Leveraging Technology Notes
Presenters

- Moderator: Mr. Paul Brubaker, RITA Administrator
- Mr. Don Foley, Director, Indiana Economic Development Corporation
- Mr. Harry Voccola, Senior VP Government and Industry Relations, NAVTEQ
- Prof. Benn Coifman, The Ohio State University
Indiana accelerate your business

• Indiana Econ Dev Corporation
  – Goal is to develop jobs, wages, investments in Indiana
  – Many mechanisms to do this
  – Notes
    – With one exception, recent major location decisions made within 5-7 miles of Interstate highway
    – Large number of jobs in IN coming to small towns, and higher wage jobs, as well
    – Slide tracking public investment per new job through recent year
    – (as in morning: “it’s about jobs”)
  – Can IDEC work with NEXTRANS to help both sides?

“If you have great ideas that will make good products, we need to talk.”
Innovative Transportation System

• ~“Probably on the 5-6 slides, there is a multi-billion $ business opportunity, if you can identify it, create it, …:
• 20 years ago, first Pres Bush, signed “IVHS” bill; architecture
  – did not include wireless, even short on GPS
  – environment has changed, but goals are fairly similar
    • Safety, Mobility, Quality of Life
• Early 90s, applications were tand-alone but successful
  – Electronic Toll collection
  – Navigation Systems
  – Real time traffic (coming into its own now)
• New applications will be integrated
• Themes/Aims
• Aims: Content (information) / Connectivity (coverage)/ Commercialization (these are where successes have moved)
• Identify saving that are “capturable and redistributable”
Future Challenges Leveraging Technology

• Current system mature (difficult to expand)
• ITS can help
• Data Precision (where needed/ where not)
• Challenges
  – Better utilization of existing system
• Opportunities for Govt/ Industry/ Academia
  – Partnership
  – R&D risks
  – Real world applicability
Questions

• Type of upcoming sensors
  – Cell phones, Radar Based, Loop detector
• What extent congestion impact recruit new companies
  – Lower congestion is critical
• Various type of data that can be offered
  – Crime statistics (Risk mitigation but liability issues)
  – Fatality and severe crash (State DOT fear liability issues)
• Next 5 year what do you see biggest advance in technology (Safety and mobility)
  – Cheaper sensor with lower resolution but higher coverage
  – High speed rail corridor
  – Intermodal integration
  – VII (major change in safety of car, more crash resistant capability)