

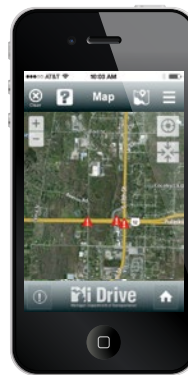
# TPF-5(231): ITS Pooled Fund Program (ENTERPRISE)

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**Study link:** [www.pooledfund.org/Details/Study/459](http://www.pooledfund.org/Details/Study/459)



ENTERPRISE studies have helped MDOT evaluate emerging technologies designed to improve driver safety, such as intersection conflict warning systems (left). The program has also helped shape the department's efforts to provide real-time traveler information (right).



**LEAD  
AGENCY:  
MDOT**

**SHARED NEED:  
ITS Solutions**

**MDOT investment: \$210,000  
through Fiscal Year 2015**

**Project total committed funds  
(all states) through Fiscal Year  
2015: \$1,770,000**

**H**ow can advanced technologies be used to safely speed the movement of people and goods? That's the central question the ENTERPRISE pooled fund project explores through its focus on Intelligent Transportation Systems (ITS). For nearly 25 years, ENTERPRISE has applied pooled fund resources to develop, evaluate and implement ITS.

Since its inception, the ENTERPRISE program's funding members grew from 12 state departments of transportation (DOTs) and the Federal Highway Administration (FHWA) to include Transport Canada, the Ontario Ministry of Transportation, and the Dutch Ministry of Transport.

ENTERPRISE projects are designed to guide agencies on the implementation of better practices and smarter resource allocation. One series of projects helped to produce a planning guidance for ITS devices, available at <http://enterprise.prog.org/itswarrants>. Another study produced "The Next Era of Traveler Information," which pointed the way to delivering real-time information to motorists in a world of constrained funding and ever-evolving technology. Results from this study indicate a clear trend away from 511 phone system use and toward Web-based updates and smartphone apps.

## HOW MDOT BENEFITS

This project has helped MDOT gain insights to improve current information dissemination strategies and to develop new ones as well. During 2015, ENTERPRISE hosted a series of webinars that were designed to facilitate peer exchange on both introductory and advanced topics on travel information

strategies. MDOT has launched a free app for its popular Mi Drive website. The new app is available for iOS and Android smartphones and mobile devices. With this customizable app, motorists can obtain real-time roadway and traffic information on I, M and US routes. In addition, MDOT's Twitter accounts now tweet updates to motorists on crashes and other traffic incidents.

ENTERPRISE has completed more than 60 studies covering a wide range of ITS-related topics. Study areas include using intersection conflict warning systems, maintaining travel times in construction zones, implementing visibility monitoring systems, and assessing crash notification technology. For more information on ENTERPRISE projects, refer to the research reports online at [http://enterprise.prog.org/projects\\_completed.html](http://enterprise.prog.org/projects_completed.html).

## Other MDOT-Led Pooled Funds

**TPF-5(254): Evaluation and Analysis of Decked Bulb T-Beam Bridges. Final report:** [http://www.michigan.gov/mdot/0,4616,7-151-9622\\_11045\\_24249\\_24251-347552--,00.html](http://www.michigan.gov/mdot/0,4616,7-151-9622_11045_24249_24251-347552--,00.html)

**TPF-5(308): The Use of Bridge Management Software in the Network Analysis of Big Bridges. Project overview:** <http://pooledfund.org/Details/Study/557>

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