

Winter 2020



## ITS Michigan Newsletter

JOIN TODAY!

Hello Craig,

There are lots of exciting things happening in the world of Intelligent Transportation Systems (ITS) in Michigan. The Intelligent Transportation Society of Michigan (ITS Michigan) is your link to these activities. This quarterly newsletter will help you keep up to speed on what's happening in ITS in Michigan and learn about opportunities to network with others in the field.

Here are some upcoming ITS Michigan events:

- **ITS Michigan Board meeting**, March 11, 9 a.m., at Integral Blue, 25181 Dequindre, Madison Heights, MI 48071
- **2nd Annual ITS Michigan Bowling Fundraiser Tournament**, March 27, 5-8 p.m., at The Perfect Game in Farmington Hills. Register [here](#).

## ITS Michigan 2019 Annual Meeting brought together industry leaders

The ITS Michigan 2019 Annual Meeting was a great success.



It took place at Washtenaw Community College on Sept. 25 and 26 and included a Technical Tour of the American Center for Mobility (ACM) in Ypsilanti.

Featured were keynote comments from Michigan Department of Transportation (MDOT) Director Paul Ajegba and American Center for Mobility COO Mark Chaput. There were panel discussions on a number of topics featuring some of the state's leaders in the ITS field. Panel topics included: Michigan Connected and Automated-Vehicle (CAV) test beds; ITS education, training and workforce development; Smart City deployment in Michigan; ITS-related legal issues including liability and insurance; safety initiatives and operations & maintenance; innovations transforming transportation networks; and more.



*ITS Michigan President Steve Verkest, of Integral Blue, kicks off the meeting.*



*Washtenaw Community College President Rose B. Bellanca, EdD, welcomes attendees to her institution.*



*ITS Michigan Board Member Yousuf Taufiq, PE, of WSP USA, presents.*



*MDOT Director Paul C. Ajegba, P.E., speaks at the Annual Meeting.*



*Yousuf Taufiq leads a panel discussion.*



*Another of many panel discussions.*



*Poster Contest winner Johnathan Waddell with ITS Michigan Board Member Debbie Bezzina.*

## **Two college students selected as poster contest winners at Annual Meeting**

Michigan college students were invited to display and present a poster at the ITS Michigan Annual Meeting, representing a concept or process related to ITS. Two winners were then selected from the entrants, and the winners each received a \$2,000 ITS Michigan scholarship.

The winners were Johnathan Waddell, a graduate student at Wayne State University, and Apurva Vikud, a student at the University of Michigan.



*Winner Apurva Virkuda with Bezzina.*

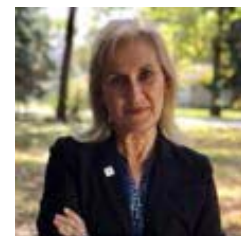
Waddell's poster focused on "extracting valuable information from low-penetration GPS trajectory data: Application of machine learning to manage smart city signal operations and mobility."

Virkud's poster focused on "security analysis of ADAS and automated driving systems."

## **Meet the newest ITS Michigan Board member: Barb Land of Square One Education Network**

ITS Michigan welcomes its newest board member, Barb Land.

Land is the executive director of the Square One Education Network, a Michigan-based non-profit educational organization reaching nearly 12,000 students annually. Land works collaboratively with K-12 students, teachers and industry experts to support a network of



people focusing on the STEM fields (science, technology, engineering and math).

Square One is a leader in developing hands-on and real-world automotive mobility STEM content for teachers who inspire students to fill talent needs in the automotive mobility Industry. Reaching students early and connecting them with people in the industry will narrow the skills gap and develop the technical talent needed to drive the economy forward. Square One's projects in autonomous and connected vehicles and cyber-security technologies are helping this new generation imagine what could be.

## ITS Michigan Member Profile: HNTB Michigan Inc.

**Member name:** HNTB Michigan Inc.

**Primary contact and website address:**

Jeff Feeney, PE, PTOE

[www.HNTB.com](http://www.HNTB.com)

**How long a member of ITS Michigan:**

HNTB has been a member since 2006

**Type of organization (company, individual, public sector, academic):**

Company.

**Primary product or service:**

HNTB is an infrastructure-design firm founded over 100 years ago. In Michigan, one of our primary market sectors focuses on providing technical support services for emerging mobility and intelligent transportation system (ITS) programs.

**Reason you're involved in the field of ITS:**

A passion to use technology to make our roadways safer and more efficient.

**What are your favorite benefits of ITS Michigan:**

Networking, collaborating and helping maintain Michigan as the leader in transportation technology.

**What excites you most about ITS and the future of the ITS industry?**

The potential impact connected and automated vehicles can have on society. Having performed many traditional traffic and safety studies, the toolbox of available mitigation measures has provided incremental improvement, but a connected network is game changing. The potential reduction in crashes and the ability to maximize the efficiency of our transportation network provides a bright future for the ITS industry.

**Anything else you would like to add about ITS Michigan?**

Having spent part of my career in Virginia, ITS Michigan has provided both support and a great opportunity as I got integrated back into Michigan. It is encouraging to be part of an organization that strives to help new and established businesses in the community, as well as promoting the industry with future engineers through various student initiatives.



A few words from

ITS Michigan President Steve Verkest...



**ITS Michigan finished 2019 with a bang; we look forward to an exciting and event-packed 2020**



We closed out 2019 with two marvelous occasions: our 2019 Annual Meeting and our second-annual Holiday Mixer.

The 2019 Annual Meeting, held Sept. 25 and 26, turned out to be an extraordinary event. Our exhibitors and sponsors, all of whom you can find on the [ITSMI website](#), made this event happen; and our keynotes, moderators and panelists made this conference a big success!

The event wrapped up with technology demonstrations at the American Center for Mobility, which included vulnerable road user and wrong-way driver detection, an innovative vehicle-design project and a student-built autonomous-vehicle demonstration, just to name a few.

The second-annual Holiday Mixer in December was held in Novi where we welcomed guest speaker Brett Smith, director of research for the Center for Automotive Research. ITS Michigan is preparing for a series of exciting events in 2020 as well. Our [second annual bowling fundraiser](#) will again take place at the Perfect Game in Farmington Hills.

The date is Friday, March 27. Last year's event raised over \$1,000 for our ITS Michigan student chapters, and we look forward to even more participation at this year's event. We also have the [2020 Traffic Incident Management Partnering Workshop](#) scheduled for May 21 at Washtenaw Community College. This workshop is intended to teach participants how to safely clear traffic incidents and develop relationships among first responders so that all the parties present at an incident understand each other's roles.

Further, our Program Coordination Committee is working on a technical workshop in April centered around Workforce Development for Transportations Systems Management and Operations (TSMO).

Finally, ITS Michigan is in the process of sponsoring a team for the Autonomous Innovative Vehicle Design High School Challenge Competition. Students from all over the country will employ original, industry-based engineering and technology skills to this challenge which will conclude with a nationwide competition in May of 2020. From this final competition, three teams will be selected to travel to the ITS World Congress in Los Angeles, CA, in October 2020 to participate in a "final mission challenge" while experiencing leading-edge smart technology at this global conference.

In closing, I am truly honored and humbled to continue to serve as president of a Board of Directors that includes so many truly amazing professionals. I look forward to 2020 with great anticipation and the confidence that our organization will continue to do great things for our industry, our students and, most importantly, the traveling public.

Newsletter comments or content? Contact:

Craig Bryson

(248) 645 2000

[cbryson@rcoc.org](mailto:cbryson@rcoc.org)

[www.itsmichigan.org](http://www.itsmichigan.org)