that discussion and be given ample opportunities to network with peers. Don't miss this fifth edition of the ITS Deployment Workshops, to be held in the Sacramento area for the first time!

Panel: Tip Franklin, Area Manager, San Francisco Bay Area, Telvent Farradyne
Bayne Smith, National ITS Director, URS
Fred Dial, Office Chief, Traffic Systems Management Planning, Caltrans
Marsha Moore, Chief Information Officer, MV Transportation

Time: **February 14th, 12:30pm – 2:00pm** (N.B. Lunch is not provided)

Location: **Department of Water Resources – First Floor Auditorium**
1416 Ninth Street, Sacramento CA 95814

Webcast: www.calccit.org/resources/deployment_workshops.html

RSVP: workshops@calccit.org (specify in-person or web attendance) by **February 11th**.