

DATE: December 3, 2008

TO: Larry Tibbits, Chief Operations Officer
Leon Hank, Chief Financial Officer

FROM: Roger Safford, ITS Committee Chairperson

SUBJECT: Process of updating the ITS Strategic Plan

In 2004, MDOT set out to develop an ITS Strategic Plan to complement the MDOT 1997 Business Plan to provide a strategic direction and framework for MDOT's future ITS programs and projects. Even though MDOT had made considerable progress in ITS, it was focused on only part of the state where it existed –Metro Region. Both the technical and financial needs for ITS were starting to expand and an ITS Strategic Plan for addressing them needed to be formulated. In the process, several new operational opportunities were identified.

At about that time (2004), MDOT's senior management began meeting to set a new direction for MDOT. It was believed that MDOT had made significant progress in implementing the 1997 Business Plan that the environment in which MDOT had changed, customer needs had changed and new direction was needed to address the environment and customer needs. The mission of MDOT was updated and the Vision and Values were adopted. In response, a new MDOT Strategic Plan was introduced at the MDOT Leadership Conference in March 2006. The MDOT Strategic Plan included an implementation plan as well. Action Plans were developed on how to approach implementation, and they began late in 2006.

On a parallel path, Michigan became very involved in several national initiatives that involved working with key partners from the auto industry, other key states, and US DOT. Probably the most prominent was Vehicle and Infrastructure Integration (VII) which suggests that the best way to handle both safety and mobility issues is to develop cooperative systems between the vehicle and infrastructure. Another initiative was the Cooperative Intersection Collision Avoidance Systems work related to sharing information from the signal controllers directly to the vehicle. Finally, the In Vehicle Based Safety Systems work relates to how best to integrate several applications in the vehicle while at the same time minimizing driver distractions.

As a way to leverage all of these developments and to keep our partners and other interested parties up-to-date, MDOT has been a strong partner with ITS-Michigan in making their annual meeting a national event with over 50 vendor booths and on the street demos of the new technology.

By the middle of 2008, the fact that ITS could address both safety and mobility issues statewide was generally accepted. Clearly it was time to review our current ITS Strategic Plan and to align the ITS direction with the current MDOT Strategic Plan.

Some of the major reasons why MDOT found it advantageous to update the 2004 ITS Strategic Plan to align with the 2006 MDOT Strategic Plan include:

- 2004 ITS Strategic Plan developed with staff no longer involved in program.
 - MDOT Regions identify Region ITS Coordinators
 - Statewide ITS Office Established
 - ITS Template Established for funding levels
 - ITS Call for Projects
 - Statewide and Region ITS Architectures established
- MDOT Operational Focus
 - ITSOM
 - State Highway Safety Plan
- State Long Range Plan Development
 - Corridors of Significance
 - Funding Challenges
- Technical Changes
 - Software/Hardware: State of the Art
- The MDOT institutional structure has changed and additional staff are now involved in ITS
 - Traffic Management Center in Grand Rapids established.
- ITS Michigan Annual Meeting
 - Greatly expanded to include 50 vendors and VII Demonstration which attracts a national audience of over 300 attendees.
 - Over 100 organizational members.
- Vehicle and Infrastructure Integration (VII)
 - Michigan becomes one of the lead states for this initiative.
 - MDOT develops a VII Strategic Plan.
 - Several key federal programs award grants to Michigan;
 - In Vehicle Based Safety Systems (IVBSS) – UMTRI
 - Cooperative Intersection Collision Avoidance Systems – CAMP
 - VII Proof of Concept – VII Coalition
 - MEDC initiatives
 - Connected Vehicle Proving Center (CVPC) to CAR

We held our first session to update the plan on March 25 and 26, 2008 with the ITS Steering Committee and other MDOT Stakeholders in the plan. At the end of the two day session the updates to the plan had taken shape. We met again on June 11 to review the work that had been done and suggest final changes. Over the next few months the plan continued to be tweaked and today we present to you the updated 2008 ITS Strategic Plan.