INTELLIGENT TRANSPORTATION SYSTEM (ITS) ACADEMIC WORKSHOP

ITS Academic Workshop
Tampa, FL
MARCH 27 & 28, 2019
WELCOMING REMARKS

MICHELLE NOCH
ITS PCB PROGRAM MANAGER
ITS JOINT PROGRAM OFFICE
U.S. DEPARTMENT OF TRANSPORTATION
ITS PROFESSIONAL CAPACITY BUILDING PROGRAM

MARCH 27, 2019

Michelle Noch
ITS Joint Program Office
U.S. Department of Transportation
ITS PCB PROGRAM BACKGROUND

Part of USDOT ITS Joint Program Office (JPO)

• 1996: Authorized by Congress
• 2010: Reauthorized by MAP-21
• 2016: Reaffirmed by FAST Act
• 2010: Embarked on new strategic direction:
  o Develop new ITS content and fill gaps in existing content
  o Build partnerships to direct learning to the right audiences
  o Move to cost-effective, engaging delivery methods
PROGRAM STRATEGY

The ITS PCB Program supports a variety of ITS learning opportunities to accelerate ITS deployments and encourage more efficient operations.

**Vision:** Prepare a dynamically knowledgeable community of transportation industry professionals for a connected automated transportation system.
**PROGRAM STRATEGY**

**Mission:** Provide a **multimodal** and **multi-disciplinary** capacity building program for all levels of current and future transportation professionals to accelerate preparation for and the deployment of innovative ITS.
PROGRAM STRATEGY

- Partnership Building
- Training and Education
- Strategic Outreach and Communications
- Program Management and Evaluation

Preparation for what’s next
THE ROLE OF PARTNERSHIPS

State, Regional, and Local Associations

US Department of Transportation

Training and Academic Organizations

Professional Associations
### PROGRAM STAKEHOLDER & MODAL PARTNERS

#### PCB Program Team
- Volpe Center
- Booz Allen Hamilton
- Noblis
- ITS America
- NOCoE
- ITE
- National Highway Institute

#### Modal Partners
- Federal Highway Administration
  - Offices of Operations, Safety, Planning and Innovative Program Delivery
- FHWA Resource Center
- Federal Transit Administration
- Maritime Administration
- Federal Motor Carrier Safety Administration

#### Key Program Stakeholders
- Universities
- Community Colleges/Trade Schools
- Transportation Workforce Centers
- Professional Associations
  - AAPA
  - AMPO
  - APA
  - APTA
  - AASHTO
  - CTAA
  - Consumer Electronics Association (CEA)
  - IEEE
  - IMSA
  - International Road Federation (IRF)
  - NACo
  - NADO
  - NARC
  - SAE International
ITS AUDIENCE TRAINING SEGMENTS

Agency Management
- Executives and General Managers

Transportation Management
- Transportation Management Center Operations
- Transportation Operations/Traffic Engineers
- ITS Project Managers
- Transit Professionals

Policy and Planning
- Legal and Legislative
- Planners
- Public Safety Professionals

Specialized Operations
- Incident Management Operators
- Maintenance Engineers
- Safety Analysts/Engineers

Transportation System Users
- Commercial Vehicles/Freight
- General Public

Technical Development/Device
- Agency IT/Tech Support
- Automakers/Original Equipment Manufacturers (OEMs)
- Software Engineers/Technology Managers/Application Developers
- Infrastructure Integrators/Equipment Vendors
ITS PCB PROGRAM – PORTFOLIO OF PRODUCTS

Webinars

Academic Support

Workshops

Online Training Modules

Guidance and Educational Materials

Classroom/Courses

Technical Assistance
WELCOMING REMARKS

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FHWA-FL DIVISION ADMINISTRATOR

DAVID GWYNN, 
FLORIDA DOT DISTRICT 7 SECRETARY

CARLOS ALBAN, ITS AMERICA
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