

# Regional ITS Strategic Plan for the Madison Metropolitan Area

## Project Purpose

The primary purpose of the Regional Intelligent Transportation System (ITS) Strategic Plan is to create a road map for the implementation of an integrated system of ITS strategies that enhance the efficiency and safety of the transportation system and achieves other identified regional transportation system goals. The Plan will build off of the work already completed by the Wisconsin Department of Transportation (WisDOT) which focuses primarily on the freeway system in the Madison area. Additionally, the Plan will be developed within the framework of the Madison Area Transportation Planning Board's 2035 Regional Transportation Plan (RTP) Update and Congestion Management Process (CMP) and designed to implement RTP and CMP recommendations.

## Project Significance

The Plan development process will ascertain multimodal transportation needs that have the potential to be addressed by implementing ITS investments in the region. The plan will also identify relative priorities to direct ITS investment for ongoing, coordinated multi-agency efforts to ensure ITS strategies are integrated and complementary. The Plan will be prepared following the systems engineering process and in accordance with USDOT guidelines. This process provides an opportunity for stakeholder buy-in and will ensure that ITS projects proposed for the region are cost effective and eligible for federal funding. The Plan will also serve as input into more detailed project planning, design and implementation efforts.

## Intended Audience and Stakeholders

This project and corresponding Plan will primarily benefit individuals and agencies that are involved in the planning and programming of transportation improvement projects. Besides this group, the plan may also serve as a reference to city and outside municipal staff responsible for the design, monitoring, operation, evaluation, and reporting of the performance of ITS elements within the Madison Metropolitan Area. Stakeholder groups include but are not limited to: Emergency Response and Management; Law Enforcement; Planning; Public Works Departments; Metro and other transit agencies; Special Event and Parking Venues; University of Wisconsin-Madison and WisDOT.

## What is ITS?

An Intelligent Transportation System (ITS) represents the collection of technologies or systems (e.g., advanced sensors, computers, communications system) that enable multiple agencies to work together to deliver various transportation services (e.g., regional traffic control) in an efficient and cost-effective manner.

**Project Start:** August 2014

**Estimated Project Completion:** August 2015

**Project Lead Agency:** Madison Area Transportation Board - An MPO

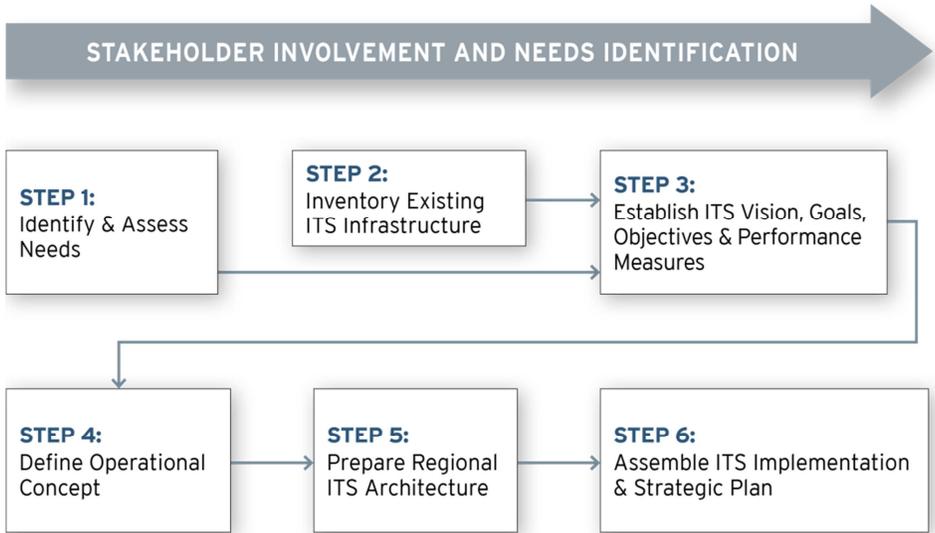




## Key Work Activities/Deliverables

Development of the Regional ITS Strategic Plan will be comprised of the following key work activities.

- ITS Needs Assessment
- ITS Existing Conditions/Regional ITS Inventory Assessment
- ITS Vision, Goals, Objectives & Performance Measures
- ITS Operational Concept
- Regional ITS Architecture and Maintenance Plan
- Stakeholder Outreach, Briefings and Workshops



The above work activities will culminate in the development of an ITS Implementation Plan that recommends a series of ITS projects phased over the short (0-5 years), mid- (6-10 years) and long-term (10+ years).

In addition to the aforementioned work activity, the project plans to engage interested University of Wisconsin (UW) engineering students in selected work activities, providing them with an excellent opportunity to obtain real-world experience while benefiting their community.

### Project Contact

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