Looking Forward: ITS in the Bay Area

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2/16/17
Looking Backward

California ITS History

1997 demonstration of the Automated Highway System (AHS) on I-15 in San Diego, CA

Source: FHWA
Looking Forward

Vehicle automation is a growing business
Looking Forward
The Hope for Connected Vehicles

The path toward connected vehicles will ultimately lead to automated vehicles.

Connected Vehicle
Communicates with nearby vehicles and infrastructure; Not automated

Connected Automated Vehicle
Leverages autonomous automated and connected vehicles

Autonomous Vehicle
Operates in isolation from other vehicles using internal sensors

Image Source: Thinkstock/USDOT
Looking Forward

Fragmentation of the Public Sector Poses a Barrier to Innovation

Transportation infrastructure is operated by a large number of agencies in the Bay Area and in the state.
Looking Forward

Bay Area Has Stiff Competition

Figure 1.1: North American Automaker and Automotive Supplier Production Facility Locations

Sources: Center for Automotive Research, 2014 (supplier locations from ELM Analytics and Marklines)
Looking Ahead
Public/Private Partnerships Put All of Us on the Cutting Edge
Looking Ahead

There are new players...
Path Forward

Unprecedented Cooperation Is a Must

STRATEGIC PLAN FOR

Intelligent Vehicle-Highway Systems
in the United States

“Implementing IVHS will require unprecedented cooperation among all levels of government, the private sector, and academia.”

Prepared by IVHS AMERICA
May 20, 1992