TTC Focus Area Rankings

Key	
Rating	**Alignment with TTSP, Core Values, TransAction Goals**
High	Focus Area **directly considers** TTSP Strategy/ NVTA Core Value/ NVTA TransAction Goal
Medium	Focus Area **somewhat considers** TTSP Strategy/ NVTA Core Value/ NVTA TransAction Goal
Low	Focus Area **does not consider** TTSP Strategy/NVTA Core Value/ NVTA TransAction Goal

		Focus Area alignment with...			
Overall Rank	**Focus Area**	**TTSP[1] Strategies**	**NVTA Core Values**	**TransAction Goals**	**Combined Average Rating**
1	**Transit Technology Integration** > Zero Emission Buses (ZEBs), charging infrastructure, shared inventories, fare payment, and bus priority systems.	*High*	*High*	*High*	**High**
2	**Active Transportation** > Applications of connected active transportation tech for Vision Zero.	*Medium*	*High*	*High*	**High**
2	**Predictive Safety Analytics** > Smarter signalization and predictive roadway risk assessment tools.	*High*	*High*	*Medium*	**High**
4	**Autonomous Vehicle Legislative Coordination** > Ensuring Northern Virginia jurisdictions are represented in shaping state legislation and pilot frameworks as AVs enter the Metro region.	*High*	*Low*	*High*	**Medium**
4	**Regional Technology Coordination and Procurement Strategies** > A shared inventory of local technologies across jurisdictions to identify alignment and support efficient procurement.	*High*	*Medium*	*Medium*	**Medium**
6	**Dynamic Curbside Management & Parking** > Addressing growing competition for curb space (delivery, ride-hailing, shared mobility devices, parking, transit).	*Medium*	*Low*	*Low*	**Low**
6	**Automated Traffic Enforcement (ATE)** > ATE involves installing cameras to reduce speeding, running red-lights, and other traffic violations to deter unsafe driving patterns, change driver behavior, and supplement enforcement.	*Low*	*Medium*	*Low*	**Low**
8	**Artificial Intelligence (AI) and Cybersecurity Education** > Regional AI coordination and education of cyber risks and opportunities requiring regional frameworks.	*Low*	*Low*	*Low*	**Low**

[1] Transportation Technology Strategic Plan

Key
Indicates NVTA staff to integrate Focus Area's goals into TransAction
Indicates primary effort lead

Potential Next Steps (pt. 1)

		Potential Next Steps		
Overall Rank	**Focus Area**	**NVTA**	**Other Organizations**	***Highly Aligned / Relevant TTSP Strategies***
1	**Transit Technology Integration**	• Convene working group for NVTA-funded and related transit technology deployments ○ (This could tie in with regional technology coordination and help serve as a platform for jurisdictions to share plans for technology projects)	• NVTC and DRPT Transit Technology meetings for coordination of regional project updates and information sharing from a technical/local perspective • WMATA's Cloud-Based Transit Signal Priority System staff provide updates to the TTC	*1, 2, 4, 6, 7, 8, 9*
2	**Active Transportation**	• Identify pilot corridors for connected active transportation tech (e.g. pedestrian detection, HAWK[High-intensity Activated crossWalK]/ connected crossings)	• MWCOG TPB Bicycle & Pedestrian Subcommittee to align with regional Vision Zero strategies • Vendors to share active transportation tech applications for NoVA jurisdictions	*2, 6, 8*
2	**Predictive Safety Analytics**	• Map high-risk roadway segments using crash data, traffic flow, weather data • Support development of regional platforms for data sharing among jurisdictions to enable predictive analytics	• VDOT to provide information session on using Pathways for Planning and Crash data portal for roadway safety applications • MWCOG TPB Safety Subcommittee integrates outputs into regional safety targets • Vendors to share roadway rick score applications for NoVA jurisdictions	*1, 2, 4, 6, 7*
4	**Autonomous Vehicle (AV) Legislative Coordination**	• Produce regional policy recommendations or a framework for AV deployment (safety standards, routes, data sharing) • Participate in meetings and monitor state legislation to ensure regional concerns are incorporated	• Members from VDOT/VRTC to provide status update on HB 2627 to the TTC • VTTI to conduct safety evaluations • Private AV providers to share deployment data	*1, 2, 4, 6, 7*

Key
Indicates NVTA staff to integrate Focus Area's goals into TransAction
Indicates primary effort lead

Potential Next Steps (pt. 2)

		Potential Next Steps		
Overall Rank	**Focus Area**	**NVTA**	**Other Organizations**	***Highly Aligned / Relevant TTSP Strategies***
4	**Regional Technology Coordination & Procurement Strategies**	• Build a shared inventory / map of existing technology assets across jurisdictions • Explore potential for creating model contracts, procurement templates for emerging transportation technologies	• Local jurisdictions share technology project information and procurement announcements via an online shared database • Collaborate with Virginia Institute of Procurement on best practices for regional procurement of technology projects	*4, 7, 9*
6	**Dynamic Curbside Management & Parking**	• Identify high-demand curb zones (e.g., commercial districts, transit hubs)	• Local jurisdictions to test dynamic pricing and curb allocation pilots • Arlington to coordinate with Alexandria on data gathered from Performance Parking Pilot	*5, 7*
6	**Automated Traffic Enforcement (ATE)**	• Assess legal and policy barriers/opportunities to ATE deployment regionally • Include ATE cost benefit analysis	• Local governments to pilot ATE in Vision Zero priority corridors • Legislative representative provide status update on ATE and obstacles that jurisdictions experience with keeping money in NoVA	*4, 5*
8	**Artificial Intelligence (AI) and Cybersecurity Education**	• Explore interest in workshops/trainings for NVTA-member jurisdictions on AI risk and cybersecurity best practices • Add Artificial Intelligence strategy to TTSP	• FBI, CISA (Cybersecurity and Infrastructure Security Agency) provide training modules • VDOT, ITS, and MWCOG's Homeland Security & Public Safety Committee to share best practices	*3, 7*

TTSP Strategies and Intentions

Strategies		Intent of Strategy (Long-Term)
1	**Reduce congestion and increase throughput**	Support deployment of transportation technologies that improve performance and optimize efficiency of the regional multimodal transportation system
2	**Maximize access to jobs, employees and housing**	Support deployment of transportation technologies that increase travel options and awareness of them
3	**Maximize cybersecurity and privacy for members of the public**	Monitor concerns on behalf of Northern Virginians, and leverage NVTA processes where appropriate and feasible
4	**Enhance operations of the multimodal transportation system through connectivity and automation**	To maximize the potential benefits of Connected and Automated Vehicles, while addressing avoidable increases in passenger vehicle miles traveled
5	**Develop pricing mechanisms that manage travel demand and provide sustainable travel options**	Identify technology-related measures at a regional scale to dynamically address congestion, including incentives; revenues will be re-invested in equitable solutions
6	**Maximize the potential of physical and communication infrastructure to serve existing and emerging modes**	Support adaptation of existing resources to support desirable technologies such as CASE (Connected, Autonomous, Shared, Electric) vehicles, travel apps, micro modes and robust data collection
7	**Enhance regional coordination and encourage interoperability in the transportation system**	Leverage regional synergies in the deployment of transportation technologies
8	**Advance decarbonization of the transportation system**	Support deployment of transportation technologies that reduce greenhouse gas emissions and synergistic technologies that improve resiliency
9	**Enhance mobility in the region through innovation and emerging technologies in transit**	Support an array of transit innovations, in a manner that is flexible enough to adapt to future innovation