Membership 2019

A BETTER FUTURE TRANSFORMED BY INTELLIGENT MOBILITY
SAFER. GREENER. SMARTER.
The Intelligent Transportation Society of America advances the research and deployment of intelligent transportation technologies to save lives, improve mobility, promote sustainability, and increase efficiency and productivity by:

• Convening leaders from the public sector, private companies, academia, and research organizations to create an environment that fosters innovation.

• Promoting a legislative and regulatory environment that supports investment in and the deployment of intelligent systems.

• Conducting research, educating stakeholders, and building awareness of advancements in smart transportation technologies.

Our members include state and city departments of transportation, regional and local transportation and planning agencies, private companies providing ITS products and services, auto manufacturers and suppliers, research organizations, academic institutions and industry associations.

Malcolm Dougherty
Vice President, Transportation
Michael Baker International

The Intelligent Transportation Society of America advances the research and deployment of intelligent transportation technologies to save lives, improve mobility, promote sustainability, and increase efficiency and productivity by:

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KEY PRIORITIES in 2019:

• Saving the Safety Spectrum/Connected Vehicle Communications: We are on the cusp of finally reducing the number of lives lost on our nation’s roads. ITS America supports preserving the 5.9 GHz band for V2X safety critical communications.

• Mobility on Demand: ITS America’s Mobility on Demand (MOD) Alliance advocates for policies that promote MOD and remove roadblocks that limit or restrict federal funding for mobility on demand and supports an increased national commitment to public transit, which will be key to successful MOD implementation.

• Smart Infrastructure & FAST Act Reauthorization: ITS America supports reauthorization and increased federal investment that prioritizes policy and programs that make intelligent transportation deployment the rule rather than the exception.

• Automated Vehicles: The 116th Congress will likely face increased pressure to develop a policy for integrating automated vehicles into the nation’s transportation system. The AV task force will continue to inform House and Senate transportation and technology committees on our automated vehicle policy.

• Cybersecurity: We promote and advocate for policies, best practices, and standards that enhance intelligent mobility cybersecurity. Attacks directed at those producing or operating technologies travelling over or connected to U.S. roadways only will intensify in coming years.
Membership Levels
Connecting Leaders at Every Level

Advocacy Trust
ITS America Advocacy Trust Members are dedicated to the thought leadership that drives the development and execution of ITS and transformational mobility technologies. Through collaboration with federal, state and municipal organizations, and senior executives from leading companies, the Advocacy Trust shapes national policy and develops targeted business opportunities - and helps determine the global future of transportation.

Professional Trust
Our Professional Trust is the grass roots of ITS America membership. These are engaged members who participate with committees and councils, lead the tactical execution of ITS America initiatives, and provide the combined industry voice to the association. Professional Trust members are involved in high-level discussions that will determine the future of the intelligent transportation industry. Additionally, Professional Trust members directly benefit from the thought leadership, education, and policy efforts of our Advocacy Trust level members. Professional Trust also offers membership levels for sole proprietors, students, and start-ups.

membership@itsa.org
Our Members

The ITS America membership includes state DoTs, regional and local transportation and planning agencies, private companies providing ITS products and services, auto manufacturers and suppliers, research organizations, academic institutions and transportation associations. ITS America’s membership is composed of over 50 Advocacy Trust members, and over 160 Professional Trust members. For the full list, please visit www.itsa.org
The Benefits of Membership
How we deliver value to the ITS community

Advocacy Trust
Private Sector: $50,000 / annually
Public Sector: $10,000 / annually

Thought Leadership:
• Advocacy Trust members are the leaders that drive and shape discussion on a wide range of emerging mobility issues. Topics currently being addressed through Advocacy Trust task forces include Smart Infrastructure, V2X, Automated Vehicles, and Cybersecurity
• Advocacy Trust members are eligible for a variety of leadership positions, including seats on the ITS America Board of Directors and task force and committee chair and vice chair positions

Advocacy Education & Information:
• Advocacy Trust members receive weekly updates on federal, legislative, state and local regulations via our exclusive Policy Rundown newsletter
• Participate in regular Congressional roundtables and meetings, conference calls, and other policy-focused events.

Collaboration, Networking & Events:
• Advocacy Trust members are provided discounted executive forum attendance fees, exhibit and conference discounts, and forum and policy roundtable speaking opportunities
• The Advocacy Trust is eligible for membership in the ITS America led Mobility on Demand Alliance (MODA)
• Create and present webinars to an influential audience of ITS professionals

ITS America Data Exchange:
• The ITS America Data Exchange is the first large-scale Internet of Things (IoT) data exchange for transportation and logistics. It enables seamless, friction-free movement of machine-generated datasets and streams across and between commercial and public organizations

Communications:
• Placement of company branding on ITS America digital media platforms
• Promotion of accomplishments through ITS America social media channels and twice-monthly Momentum newsletter

Professional Trust
Dues based on North American Transportation Business Revenue

Advocacy Education and Information:
• Professional Trust members can participate in public policy tactical execution and programming, including topic-specific task forces (by invitation)
• Learn from regular staff updates regarding legislative and regulatory changes at federal, state, and local levels of government

Education, Collaboration & Networking:
• Create and present webinars to an influential audience of ITS professionals; and download archived presentations from industry leaders
• Advance your career via discounted job postings on the ITS Career Center

Events:
• Join us for our TRB Annual Meeting member reception, ITS World Congress, ITS America Annual Meeting, Executive Forums, Congressional roundtables, topic-specific seminars, and more
• Professional Trust members are provided discounted executive forum attendance fees, and exhibit and conference discounts

ITS America Data Exchange:
• The ITS America Data Exchange is the first large-scale Internet of Things (IoT) data exchange for transportation and logistics. It enables seamless, friction-free movement of machine-generated datasets and streams across and between commercial and public organizations

Communications:
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membership@itsa.org
01 Tailored Communication: Breaking news on ITS research + member projects

02 Policy + Advocacy: Smart infrastructure, V2X, A/V, + more

03 Thought Leadership: ITSA Task Forces + Mobility on Demand Alliance (MODA)

04 Technical Programs: Forecasting, Assessments, Market Studies + Programming

05 Events: Conferences, seminars, webinars + Executive forums

06 Education + Collaboration: Academia, research, public + private

The Intelligent Transportation Society of America's vision
A Better Future transformed by intelligent mobility: Safer, greener, smarter
Communications & Promotion
Conveying Vital Information

ITS America Member Communications
ITS America promotes our members' work across a variety of media platforms. Our strategic communications, membership and marketing staff work to amplify member advancements in transportation technologies being developed and deployed around the world.

Our platforms include a 5,000+ member LinkedIn group, an 8,500+ following on Twitter, a thriving Facebook and YouTube presence, original content in industry editorials and blogposts, exclusive membership and policy newsletters, and ITS America SmartBrief. We expand reach and elevate awareness of ITS work by sharing groundbreaking initiatives with key industry leaders and influencers, government representatives, investors, the media, and the general public.

Momentum Newsletter
Momentum is ITS America's twice-monthly member e-newsletter. We include policy highlights, technical & programming updates, ITS America member profiles, event reminders, state chapter information, multi-media pieces, and much more!

Policy Rundown Newsletter
Advocacy Members receive exclusive updates weekly via Policy Rundown - deep analysis on happenings in federal, state, and local legislative and regulatory news.

SmartBrief
Sign up today for ITS America SmartBrief and receive targeted business news and information about the intelligent transportation industry direct to your inbox. ITS America SmartBrief is published daily.

comms@itsa.org
Advocacy, Policy & Regulatory Affairs
Promoting, advancing and educating policymakers on vital transportation technologies

**ITS Public Policy Development & Execution**
ITS America concentrates on advancing research and deployment of intelligent transportation systems (ITS) through the identification and execution of public policy at the local, state, and federal levels.

With state chapters representing 43 states, our member-developed advocacy agenda incorporates local, state, and federal legislative and regulatory initiatives; grassroots, third party coalition building; and educational efforts, events, conferences, round tables, and programs aligned with ITS America policy objectives.

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**ITS America in Washington, D.C.**
Our policy team works with the executive and legislative branches of government in Washington, DC as well as with state and local policymakers. They focus on actively creating a policy environment conducive to advancing intelligent mobility.

From educating members of Congress and other elected officials about ITS America’s policy priorities to ensuring that executive branch agencies - including the U.S. Department of Transportation and the Federal Communications Commission - understand important policy positions, the association has a strong, credible presence in our nation’s capital.

**ITS America State Chapters**
The State Chapter Council focuses on state legislative and regulatory initiatives as well as grassroots efforts driving ITS deployment. ITS America’s 25 state and regional chapters span across the country. Additionally, the State Chapters Task Force of the Board is committed to working with the state chapters to assist in incorporating their work into the larger mission of ITS America.
ITS America Task Forces
Convening ITS innovators

These task forces are open to all ITS America Advocacy Trust members, and Professional Trust members by invitation.

Automated Vehicle Task Force
The mission of the Automated Vehicle Task Force is to develop policies and to advocate for legislation at the federal, state, and local levels of government that support the safe testing and deployment of highly automated vehicles (HAV) while preserving the authority of states and cities to regulate the operation of HAVs on public roads.

Cybersecurity Task Force
The mission of the Cybersecurity Task Force is to identify and mitigate cybersecurity risks faced by those developing, operating, or managing intelligent mobility technologies on our nation’s roads.

Smart Infrastructure Task Force
The mission of the Smart Infrastructure Task Force is to develop policies and to advocate for legislation that increases federal investment in transportation technologies, smart infrastructure, and federal investments that prioritize the maintenance and rehabilitation of our nation’s deteriorating transportation infrastructure. The Task Force led ITSA policy and legislative activities preparing for an infrastructure bill and is now organizing plans for the reauthorization of the FAST Act in 2020.

Vehicle to Everything (V2X) Task Force
The mission of the V2X Task Force is to advocate for a national interoperability standard that enables any vehicle to communicate with any other vehicle and with all other users of the transportation system. ITS America launched the V2X Task Force this spring.

ITS America Task Forces Staff Liaison: Steve Bayless.
In the 20th century, transportation was about moving cars. In the 21st century, the transportation landscape is rapidly evolving. New forms of mobility are being deployed even as others are being developed. A century ago with the invention of the car, Departments of Roads were created to deal with this new form of transportation.

Those agencies are now Departments of Transportation, having grown to include other modes of transportation. Now those same agencies need to evolve again to provide seamless mobility. Instead of just moving cars, mobility is about moving people, data and freight. Long-existing silos among cities, states, counties, and transit agencies are disappearing. The next generation of mobility is a collaboration of the public and private sectors. More choices exist now, but for travelers to fully realize the benefits of this new world of mobility, it must be easier to choose which option best meets their needs.

The Intelligent Transportation Society of America (ITS America) created the Mobility on Demand (MOD) Alliance to help determine what the future of mobility should look like, striving for a world that is safer, greener and smarter. The MOD Alliance brings public, private, and academic sector stakeholders together to promote the benefits of MOD and address obstacles hindering its development.

ITS America members advising on the formation of the Alliance include Audi, the Central Ohio Transit Authority, Cubic, Econolite, Ford, Kapsch TrafficCom North America, the Michigan DOT, the New York City DOT, the Regional Transportation Commission of Southern Nevada, the San Francisco Bay Area Metropolitan Transportation Commission, Washington DC DOT and the Washington State DOT.

Focused on fostering an environment for a scalable, repeatable MOD model that allows for metropolitan and regional differences, the Alliance will: 1) address common challenges including defining terminology, data access, payments systems, accessibility and equity issues, privacy/cybersecurity, and legislative/regulatory outlook; 2) facilitate metropolitan and regional MOD efforts; and 3) educate policymakers and the public about the benefits of MOD.

For more information on the MOD Alliance:
Website: www.modalliance.org
MOD Alliance Director: Amy Ford, aford@itsa.org
ITS America houses an experienced technical staff of diverse disciplines, which represent various facets of the Intelligent Transportation Systems (ITS) industry. ITS America’s technical staff are an industry resource with a pulse on the latest ITS developments, domestically and internationally. Program highlights include:

**ITS Professional Capacity Building (PCB) Program**
We continue to partner with the U.S. Department of Transportation (USDOT) ITS Professional Capacity Building (PCB) Program to deliver trainings to ITS America State Chapters across the country. This partnership enables state and local, public and private sector professionals the opportunity to receive training and information about critical issues in the ITS Industry. In addition to these State Chapter trainings, we have hosted and participated in several ITS University workshops where educators and practitioners learn what ITS training products are currently available, work together to identify the ITS educational needs of their students, and develop strategies to meet those needs.

ITS America has partnered with the USDOT PCB Program to better understand the ITS workforce and the needs of the industry. To this end, ITS America worked to develop an initial conceptual framework that would facilitate the analysis of the relevant knowledge, skills, and abilities (KSAs), as well as tasks, job titles, and educational requirements for the ITS workforce.

**Stakeholder Outreach & Engagement**
We successfully perform the functional role of ITS industry stakeholder engagement through strategic ongoing support to the USDOT, which includes webinars and workshops focused on highlighting the program initiatives currently being funded and coordinated by the ITS JPO. In addition, ITS America works closely with the ITS transit stakeholders through the well-established Passenger Transportation Systems and Services (PTSS) Committee, the Public Transportation Advisory Group (PTAG), and its close working relationship with the American Public Transportation Association (APTA). We produce relevant materials enabling seamless direct and effective information sharing between stakeholders while providing quality support in the planning and preparation of public/private multimodal stakeholders outreach activities.

**FTA Mobility on Demand**
We provide research and outreach support for the Federal Transit Administration’s Mobility on Demand (MOD) program. As part of this project, we produce a bimonthly publication called *Mobility Rush* that highlights the latest MOD trends, news, and partnerships (updates relating to topics such as bikeshare, carshare, ride-hailing, microtransit, etc.). We also conduct listening sessions, support meetings, and develop publicly available toolkits on the topic of MOD - ranging from working collaboratively to build a MOD Policy Database and Mapping Tool (produced jointly with the Shared-Use Mobility Center), to leading interactive discussions on lessons learned from MOD public-private partnerships.
Conferences and Events

ITS America members receive significant discounts to attend and exhibit at our various conferences and events.

2019 ITS America Executive Forums
- Cybersecurity
- Data
- Urban Mobility

Mobility on Demand
- Congressional Roundtables, Forums, and Webinars
- Infrastructure Week

U.S. Pavilion: 2019 ITS World Congress
Singapore | October 21-25, 2019

2019 ITS America Annual Meeting
Intelligent Mobility: Safer. Greener. Smarter.
Washington, DC | June 4-7, 2019

2020 ITS World Congress
The New Age of Mobility
Los Angeles, CA | October 4-8, 2020

meetings@itsa.org
## Membership Dues Schedule

### Private Sector

**Advocacy Trust**  
$50,000/annually

**Professional Trust**  
- $250 Million & Above: $30,000  
- $50 Million to $250 Million: $15,000  
- $10 Million to $50 Million: $10,000  
- $1 Million to $10 Million: $3,000  
- Pre-Revenue to $1 Million: $1,000

### Public Sector

**Advocacy Trust**  
$10,000/annually

**Professional Trust**  
- State Chapter: $500  
- Academic Institution: $5,000  
  - Individual School: $1,500  
- Association:  
  - Not-for-Profit/Professional: $1,500  
  - For Profit Trade Association: $3,500  
- Metropolitan Planning Org  
  - Population > 2.5 Million: $6,000  
  - Population < 2.5 Million: $3,000  
- City or County:  
  - Budget > 1 Billion: $6,000  
  - Budget < 1 Billion: $3,000  
- Transit Authority: $1,550  
- State Agency: $6,000  
- Federal Agency: $3,600

### Individual Memberships

- Sole Proprietor: $250  
- Student: $50

**membership@itsa.org**
ITS America Leadership
Board of Directors 2019

Malcolm Dougherty, Chair
Senior VP & National Transportation Practice Lead
Michael Baker International

Jennifer Cohan, Vice Chair
Secretary
Delaware Dept. of Transportation

Steve Dellenback, Secretary
Vice President, R&D
Southwest Research Institute

Carlos Braceras, Past Chair
Executive Director
Utah Dept. of Transportation

Paul C. Ajegba
Director
Michigan DOT

John Barton
Senior Vice President
HNTB

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Vice President, ITS Global Strategy
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ITS Practice Leader
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Chris Gearhart
Center Director, Transportation and Hydrogen Systems Center
National Renewable Energy Laboratory

Rebecca Hunter
External Affairs & Strategic Communications
Crown Castle

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Founder & CEO
GRIDSMART

Jeff Marootian
Director
District Dept. of Transportation (DDOT)

Ramin Massoumi
Senior VP & Transportation Manager
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Chief Technology Officer
New York City Dept. of Transportation

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CEO
Conduent Transportation

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Vice President, Strategic Resources
State Farm Insurance

Alice Tornquist
Vice President, Government Affairs
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General Motors

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Shailen P. Bhatt is President and CEO of the Intelligent Transportation Society of America (ITS America). As its chief executive, Bhatt promotes policies that advance the development and deployment of intelligent transportation technologies throughout the United States. He has testified before Congress about the positive safety impact of intelligent transportation technologies, including connected and automated vehicles.

Bhatt is a leading voice in transportation on technology’s ability to save lives and reduce crashes on U.S. roadways. He speaks extensively about the importance of vehicles to communicate with each other and all roadway users as a top priority to improve safety and reduce congestion. He is also passionate about the need to provide seamless mobility and transportation choices to people no matter where they live.

Previously, Bhatt served as Executive Director for the Colorado Department of Transportation (CDOT). During his tenure, CDOT launched the Road X program, which is focused on deploying innovative technology solutions such as connected vehicles and teaming with the private sector to shape the future of transportation. Prior to CDOT, he was Cabinet Secretary for the Delaware Department of Transportation and served in a senior leadership position at the Federal Highway Administration (FHWA).

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