



CENTRAL TEXAS REGIONAL  
**MOBILITY AUTHORITY**

INNOVATION  
BRIEF

# Mobility Technology Roadmap

## Our Vision

*Incubate new ideas, emerging technology, best practices, and move the best strategic solutions forward.*

## Our Goals

This roadmap lays out the wide range of tasks and initiatives to achieve the following goals:

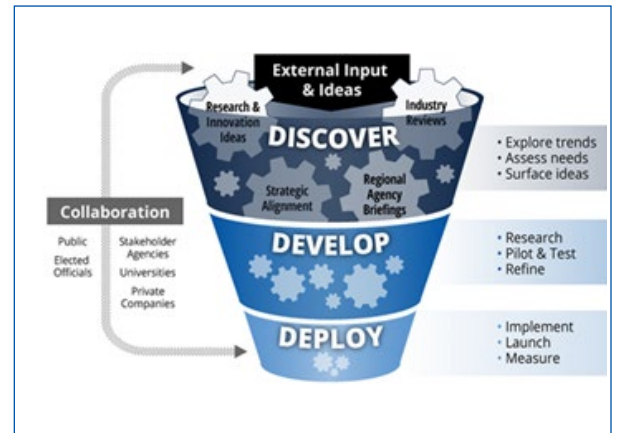
1. Efficiency
2. Safety
3. Customer Experience

## Leading the Way

The Mobility Technology Roadmap is leading CTRMA to be the most innovative it can be. With a strategic plan goal to “explore and invest in transformative technology and adopt industry best practice,” an Innovation Team was established in Fall 2018. The Team follows a “Discover, Develop, Deploy” process to monitor, compile and advance promising emerging technology and new ideas consistent with agency strategic priorities.

## The Need

Rapid advancements in technology are creating unprecedented opportunities to both increase the capacity and efficiency of our transportation infrastructure and provide consumers with an improved customer experience. This Roadmap encapsulates the Innovation Teams’ learnings to date. It presents a wide range of initiatives to meet innovation goals that are structured five focus areas



Technology Plan	Capital Projects and Process Improvements	Research, Demonstration and Evaluation Projects	Regional Partnerships and Capacity Building	Industry Engagement
Our highest priority, a comprehensive technology plan serves as our backbone for innovation and ensures our physical infrastructure is ready and prepare for the future.	Our highest priority, a comprehensive technology plan serves as our backbone for innovation and ensures our physical infrastructure is ready and prepare for the future.	Our highest priority, a comprehensive technology plan serves as our backbone for innovation and ensures our physical infrastructure is ready and prepare for the future.	Our highest priority, a comprehensive technology plan serves as our backbone for innovation and ensures our physical infrastructure is ready and prepare for the future.	Our highest priority, a comprehensive technology plan serves as our backbone for innovation and ensures our physical infrastructure is ready and prepare for the future.

## MOVING FORWARD

Innovation is not a means to an end, but a set of goals, tools and methods that lead us on a path to work better and differently using new ideas, processes and technology. CTRMA's new positions, processes and innovation strategy in place signal an embrace of technology and a culture of innovation. This is our roadmap moving forward. Moving forward, find updates and results in future innovation briefs, white papers and technology plan updates.

🕒 Planning Stage
🕒 In Progress
● Complete

### Technology Plan

	Target Innovation Goal	Innovation Type	Status
ITS Master Plan (including connected corridors)	Efficiency & Safety		●
Toll Integrator	Efficiency		●
Data Platform	Efficiency		●

### Capital Projects and Process Improvements

	Goal Met	Innovation Type	Status
Data Analytic Platform	Efficiency	Data	●
TMC Transition to Lonestar			●
Connected Corridor Technology			●
Procurement Process Innovation	Efficiency		🕒
Waze Connected Citizen			🕒
Movability Partnership	Customer Experience		🕒
Streetlight Data Analytics			🕒
Habitual Violator Program			🕒

### Research, Demonstration and Evaluation Projects

	Goal Met	Innovation Type	Status
Wrong Way Driving pilot on 45SW and Research on site selection			🕒
Ford C2VX Tolling Pilot			🕒
Integrated Reward Program (with Capital Metro/COA)			🕒
CTRMA Telecommuting Pilot			🕒
Customer Experience Survey's			🕒
Customer Engagement Panel			🕒
MoPac Traveler Behavior			🕒
Customer insights (proponesi)			🕒
Emissions & Benefits Studies			🕒

### Regional Partnerships and Capacity Building

	Goal Met	Innovation Type	Status
Transportation System Management and Operations (TSMO)			🕒
Regional Summit			🕒
Regional Data-sharing Agreements			🕒
Texas Technology Task Force			🕒
State Technology Innovation Council			🕒
Texas Innovation Alliance			🕒
Texas CAV Committee			🕒

### Industry Engagement

	Goal Met	Innovation Type	Status
IBTTA Emerging Technology Committee			🕒
SAE Committee on Tolling Communication			🕒

Jeff Dailey | Deputy Executive Director  
jdailey@ctrma.org

Miz Zmud  
mzmud@ctrma.org

Steve Pustelnyk  
spustelnyk@ctrma.org



CENTRAL TEXAS REGIONAL  
MOBILITY AUTHORITY

300 N IH-35, Suite 300  
Austin, TX 78705

[MobilityAuthority.com](http://MobilityAuthority.com)