U.S. Department of Transportation

ITS4US

IT'S TRANSPORTATION FOR ALL OF US

ITS for Underserved Communities
ITS4US – A Trifecta of Engineering for Equity

ITS Carolinas 2023 Annual Meeting

April 3, 2023

U.S. DOT's ITS Joint Program Office

The ITS Joint Program Office's (ITS JPO's) role is to coordinate the U.S. DOT's ITS research/development and deployment portfolio with multimodal involvement and support.

Source: USDOT

Visit the ITS JPO Website: https://its.dot.gov/

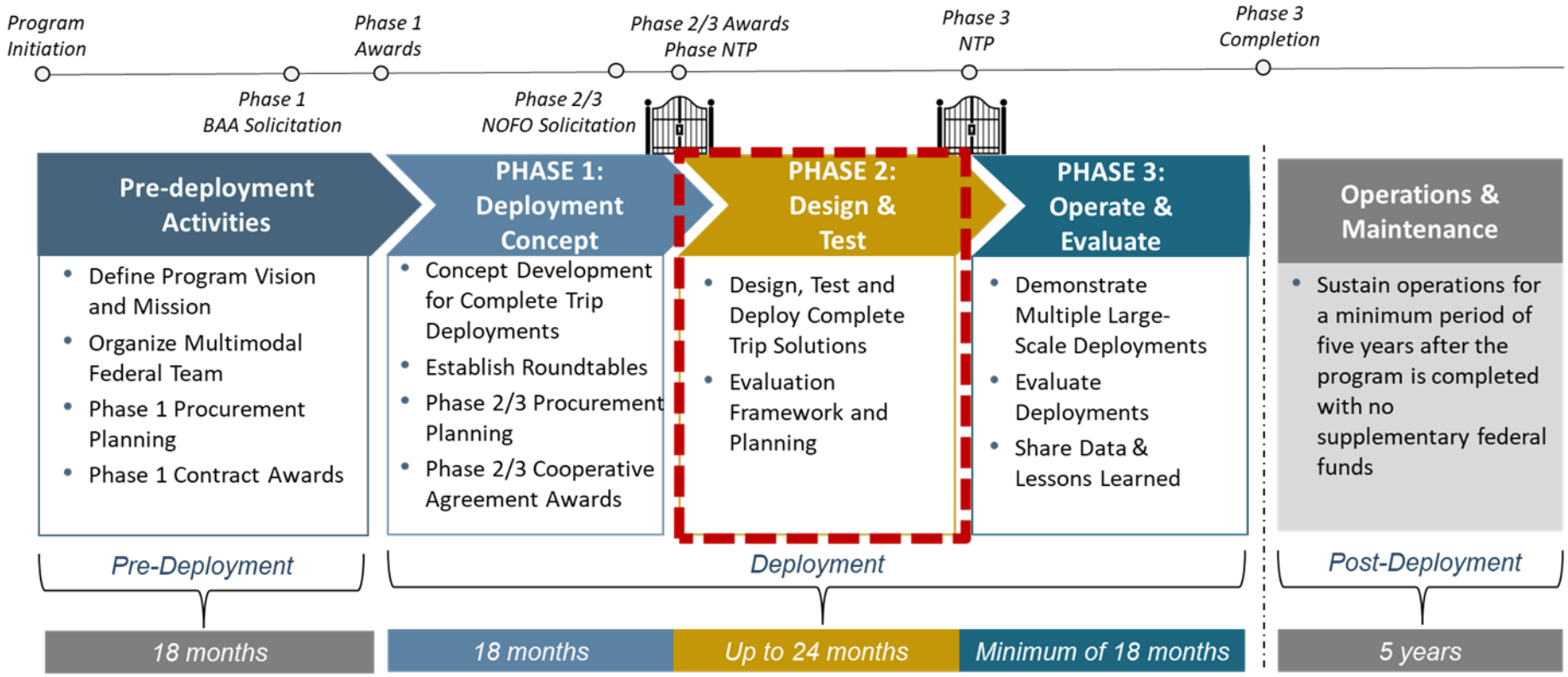
ITS4US Program Overview

- A USDOT Multimodal Deployment effort, led by ITS JPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip

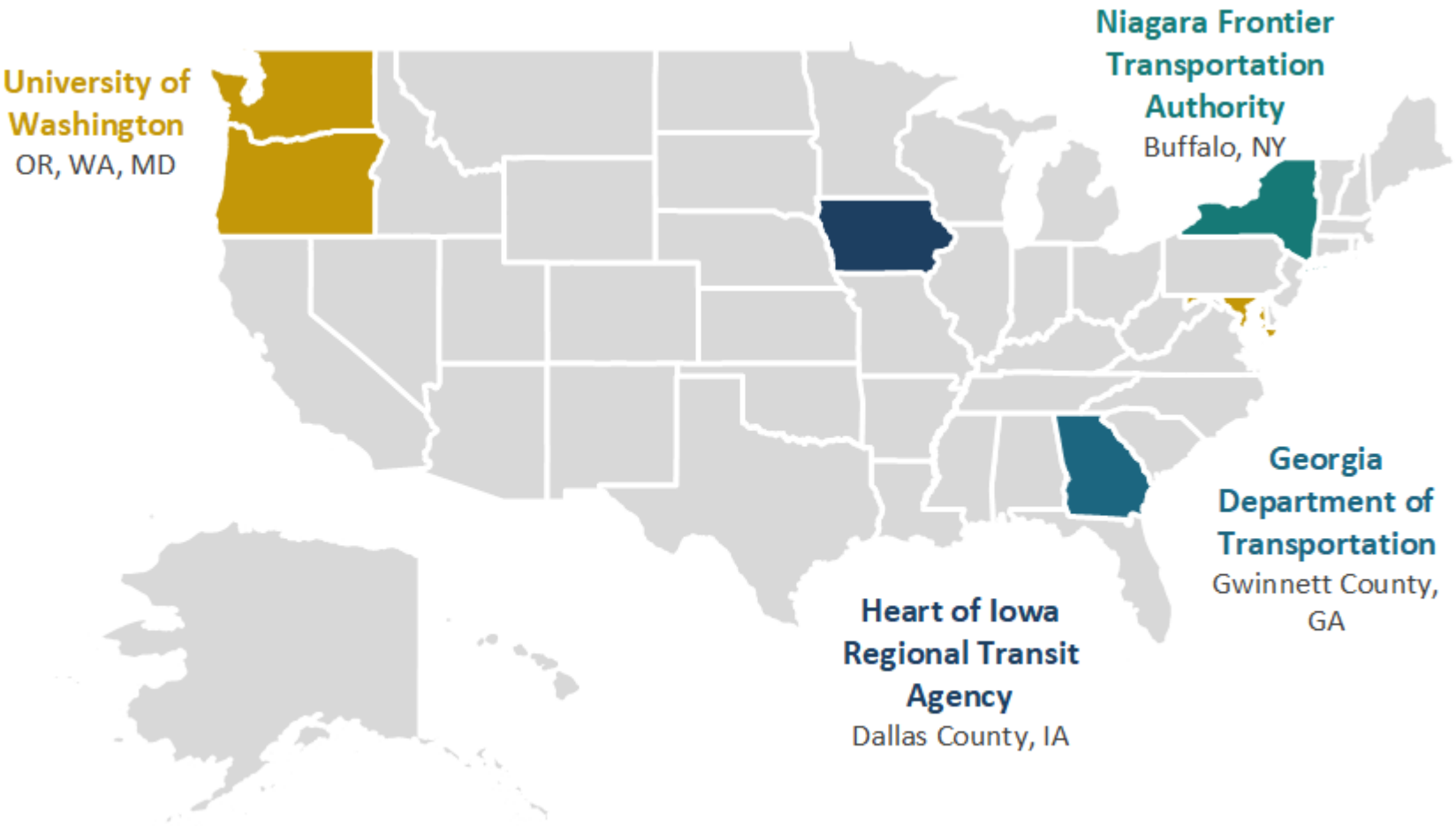
ITS4US
IT'S TRANSPORTATION FOR ALL OF US

Vision: Innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability

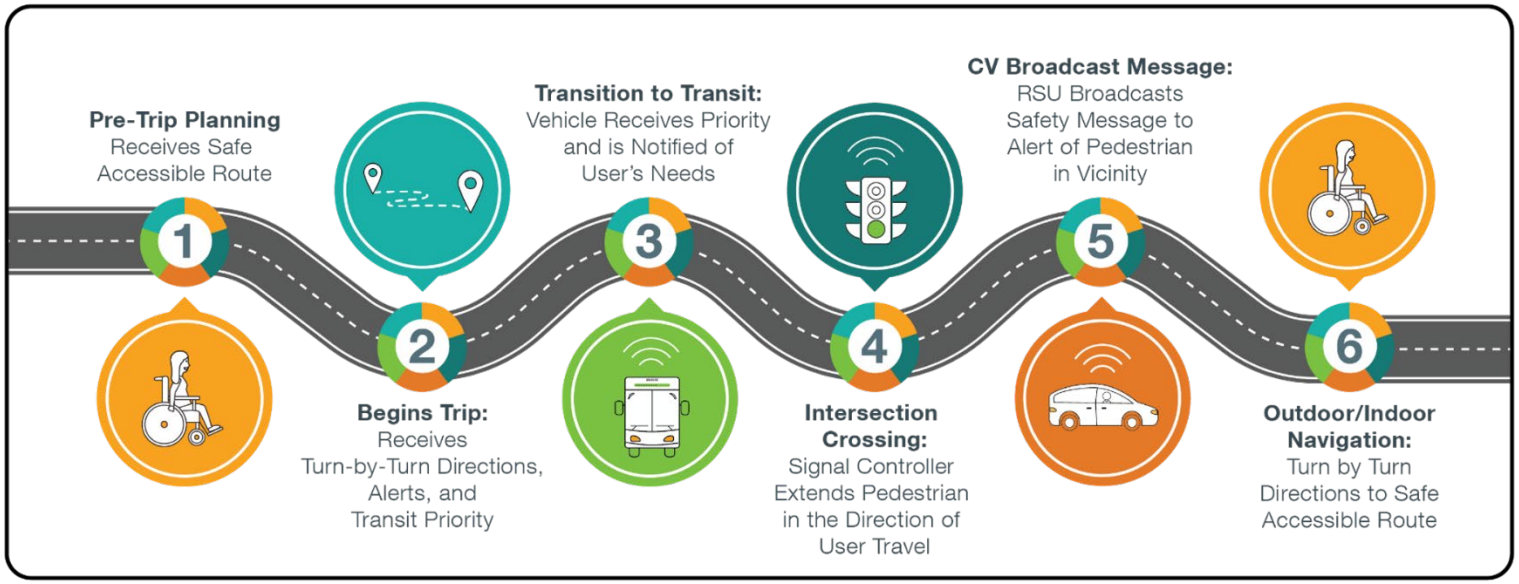
Deployment Phases



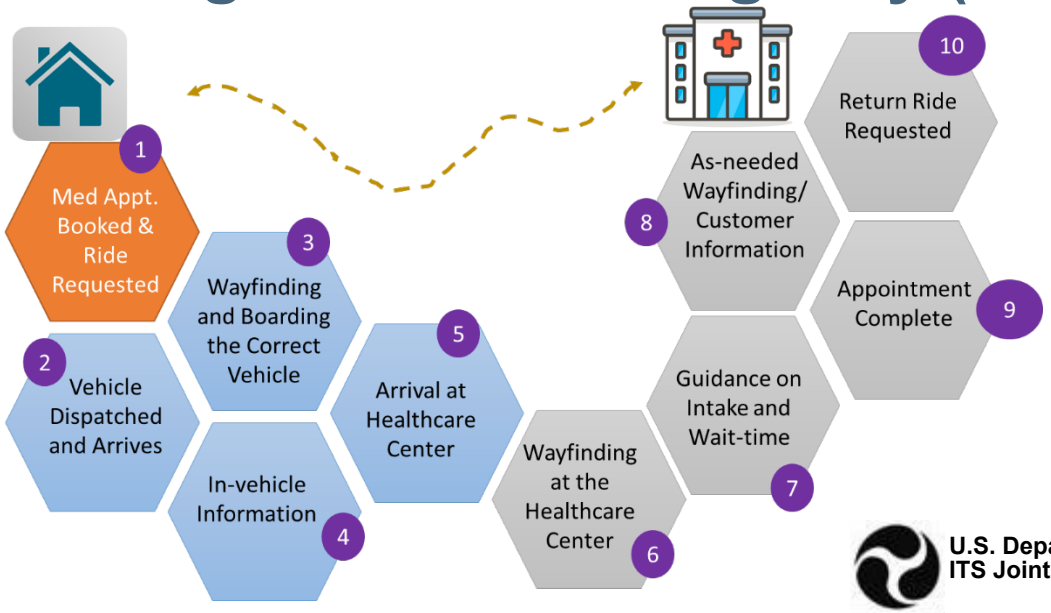
ITS4US Deployment Sites



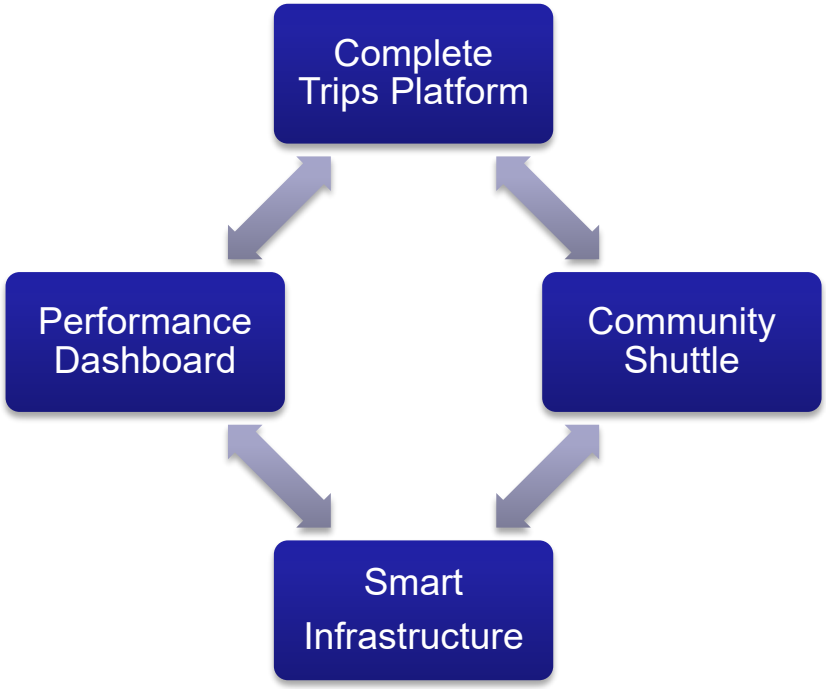
Georgia Department of Transportation (GDOT)



Heart of Iowa Regional Transit Agency (HIRTA)

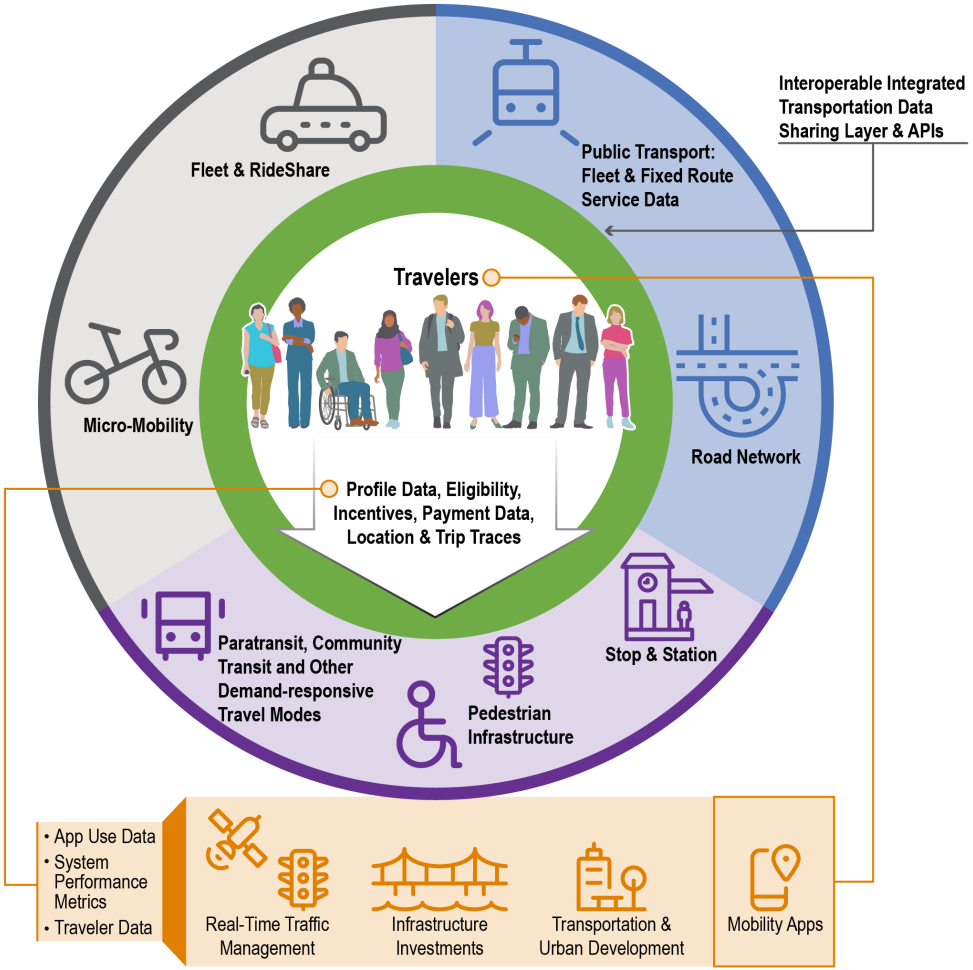


Niagara Frontier Transportation Authority (NFTA)/Buffalo

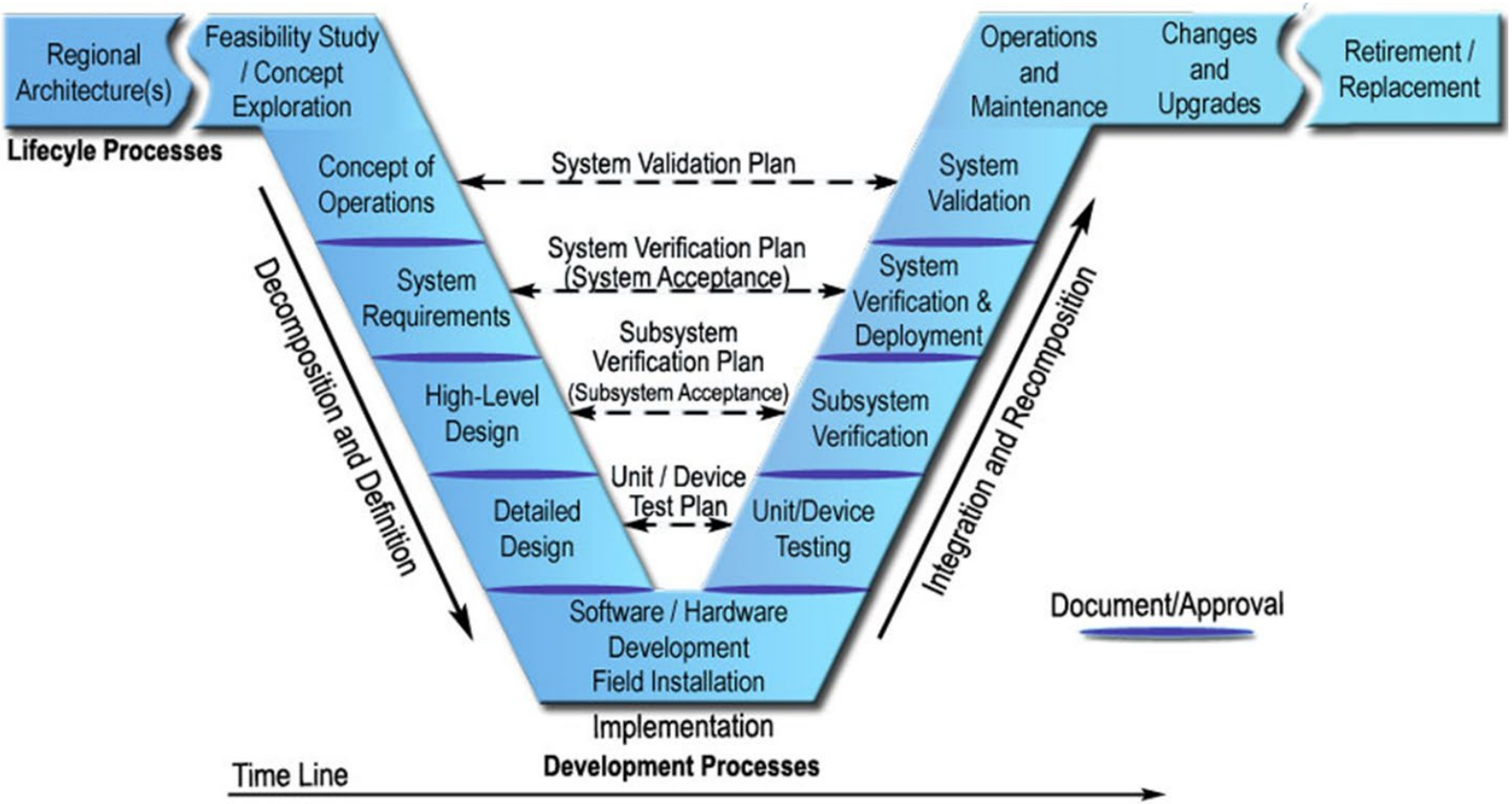


Includes the technology and supporting infrastructure for wayfinding for indoor and outdoor orientation, navigation and destination confirmation.

University of Washington



Systems Engineering "Vee" Diagram



Source: USDOT

Resources to Support Equity

Subject Matter Expertise	▪ Guide sites for successful deployments ▪ Provide subject matter review of site plans and technical documentation ▪ Review materials for accessibility and equity ▪ Develop technical trainings and templates to assist sites and future deployers
Technology Transfer	▪ Publish all deployment documentation and training materials ▪ Promote site successes and lessons learned though public webinar and industry conferences ▪ Provide materials in accessible formats (e.g., 508 compliance, closed captioning, ASL interpretation, providing recordings with transcripts)

ITS4US Team Photo Collage

USDOT Equity Objectives

- USDOT's Strategic Plan 2022-2006 highlights **Equity** as a major goal for the administration

Expanding Access	• Expand affordable access to transportation jobs and business opportunities by removing barriers for individuals, businesses, and communities.
Wealth Creation	• Reduce the effects of structural obstacles to building wealth.
Power of Community	• Empower communities through innovative public engagement with diverse stakeholders and thought leaders to foster exchange and ownership.
Proactive Intervention, Planning, and Capacity Building	• Ensure that equity considerations for disadvantaged and underserved communities are integrated into the planning, development, and implementation of all transportation investments.

ITS4Equity Program

- USDOT's focus on Equity and lessons learned from ITS4US points to the opportunity of furthering research and technology development to address gaps in transportation equity

- In 2023 USDOT launched a new multimodal deployment effort, led by ITSJPO and supported by OST, the **ITS4Equity Deployment Program**
- The ITS4Equity Deployment Program aims to ***reduce inequities*** through ***ITS solutions*** to promote **safe**, **affordable**, and **accessible** multimodal access to opportunities and services to communities.

ITS4Equity alignment with Equity Objectives

Expanding Access

Enhance alternative mobility options in underserved rural and urban communities

Provide safe, efficient, affordable, and accessible multimodal options to meet needs of all travelers in the community

Wealth Creation

Integrate equity considerations during program and funding design

Support community-driven projects that promote opportunities for disadvantaged communities

Power of Community

Conduct robust public engagement with diverse stakeholders representing underserved communities

Promote strong engagement with broad range of stakeholder groups throughout the planning and development of technology solutions

Proactive Intervention, Planning and Capacity Building

Ensure equity considerations for underserved communities in the planning, development and deployment of transportation solutions

Support measurement of equity impacts

ITS4US Contact Information

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Visit the ITS4US Deployment Program Website:

https://its.dot.gov/its4us/

ITS4US Deployment Program Video

https://youtu.be/pztl1lRyXAc