

## Intelligent Transportation Systems (ITS)

ITS Wisconsin advocates for technologies that improve the safety, efficiency, and mobility of Wisconsin's surface transportation system.

We work closely with the Wisconsin Department of Transportation, industry partners, and university-based research and development in the promotion, planning, and deployment of advance transportation technologies. ITS deployments create jobs while promoting sustainable transportation and Wisconsin's economic competitiveness.



### Technology Applications

- Automated traffic monitoring and freeway management
- Traffic incident detection and rapid response
- Real-time traveler information (511) and emergency alerts
- Road weather management and information
- Commercial vehicle operations
- Intelligent signal systems and arterial management
- Smart work zones
- Intelligent vehicles
- Smart parking
- Green energy for ITS and communications



### Benefits of ITS

- Safety – reduced crashes and crash severities
- Mobility – reduced delay and improved travel reliability
- Productivity – reduced operating costs for both public and private entities
- Efficiency – improved use of existing infrastructure capacity and costly right-of-way
- Energy and Environment – reduced emissions and fuel consumption
- Customer Satisfaction – improved information, smarter use of resources, and smoother travel



*The 16th Annual ITS Forum is Tuesday, October 26, 2010 in Milwaukee*

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