

## Assignment 1: ITS Perspectives

This assignment is intended to build your understanding of ITS from a perspective that is of interest to you. In this assignment, we ask you to play the role of a vice president, or public-sector equivalent, in an organization in which ITS has the potential to be relevant. You are asked to write a 7-page memo (not including tables or charts) to the Chief Executive Officer, or public-sector equivalent, of your organization, discussing the challenges and opportunities that ITS creates for your organization.

So, for example, you could work for

- The MBTA
- General Motors
- Rand McNally
- The Massachusetts Highway Department
- The Big Dig
- The U. S. Environmental Protection Agency
- The U. S. Department of Transportation (under the George W. Bush administration)
- The National Science Foundation
- The House of Representatives Infrastructure Committee (concerned with the re-authorization of TEA-21)
- any other organization that you would deem reflects your interests and perspectives on ITS.

There is no fixed format for this memo. Proper structuring of it is part of the assignment.

We recognize that we are at the beginning, not the end, of 1.212, and that your understanding of ITS issues will build during the subject. This provides a benchmark, though, at the early stages of the subject and it will be useful and interesting to contrast your views now with your more developed views in May.

Your paper should draw upon references in ITS literature, your own understanding of transportation and ITS, and should conclude with a recommendation to your CEO about an ITS strategy for your organization.