



## 2011 WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

### COMMERCIAL VEHICLE INFRASTRUCTURE INTEGRATION DEMONSTRATION

# DEMONSTRATION OVERVIEW AND OUTREACH PLAN



I-95 CORRIDOR COALITION – NEW YORK STATE DEPARTMENT OF TRANSPORTATION  
VOLVO PROJECT TEAM

April 2, 2011  
VERSION 1.2



I-95 Corridor Coalition – New York State Department of Transportation  
2011 ITS World Congress – CVII Demonstration and Outreach Plan  
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## EXECUTIVE SUMMARY

A preeminent transportation conference and exhibition is the 2011 World Congress on Intelligent Transport Systems, being held in Orlando, Florida on October 16-20, 2011, along with the 2011 ITS America Annual Meeting. The annual ITS World Congress site rotates around the world, and comes to the United States once every three years, drawing tens of thousands of ITS professionals from government, academia, and the private sector from all over the globe. The last ITS World Congress held in the U.S. was in New York City in November, 2008.

The I-95 Corridor Coalition, in partnership with the New York State Department of Transportation, the Volvo Project Team and in close coordination with the U.S. Department of Transportation, will be demonstrating the achievements of the I-95 Corridor Coalition Commercial Vehicle Infrastructure Integration Program (“CVII”) during the 2011 ITS World Congress. The CVII program focuses on developing, testing and deploying 5.9 GHz dedicated short range communications (DSRC) technology for heavy vehicles and is one of the major initiatives in the national connected vehicles development effort.

In preparation for that demonstration, a variety of preparatory and outreach activities will occur before, during and after the World Congress. The details of these activities are presented in this CVII Demonstration and Outreach Plan.

## INTRODUCTION AND OVERVIEW

The 2011 ITS World Congress Technology Demonstration Committee has established four demonstration areas, or “Villages,” one of which is “Safety.” Intending to highlight how transportation safety technology (i.e. vehicle connectivity) will help solve surface transportation safety challenges, the Committee relates:

...demonstrations are to represent connected vehicle solutions for crash prevention and increased safety to include advisories (i.e., entering a hazardous situation ahead), warnings (i.e., an imminent crash situation which requires an immediate action) or pre-emptive control (i.e. vehicle takes over if the driver does not act quickly enough). The demonstrations may include automobile OEM integrated solutions as well as retrofit, aftermarket, and carry-in solutions. A variety of wireless communication mediums may be utilized, including DSRC and cellular/WIMAX/LTE, other vehicle or roadway sensors, and back office management systems, including web or internet based applications. Demonstrations may involve both light duty consumer vehicles as well as commercial vehicles.

The I-95 Coalition/New York State DOT CVII Program Demonstration is a major initiative which clearly falls within this “Safety Village” and has been accepted by the World Congress Technology Committee and ITS America as a key technology demonstration for the 2011 ITS World Congress. The I-95 Corridor Coalition, the New York State Department of Transportation and members of the CVII Volvo Project Team (including Volvo Technology of America, Southwest Research Institute (SwRI), and Kapsch), are engaged in the planning, coordination and decision making to effectuate a successful CVII Program Demonstration, which will:

- Demonstrate safety applications between vehicles and roadside infrastructure (V2I/I2V) to support improved safety including:
  - More efficient and effective commercial vehicle safety inspections screening including demonstration of driver credential verification and commercial vehicle safety systems’ status
  - Commercial Vehicle Probe Data
  - Commercial Vehicle signage information including railroad grade crossing warnings



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○ Vehicle Traveler Information

- Demonstrate vehicle to vehicle applications that improve driver safety through increased vehicle situational awareness via interaction with an infrastructure and the other vehicles around it. This will include vehicle to vehicle (V2V) communication with driver safety warning messages of tailgating, blind side, emergency/hard braking ahead and safe to pass/safe to merge

The Technology Showcase Villages will be located in the Convention Center Parking lot, with the current proposed layout shown below:



Safety Village:

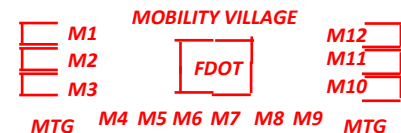
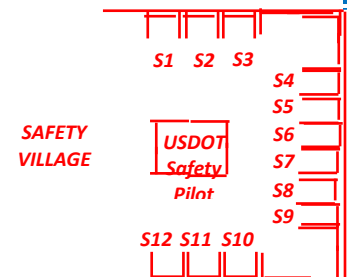
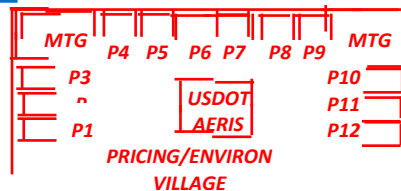
- S3: GM
- S4: Econolite/Denso
- S5: Siemens
- S8: I-95 Corridor Coalition/ NYSDOT/Volvo Team
- S10: Toyota
- SX: Raytheon

Mobility Village

- M1-2: Sensys Networks
- M3: GEWI/BMW
- M8: Alcatel-Lucent
- M12: Iteris/Savari

Pricing/Environment Village

- P2-3 Battelle/MnDOT
- P4: Transcore
- P5: ACS
- P7: Kapsch
- P8-9: SwRI
- P10: Federal Signal
- P11: Ricardo
- PX: Telvent
- PX: Atkins
- PX: Imperial College
- PX - Envirowatch





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Current Exhibit Hall and Technology Showcase Village Hours are the following:

<b>Monday, 17 October</b>	<b>11:30am-6:30pm</b>
Lunch at Exhibit	11:30am-1:00pm (Technology Showcase Ribbon Cutting at 1:00PM)
Sessions Break	3:00pm-4:00pm
Exhibitor Reception	5:00pm-6:30pm
<b>Tuesday, 18 October</b>	<b>8:00am-5:30pm</b>
Sessions Break	10:00am-10:30am
Lunch at Exhibit	12:00pm-1:30pm
Targeted Sector Day	1:30pm-5:30pm (Invitees: Emergency responders and Students)
Session Break	3:00pm-4:00pm
<b>Wednesday, 19 October</b>	<b>8:00am-5:00pm</b>
Sessions Break	10:00am-10:30am
Lunch at Exhibit	12:00pm-1:30pm
Session Break	3:00pm-3:30pm
<b>Thursday, 20 October</b>	<b>8:00am-3:00pm</b>
Sessions Break	10:00am-10:30am
Lunch at Exhibit	12:00pm-1:30pm
Close	3:00pm

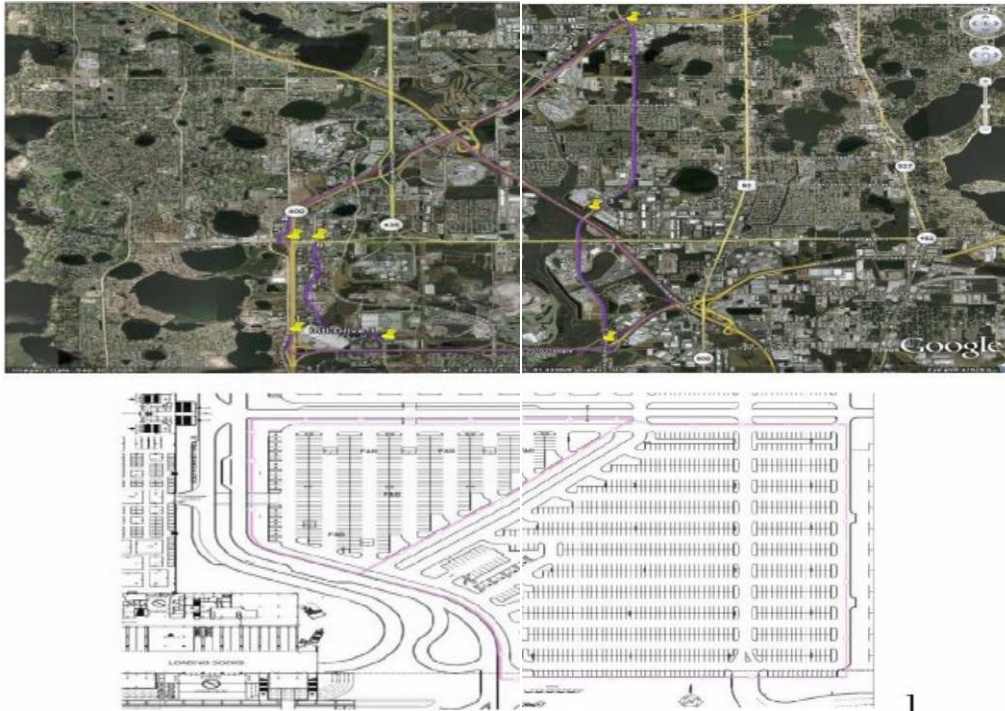
In addition to the equipment located for demonstration in the parking lot, there will be an Exhibit Booth/Table inside the outdoor Technology Village tent for use by the technology demonstrators/exhibitors.

#### DEMONSTRATION DETAILS

World Congress attendees will ride in an 18-wheeler tractor trailer (4-5 passengers) and/or passenger SUV/Jeeps (3 passengers each), and will observe enhanced Commercial Vehicle travel utilizing ITS technologies. Each trip will be an approximate 15-to-20-minute loop on Orlando area roadways including I-4, International Drive, Universal Boulevard, and John Young Parkway/SR 528, with a shorter 10-min loop for VIP riders or heavy traffic conditions. For attendees awaiting vehicle boarding, there will be a computer at the Demonstration Parking lot loading area that will show data received from the vehicle so observers can see the live information being exchanged during each demonstration loop.



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Above: Local Orlando Roads and Convention Center Parking Lot for Technology Demonstrations

The 5.9 DSRC CVII Applications which will be demonstrated are:

- ✓ Probe (Vehicle-to-Infrastructure, or V2I)
- ✓ Signage (Infrastructure-to-Vehicle, or I2V)
- ✓ Commercial Vehicle Driver ID w/vehicle enabling (vehicle prevented from starting if ID is invalid)
- ✓ Commercial Vehicle safety system status (brakes, lights, seat belt, tires)
- ✓ 5.9 GHz DSRC Wireless Roadside Inspection (adds driver and vehicle data to existing e-screening record of credential status – could do weight as well if RSE installed at WIM/screening location)
- ✓ Maintenance vehicle –to-Commercial Vehicle (Vehicle-to-Vehicle, or V2V) communication (here I am, plowing, work zone broadcast – would probably use a Jeep SUV to simulate plow truck)
- ✓ Light vehicle to Heavy vehicle driver warnings (V2V)
  - blind side
  - tailgating
  - emergency braking ahead
  - safe to pass/safe to merge
- ✓ Railroad grade crossing driver warnings (presumes microprocessor controlled crossing – signal sent to RSE of signal activation – could simulate xing)

While passengers are awaiting pickup in the parking lot, the demonstration will begin showing the following functionality developed under the CVII program:

- a. Driver Credential Verification (in parking lot)
- b. Commercial Vehicle Probe Data
- c. Traveler Advisory Messages
- d. Wireless Roadside Inspection



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- e. Maintenance Vehicle to CV alerts
- f. Passenger vehicle / CV interactions:
  - i. Blind Spot Warning
  - ii. Safe to merge
  - iii. Unsafe to pass
- g. TBD - Railroad crossing (simulated in parking lot)

Over the ensuing months prior to the October 2011 CVII Demonstration, the Team will also assess the feasibility of demonstrating the following additional applications, depending on development status:

- Routing/Clearance Restriction Warnings with Vehicle Disabling, and
- Smart Phone Routing Application with Driver Warnings.

### **OUTREACH GOALS, OBJECTIVES, and TARGETED AUDIENCE**

A key element contributing to the decades of I-95 Corridor Coalition success is communication and information sharing so that Coalition Members may avail themselves of the base knowledge derived from Coalition activities and projects in order to implement demonstrated policies, practices, technologies and/or piloted systems on a broader scale throughout the Corridor. The 2011 ITS World Congress provides a terrific venue to continue this information sharing about one of the Coalition's premier pilot projects – the Commercial Vehicle Infrastructure Integration Project.

The 2011 ITS World Congress will be a very large event, with hundreds of technical sessions and technology exhibits occurring while outdoor demonstrations are in operation. Therefore, the CVII Demonstration's basic overall outreach goal is to ensure that the availability of the CVII Demonstration is well-known so that it attracts numerous attendees onsite, thereby sharing CVII practical expertise not only with I-95 Coalition Members, but also ITS government, academic, and private sectors around the country and the world. To achieve this overall goal, various pre-World Congress Outreach Activities are planned, along with the activities associated with the onsite Demonstration itself.

### **CVII DEMONSTRATION OUTREACH ACTIVITIES, RESPONSIBILITIES, AND SCHEDULE**

There are two Key Objectives to be accomplished:

- ✓ Publicize the CVII Demonstration in advance.
  - Ensure that all Outreach is coordinated, the message is consistent and apropos, and the CVII Demonstration is well-publicized.
  - Conduct targeted outreach (e.g., to state government commercial vehicle units/public safety and enforcement, trucking associations and commercial vehicle operators, towing associations, etc.) to ensure pertinent audiences are made aware of this educational opportunity to see ITS CVII in action.
- ✓ Conduct a professional and informative onsite CVII Demonstration during the 2011 ITS World Congress, including educated onsite staffing to further inform demonstration attendees about the CVII Project.

To achieve these Objectives, the following specific Pre-World Congress and Onsite activities are planned:



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**SPECIFIC ACTIONS**

**All Action Item Deliverables will be reviewed/approved by the I-95CC/NYS DOT prior to implementation:**

ACTION	RESPONSIBILITY	2011 SCHEDULED COMPLETION
<b>PRE-WORLD CONGRESS</b>		
<b>DEMONSTRATION PREPARATION</b>		
Obtain notification from the ITS WC Technology Committee re. the final placement and timing of DSRC infrastructure deployment from FDOT.	Notification from the ITS WC Committee	Pending from WC Committee
Prepare brief demo description and provide logos for use by ITS America/World Congress in pre-World Congress publicity – DUE April 7, 2011	CVII Team assisted by Dotty Drinkwater	COMPLETED AND SUBMITTED to WC 3-25-11
<p>Prepare initial demo site details including demo equipment positioning and listing of needed hardware, systems, and onsite equipment for use in the parking area of the convention center. Include digital camera to take images of the onsite demos in action, as well as hand-held radios for onsite use for coordination among the vehicles/parking lot.</p> <p>Since each demo session will be about 15-20 minutes encompassing a limited number of participants, to be considered in this listing is the number of vehicles needed to maximize the number of attendee throughput for the CVII Demo – for example, should jeep-like vehicles be added so that more attendees could ride the loop, in addition to the limited numbers that can be accommodated by a full tractor-trailer and SUV.</p>	CVII Team	April 30
<p>Team to decide upon providing 5-7 minute video to ITS America by May 1 to be displayed at the entrance to each “demonstration village,” and on a video wall adjacent to the convention hall’s main entrance; may also be shown online and in a mobile application, and as part of pre-event publicity. Since Team indicated there is no existing video footage, need to:</p> <ul style="list-style-type: none"> <li>Identify video production costs – there may be opportunity to video April 27<sup>th</sup> Acceptance Testing elements which could be used as footage for the World Congress publicity. A</li> </ul>	CVII Team	May 1





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<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>2011 SCHEDULED COMPLETION</b>
professionally done 4 minute video would probably be in the \$5-8,000 range, which is not budgeted.		
Prepare draft demo scenarios and demo plan consisting of integration with FDOT, timing, routes, testing, schedule, etc.	CVII Team	June 30
Prepare a Backup Plan for onsite implementation in case of a critical failure. This could include having a mobile SUV with RSE onsite as backup.	CVII Team	June 30
Identify what is provided in Safety Village Tent Exhibit Booth – for example, booth draping, table, chairs, wastebasket, etc.?	CVII Team	July 15
Identify Safety Village Tent Exhibit Booth contents, including any needed draping and items to be displayed on the exhibit table – for example, <ul style="list-style-type: none"> <li>• Continuous running powerpoint standalone laptop presentation for booth table</li> <li>• Printed materials</li> <li>• “Live” probe data display on laptops</li> <li>• Giveaways?</li> <li>• Other items?</li> </ul>	CVII Team assisted by Dotty Drinkwater	August 1
Identify any needed display items for the parking lot by the demo truck/vehicles – e.g. will there be a laptop by the truck to show data received from the vehicle? If so, need internet and power, plus laptop and table on which to place laptop.	CVII Team	August 1
Identify and place order for Safety Village Tent Exhibit Booth AND the “demo truck area” items such as power, monitors, laptops, table by the demo truck, etc. CVII Team to provide as much of this equipment as possible to keep onsite costs low. NOTE: September 22 is the deadline for submission of order and full payment.	CVII Team	September 1
Identify specific staffing and timeslots for all onsite demo days to ensure continuous, professional, and knowledgeable Demonstration coverage. Provide detailed coverage schedule for staffing of both the technology demo and the Safety Village Tent Exhibit booth.	CVII Team assisted by Dotty Drinkwater and Patty Reich	September 15
Identify a “reservation system” so that, during non-demo hours, persons can sign up for a demo timeslot; otherwise, first-come, first-serve to fill no-show/vacant slots. For example, signup sheets ( with “next day” non-overlapping times to avoid duplicate reservations) could be placed in the I-95CC Exhibit Booth and at the demo site, and provided each night to the demo site staff in preparation for the next day’s demos.	Dotty Drinkwater and CVII Team	September 15
Identify and produce needed structure for display of informational materials at the demo site Safety Village Tent CVII Exhibit Booth	Dotty Drinkwater , Patty Reich, and	September 15



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<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>2011 SCHEDULED COMPLETION</b>
	CVII Team	
Identify and produce mechanism for demo attendees to request additional information.	Dotty Drinkwater, Patty Reich and CVII Team	September 15
Identify mechanism to track all demo attendees – i.e., capture minimum of name, title, organization, telephone and email address for all demo attendees	Dotty Drinkwater and Patty Reich	September 15
Ship all needed onsite materials, displays, etc. to the WC site, and verify delivery.	Patty Reich	For arrival no later than October 14
<b>OUTREACH ACTIVITIES</b>		
Develop a list of targeted audience names/organizations and email addresses. Include prospective website posting locations which will reach the targeted audiences (e.g., Transportation Communications Newsletter (Bernie Wagenblast), ITS America State Chapter websites/distribution lists, etc.)	Dotty Drinkwater	June 30
Based on the Targeted Audience List, develop the CVII Demonstration Message -- “Demo Blurb” – what the demo is, who should attend, why attend, demo session times, how to sign up for the demo, etc.	Marygrace Parker, Rick McDonough supported by Dotty Drinkwater and Patty Reich	July 31
Develop Informational Materials for advance and onsite use - CVII Demo One-Pager for onsite handout - Update the existing CVII Project One-Pager as applicable - Identify and develop other information materials as needed	Dotty Drinkwater , Patty Reich and the CVII Team	August 31
Develop CVII Demo Press Release	Dotty Drinkwater , Patty Reich and the CVII Team	August 31
Post WC11 info and demo announcement on I-95CC Website Home Page – seek NYSDOT and Project Team Members to do the same.	Dotty Drinkwater, Rick McDonough and the CVII team	August 31
Coordinate with ITS America and WC Committee to ensure that the CVII demo is highlighted in pertinent WC and ITSA materials, such as preliminary WC11 announcement documents.	Dotty Drinkwater, Patty Reich and the CVII team	Ongoing
Seek approval from USDOT to place a CVII Demo Poster and informational materials in the USDOT tent	I-95CC	August 31
Identify Press Release Points and Schedule, and issue the releases	I-95CC, NYSDOT, the CVII team , assisted by Dotty	August 31 and ongoing



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ACTION	RESPONSIBILITY	2011 SCHEDULED COMPLETION
	Drinkwater and Patty Reich	
Determine if Team CVII logo shirts are needed for onsite use at the demo to easily identify demo staff who can answer questions from demo participants. If so decided, identify vendor, sizes and quantity needed, provide logo and place the order; thereafter, ensure that shirts arrive at the demo site by October 15 <sup>th</sup> so that they are ready to wear by demo staff on October 16 <sup>th</sup> .	I-95CC, NYSDOT, the CVII team , assisted by Dotty Drinkwater and Patty Reich	August 31, ongoing, and October 15
Send all issued press releases and placements to DottyD@aol.com ; Track Press Releases Issued	All, supported by Dotty Drinkwater	Ongoing
Distribute CVII Demo announcement to the targeted audiences.	Dotty Drinkwater and Patty Reich	September 10 and ongoing
Post CVII Demo announcement on pertinent websites and place in pertinent newsletters/publication mechanisms, in addition to the I-95CC website.	Dotty Drinkwater, Rick McDonough and the CVII team	September 10 and ongoing
Develop and produce two - three (or more as needed) CVII Demo Posters for use in the I-95CC Exhibit Booth and at the CVII Demo Site, plus potentially the USDOT Tent and other areas.	NYSDOT and I-95CC, assisted by Dotty Drinkwater and Patty Reich	September 15
Identify and produce the components of the “CVII portion” of the I-95CC Exhibit Booth (e.g., laptop running “looped” presentation slides for onsite display)	I-95CC and NYSDOT, Patty Reich, and assisted by Volvo Team as needed	September 15
Identify and arrange for delivery of any needed equipment or communications for the I-95CC Exhibit Booth to promote the CVII project (e.g., laptops, internet connections, easels for posters, etc.)	All, supported by Dotty Drinkwater and Patty Reich	September 15
Identify where onsite publicity boards can be posted, and produce/ship those poster boards for use onsite.	Dotty Drinkwater and Patty Reich	September 30
Order any onsite needed display equipment, such as easels for the demo site, USDOT tent (if approved), I-95CC Exhibit Booth, and other needed locations.	Dotty Drinkwater and Patty Reich	September 30
Produce and ship the informational materials in advance for use onsite in the I-95CC Exhibit Booth and all Team Vendor Booths, and at the CVII Demo site.	Patty Reich	September 30
<b>OVERALL ACTION</b>		
Track this Action Table and Schedule to ensure timely completion	Dotty Drinkwater	Ongoing



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ACTION	RESPONSIBILITY	2011 SCHEDULED COMPLETION
<b>ONSITE ACTIVITIES</b>		
Setup the CVII portion of the I-95CC Exhibit Booth, including informational display.	Patty Reich and Dotty Drinkwater	October 15
Post CVII Demo Poster and CVII Demo Announcement signage onsite in the I-95 Coalition, USDOT Tent (if approved), and pertinent Vendor Exhibit Booths	Dotty Drinkwater and Patty Reich	October 15
Setup the Safety Village Tent CVII Exhibit Booth	Dotty Drinkwater	October 15
Setup, test, and ensure Demo is ready to roll by October 15, 2011.	CVII team , Rick McDonough, Marygrace Parker, assisted by Dotty Drinkwater and Patty Reich	October 15
Implement demo participant tracking mechanism (i.e., capture the names and contact information of all those who attended the CVII Demo)	CVII team	October 16
Implement the demo “reservation system.”	Dotty Drinkwater, Patty Reich, and the CVII team	October 16 - 20
Conduct the Demos.	The Team	October 16-20
Take photographs of onsite demo in action, including images of attendees looking at/participating in the demo.	CVII team	October 16-20
Conduct debriefings each day to identify and address any pertinent issues encountered during the demo sessions.	All	October 16-19
<b>POST WORLD CONGRESS ACTIVITIES</b>		
Electronically provide the list of demo attendees; a copy of all images; and the list of onsite requests for additional information to Dottie Drinkwater, I-95CC/NYS DOT. A quality Scan of onsite handwritten list is perfectly acceptable.	CVII team	ASAP/October 26 at the latest
Provide followup CVII Project information requested onsite by Demo attendees.	Dotty Drinkwater and Patty Reich	ASAP/early November at the latest
Add the names of all pertinent demo attendees to the I-95CC database and pertinent committee rosters, including the CVII general distribution list	Dotty Drinkwater and Patty Reich	ASAP/early November at the latest
Develop and post on the I-95CC website an article, including demo images, summarizing the success of the WC CVII Demo.	Dotty Drinkwater and Patty Reich	ASAP/early November at the latest



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## **BUDGET**

Onsite demonstration direct costs associated with the CVII team’s involvement in the 2011 ITS World Congress have been estimated at \$25,000. Outreach materials listed in the Actions Table above, which will be used by the I-95 Corridor Coalition, the NYSDOT and the CVII team, will be produced utilizing a separate I-95CC Outreach Budget. Additional planning and preparatory costs involving the 2011 World Congress CVII demonstration activities not listed in this budget will be the responsibility of others.



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# APPENDIX



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**MARCH 10, 2011 CVII DEMO TEAM PLANNING CONFERENCE CALL NOTES**

Exhibit Hours expanded –no changes to Monday, but now begin at 8:00 a.m. Tuesday thru Thursday

I-95 CC, Kapsch, and SwRI will each have indoor Hall Exhibit Booths – each will have CVII Demo literature (such as CVII One-Pager with Team-coordinated content) to assist in driving indoor visitors to the outdoor demo

Paragraph demo description and logos due to ITSA by April 7

- Paragraph drafted; now to be reviewed by NYSDOT and I-95CC and the CVII Team
- Need to identify how to present the logo(s) -- NYSDOT and I-95CC to determine

Video Footage of CVII for use in publicity and onsite at World Congress – requested by ITSA/WC for May 1

- No existing video footage
- Team estimated cost to do a professional 4-minute video is \$5-8,000
- Team will bring along video camera to the April 27<sup>th</sup> Acceptance Testing to see if “useable” footage can be obtained.
- Decision then to be made as to what video footage could be/is to be provided.

Outdoor Safety Village Tent Exhibit Booth

- Need to identify what is provided with this space – i.e., backdrop draping, draped table, chairs, wastebasket, etc. [Note: ITSA related subsequently that booth draping, draped table, 2 chairs provided in booth]
- Need to identify what it is that we want to display in this Tent exhibit space – Team discussion noted: “Everything we’ve done on the project”
- Need to identify How to display, once determination is made as to What to display – e.g., laptop with continually-running powerpoint presentation; printed materials; inexpensive giveaways; other items? Also need to identify onsite requirements needed, such as power, lighting, internet access, audio-visual, etc.l
- Need to identify who is preparing What and When
- Need to identify prospect of sunglare impact on the exhibit booth – this could impact monitor visibility

Demo Equipment:

- Need to identify exactly where the large-sized demo truck will be located in the parking lot
- Seat belts will be needed for the Demo Truck; Team indicated that they retrofitted the truck a few years ago with seat belts, so this could be done again
- Need to have special RSE configuration in the parking lot – Team working with FDOT
- Only the truck can show a “start/no-start” driver verification demo and this will be done while the truck is parked in the lot
- Need to identify how to show the “start/no-start” feature to visitors (especially VIPs) who are in the jeeps (as opposed to in the truck)