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**IT'S TRANSPORTATION FOR ALL OF US**

# **ITS for Underserved Communities: An Overview of the U.S. DOT's ITS4US Deployment Program**

CTAA Expo 2023

**May 24, 2023**

# ITS4US Program Overview

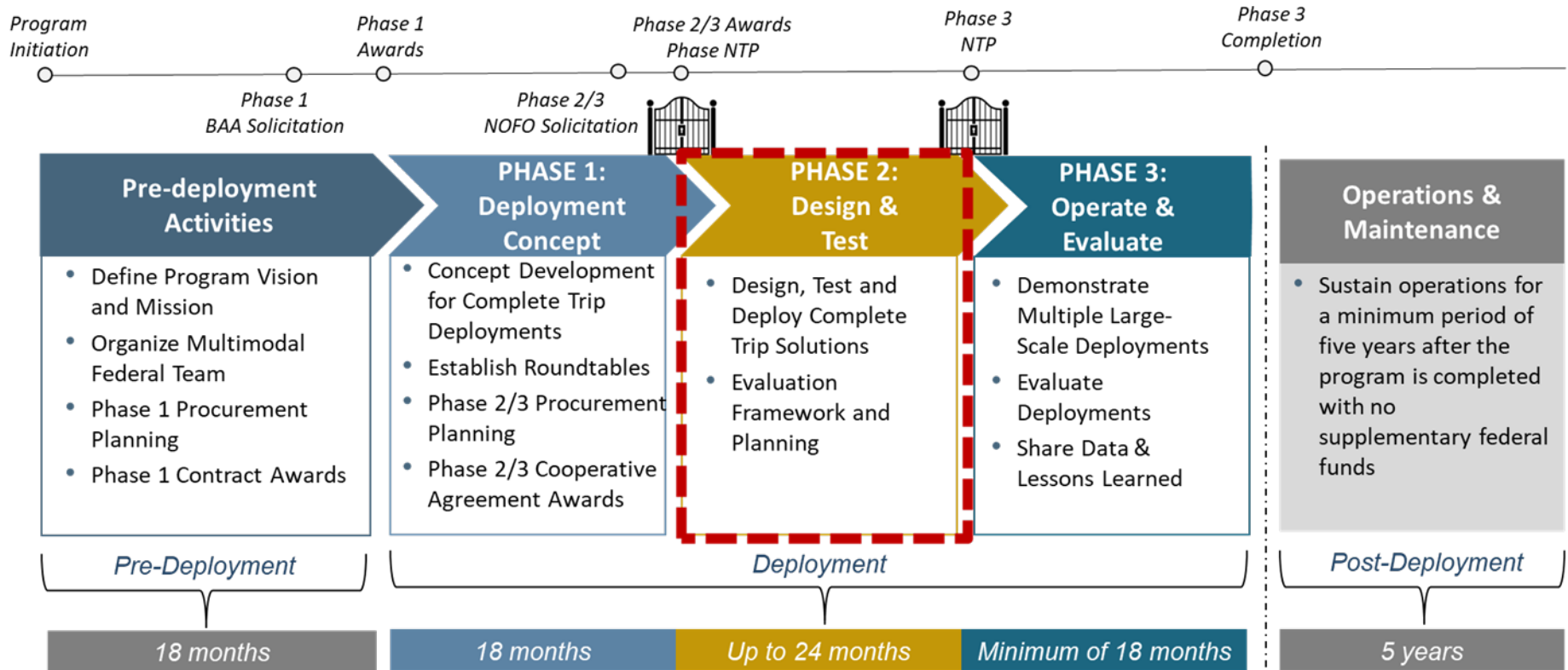
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- A USDOT Multimodal Deployment effort, led by ITS JPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip

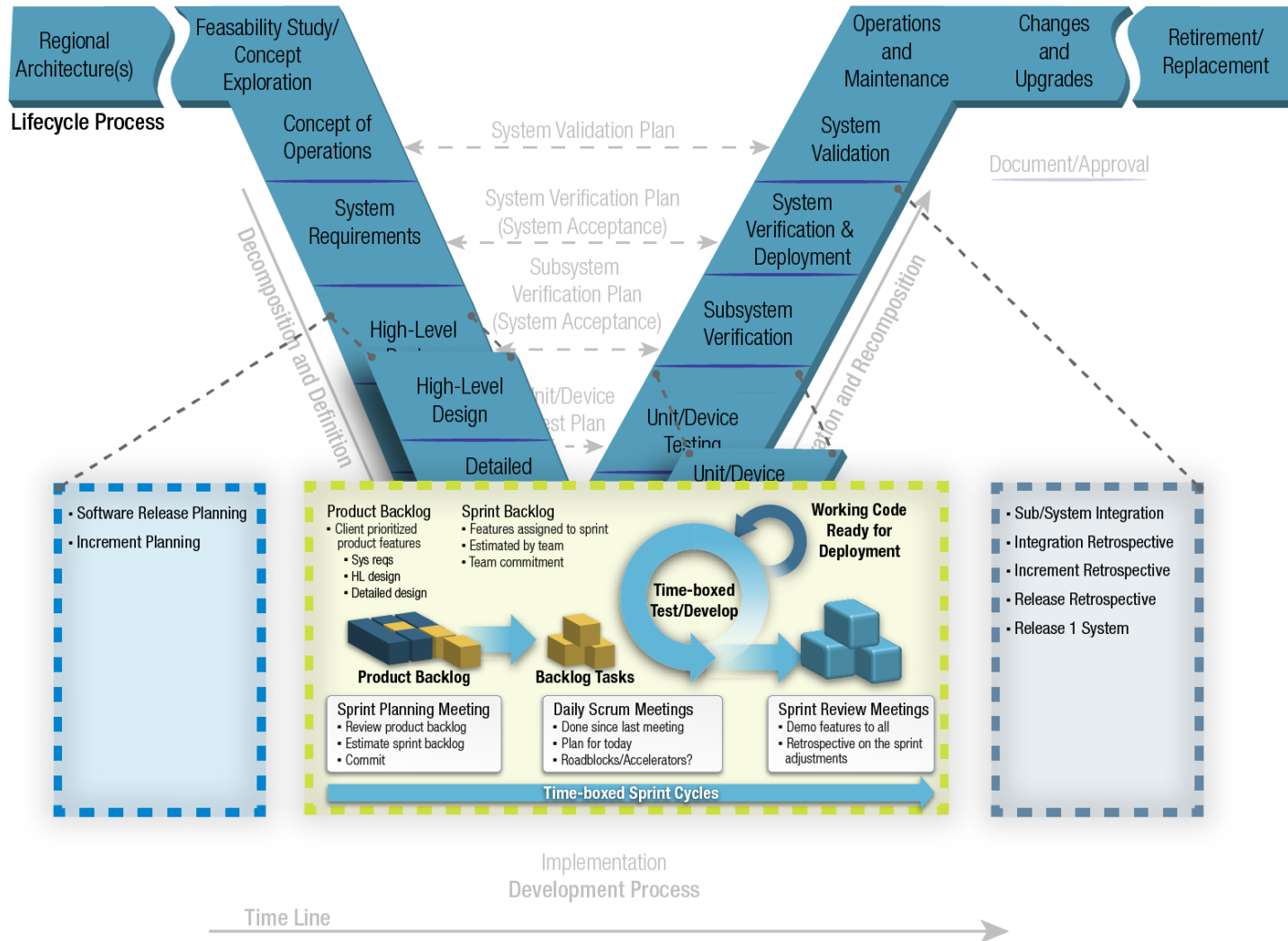


**Vision:** Innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability

# Deployment Phases

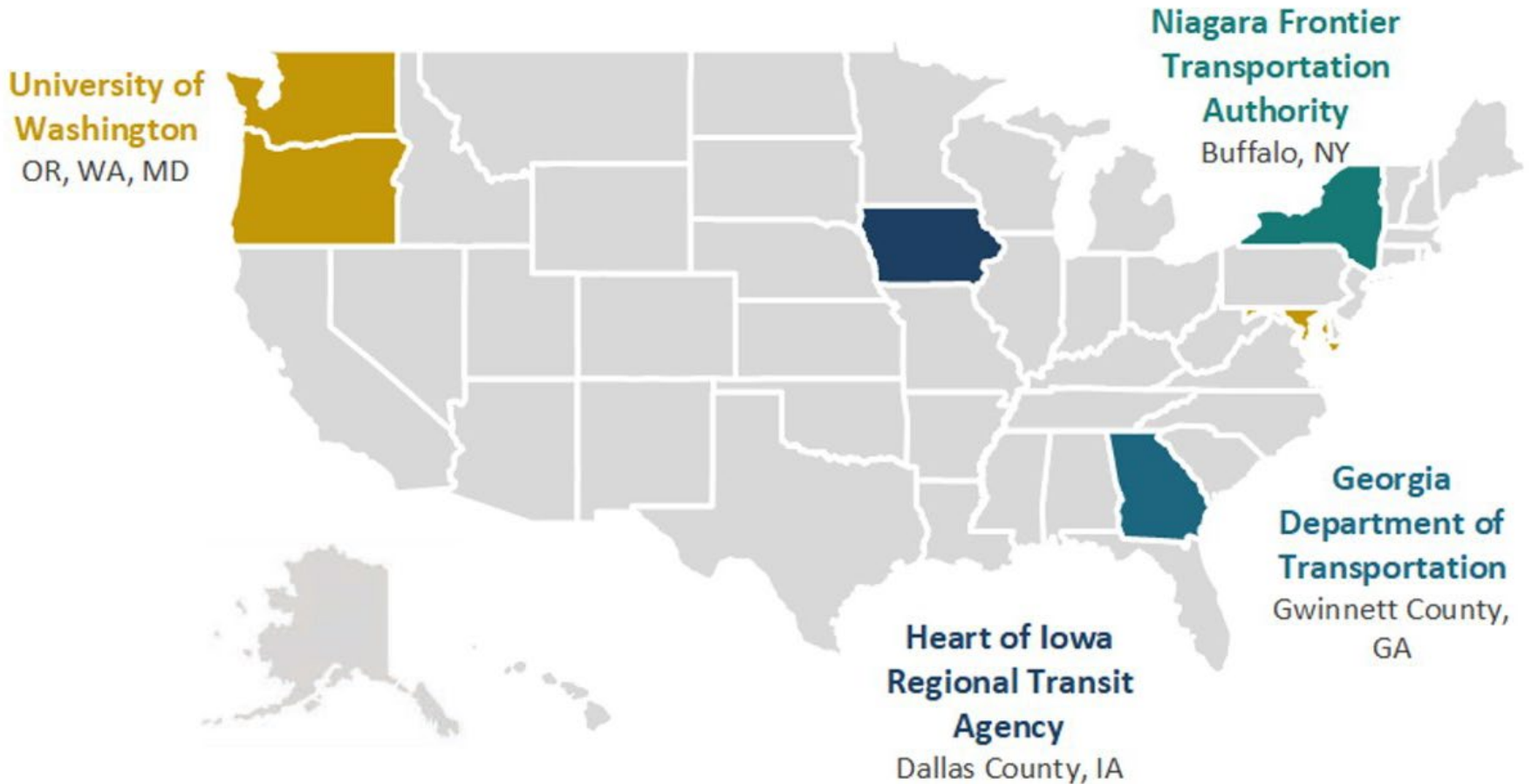


# SCRUM In the Vee Diagram



# ITS4US Deployment Sites

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# ITS4US Team Photo Collage





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**Niagara Frontier Transportation Authority (NFTA)**  
**BuffALLo All Access**

**Elina Zlotchenko, ITS4US Program Manager**

# Deployment Objectives

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**Consistent, continuous trips** to, from, and within the BNMC area.

**Online and offline** ways to receive real time information on services, and infrastructure usability and accessibility.

Trip paths that are **safe, accessible, and compatible** with user-defined preferences and capabilities.

**Integrated, flexible, demand-responsive, end-to-end** transit options for the community.

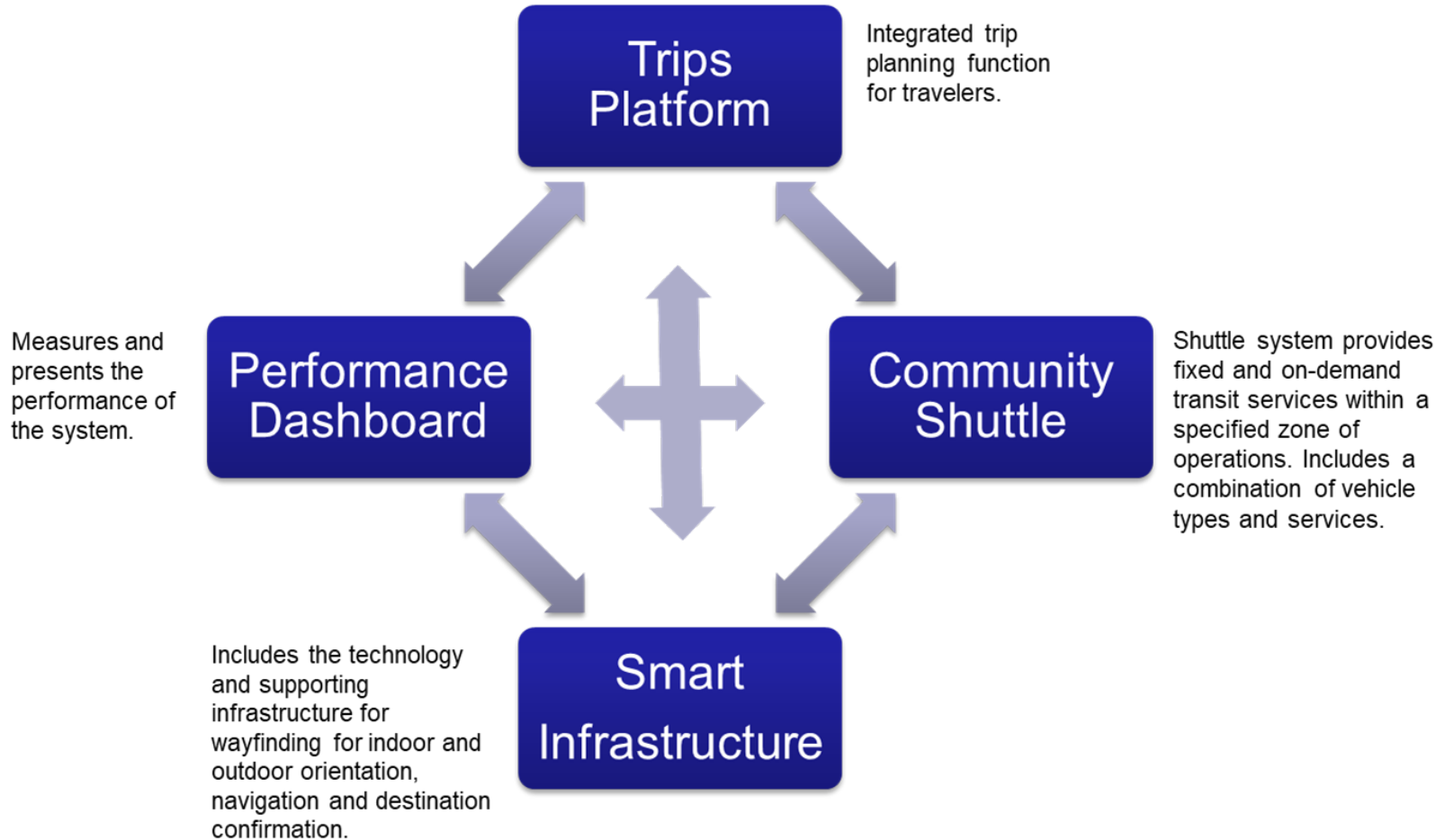


# BuffALLo All Access

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- Deployment area: Buffalo Niagara Medical Campus
- Deploys new and advanced technologies to address existing mobility and accessibility challenges
- Integrates accessible trip planning tool with
  - Current transit services
  - Indoor/outdoor wayfinding
  - On-demand shuttle service
  - Intersection pedestrian safety technologies
- Factors in travelers' preferences and accessibility-related needs for comprehensive trip planning

# BuffALLo ALL Access System Overview



# Deployment Concept Summary



## Pre-Trip Planning

- Turn by turn guidance to and from bus and rail stops
- Availability of various transportation services
  - Bus, Rail, Paratransit

## Transit to Campus

- App-enabled location tracking, alerts, access preferences (voice, text, haptic alerts) and real-time arrival information
- App includes paths through stations, stops and buildings (elevators, stairs, walkways, escalators)

## Within and Around Campus

- Hail accessible human or self-driving shuttle (through app)
- Universal design & pedestrian safety applications at high-traffic intersections around campus
- Outdoor wayfinding, sidewalk improvement for pedestrians with and without disabilities

## Inside Building

- Paths through partner buildings for all

# At-Scale Deployment Summary

Deployment Element	Estimated Number
<b>Participants</b>	<p>100 participants during Phase 2 to support development and testing of the system and its components.</p> <p>300-500 participants total in Phase 3 (including Phase 2 participants). Final number will be dependent on the number of people interested in participating. Outreach and recruitment efforts will focus on obtaining the highest and most diverse number of participants possible.</p>
<b>Beacons/Smart Signs</b>	Under 100 devices. The final number is unknown at the time and will be determined once the facilities are measured.
<b>Touch Models</b>	1 model as part of this pilot (location to be determined in Phase 2). Note that pilot will leverage the efforts of an external study that is placing another model at the Innovation Center on the BNMC.
<b>TIH</b>	2 hubs, with location to be determined in Phase 2.
<b>PED-X Intersections</b>	<p>2 intersections, Main St. &amp; Best St. and Ellicott St. &amp; High St.</p> <p>2 National Transportation Communications for Intelligent Transportation System Protocol (NTCIP) Supported MioVision platform to serve as a communications broker / gateway (one per intersection, total number: 2).</p>
<b>Vehicles</b>	<p>A maximum of 4 shuttles, a combination of SDS and HDS. Phase 2 will start with 2 shuttles for testing and integration efforts, and 2 additional shuttles will be added in Phase 3.</p> <p>SDS Vehicles: 1-2 (note: the number will depend on the procurement)</p> <p>HDS Vehicles: 2-3 depending on the service plan and demand.</p>
<b>Online/Offline Platforms</b>	<p>1 CTP website and mobile application.</p> <p>1 Performance Dashboard.</p>



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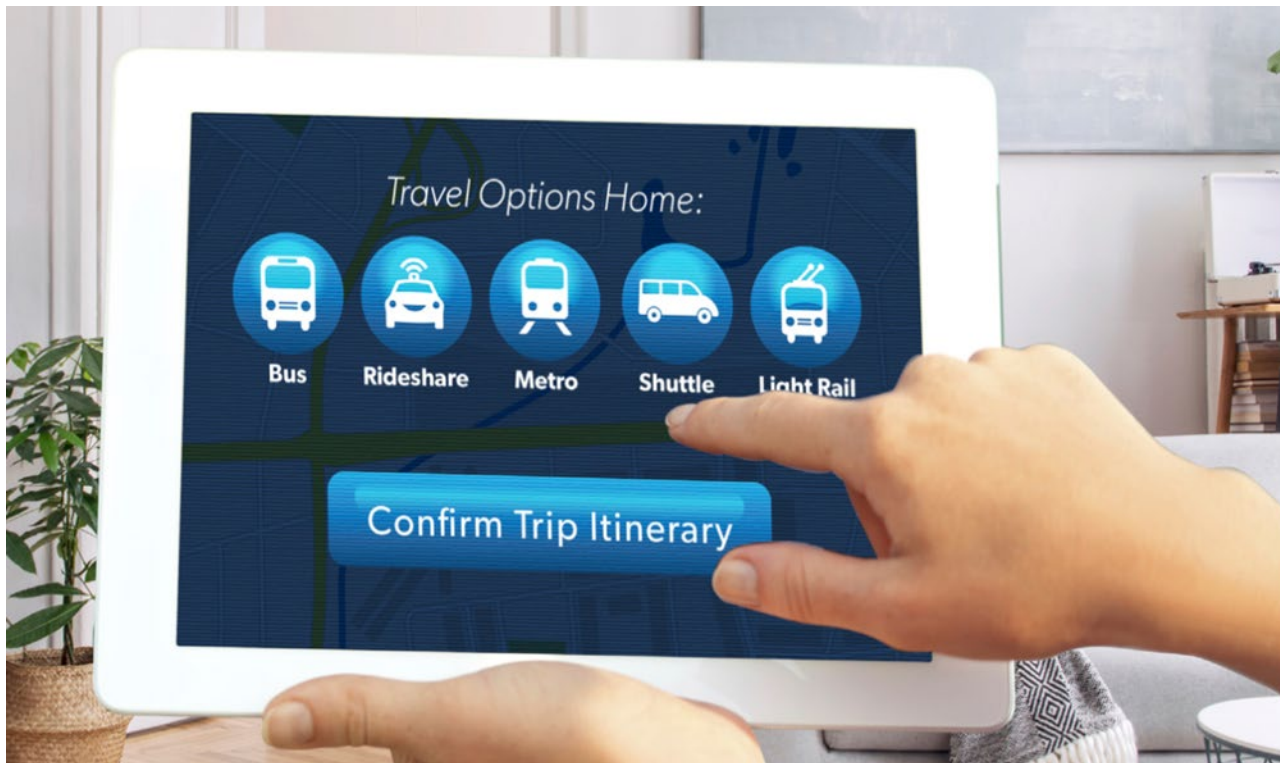
**University of Washington**  
**ITS4US Deployment Project: Transportation Data Equity Initiative**

**Elina Zlotchenko, ITS4US Program Manager**

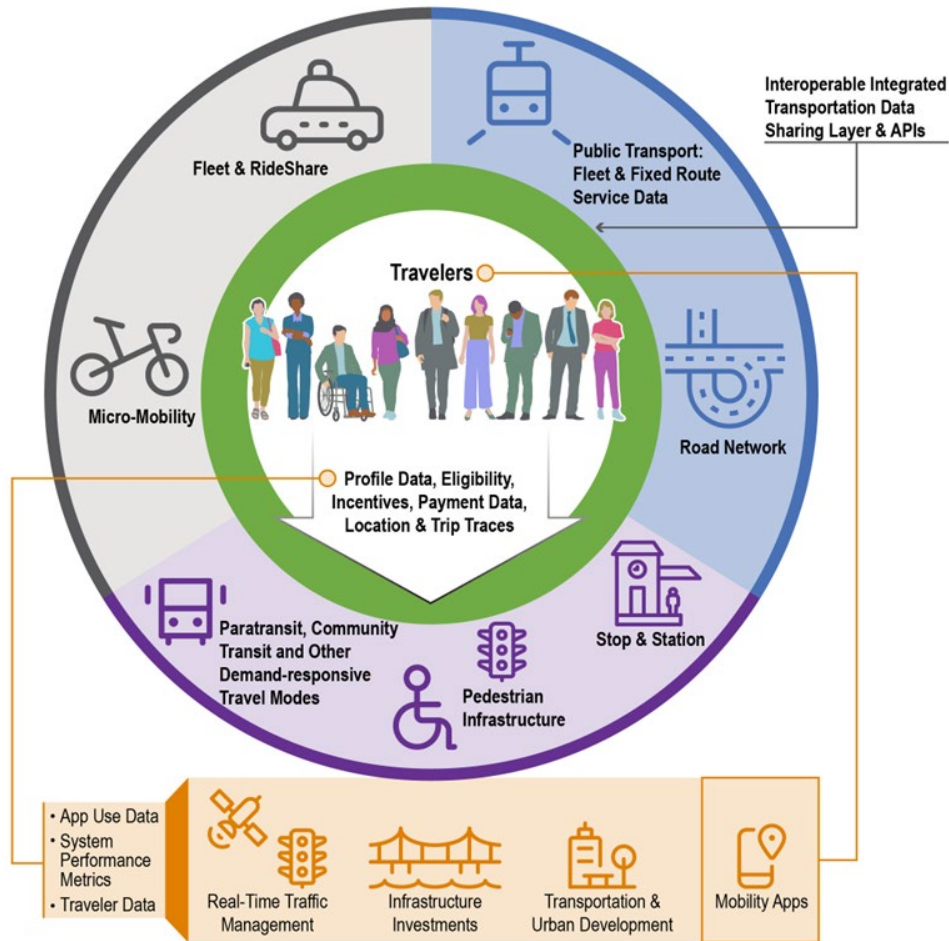


# Transportation Data Equity Initiative (TDEI)

Tools for data sharing and interoperability to provide equitable navigation options for all travelers irrespective of location, income, or disability



# All travelers need useful travel data they can trust



# Provide More Equitable Mobility Benefits

Create, modify and improve data standards

OpenSidewalks

GTFS-Pathways  
(transit stations)

GTFS-Flex  
(on-demand transit)

Tools to collect, store and share the data

Data Collection

Data Vetting

Data Provisioning Services

Demonstrate the value of the data

Multimodal AccessMap

Soundscape

Audium



# Deployment Sites

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**Georgia Department of Transportation (GDOT)**  
**Safe Trips in a Connected Transportation Network (ST-CTN)**

**Kofi Wakhisi, AICP, ARC**

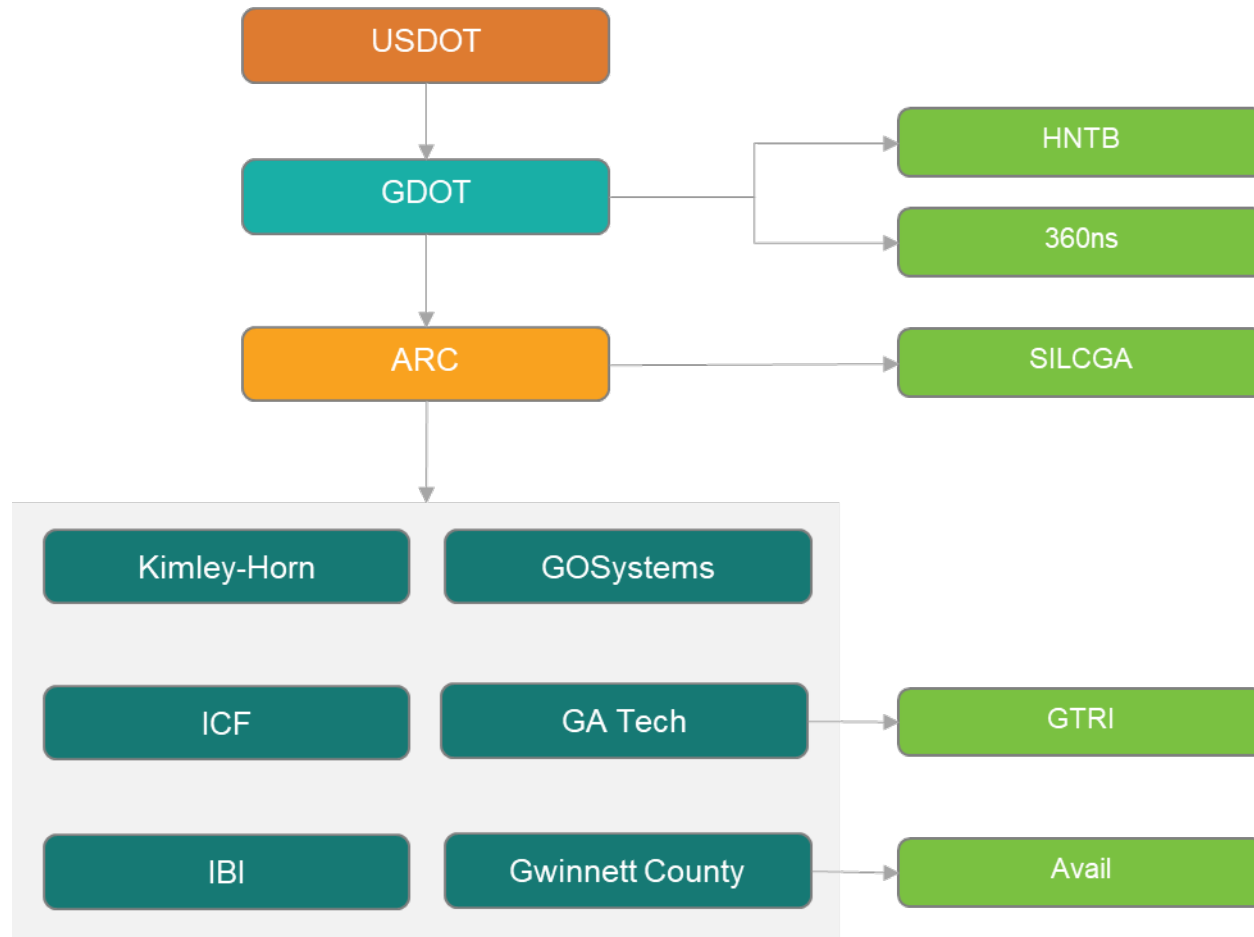


# Safe Trips in a Connected Transportation Network (ST-CTN)

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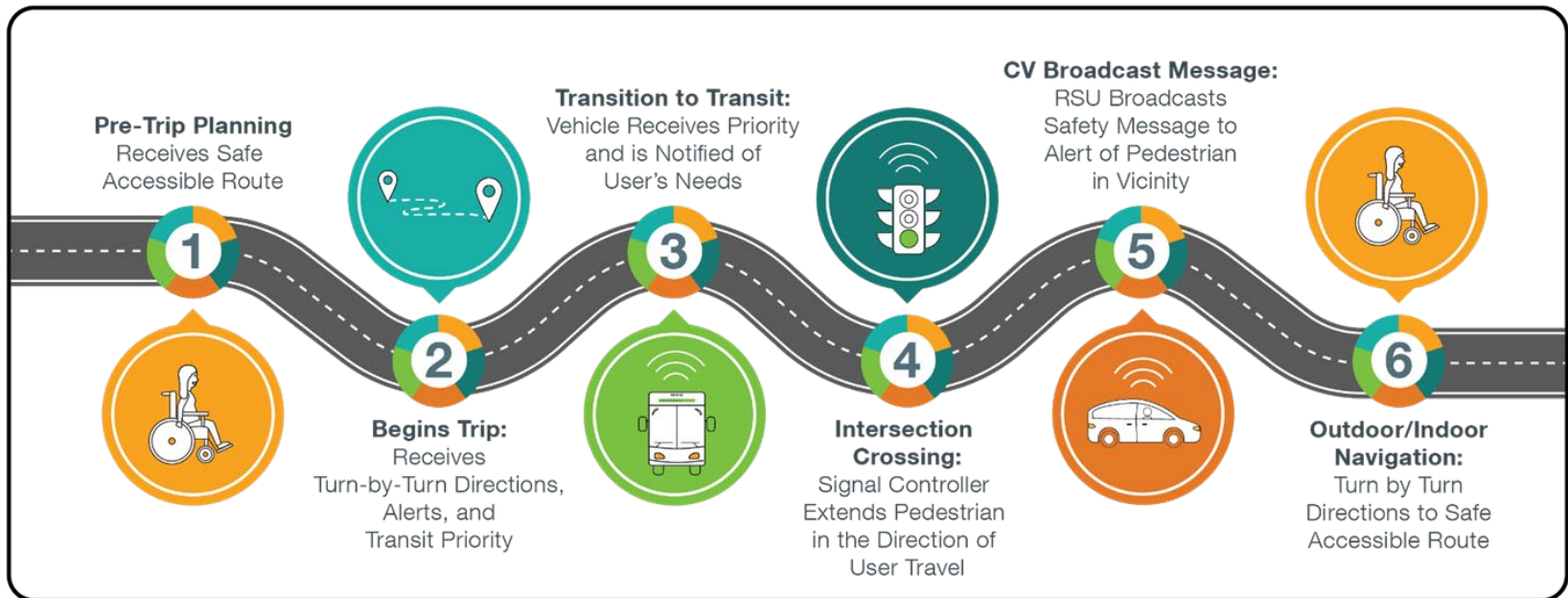
- Deployment area: Gwinnett County, Georgia
- Uses a mobile application with ability for users to:
  - Create personalized trip plans based on needs and preferences
  - Receive alternative trip routes
- Comprised of an integrated set of advanced transportation technologies including:
  - Connected vehicles
  - Transit signal priority
  - Machine learning
  - Predictive analysis

# Deployment Concept – Phase 2/3 Project Team

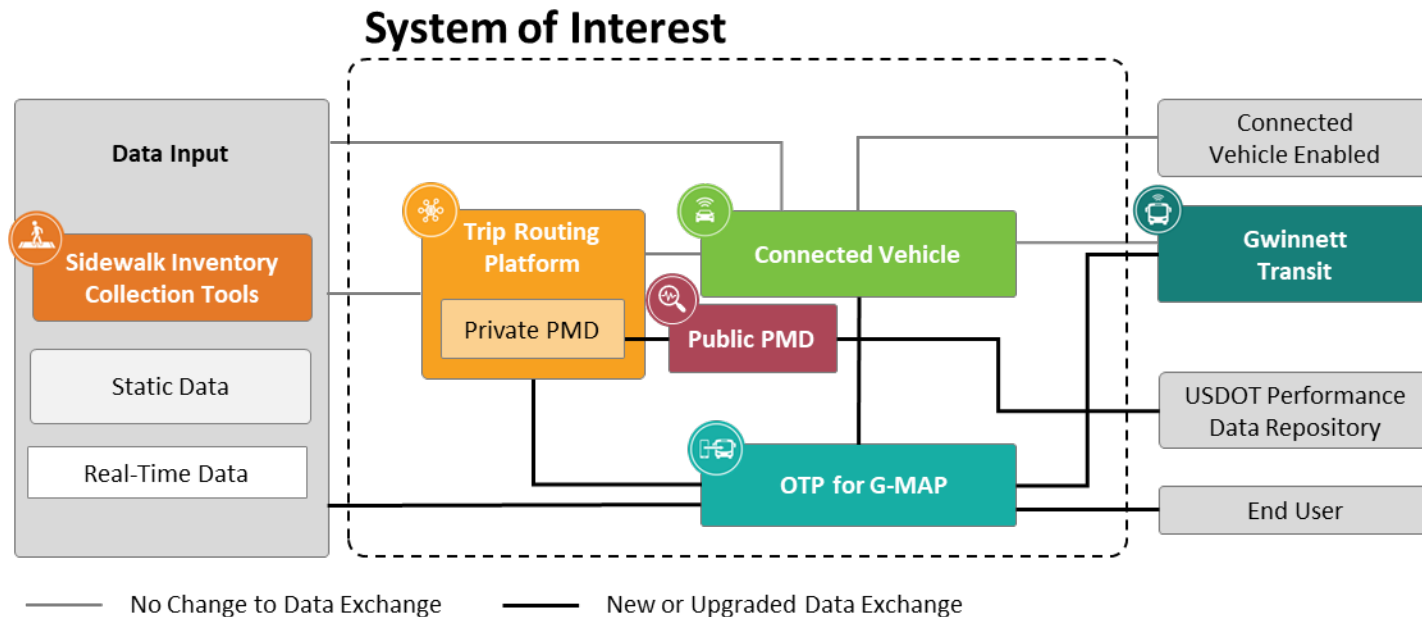


# Deployment Concept – Project Overview

## Safe Trips in a Connected Transportation Network



# Technical Approach – Context Diagram





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**Heart of Iowa Regional Transit Agency (HIRTA)  
Health Connector for the Most Vulnerable: An Inclusive Mobility  
Experience from Beginning to End**

**Heidi Guenin, AICP, IBI Group**



# Health Connector for the Most Vulnerable

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- Deployment area: Dallas County, Iowa
- Implement a scalable and replicable solution enabling transportation access to healthcare for all underserved populations and their caregivers
  - Use advanced technologies to resolve barriers
- Include information and wayfinding services to guide each step of user's trip
- Provide enhanced access to healthcare options for all travelers in Dallas County, a mostly rural county

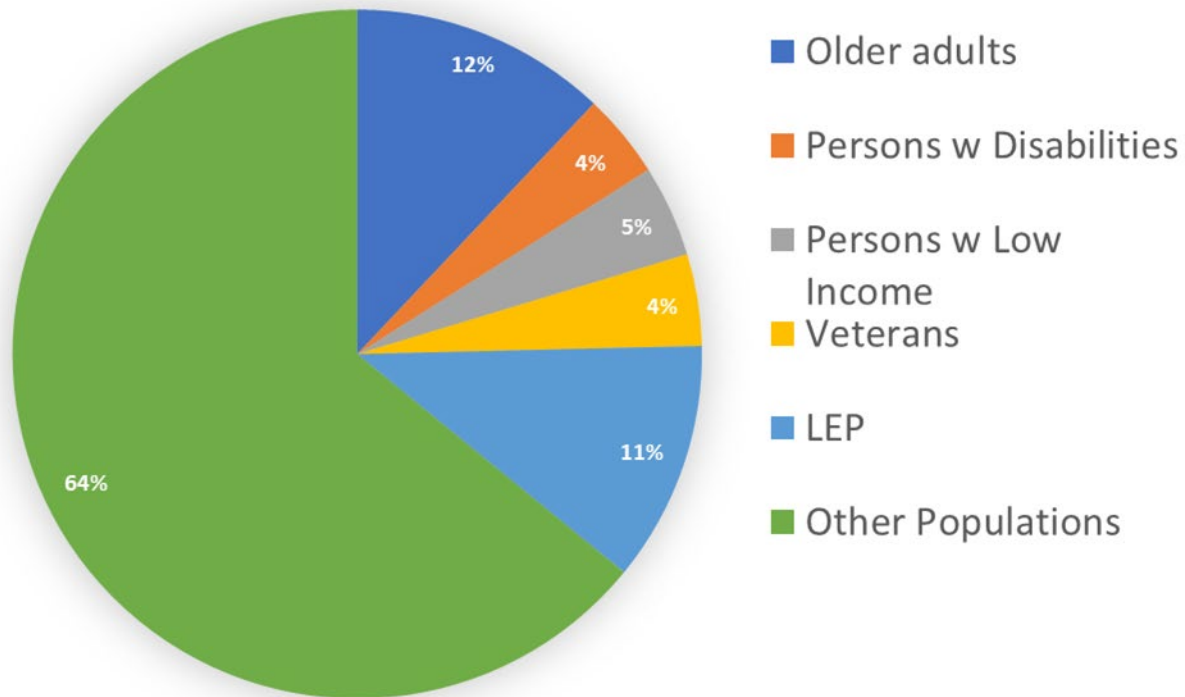
# HIRTA and Dallas County Overview

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- HIRTA provides demand response services to population in 7 county areas, including Dallas County
- Dallas County grew 36% in the last decade
- Coordination of medical transportation services for underserved a major challenge

# Dallas County Underserved Population

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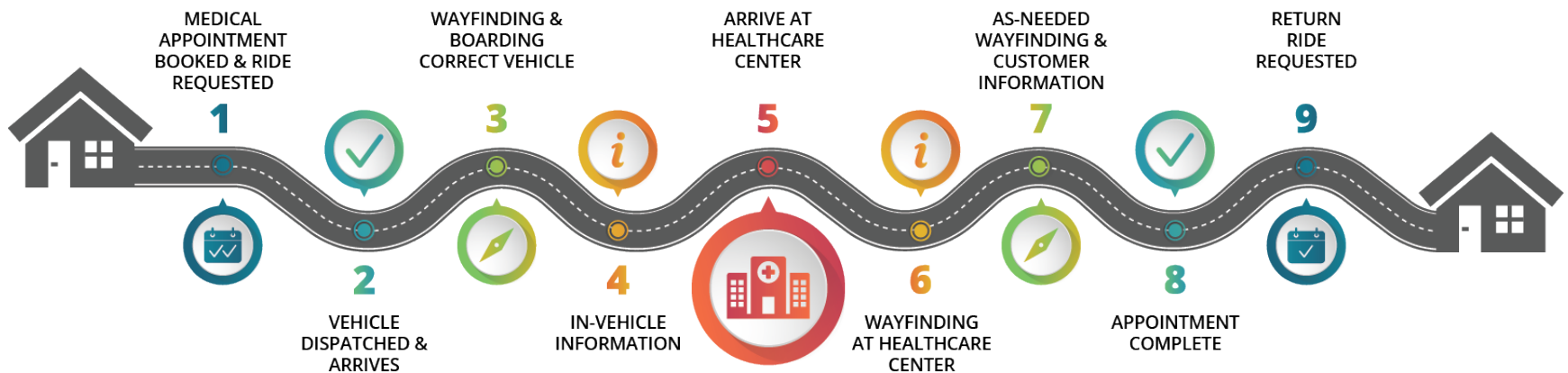


# High-Level Findings from Stakeholders

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- Lack of awareness on transportation options
- Lack of integrated booking and trip management experience
- Limited capabilities in current modes to meet the needs of underserved
- Limited wayfinding capabilities
- Service management challenges with return trips
- Same day and after hour service issues
- Limited data sharing and reporting to measure the performance of healthcare transportation

# Concept Overview





# ITS4US Site Contact Information

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## **GDOT**

<https://georgia-map.com/>

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## **HIRTA**

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# 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/pztl1IRyXAc>

# ITS4Equity Program

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- 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.

# Questions & Answers