Discussion Questions

1. As rural ITS has taken a back seat to urban ITS congestion relief related projects, how do we raise awareness that it is an equal need within our institutions and our partners?

2. What message best resonates with leadership in trying to gain support for rural ITS?

3. Since higher volume interstate roadways are four times safer than other local roads or other roadway classifications, how can we counter the argument of volume vs. need?
4. Given that major metropolitan areas have received a variety of grants (MDI, ICM, etc.) to establish ITS programs, it is anticipated that local and regional ITS initiatives should begin to blossom in coming year. Is so, what could be some of the new initiatives necessary to build the remaining last mile in rural America?

5. As a leader in your agency, who are the key partners that you listen to internally and externally that may influence your buy-in to accelerating rural ITS deployment and creating funding opportunities?