



ITS and Multimodalism

ITS America Position Statement, November 2012

ITS America supports the continued evolution and deployment of integrated technology solutions within and across all transportation modes as part of a performance-based national transportation policy.

Positive return on such technology investment has several dimensions. Technology offers economic returns in the form of increased system efficiency and reliability, reduced travel delay and more efficient user payment options; improved highway and vehicle safety; reduced fuel consumption and vehicle emissions; enhanced access to transportation alternatives; and other user benefits.

These returns are compounded when they are applied to highways, passenger vehicles, public transit systems, commercial vehicle fleets, bikes and pedestrian infrastructure as part of a systematic, integrated policy to enhance transportation services for the traveling public.

Though construction of new or supplemental transportation infrastructure will continue, deploying ITS technologies in an integrated fashion provides an efficient, cost-effective way to forestall major expenditures by getting more out of our existing system. Integrating technology to support multimodal projects and services will benefit all transportation users while saving money.

Intelligent Transportation Systems and other advances in information technology provide new tools for making transportation policy and managing our transportation investments in ways that were previously not possible. For example:

1. Use of integrated, active traffic operations technology, sophisticated vehicle-to-vehicle and vehicle-to-roadside communications, and real-time information systems enable much more effective corridor and overall transportation system management while providing enhanced mobility, safety and sustainability benefits.
2. Electronic payment systems enable dynamic road pricing which constitutes the most effective new strategy for managing congestion. Electronic fare collection improves both highway and transit system efficiency and can provide unprecedented convenience for travelers whether they are paying tolls, riding the bus or parking their car. Further integration of the associated systems across modes will provide the ability to make real-time fare adjustments in response to congestion levels, traffic incidents, sporting events, and other factors.

3. Integration of payment systems for multiple passenger and freight modes improves traveler convenience, allows the use of pricing signals to attenuate demand, generates funding for operations and capital investment, and enables cross-subsidies for various modes to support public policy decisions (e.g., supporting shifts to transit or making greater use of freight rail).

Transportation alternatives and services are most effective when all modes are seamlessly connected, both in terms of physical and digital infrastructure. Travelers, shippers, operators, and transportation managers can make decisions that produce lower costs and better services for the public and commercial carriers. ITS technology makes an integrated, multimodal transportation system possible. ITS America supports the evolution of technology along an integrated path for all transportation modes within an inclusive national transportation policy.