



ACTIVITY SUMMARY

Introduction:

This report describes the activities performed by e-Copernicus during the first six months of operations for the **Vehicle Traffic Information Coalition (VTIC)**. Founded by four original members on April 1, 2006 the organization now includes a dozen of the leading companies in the real-time market. The report also includes activities and strategies planned for the future.

- Board Membership and Ex-officio Members
- Calendar of Activity
- Capitol Hill Activity
- Outreach and Media
- Website and Collateral
- The Road Ahead
- Event and Speaking Engagements

The future of the real-time traffic market is now. Today, 60 million people regularly consult online maps. Last year, 1.2 million cars were sold with built-in navigation systems – quadrupling from numbers three years ago (*Map Quest, Wired Magazine, 9/30/2006.*) More and more, technology is turning to navigation. Importantly, 61% of drivers believe improved vehicle navigation assists with fuel efficiency (*Circuit City Survey on Navigation and Tech Gear, 5/16/2006.*) There are stories daily showing more and more state and local agencies building out traffic information infrastructure.

The coalition is timely and is making an impact!

BOARD MEMBERS:

Our membership has grown steadily from our original four to a dedicated dozen. Outreach to new members is important and on-going.

Our current members include:

- **Honda**
- **Toyota**
- **Traffic.com**
- **Mark IV**
- **TeleAtlas**
- **NAVTEQ**
- **Volkswagen**
- **XM Satellite Radio**
- **ESRI**
- **Nissan Motor Co**
- **TCS**
- **Wavetronix**

EX-OFFICIO MEMBERS:

In addition to our general and board members, VTIC has solicited and won the support of a number of non-profit ex-officio members who provide members important insight and access to the larger transportation eco-system.

Our ex-officio members include:

- **American Highway Users Alliance**
- **The E-9-1-1 Institute**
- **ITS America**
- **ITS Industry Advisory Committee**
- **Society of Automotive Engineers**
- **511 Coalition**

Calendar of Activity – Meetings / Events:

April 2006

- 4/11 – Kickoff Board meeting
- 4/20 – Meeting with AASHTO

May 2006

- 5/8 – Conference call with 511 Coalition
- 5/9 – ITS America Annual Meeting
- 5/16 – Hill luncheon to discuss real-time issue at XM Satellite
- 5/23 – USDOT meeting with senior staff handling congestion mitigation initiative by Secretary Mineta
- 5/26 – Submit Sec. 1201 comments

June 2006

- 6/6 – Board call to discuss recommendations to USDOT
- 6/6 – Follow-up meeting with key USDOT staff handling congestion mitigation initiative
- 6/21 – Senate Transportation Appropriations majority staff meeting

July 2006

- 7/17 – Monitor House Commerce hearing on NHTSA's tech views
- 7/20 – Mary Peters nomination hearing with Senate office agreeing to ask congestion mitigation initiative by Mineta question if need-be
- 7/20 – Monitor House Commerce hearing on emergency alerts
- 7/24 – Board meeting with SAE as featured guest

August 2006

- 8/7 – Submit Sec. 5208 comments
- 8/14 – Submit Sec. 6001 comments

September 2006

- 9/18 – Board meeting
- 9/21 – ITS Roundtable with Congressman Sessions
- 9/26 – Meetings with DHS staff handling highway security

Capitol Hill Activity:

With last July's passing of SAFETEA-LU and August signing by the President, introducing VTIC to key Congressional staff was a good starting point. During the second Board meeting on May 16th, several key Hill staff and an analyst from the Congressional Research Service participated in the meeting which took place at XM Satellite.

VTIC's goals and objectives were key to the discussion with the Hill staff. Overall, the coalition was favorably received.

We continuously track Congressional activities affected real-time traffic and SAFETEA-LU, and provide de-briefs. For examples, we monitored the recent Mary Peters confirmation hearing (July 20th) by Senate Commerce with a Senate office agreeing to ask a question about congestion mitigation; monitored a summer hearing in House Highways regarding the Highway bill's implementation; and day-to-day items before Congressional committees with authorization and appropriations jurisdiction on real-time traffic; including a July 17th House Commerce hearing on NHTSA's Tech Views and July 20th hearing on emergency alerts.

U.S. Department of Transportation:

VTIC had two productive meetings with the Department of Transportation (USDOT) on May 23rd and June 6th. We prepared presentations specific for each meeting. Follow-up documentation was requested of VTIC on June 6th.

We met with senior USDOT officials (including the Assistant Secretary for Policy, Assistant Secretary for Government Affairs, Deputy Assistant Secretary for Management and Budget and the DOT General Counsel) integral to drafting Secretary Mineta's National Strategy to Reduce Congestion on America's Transportation Network. The Secretary's plan was unveiled in May 2006. The congestion mitigation initiative included six major points, of which point three dealt with states utilizing Federal-Aid formula funds to invest in "better real-time traffic information to all system users" and establishing "congestion reducing corridor projects.

VTIC provided input on issues relating to real-time traffic and congestion mitigation. A separate presentation was compiled and presented to the:

- Deputy Administrator of RITA;
- Radionavigation and Positioning Policy staff at OST; and
- Staff for FHWA Operations.

A pressing item which came from the meeting was providing a "**Best Practices**" document for the Secretary's office. VTIC provided both a coalition offer to work cooperatively on a press conference as well as company-specific offers. Unfortunately, the furtherance of working on the congestion mitigation initiative jointly with the

Department was stymied by Secretary Mineta's resignation. A November meeting has been scheduled with Secretary Peters at the DOT. VTIC will offer itself as a resource to her in implementing the National Strategy to Reduce Congestion on America's Transportation Network.

We continuously monitor USDOT activities, including Federal Register notices affecting Highway bill implementation and Federal Business Opportunities at the Department. As a result of tracking Highway bill implementation at the Department, VTIC has pronounced positions on key sections of the transportation reauthorization. The list includes:

- May 26th reply to Sec. 1201, Real-Time System Management Information Program. A July 12th analysis of all Sec. 1201 replies was provided to the coalition's members.
- August 7th reply to Sec. 5208, DOT's Strategic Research, Development and Technology Plan.
- August 14th reply to Sec. 6001, Transportation Planning.

For the entire responses by the coalition, please visit: <http://www.real-timetraffic.com/Issues.asp>.

Related Federal Register notices were forwarded to VTIC members, like:

- May 3rd notice soliciting members for DOT's ITS Advisory Committee.
- July 26th notice by the 1909 Commission requesting proposals for field hearings (no companies voiced interest).

We have maintained ongoing correspondence with USDOT. For example, we announced the website to all staff we earlier met with and periodically check in. The VTIC press release supporting Mary Peters' nomination also provided another opportunity to make contact.

Department of Homeland Security:

We arranged a September 26th meeting with the Department of Homeland Security. The topic involved the creation of the Highway Sector Coordinating Council, an entity ultimately meant to serve as a "one-stop shop" for industry and government to meet to work on highway security issues. The Deputy Assistant Secretary for Infrastructure Protection and the Director of the Infrastructure Partnerships Division were in attendance. The coalition submitted an application for membership to the Highway Sector Coordinating Council, which is still pending.

Outreach & Media:

We have sought “ex officio” arrangements with other entities, where it makes sense to work cooperatively. VTIC currently has ex officio status with six groups:

- American Highway Users Alliance
- The E9-1-1 Institute
- ITS America,
- ITS Industry Advisory Committee
- Society of Automotive Engineers and 511 Coalition

We approached AASHTO regarding a similar arrangement on April 20th. Valerie Briggs indicated the organization does not typically form such affiliations. However, Valerie and Tony Kane were active participants during the May 16th luncheon with Hill staff. 511 agreed to be a featured speaker as well, but had to reschedule for a later date. We had a May 8th conference call with Jim Wright of 511 in lieu of that. Finally, the SAE was our featured guest for the July 24th Board meeting.

Another component to general outreach has been a presence at targeted conferences. Mike attended the ITS America Annual Meeting in Philadelphia. He also provided content as requested by Rod Mackenzie for his CEO’s keynote address. The keynote, in effect, was VTIC’s first big announcement of forming. At other conferences, we have secured VTIC members speaking slots to represent the coalition. The conferences have included AASHTO’s SSOM and the upcoming World ITS Congress meeting in London.

Three articles were successfully printed:

- **“New Vehicle Traffic Information Coalition,”** to promote real-time traffic info programs,” Inside ITS, April 1, 2006.
- **“In-Car Traffic Information Industry Forms Coalition,”** Roll Call, April 3, 2006.
- **“Obstacles Block Real-Time Traffic Data in U.S.”**, Automotive News, June 26, 2006. For complete story, see:
<http://www.realtimetraffic.com/PPT/Automotive%20News.pdf>.

Website / Collateral:

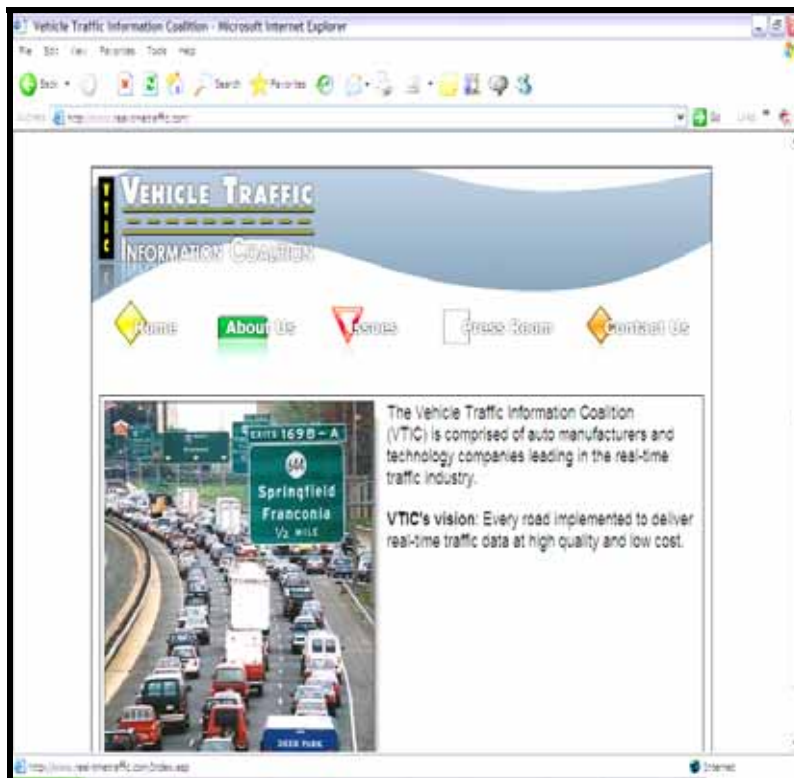
Working with design professionals our team provided the membership several options for an official VTIC logo. Members coalesced around the following logo:



The logo will give VTIC material a consistent eye-catching theme. It will also be featured on signs and banners for VTIC events.

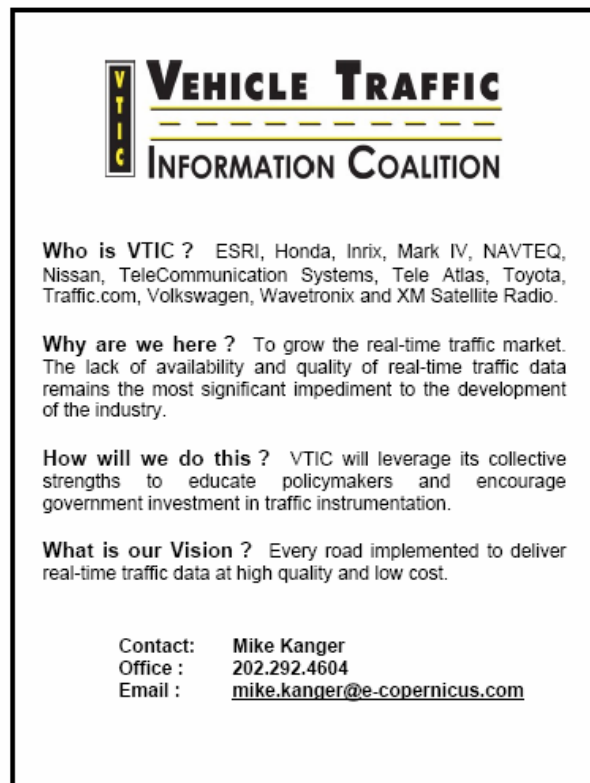
Our team also provided the content to and coordinated the production of the VTIC website, www.real-timetrain.com. VTIC members are invited to provide product information. The website will be a repository of key VTIC filings, presentations and press releases which will be of value to the public, members making presentations and reporters researching real-time traffic issues.

The website can be an important communications tool. Members are encouraged to link to the site and use as a means to amplify real-time traffic developments in your company.



Through collective inputs a VTIC logo was agreed upon and will give our collateral material a recognizable graphical theme. The coalition now has a 3' by 9' banner and 2' by 3' poster board with the logo for future event use.

A standard brochure has also been created for publicity as well as recruitment. We have also created a one page fact sheet regarding VTIC – shown below:



VTIC members are encouraged to use and distribute VTIC collateral materials when they attend conventions, meetings or recruit new members.

The Road Ahead:

Under the objectives defined by the industry led coalition, we are in the preparatory stages to take our message to the road. We need to promote enhancement and use of real-time infrastructure at the state and local levels. We also need to address the relevant transportation agencies sharing the data with industry who can immediately and effectively reach millions of drivers.

Per the July 24th Board meeting, the Maryland DOT and Bay Area MTC were identified as model state and local agencies, respectively. We have had initial dialogue with each entity regarding jointly hosting real-time traffic forums with state and local stakeholders.

VTIC is also discussing a “webinar” with the Federal Highway Administration to address real-time traffic challenges and benefits for its Integrated Corridor Management initiative. The discussions are progressing nicely and may result in a December webinar featuring VTIC members as speakers.

Finally, the Tech Fair was originally scheduled for September 14th. Due to timing, some VTIC Board members were unable to attend on that date. Only five companies positively responded for attendance during the event. It appears likely the Tech Fair will occur late winter/early spring. The details are yet-to-be-determined, however, tentatively plan on that time.

Conference Presence or Speaking Engagements:

- ITS America Annual Meeting in Philadelphia, May 2006
- ITS Roundtable with Congressman Sessions in D.C., September 2006
- AASHTO’s SSOM Meeting in Orlando, September 2006
- ITS World Congress in London, October 2006
- AASHTO Annual Meeting in Portland, October 2006
- Telematics Update’s Navigation in San Jose, December 2006

Vehicle Traffic Information Coalition

**317 Massachusetts Ave, NE
Suite 200
Washington, DC 20002**

Office: 202.292.4604

Fax: 202.292.4605

Email: info@real-timetraffic.com

Web: www.real-timetraffic.com