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MESSAGE FROM THE PRESIDENT

BY STEVE NOVOSAD, ATKINS

Hello ITS Texas,

Wow the year has really flown by. Here we are soon approaching the Annual Meeting in San Marcos. Your board has been working tirelessly to put together an outstanding program for the annual meeting in San Marcos; November 9th thru 11th. If you have not had a chance to go out to the website and review the preliminary program, I encourage you to do so.

As part of our effort to expand ITS within the state, we have begun reaching out to the cities surrounding San Marcos to make them aware of ITS Texas and the annual meeting. We are encouraging them to attend the annual meeting and learn about what ITS can do for them. We believe that it is important to continue to propagate ITS beyond the existing deployment into the local agencies who are experiencing traffic management issues and are looking for solutions.

Just a couple of weeks before the annual meeting, the 2011 ITS World Congress will be held Orlando, Florida. This congress will host one of the best technology demonstrations ever; with the focus on Connected Vehicle technology. I hope many of you have the opportunity to attend.

I would like to take this opportunity to thank the entire board for all their hard work throughout the year. As you know, the board is a “volunteer” position and squeezing in board activities with “real” work can be difficult at times. The entire board works hard on your behalf and if you see a board member during the annual meeting, let them know you appreciate their efforts

This will likely be my final President’s letter and I wanted to take the opportunity to thank you for the opportunity to be your ITS Texas President and have the chance to serve the

membership. I have found my years on the board rewarding and beneficial. Seven years to serve in a volunteer organization sounds daunting, but the time really flies and before you know it, you are Past President. I hope

many of you will consider running for a board position. This is your opportunity to put your stamp on ITS in Texas. I look forward to seeing you all at ITS Texas.

Steve Novosad

2011 ANNUAL MEETING UPDATE

REGISTRATION NOW OPEN!

We know you've been waiting for it like that Red Rider BB Gun for Christmas - the ITS Texas 2011 Annual Meeting is upon us! The conference this year will be held on **November 9-11, 2011** at the **Embassy Suites Hotel and Conference Center in San Marcos**. The theme this year is *"ITS 2020: What's Your Vision,"* covering not just what's happening now but how we'd like to see the future of ITS. We have a great set of presenters, and the facilities are exceptional. We hope you will come and join in on the discussion!



HIGHLIGHTS OF THE UPCOMING ANNUAL MEETING

- Wednesday
 - ◆ Training provided by FHWA on the topic of Systems Engineering
- Thursday
 - ◆ Kickoff the conference with 7 jam packed sessions
 - ◆ Vendors Exhibition Hall with Evening Reception
- Friday
 - ◆ Final day with 4 great sessions including Ethics.
 - ◆ Business & Awards Lunch
 - ◆ Vendors Exhibition Hall

ANNUAL MEETING COSTS

- **REGISTRATION** (includes meals and breaks as identified in the schedule of events)
 - ◆ Member - \$190
 - ◆ Speaker - \$190
 - ◆ Non-Member - \$275
 - ◆ Student - \$25
- **TRAINING**
 - ◆ All Attendees - \$50
 - ◆ Lunch included in price
- **EXHIBITORS** (includes exhibit hall space with 2 booth representatives)
 - ◆ 8' x 6' space - \$590
 - ◆ 10' x 10' space - \$850
- **SPONSORSHIPS**
 - ◆ Available! [See here for details](#)
- **HOTEL PRICES**
 - ◆ Embassy Suites - \$85/night

TECHNICAL SESSIONS

Session 1: Address by Shelley Row, RITA

Shelley Row, P.E. has been appointed to succeed Peter Appel as the Administrator of the Research and Innovative Technology Administration (RITA). Ms. Row was formerly the Director of the U.S. Department of Transportation's Intelligent Transportation Systems (ITS) Joint Program Office (JPO). She joined the Federal Highway Administration (FHWA) in 1987, and in late 1996, became part of the ITS Joint Program Office as the ITS Travel Management Coordinator and later was selected to be team leader of the ITS Deployment Task Force. In 2000, Shelley became Director of FHWA's Office of Transportation Operations. In 2003 Shelley left FHWA to become Chief Technical Officer for the Institute of Transportation Engineers, the

position she held for three years immediately prior to becoming Director of the ITS Joint Program Office.

Session 2A: The Changing Landscape of Social Media

Facebook, twitter, Yahoo! News, YouTube, Google, ABC, NBC, CNN..... What is next and how should agencies interact with the public and the media

Session 2B: ATMS Part I

As the early deployments of ITS along the freeway systems reaches its maturity, the focus is now shifting to the deployment of ITS devices along arterial roadways. This session will cover examples of how ITS is being used on city streets.

Time	Wed, 11/9/2011	Thur, 11/10/2011	Fri, 11/11/2011		
7:00 AM	Hotel Complimentary Breakfast	Hotel Complimentary Breakfast	Hotel Complimentary Breakfast		
7:30 AM					
8:00 AM					
8:30 AM	REGISTRATION	OPENING SESSION - ITS and TRANSPORTATION - WHERE DO WE GO FROM HERE?	SESSION 5A ATMS, PART II		
9:00 AM		REGISTRATION	Sponsored Break	SESSION 5B ITS DATA	
9:30 AM				Sponsored Break	SESSION 6A ITS OPERATIONS
10:00 AM			Sponsored Break		SESSION 6B PROFESSIONAL DEVELOPMENT
10:30 AM				Sponsored Break	Business and Awards Luncheon
11:00 AM			SESSION 2A SOCIAL MEDIA		
11:30 AM			Kick-Off Luncheon: Keynote Speaker - Gary Golden	REGISTRATION	REGISTRATION
12:00 PM					
12:30 PM			Kick-Off Luncheon: Keynote Speaker - Gary Golden	REGISTRATION	REGISTRATION
1:00 PM					
1:30 PM	Kick-Off Luncheon: Keynote Speaker - Gary Golden		SESSION 3A TxDOT REGIONAL ITS PROJECTS	SESSION 3B COST BENEFIT ASSESSMENTS	
2:00 PM		Kick-Off Luncheon: Keynote Speaker - Gary Golden	Sponsored Break	SESSION 4B UTILIZING ITS FOR SPECIAL EVENTS	
2:30 PM					
3:00 PM	Kick-Off Luncheon: Keynote Speaker - Gary Golden	Sponsored Break	SESSION 4A TECHNOLOGY		
3:30 PM					
4:00 PM	Kick-Off Luncheon: Keynote Speaker - Gary Golden	Sponsored Break	SESSION 4B UTILIZING ITS FOR SPECIAL EVENTS		
4:30 PM					
5:00 PM	EMBASSY SUITE MANAGER'S RECEPTION	EMBASSY SUITE MANAGER'S RECEPTION			
5:30 PM					
6:00 PM					
6:30 PM					
7:00 PM					
7:30 PM		VENDOR RECEPTION			
8:00 PM					



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Session 3A: TxDOT Regional ITS Projects

This session will cover ITS project information from a regional standpoint that will include general scope and size, timelines, equipment needs, and expectations for upcoming TxDOT ITS projects that are planned or currently in the design stages.

Session 3B: Cost-Benefit Assessments of ITS

As dollars become more scarce, and policymakers focus on maximizing and maintaining concrete, ITS becomes a less attractive option for facilitating traffic. A major challenge is how to present ITS as a cost-effective traffic management approach as opposed to just high-tech toys and gadgetry. This session will provide implementers some tools and approaches available for identifying, measuring, and presenting the benefits of ITS in order to better make the argument for its implementation.

Session 4A: Technology

In today's world, ITS has become mainstream for many of the major metropolitan areas of the country. So the big question is what is the next latest and greatest technology coming that will elevate ITS to a level that it has not seen before. This session will discuss the up and coming (sooner than you think) technologies that will play a role in evolving ITS to the next level.

Session 4B: Utilizing ITS for Special Events

In the last year, several large special events have occurred in Texas which put a strain on local transportation systems. This session will look at some of these events and see how ITS played a role in managing the movement of people in and out of the facilities.

Session 5A: ATMS Part II

As the early deployments of ITS along the freeway systems reaches its maturity, the focus is now shifting to the deployment of ITS devices along arterial roadways. This session will cover additional examples of how ITS is being used on city streets.

Session 5B: ITS Data

Whether the application is freeways, arterials, signal systems, or any type of analysis, data drives ITS. This session will explore different types and sources of ITS data and the applications for those data.

Session 6A: ITS Operations

ITS systems continued to be deployed and expanded. The systems range in size and operations, from Highways to arterial streets to measuring water height along roadways to numerous other systems and projects. This session will cover diverse examples of different types of ITS Operations around the state.

Session 6B: Professional Development

Professional Engineers are required to complete one hour of engineering ethics each year. This session is designed to complete this requirement in a fun and informative way. This year's session will be about engineering compliance and enforcement

ANNUAL MEETING TRAINING – INTRODUCTION TO SYSTEMS ENGINEERING

On Wednesday, November 9th, a one-day FHWA-led workshop, “**Introduction to Systems Engineering,**” will be offered for transportation engineers and other practicing ITS professionals or technical persons at all levels of government and in the private sector. This workshop provides a high-level view of a broad and rich topic area, introducing basic concepts to individuals who are working on ITS projects. The goal is to allow these individuals to understand the benefits of applying systems engineering approaches as a means of developing quality systems. The course covers technical practices such as modeling, prototyping, trade-off analysis and testing, and management practices such as risk assessment and mitigation, which make up "best practices" in the systems engineering arena.

The cost of the course will be \$50 and registration will be available online with the annual meeting registration. Lunch is included. Full details on the training, including course objectives can be found on the [ITS Texas web site](#)

CALL FOR AWARD NOMINATIONS FOR 2011 ANNUAL MEETING

ITS Texas invites you to submit nominations for the ITS Texas Annual Awards Program. The awards program was created to recognize individual(s) or group(s) (e.g., a city, agency or company) for a project or other contribution in the fields of ITS policy, planning, design, deployment, research or education.

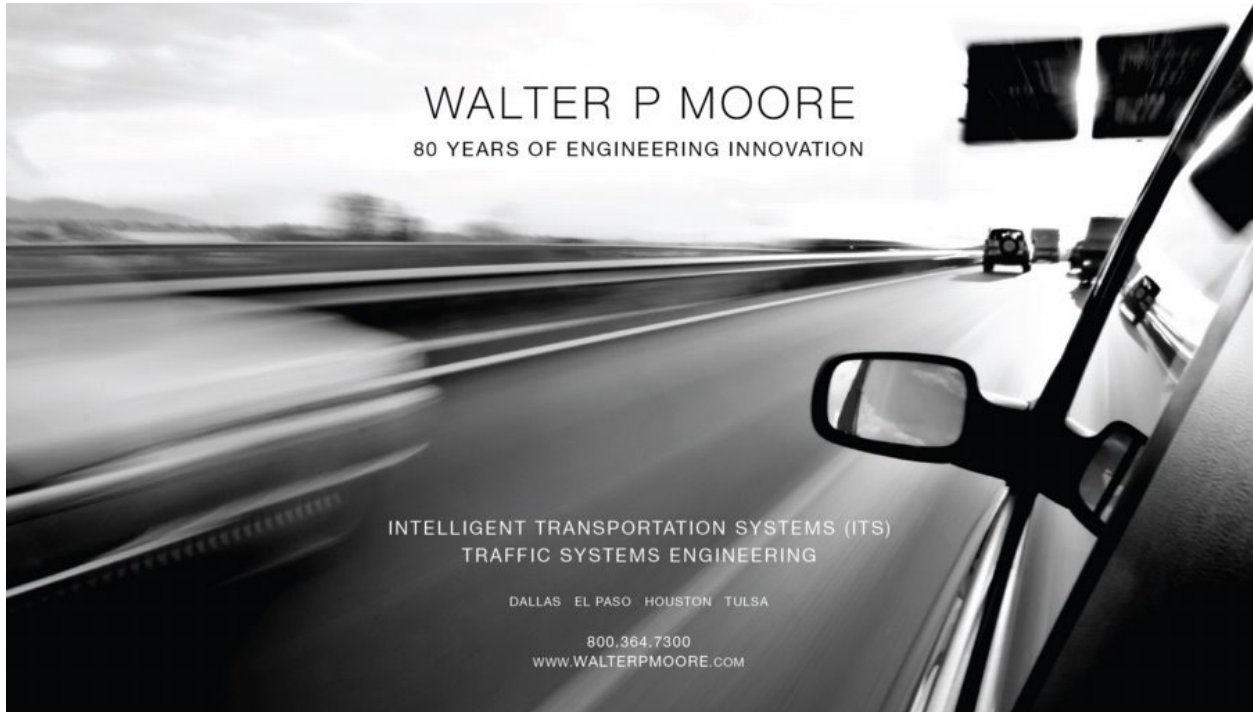
The nomination should identify the individual(s) or group(s) being nominated (name(s) and agency or agencies), and should describe the unique innovation, distinctive service or outstanding leadership making the nominee(s) worthy of statewide recognition. You are

encouraged to keep nominations brief (200 words or less).

The Awards Committee will evaluate all nominations and select award winners. Submission of a nomination is not a guarantee of selection.

Awards will be presented at the ITS Texas Annual Meeting in Fort Worth, Texas at the Business and Awards Lunch on Friday, November 11, 2011.

Please submit all nominations to Steve Novosad at stephen.novosad@atkinglobal.com no later than Friday, October 14, 2011.



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES AVAILABLE

There are still Exhibitor and Sponsorship opportunities available for the ITS Texas Conference! The Annual Meeting will provide a great opportunity for your company to showcase your products and services to attending agencies. The following spaces will be available for your use:

Six-foot Tabletop Exhibit Space - \$590

- One (6' wide x 8' deep) space
- One draped and skirted 6' table
- Two chairs
- One wastebasket
- One 110V electrical outlet*
- Full access admission for two (2) representatives**
- Admission to all meals provided to conference attendees.

10-foot Vendor Pop-up Exhibit Space - \$850

- One (8' wide x 10' deep) space
- One draped and skirted 6' table
- Two chairs
- One wastebasket
- One 110V electrical outlet*
- Full access admission for two (2) representatives**
- Admission to all meals provided to conference attendees.

The following vendors are currently registered:

- Daktronics
- Control Technologies, Inc.
- MaxCell
- Texas Highway Products, LTD
- Siemens
- WTI, Inc.
- FLIR Systems Inc
- High Sierra Electronics, Inc.
- Twincrest Technologies
- Skyline Products
- Image Sensing Systems, Inc.
- Paradigm Traffic Systems, Inc
- Ver-Mac
- GEWI North America
- Paradigm Traffic Systems, Inc
- RuggedCom, Inc.
- TechOne Sales LLC
- EtherWAN Systems

There are also several great opportunities to register as a sponsor of the annual meeting. For more information about sponsorship opportunities, please visit the [Sponsorship Page](#) on the ITS Texas site.

For more information on being an exhibitor or a sponsor of the conference, please either visit the Conference Registration Website at <http://tti.tamu.edu/conferences/its11> or contact Kerry Phillip at 979-845-9225 or k-fillip@ttimail.tamu.edu. There are a limited number of the exhibit spaces available. Booths are available on a first-come, first-paid basis.

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ITS WORLD CONGRESS – OCTOBER 16-20, 2011, ORLANDO, FL

The Intelligent Transportation Society of America, ERTICO-ITS Europe, and ITS Asia-Pacific have come to bring together the world's leading transportation policy makers, technology, and business professionals to Orlando, Florida, from October 16-20, 2011 for the 18th World Congress on Intelligent Transportation Systems, which will also feature ITS America's Annual Meeting & Exposition.

The Congress, whose theme is “Keeping the Economy Moving,” will have more than 250 sessions, a 400,000 square-foot exhibit hall, and countless networking events with ITS industry leaders from across the world. Exhibitors and attendees will experience state-of-the-art demonstrations and dynamic sessions with a focus on cost-effective, practical deployment and innovation that provides users with new levels of safety, reliability, convenience, accessibility, and choice.

ITS America's Annual Meeting & Exposition will be taking place in conjunction with the 18th World Congress. In conjunction with focusing on topics of the World Congress theme, ITS America's Annual Meeting will provide a distinct series of events for the Society's members that focus on the nation's transportation future, as well as identifying effective tools and strategies that can be deployed in communities across the nation.

The Annual Meeting will also feature a general business meeting, board of directors meeting, a host of committee meetings and the Best of ITS Awards, recognizing the organizations that have produced the most innovative products and services in the intelligent transportation systems industry.

For more information about the ITS World Congress and ITS America Annual Meeting, visit the Congress website at <http://www.itsworldcongress.org/>.

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CALL FOR ITS TEXAS SCHOLARSHIPS

ITS Texas is pleased to announce the availability of a (non-renewable) scholarship for one academic year. Multiple recipients may be chosen at the discretion of the selection committee based on qualifications. The scholarship, valued at **\$1,000 per recipient**, is to

assist in obtaining a graduate degree (Masters or Ph.D.) program in any ITS-related field, e.g., transportation engineering, electrical engineering, systems engineering, etc. from a college or university in the State of Texas.

A link to the application can be found [here](#).

Selection criteria will be based on academic ability, stated career objectives, and supporting letters of reference. To be eligible, candidates must be living in the state and registered as full-time students in a graduate studies program at a college or university in the State of Texas. This is what you will need:

1. Transcript showing previous courses;
2. Proposed list of courses anticipated for graduate degree;
3. Evidence of acceptance, or probable acceptance, for study in a graduate program at a university in the State of Texas;
4. Résumé describing work experience, participation in professional and/or student chapters of relevant associations, awards, etc.;

5. An essay of no more than 300 words indicating career objectives and particular interests in ITS;
6. Two letters of reference to be sent directly to the ITS Texas Selection Committee. References should be confidential assessments of the candidate's academic ability and record, research ability or potential, professional experience, commitment to career, and any other

Applications must be complete and received no later than **October 26, 2011**.

To apply, please send your application to:

ITS Texas Selection Committee
P. O. Box 2706 College Station, TX 77841
or email r-brydia@tamu.edu

Questions, please contact Robert Brydia at 979-845-8140 or via email at r-brydia@tamu.edu

CITY OF HOUSTON WIMAX COMMUNICATIONS SYSTEM

BY JEFF KAUFMAN, HOUSTON-GALVESTON AREA COUNCIL

Perhaps the largest obstacle to developing a mature ITS-based traffic control system is communications. The benefit of these technologies is the ability to communicate with devices in the field to modify systems on the fly, if necessary, and receive operational data back from these devices. One of the largest costs in the past has been the connection of systems via the installation of fiber optics. Urban area installations can run from \$10,000 for aerial installations to well over \$100,000 per mile for underground installations depending on the level of existing infrastructure that will be disturbed due to the installation. In addition, your average contractor's backhoe seems to have the uncanny ability to locate your fiber installation and dig it up.

The City of Houston, the fourth-largest city in the United States covering 650 square miles, recognized that a comprehensive city-wide installation of a fiber-based communications system would be cost-prohibitive. In 2007, the City entered into an agreement with internet service provider Earthlink to cover the City with WiFi via 10,000 802.11x WiFi transmitters. The cost of the system, at \$50 million, was to be covered by Earthlink and offset by fees to the City and other subscribers. However, Earthlink could not meet its first deadline, and the deal was terminated by the end of the year.

Nearly two years later, the City developed a system based on WiMax 802.16x technology, which had just come into maturity and was commercially being used by Clearwire. The \$6.4 million system, a fraction of the costs of either a comparable fiber installation or the proposed Earthlink system, was paid for through a \$5 million ARRA Stimulus grant and \$1.4 million in City capital funds.

The system, with an expected 2012 completion date, utilizes Alvarion BreezeMAX Extreme 3650 base stations operating in the 3.65-GHz spectrum. Each base station is connected to one of 60 towers positioned throughout the city, providing two-mile radial coverage. Stations and towers are located at

city facilities such as water plants, police and fire stations, and other public works locations, which have backup emergency generators that can maintain system operability in the event of a power outage.

To access and control the traffic system, the City is placing radios at each of its 2,400 traffic signals and 1,600 of its school-zone flashers. Traffic personnel will be able to control signals and address minor issues such as drifting clocks from one location, potentially reducing the need to send a crew out. It will also easily allow for the City to modify school-zone flashers for days when school is not in session.

While the system is cost-effective strictly for its traffic operation functions, the City is extracting additional benefit from it by replacing connections to nearly 4,000 facilities to the network, including water and wastewater plants, police and fire stations, and the library system. The system will also be used to monitor nearly 500,000 water meters within the city.

The City of Houston's WiMax project is perhaps the largest municipal wireless communications project in the United States. The project will showcase how communities can provide the connectivity to its traffic systems in a cost-effective manner, which in turn may allow us to break down some of the walls that have prevented comprehensive ITS implementation in the past.

ITS TEXAS ON THE WEB

Have you visited the ITS Texas Web recently? Located at <http://www.itstexas.org>, the website is your source of information for what's going on in your state chapter. We are always working to improve the website and make it a source of information for you. Here are just a few highlights of the website.

[2011 membership application](#) – The membership application form is electronic and accepts credit card payments. Checks can also still be mailed in. If you become a member, you receive discounted rates at the annual meeting and ITS Texas training.

[The 2011 membership list](#) is on-line. You can use this list to check your membership status prior to registering for the annual conference, to make sure you get the best rate. The list is dynamic and pulls directly from our membership database. As soon as it is updated, the on-line list is updated. You can also access the list under the membership section.

[2011 ITS Texas Annual Meeting](#) – Your one stop information place for all things “annual meeting”. Learn more about the hotel, sessions, speakers, and tours, vendors and

more. Do you have a topic you'd like to speak on next year? Use the contact information on the page and let us know!

[Student chapters of ITS Texas](#) Visit this section to learn more about the student chapters of ITS Texas, links to their website, their annual report, and requirements for starting a student chapter at your school!

Updates to the web site. – Did you know that all major information updates to the website are listed on the [home page](#)? You can visit the site and see at a glance if there's new information that you'd like to read.

ITS Texas also publishes update information via the RSS feed. Do you know what RSS is? If not, it stands for Really Simple Syndication. Sometimes it is difficult to visit the home page of every web site you are interested in. Many people use RSS feeds to “bring the news to them”, using an RSS feed reader. ITS Texas also utilizes this method of distributing information and has an RSS feed available at:

<http://itstexas.org/rss.xml>



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WRITE AN ARTICLE FOR THE NEWSLETTER!

The ITS Texas newsletter is a great way for you as an ITS professional to **share your projects, plans or other ITS related items with the ITS community**. If you have information concerning any ITS project within the state that you feel may be of interest to the membership, please

contact any of your ITS Texas board members. If you have an idea and are not sure of its interest go ahead and contact us and we can discuss it with you. SERIOUSLY – the membership wants to hear from YOU about completed, upcoming or ongoing ITS projects.

TRANSPORTATION IN THE NEWS

The following are recent news events that have occurred in the ITS and Operations arena. Please click on the story to take you to the full story:

- [On September 15, 2011, Congress sent President Obama HR 2887, calling for a six-month authorization for Federal Highway and Transit Programs.](#) (from AASHTO)
- [The U.S. Department of Transportation announced that the University of Michigan will be conducting a one-year road safety field trial in Ann Arbor, MI using innovative technology equipment in everyday vehicles in a real-time environment.](#) (from ITS America)
- [Several Real-Time Transit Data Demonstration Projects have been awarded to Integrated Corridor Management Demonstration Sites, including Dallas's ICM project.](#) (from USDOT-RITA)

Did you know that the Research and Innovative Technology Administration (RITA) routinely publishes lessons learned across all aspects of ITS deployments? [Your ITS Texas website gets a feed of these lessons and publishes them on the [‘Transportation News’ page](#)]. A sampling of recent lessons published include:

- [Experience deploying an Integrated Incident Management System in New York City.](#)
- [Experience from road pricing programs in Europe and Asia](#)
- [Tailoring the standard systems engineering process model to suit an agency’s ITS deployment scale and needs.](#)

You can get the full listing of ‘Lessons Learned’ at the [ITS Lessons web site](#)

YOUR 2011 ITS TEXAS BOARD OF DIRECTORS

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