



## News—To Go

Spring 2012

ITS MD - working to unite, support and promote Intelligent Transportation in Maryland.

### President's Message

By Richard Easley,



My old boss during my days on staff at ITS America used to say to me “Richard, the world belongs to those that show up.” The man, Jim Costantino, gave me some very sage advice in that statement. That advice certainly applies today with respect to membership in ITS Maryland. Of course, membership and participation in ITS Maryland make no sense if there is no ‘value’ for the investment. Well, we are emphasizing value and are actually greatly increasing it. For starters, we are measuring our results regarding the ITS Maryland Legislative Technology Fair we host in Annapolis each year. The numbers of legislative members we reach are increasing which directly equates to better educated decision makers (funding) for ITS based transportation solutions – both statewide and locally. We are conducting Lunch and Learn (L&L) sessions that provide opportunities to educate the membership on many aspects of ITS – be they multimodal, technical, environmental, or even the softer side of ITS such as marketing for example. These L&L sessions are chosen by the membership for the membership. You show up, you help guide... ITS Maryland is also increasing our number of networking opportunities – both professional and

social. We’re looking at fun outings like baseball games, bowling events, golfing outings and also looking to conduct joint events with other organizations like ITE to explore the latest transportation advancements that are common to both of our memberships. These networking events allow us to get to know each other better, improve opportunities for employment, and better understand just how deep the ITS talent is right here in our region. I truly believe that there is GREAT value in that.

ITS Maryland is making a concerted effort to include our ITS brethren in both Delaware and the District of Columbia. We realize that there are very bright ideas and people in DE and in DC. We also realize that together we are much smarter, more efficient, and can improve regional mobility quicker – if we learn and act together rather than trying to do so separately. Our new committee structure gives everyone a place to plug in and start making a difference immediately.

Another important part of ITS MD’s effort to further increase membership value is to focus heavily on local government participation. One thought in the past was that this was an organization for state government with no value/place for local government. *Au contraire..* Actually, local government is where ITS can have the largest impact for the most people. Coordination, shared funding, continuous education for staff, etc.. are EXACTLY why local government needs to show up. As they say, “you don’t know

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what you don’t know.” And as I say to you – [join ITS Maryland today, because the world belongs to those that show up.](#) ☺

### ITS America Annual Meeting!

May 21-23, the ITS America 2012 Annual Meeting and Exposition will be held at the Gaylord National Convention Center in National Harbor, Maryland — just outside of Washington, D.C. The meeting theme, “Smart Transportation: A Future We Can Afford,” will focus on how ITS offers affordable solutions to the world’s transportation challenges.





## Lunch & Learn

By Diederick VanDillen,



On January 27, 2012 TomTom presented the latest information on its vehicle probe based traffic information products and services. The event held at Jacobs Engineering in Baltimore, MD attracted more than 27 attendees and ran well past the scheduled end time due to all the questions and ensuing discussions. Attendees included ITS Maryland members from academia, metropolitan planning organizations, and private industry.

TomTom perhaps best known for its in-vehicle location and navigation products is also in the business of collecting, analyzing, and storing all of this data for planning and operational purposes. Each in-vehicle navigation device acts as a “probe” constantly calculating and storing its location information and then periodically forwarding this to TomTom servers that are then able to create an anonymous, composite picture of the roadway network traffic conditions. High definition roadway link-based travel time information is “stitched” together to provide information across a



corridor, network, or region. Real-time travel time information can be used by operating agencies to detect possible bottlenecks and implement appropriate countermeasures. Travel time information has also become a useful and popular traveler advisory message displayed on roadway dynamic message signs. The benefit of this technology is that the wide area surveillance and detection capabilities can be used to cost-effectively augment more traditional infrastructure based detection methods. Commercial fleets are using this technology to more effectively manage their fleets, optimizing routes, avoiding routes based on vehicle restrictions, and avoiding traffic congestion. Transportation departments and metropolitan planning organizations are also using the historical information for travel demand modeling, trip origin-destination analysis, travel

time and link speed analysis, and congestion analysis. For certain applications this technology has the potential of replacing more traditional, time-consuming, and costly methods of traffic analysis.

As navigation and information technology continues to advance, and as location-based devices become as ubiquitous as the car radio we can expect that the resolution, accuracy, and utility of this type of traffic infor-

mation will continue to improve and new applications identified.

Stay tuned as ITS Maryland continues to bring you more interesting and relevant topics on the advanced use of technology to improve the performance of our transportation system. Join us at our next lunch and learn for a chance to catch up with colleagues and perhaps come away a bit more enlightened. ☺



### 2012 ITS MD Officers

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For information on how to become a member of ITS Maryland, contact Janette Prince at 301.403.4623 Janette@umd.edu.



## ITS MD Committees

### Communications Committee



By Kevin Lee,  
Kittelson & Associates,  
Inc.

The ITS Maryland Communications Committee is focusing on producing materials that are content focused in order to educate the community and connect technology advances to the various transportation related areas. There are two main ongoing activities within the committee, the newsletter and the website.

Newsletter: The main goal for the newsletter is to provide valuable content to the readers. The newsletter provides an opportunity to share successes and lessons learned to the ITS community. The newsletter will have at least one project focused article which will highlight the project, value to the client and users, and the project team. Additionally, the newsletter will provide an update on committee activities, upcoming ITS MD events, and industry news. There are a number of open volunteer opportunities including editing, graphics, and content management.

Website: It has been over 10 years since the ITS MD website ([www.ITSMD.org](http://www.ITSMD.org)) had been fully updated. A key goal is to refurbish the existing website to make it more user-friendly and appealing. Currently a task force is working through the vision and content management aspects of the website. It is not too late to participate in the website redevelopment effort and we welcome thoughts, feedback, and assistance.

If you are interested in participating on this committee, please contact the committee chair, Kevin Lee, at [klee@kittelson.com](mailto:klee@kittelson.com) or 410-347-9610.

### Membership Committee

By Krystal Oliver,  
Telvent USA Corporation

The Membership Committee is tasked with the awesome responsibility of maintaining, reviving and growing the membership of ITS MD. In observing ITS MD events and programs, we are able to assess and help improve the benefits of membership to our student chapters and DC, MD and DE participants. We aim to make sure our organization is comparable if not better than our peers in structure, resources, relevance and value.

The Membership Committee recently met to discuss the benefits of membership we currently offer and brainstorm ways to expound upon them. We also created a new ITS MD brochure that advertises our mission, purposes, activities and current officers. We now plan to focus our efforts on reaching out to past members for reinstatement, establishing new membership and developing student chapters. The Committee welcomes your assistance in membership recruitment and growing ITS MD.

### Awards and Nominating Board Committee

By Nikola Ivanov,  
University of Maryland



ITS MD strives for excellence in chapter governance and achievement of goals of providing a forum for coordination, communication, educa-

tion, training, and outreach among its members.

The Awards and Nominating Board Committee manages the annual board nomination and election process to ensure fair and smooth transition of the governing body. Through this process ITS MD members are able to nominate and vote for the new officers and members of the Board of Directors.

The Awards and Nominating Board Committee is also responsible for managing the ITS MD Scholarship Awards Program. ITS MD recognizes the need to invest in the new generation of engineers, developers, and architects that will be the future of the transportation industry. The scholarship program provides financial assistance to undergraduate and graduate students in need. This competitive program includes several universities in Maryland, DC, and Delaware, and encourages students from different disciplines to apply.

ITS MD is proud of its accomplishments in the fields of networking, outreach, and advocacy, effective organizational and professional development, and strong and engaging chapter governance. Awards and Nominating Board Committee members are active in sharing their best practices and lessons learned with other chapters nation-wide and in this spirit the committee competes for annual ITS America National Chapter Awards that include Outstanding Chapter Award and Membership Growth Award.

If you are interested in participating on this committee as an officer/board member nomination coordinator,

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## Transportation Technology Fair at the Maryland Legislature

By Diederick VanDillen,

### JACOBS

ITS Maryland was once again honored to host the Legislative Technology

Fair on Feb 29 in the Miller Senate Building, Annapolis. The “Small Investments – Big Results” theme seemed to resonate with nearly 100 guests in attendance including Senators, Delegates and their staff as well as about 30 exhibitors and ITS members who acted as hosts to the guests. This legislative outreach and educational event is an annual opportunity to promote the benefits of ITS technology, and showcasing its application and benefits around the state.



Eleven exhibitors including ITS Maryland member public agencies, academia, vendors and consultants were able to showcase tangible evidence of progress through local project and technology examples. Jim Lampe of Control Technologies, shown here with Senator Jennie Forehand (District 17), had a chance to catch up with each other. He grew up in her District and helped campaign for her in high school and college. 



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## ITS MD Committees

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scholarship application reviewer, or contributor to the award application, please contact the committee chair, Nikola Ivanov, at [ivanovn@umd.edu](mailto:ivanovn@umd.edu) or 301-405-3626. Awards and Nominating Board Committee members make a difference in the lives of students in need and provide the source of pride and recognition of all the great work done by ITS Maryland!

### Program and Events Committee

By Diederick VanDillen,  
Jacobs



The ITS Maryland Program and Events Committee is responsible for planning, organizing, and running the Annual Meeting, Maryland Legislative Technology Fair, Lunch & Learn sessions, social events, and other outreach activities.

The ITS America Annual Meeting subcommittee, chaired by Richard Easley, is in full swing helping coordinate this year’s event May 21-23 at the National Harbor in Maryland. Several demonstrations are planned that will showcase ITS applications within Maryland. ITS Maryland will be hosting a kiosk within the ITS America pavilion on the exhibit floor so be sure to stop by.

The ITS MD Annual Meeting subcommittee has started planning our annual meeting to be held this fall. Last year’s event, held in western Maryland with our neighboring chapters in Virginia and Pennsylvania, was a great success. Stay tuned for more updates and opportunities to get involved.

Lunch and Learn (L&L) events provide an ongoing opportunity to get together and share experiences, to learn about new technologies, applications, or processes. These gatherings offer a less formal opportunity to interact, network and enjoy some camaraderie while gaining in-depth knowledge in a topical area of interest. Meetings are normally held 5 to 6 times per year depending upon interest and volunteers. Past events included presentations on vehicle probe data (see the Tom Tom article in the newsletter), and ITS Communications. Additional L&Ls are scheduled for May and June so stayed tuned for updates and registration information. Events can easily be added so let us know if you have a particular technical area of interest, would like to present, or would even like to host an event.

A joint WDC Section ITE and ITS MD technical meeting at Morgan State University on March 28 was well attended with over 45 participants including many students. The presenters provided a unique blending of ITS technical design and integration considerations, along with traffic engineering concerns related to signalized intersection operations.

Our annual Orioles Baseball game and cookout during the summer is always a popular event and great way to get together in a relaxed atmosphere. The committee is also planning a spring seminar and bowling outing so stay tuned for these and other updates. For more information or to get involved contact the committee chair, Diederick VanDillen at [diederick.vandillen@jacobs.com](mailto:diederick.vandillen@jacobs.com).

