Chapter 1
Introduction

1.1 Background
Southeastern Wisconsin demands high quality transportation systems to provide for the safe, dependable, and efficient movement of people and products. Over twenty years ago, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the Wisconsin Department of Transportation (WisDOT) identified the need to improve and expand the region’s freeway traffic management capabilities. Freeway traffic incident management was recommended as a critical activity to improve these capabilities. Since that time, a number of regional activities with incident management components have been initiated.

In August of 1995, the Traffic Incident Management Enhancement (TIME) Program [formerly the Southeastern Wisconsin Incident Management (SWIM) Program] was initiated by WisDOT to coordinate existing freeway incident management activities, and to develop a permanent, on-going program of incident management enhancements for the region.

Many technological resources to enhance incident management are Intelligent Transportation Systems (ITS). ITS draws upon advanced technologies and computer systems to improve and/or increase the capacity, safety, and efficiency of existing transportation systems. While ITS provides the technology for enhanced incident management, institutional relationships and efforts are also critical.

1.2 TIME Blueprint Purpose
The purpose of the TIME Program Blueprint is to serve as a responsive “living” guide or strategic plan for the on-going development and implementation of the TIME Program. The initial Blueprint (dated June 1998) documents the results of the incident management study completed in 1997. It describes the process used to identify incident management
problems and needs and also presents solutions and recommendations for an ongoing program.

The TIME Blueprint Version 2.0 revisits the original problems, needs, and solutions identified in the original Blueprint and supplements them with additional, current problems, needs, and solutions identified through a series of meetings and working sessions held with a variety of stakeholders. Consistent periodic revaluation/verification of incident management problems, needs, and solutions is critical to the success of the TIME Program and implementation of new projects.

WisDOT’s funding and implementation of ITS projects currently follows a six-year work plan. Version 2.0 of the TIME Blueprint includes new project descriptions to be incorporated into the Department’s work plan addressing the updated problems and needs of the Program.

The TIME Blueprint Version 2.0 also addresses Program Administration and relationships with the Regional ITS Architecture. Program Administration defines TIME’s inter-organizational structure and administrative requirements necessary to sustain the on-going Program. The Regional ITS Architecture, developed in accordance with federal requirements, presents a consistent platform by which existing and future transportation systems and subsystems are to be integrated and operated.

An independent evaluation of several elements of the TIME Program began in March of 1999. The TIME Evaluation Team consists of the University of Wisconsin – Madison and Marquette University. The TIME Blueprint Version 2.0 includes a summary of initial results from this evaluation.

1.3 TIME’S Relationship to Other Initiatives
Since the initiation of TIME, several additional activities have been initiated to address technological and institutional issues relating to regional traffic and incident management. Several of these include the Integrated Corridor Operations Project
Traffic Incident Management Enhancement (TIME); the Communications Data System Infrastructure (CDSI); the I-94 Corridor Special Event Management and Traveler Information Study; and, the expansion of MONITOR, WisDOT’s Milwaukee Area Freeway Traffic Management System. The relationship of TIME with these and other related initiatives are presented in Figure 1.

Figure 1.1
Southeast Wisconsin ITS and Incident Management Initiative Relationships
1.4 TIME Blueprint Version 2.0 Format

The format of the TIME Blueprint Version 2.0 allows for easily accessible reference to key components or activities of the Program. Brief descriptions of each section are as follows:

**Executive Summary**

This section briefly highlights the most important information documented in Version 2.0 of the TIME Blueprint.

**Chapter 1: Introduction**

Provides the necessary background information related to the TIME initiative; describes the purpose of the TIME Blueprint; and illustrates TIME’s relationship to other initiatives.

**Chapter 2: Strategic Background**

Defines the Program goals and objectives; describes the TIME organizational structure; and identifies the fundamental and specific problems and needs.

**Chapter 3: Solutions**

Identifies and describes the TIME Program solutions and implementation strategy or Six-Year WisDOT District 2 ITS Work Plan.

**Chapter 4: Regional ITS Architecture**

Defines the purpose and limits of the Regional ITS Architecture; describes the process and documentation of the Architecture results; and identifies maintenance requirements.
Chapter 5: Incident Management Evaluation Program
Summarizes the evaluation of several elements of the TIME Program and shows the relationship between the evaluation results and the Program goals and objectives.

Chapter 6: Program Administration
Defines the administration needs of the TIME Program, the Southeast Wisconsin Regional ITS Architecture, and the TIME Program Evaluation required for sustainability of the on-going Program.

Appendix A: Database of TIME Steering Committee and FIMT Members

Appendix B: Draft WisDOT ITS Program Project Submittal Forms and Order of Magnitude Cost Estimates