



INTELLIGENT TRANSPORTATION SYSTEMS DEPLOYMENT 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 their next workshop, part of a bi-monthly series that focuses on the deployment of Intelligent Transportation Systems in California. With partial sponsorship 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 #6

INTELLIGENT TRANSPORTATION SYSTEMS STANDARDS

What makes transportation systems intelligent? Information flow is the answer. And that sets an evident yet often painful truth: ITS elements look a lot smarter when they speak the same language. That language, whether it is a data format or a specification, is generally referred to as *a standard*.

The ITS industry hosts numerous standards, from the national architecture to specifications for traffic controllers and changeable message signs. Some of those standards are relatively successful and others are ignored, sometimes for competitive reasons and sometimes because they fail to capture practical needs. Yet it is hard to deny the long-term value of standards to both ITS customers and service providers: interoperability speeds up deployment, while its absence can stall projects indefinitely.

In this next workshop, we will hear from industry and government experts about recent development in ITS standards, and what those mean to practitioners. As usual, our panel will be representative of the multiple faces of ITS, and we will count on the audience to broaden the perspective even more. Sign up now to join us in person or on the web!

PANEL

Edward Fok, FHWA Resource Center
Paul Lipkin, TeleAtlas North America
Cathal Hennessy, San Francisco MTA
Jeff McRae, ITS Projects and Standards Office, Caltrans

TIME: **MAY 2ND 2008, 11:30AM – 1:30PM**

LOCATION: Metropolitan Transportation Commission – 101 8th Street – Oakland, CA 94607
Directions at http://www.mtc.ca.gov/about_mtc/directions.htm

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

RSVP: workshops@calccit.org (specify in-person or web attendance) by **APRIL 29TH**.

LUNCH: A boxed lunch can be **reserved** for a \$10 fee. Please specify Roast Beef, Turkey or Veggie. Note that fees will be collected at the workshop but that no-shows will be invoiced.
