2008 National Rural ITS Conference

Rural Special Interest Group Meeting

Anchorage, AK  September 5, 2008

Motorist Aid of the Future Initiative
It Can Pay To Play It SAFE
What is San Diego SAFE?

- Public agency created pursuant to California Streets and Highways Code Section 2550 et seq.

- Installs, maintains & operates motorist aid call box system along freeways, State Routes and selected county roads within San Diego County

- Call Box program designed to aid motorists with non-emergency problems (flat tires, engine trouble or other non-life threatening issues)

- Implements a Mobile Call Box program — motorists in distress can access Call Box services using their cell phones to call 511

Not just a highway call box program! A Motorist Aid Authority authorized to fund enhancements for use of County freeways, state routes and selected County Roads.
Motorist Aid of the Future Initiative

Highlights

• Unique opportunity to define an initiative
• Chance to pitch creative project ideas
• Potential partial, match, or full funding

Purpose

Identify & evaluate use of new & emerging transportation & communications technologies, as well as innovative motorist aid applications & services
**Initiative Goals**

- Provide cost-effective, model motorist aid program
  -- connect stranded motorist to agency or person(s) who can assist (AAA, rotational tow, etc.)

- Enhance the safe & expeditious use of the San Diego County freeways, state routes, & selected county roads
  -- provide motorists with information to better plan safer, faster trips
  -- provide technologies and/or services to enhance congestion mitigation

- Build upon current operations & services through:
  -- innovative applications & concepts of operation
  -- installing & deploying new technologies
  -- funding pilot projects that would test emerging in-vehicle information or vehicle control technologies
Initiative Overview

San Diego plans to launch the Initiative in October 2008, by publishing a Request for Project Proposals through ITS America.

The Request for Project Proposals must identify the following:

- Abstract
- Team
- Point of Contact
- Cost Estimate
- Timeline
- Scope of Work
- Assumptions
- Methodology
- Concept of Operations Outline
- Pilot Project
- Conclusions

may include academia, private sector & public sector
CAVEAT

Issuance of RFPP does bind San Diego SAFE to fund any project.

Costs for preparing & submitting proposals are solely those of the proposing entity.
Initiative Scope

RFPP Scope of Work must include, at a minimum the following:

- Meeting to refine Scope of Work and project deliverables.
- Research & report on existing motorist aid programs & expand definition of “motorist aid”.
- Identify & evaluate new & emerging technologies & services that could be used or modified to provide motorist aid services.
- Assess, evaluate & report on San Diego area motorist needs.
- Identify & define potential pilot projects to test & demonstrate feasibility of identified applications & technologies.
- Identify & discuss possible funding sources (public, private and corporate) for such projects, & any mutually beneficial partnerships.
Initiative Preliminary Timeline

- **Oct. 1/08:** Launch Initiative; publish RFPP (120-day response period)
- **Jan. 29 – Apr. 30/09:** Evaluate proposals; contact finalists
- **May 4 – Sept. 1/09:** Publish RFP for completed study & draft Concepts of Operations (120-day response period)
- **Sept. 2 – Nov. 30/09:** Evaluate proposals; contact finalist(s)
- **Dec. 1/09:** Finalists develop & submit final Concepts of Operations
- **May 3/10:** Deploy pilot projects
- **TBD:** Pilot Project Results Report due
Current SAFE Operations

San Diego SAFE operations currently include--

- Fixed roadside call boxes
- Mobile call boxes: 511 system with Spanish-speaking motorist access to Answer Center through 511 IVR
- Motorist Aid Grants
- Regional fire & rescue helicopter operations
- Data-sharing applications

SAFE enjoys partnerships with SANDAG, Caltrans, and California Highway Patrol in conducting its daily operations.
SAFE Ideas

SAFE staff generated the following “examples of interest”--

• Comparison of Freeway Service Patrol programs elsewhere to determine if they offer enhanced or additional services, especially if done more cost-effectively than SAFE.

• Enhancing communications capabilities in rural areas

• Provide all motorists — even those without “high end” vehicles or subscription GPS system services — with real-time alternate route information in cooperation with other public agencies, such as SANDAG and Caltrans.

• Analysis of Highway Advisory Radio improvements to determine if installing it at selected sites would improve traffic flow.

• Strategies for implementing public–private partnerships with tow operators to provide rotator truck services to clear accidents involving commercial vehicles.

Not intended to be an exhaustive list. WE WANT YOUR CREATIVE IDEAS!
What Do We Need From The Rural SIG?

- Preliminary brainstorming for potential projects & teams
- Examples to include in RFPP
- Feedback:
  -- Is this feasible?
  -- Is there industry interest?
  -- Will there be significant response?
  -- Which entities would have the most interest?
Contacts

If you have:

- Questions about San Diego SAFE
- Interest in Fixed and/or Mobile Call Box Operations

Contact Executive Director

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- Interest in responding to RFPP
- Questions about the Initiative & RFPP

Contact Initiative Coordinator

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