

A Book of 5 Rings:
**Strategies for ITS
Success**

ITS  AMERICA

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With apologies to Miyamoto Musashi

- ◇ Earth
- ◇ Water
- ◇ Fire
- ◇ Wind
- ◇ Emptiness

Funding

Zero Fatalities, Zero Delays

An opportunity to solve a \$300 billion problem at pennies on the dollar

Convergence: synchronized public and private sector investments – integrating vehicle and roadway technologies

Protected Investment

Ending the earmark game?

Tools that enable the public sector to succeed:

- performance and measurement
- avoid the transit vs. road debate
- go beyond build vs. operate

Certainty to encourage long-term strategies.

Awareness

Legislators, policymakers, operators, consumers.

ITS in every pocket.

Solving legal and policy challenges:

- risk
- liability
- data ownership
- privacy

Business Models

Remember the other half of ITS – private sector

Understand existing successes

- UPS
- Disney

Rational pricing – transportation as a commodity

Partnerships

This is not your father's cement: the realities of procuring technology.

Who is in the room when we celebrate Zero Fatalities, Zero Delays?

5 Strategies

- ◇ Funding
- ◇ Protected Investment
- ◇ Awareness
- ◇ Business Models
- ◇ Partnerships