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

We do this 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; and conducting research, educating stakeholders, and building awareness of advancements in smart transportation technologies.

Our vision is a better future transformed by intelligent mobility: safer, greener, smarter.

Our members are involved in all facets of Intelligent Transportation Systems (ITS) research, planning, development and deployment. ITS America is the only organization that brings together players from all the relevant sectors: state departments of transportation (DOTs); regional and local transportation and planning agencies; private companies providing ITS products, services and technology; automanufacturers and suppliers; research organizations; academic institutions; and transportation associations.

2019 Policy Priorities

**Saving the Spectrum/V2X Communications**

New and developing vehicle to everything (V2X) technology that depends on the 5.9 GHz band is allowing us to finally address the scourge of lives lost and ruined on our nation’s roads. Our members are actively developing and deploying such technologies, which send hazard alerts to vehicles, bicyclists, pedestrians, and traffic lights. These technologies also can enhance automated driving systems, which hold the promise to provide numerous economic, environmental, and societal benefits, such as decreased congestion and fuel consumption, and increased access for older adults and people with disabilities. These safety innovations require dedicated spectrum to ensure they work every time without signal interference. **ITS America strongly supports preserving the entire 5.9 GHz band for transportation safety applications.** Any unlicensed use in the band should be done without harmful interference to the incumbent technology or other intelligent transportation systems technologies.

**Mobility on Demand**

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. **Mobility on Demand (MOD) facilitates a transportation ecosystem in which consumers can research, book, and pay for all parts of their daily journeys, no matter the form of transportation, on one integrated platform accessible on request.**

ITS America created the MOD Alliance in 2018 to help determine what the future of mobility should look like. It brings public, private, and academic sector stakeholders together to promote the benefits of MOD and address obstacles hindering its development. **Developing the policy conditions for MOD to flourish will better enable consumers to identify and use the transportation options that best meet their mobility needs at any time.**

**FAST Act and Smart Infrastructure**

Instead of just moving cars, transportation is about moving people, data and freight. To keep pace with advances in technology, which are transforming transportation, ITS America supports a FAST Act reauthorization that prioritizes federal policy and programs that make intelligent transportation deployment the rule rather than the exception and provides federal funding, financing, and...
grants that encourage the rapid deployment of intelligent transportation technologies on a large scale. We also urge Congress to leverage existing FAST Act programs and create new emerging technology grants. Intelligent transportation technologies, including vehicle-to-infrastructure communications, are eligible uses of most FAST Act highway program funds. An infrastructure bill provides a unique opportunity to create formula and grant funding programs for emerging technologies that support congestion relief in metropolitan and urban cores as well as heavily traveled regions and freight corridors.

**Automated Vehicles**
In the past, automotive safety technologies focused on protecting drivers and passengers after a crash. Technology is evolving to the point that crashes can be largely prevented. Automated vehicle technology can drastically reduce and potentially eliminate the 94 percent of crashes caused by human error. In addition to safety benefits, AVs will reduce congestion and improve mobility. Americans are currently stuck in traffic on average of 97 hours a year, which costs about $1,348 per driver ($87 billion overall). The 116th Congress likely will 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**
As vehicles and infrastructure become more connected, the nation’s transportation system faces increasing cybersecurity risks. Given the potential for loss of life and economic damage in a highly-visible manner, cybersecurity attacks directed at those producing or operating technologies travelling over or connected to U.S. roadways will likely intensify.

To address these concerns, ITS America is planning to raise the profile of discussions on intelligent mobility cybersecurity; promote the adoption of best practices and standards; support information sharing of cybersecurity threats faced by those developing, operating, or managing smart transportation technologies; and advocate for public policies that enhance cybersecurity readiness.

**ITS America Technical Services and Programs**
ITS America houses an experienced technical staff of diverse disciplines, which represent all facets of the ITS industry. They are an industry resource with a pulse on the latest ITS developments, domestically and internationally.

The team has authored reports that focus on long-range, global, and cross-cutting technologies, particularly “game-changing” scenarios in which a potential technological breakthrough or socio-economic change may favor one technology over another.

In addition, ITS America has conducted a variety of market studies for both public and private sector industry partners. They develop certification programs and execute training programs; offer webinars; and provide support to the U.S. Department of Transportation.

In addition, they monitor, collect and develop tools for disseminating information on the transforming the Mobility on Demand landscape.