“Private companies, public agencies and academic institutions committed to influencing the future of intelligent transportation come together at ITS America. Every day, our members advance technology solutions that save lives and improve mobility across the country - in cities, suburbs, and rural communities.”

Malcolm Dougherty
National Practice Executive, 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:

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.
ITS AMERICA’S KEY PRIORITIES
2020 & BEYOND

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
The MOD Alliance brings together public, private and academic sector stakeholders to promote the benefits of MOD and provide a forum where all have an equal voice to tackle the challenges and opportunities to advance MOD. This includes addressing areas like automation, payment integration, accessibility, equity, operations and asset management, pricing strategies and datasharing.

Smart Infrastructure & FAST Act Reauthorization
ITS America advocates for the reauthorization of federal surface transportation programs that recognizes the added value of integrating technology into transportation infrastructure and services and provides funding for the rapid deployment of intelligent transportation technologies.

Automated Vehicles
Congress is working to develop a self-driving car bill. Through our presence on Capitol Hill and through our A/V Task Force, ITS America actively informs House and Senate technology and transportation committees on member priorities as they develop legislation.

Cybersecurity
As transportation becomes more connected, the needs for secure systems is paramount. ITS America promotes and advocate for policies, best practices, and standards that enhance intelligent mobility cybersecurity.
ADVOCACY & POLICY
Representation on Capitol Hill and Federal agencies, and access to regulatory experts, policy updates and analysis

TECHNICAL PROGRAMS
Forecasting, technical assessments, market studies and programming

EDUCATION & RECOGNITION
Member webinars, Executive Forums, discounts to global conferences, seminars and awards

THOUGHT LEADERSHIP
Key priorities and task forces: Automated Vehicles, Cybersecurity, Smart Infrastructure, V2X, and the Mobility on Demand Alliance

TAILORED COMMUNICATIONS & PROMOTION
Breaking news on member projects and ITS research

ITS AMERICA
THE VALUE OF YOUR MEMBER DUES
ADVOCACY TRUST

Thought Leadership:
• Join 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
• Create and present webinars to an influential audience of ITS professionals

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

Mobility on Demand Alliance:
• The Advocacy Trust is eligible for membership in the ITS America led MOD Alliance

PROFESSIONAL TRUST

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 the 2020 ITS World Congress in Los Angeles, the 2021 ITS America Annual Meeting, our Executive Forum and Data Series, Congressional Roundtables, TRB Annual Meeting member reception, and more
• Professional Trust members are provided discounted executive forum attendance fees, and exhibit and conference discounts

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
OUR MEMBERS

The ITS America membership includes state 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 transportation associations. ITS America’s membership is composed of over 50 Advocacy Trust members, over 155 Professional Trust members, and 26 State Chapter affiliates.

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.

Our Professional Trust is the grassroots 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.
In cities, MOD offers convenient, affordable, and, in the case of bikeshare, rideshare or micromobility services, more sustainable alternatives to driving within congested environments. For suburban areas, MOD offers first mile/last mile accessibility to transit, as well as more dynamic on-demand services to get around town. While often seen as an urban/metro transportation solution, MOD deployed in rural areas also provides first mile/last mile (though more like first/last 50 miles) connections to transit. For instance, rideshare and ride sourcing is providing support for seniors to access social and health services. Micromobility services continue to offer options to travel in town.

ITS America created the Mobility on Demand (MOD) Alliance to help shape the future of mobility, striving for a world that is safer, greener, smarter and more equitable.

The Alliance brings together public, private and academic sector stakeholders to promote the benefits of MOD and provide a forum where all have an equal voice to tackle the challenges and opportunities to advance MOD. Our focus is to:

- Educate policymakers and engage the public about the benefits of Mobility On Demand
- Identify legislative and regulatory barriers and opportunities at all levels to support deployments
- Encourage partnerships and facilitate metropolitan and regional MOD efforts
- Create a framework by which the private and public sector can fully engage in providing solutions
- Address common challenges and standards in areas like automation, payment integration, accessibility, equity, data sharing, rural/suburban MOD, workforce, insurance, value/congestion pricing and privacy/cybersecurity

Learn more about the Mobility On Demand Alliance
Website: www.modalliance.org
MOD Alliance Director: Amy Ford, aford@itsa.org
ITS Advocacy & Policy

Public Policy Development & Regulatory Affairs

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.

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Bobby McCurdy
Policy Analyst
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Our policy team works with the executive, regulatory and legislative agencies of government in Washington, D.C. 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, regulators, and other key policy makers 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.
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 common interoperability standard that enables any vehicle to communicate with any other vehicle and with all other users of the transportation system.

*ITS America Task Forces Staff Liaisons: Steve Bayless and Ron Thaniel*
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 8,800+ 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.

ITS America 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.

Mobility Rush
Mobility Rush is a biweekly publication, produced with the support of the Federal Transit Administration, that highlights the latest Mobility on Demand (MOD) partnerships.

ITSA Social Media
Follow ITS America on LinkedIn, Twitter, Facebook, Instagram, and Flickr.
CONFERENCEs & EVENTS

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

2020 ITS World Congress | Los Angeles
Join us in Los Angeles, California October 4-8, 2020 for the 27th ITS World Congress: The New Age of Mobility

ITS America Executive Forums
ITS America Executive Forums are exclusive, high-level, topic specific programs hosted around the country. Examples include “Securing the Transportation Network,” “Data and the Digital Highway,” and “Urban Smart Mobility.”

Mobility on Demand Alliance
The Mobility on Demand Alliance hosts a number of seminars for members and MOD stakeholders, bringing together public and private sectors to discuss a more seamless future of transportation.

Congressional Roundtables
ITS America’s legislative and regulatory team hosts Congressional Roundtables on the Hill to inform and educate policymakers and influencers on advancements in mobility technology and critical issues.

INDUSTRY PARTNERS

Industry Members
Our association members include ERTICO and ITS Asia-Pacific, America Highway Users Alliance, American Public Transportation Association, Commercial Vehicle Safety Alliance, Intermodal Association of North America, International Bridge, Tunnel & Turnpike Association, International Road Federation, the Transportation Research Board, and the U.S. Department of Transportation and all subsidiaries.

NoCOE and the CAT Coalition
The National Operations Center of Excellence (NOCoE) is designed to offer a suite of resources to serve the transportation systems management and operations (TSMO) community. The Cooperative Automated Transportation Coalition (CAT) serves as a collaborative focal point for federal, state and local government officials, academia, industry and their related associations to address critical program and technical issues associated with the nationwide deployment of connected and automated vehicles on streets and highways. ITS America is a managing partner of NoCOE, and a founding member of the CAT Coalition.

Safety Spectrum Coalition
Today, technology exists that can stop crashes before they happen. Connected cars will be able to wirelessly talk to each other and the surrounding infrastructure. As a founding member of the Safety Spectrum Coalition, ITS America supports advanced technologies supported by the 5.9 GHz safety spectrum band in vehicles.

Prospect SV and LACI
Partners for the 2020 ITS World Congress in Los Angeles, Prospect Silicon Valley is advancing the field of urbantech by developing a network to solve the significant challenges and pressures our cities face. The Los Angeles Cleantech Incubator is unlocking innovation through startups, transforming markets with partnerships and enhancing community inside our campus and out in our neighborhoods.

Together for Safer Roads
Together for Safer Roads is an innovative coalition of global private sector companies, across industries, collaborating to improve road safety. The coalition brings together members’ knowledge, data, technology, and global networks to focus on five areas that will make the greatest impact globally and within local communities.
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.

**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.
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 26 state and regional chapters, representing 44 states, 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 Alaska
- ITS Arizona
- ITS California
- ITS Carolinas
- ITS Connecticut
- ITS D.C.
- ITS Florida
- ITS Georgia
- Gulf Region ITS (Alabama, Louisiana, Mississippi)
- ITS Heartland (Missouri, Iowa, Kansas, Nebraska, Oklahoma)
- ITS Maryland
- ITS Michigan
- ITS Midwest (Illinois, Indiana, Kentucky, Ohio)
- ITS Minnesota
- ITS Nevada
- New England ITS (Massachusetts, Maine, New Hampshire, Vermont, Rhode Island)
- ITS New Jersey
- ITS New Mexico
- ITS New York
- ITS Pennsylvania
- ITS Rocky Mountain (Idaho, Utah, Montana, Colorado, Wyoming)
- ITS Tennessee
- ITS Texas
- ITS Virginia
- ITS Washington
- ITS Wisconsin
ITS AMERICA BOARD OF DIRECTORS

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National Transportation Practice Executive
*Michael Baker International*

Jennifer Cohan, Vice Chair
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Mark Doughty
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Dr. Robert Edelstein
ITS Practice Leader
*AECOM*

Andy Fremier
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*Metropolitan Transportation Commission*

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Center Director, Transportation and Hydrogen Systems Center
*National Renewable Energy Laboratory*

Rebecca Hunter
External Affairs & Strategic Communications
*Crown Castle*

Jeff Marootian
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*District Dept. of Transportation (DDOT)*

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Senior VP & Transportation Manager
*Iteris*

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Abbas Mohaddes
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Huei Peng
Director
*MCity*

Joanna Pinkerton
President & CEO
*Central Ohio Transit Authority (COTA)*

Tina Quigley
CEO
*Regional Transportation Commission of Southern Nevada*

Leslie Richards
Executive Director
*Pennsylvania Dept. of Transportation*

Cordell Schachter
Chief Technology Officer
*New York City Dept. of Transportation*

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*Qualcomm*

Desi Ujkashevic
Global Director, Automotive Safety Engineering
*Ford Motor Company*

Jarrett Wendt
Executive Vice President & Head, CityNOW
*Panasonic North America*

Tom West
Director
*California PATH - UC Berkeley*

Greg Winfree
Agency Director
*Texas A&M Transportation Institute*

Andy York
Executive Director, Federal Affairs
*General Motors*
Shailen P. Bhatt is President and CEO of 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.

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).
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

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

OTHER MEMBERSHIP LEVELS

Sole Proprietor: $250
Student: $50

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