MEMBERSHIP 2021

A BETTER FUTURE TRANSFORMED BY INTELLIGENT MOBILITY
SAFER. GREENER. SMARTER.
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“We are making the roads safer, but that’s not enough - our goal in Delaware is to reach zero fatalities. One of the best ways to reach that goal is by using technology, and at ITS America, we are unanimous in our commitment to saving lives through intelligent transportation technologies.”

Jennifer Cohan
Secretary
Delaware Dept of Transportation

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.

SAFER. GREENER. SMARTER.

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 & Surface Transportation 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, exclusive trends reports, and programming.

THE VALUE OF YOUR MEMBER DUES
Expert and member webinars and virtual education, 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.

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 include Smart Infrastructure, V2X, A-V, Cybersecurity, and Sustainability.
- 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.
- ITS Insider, exclusive quarterly trends publication.

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.
- ITS Insider, quarterly trends publication by ITS America researchers, exclusive for members.
- Advance your career via discounted job postings on the ITS Career Center.

Events:
- Join us for the 2020 ITS World Congress ALL ACCESS, the 2021 ITS America Annual Meeting in Atlanta, virtual and in-person seminars and roundtables, and more.
- Professional Trust members are provided discounted attendance fees, and exhibit and conference discounts.

Communications:
- Placement of company branding on ITS America digital media platforms.
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LEVELS OF MEMBERSHIP
- Advocacy Trust
- Professional Trust
- Educational Trust
- Industry Sponsorship
- Professional Membership
- Regional Membership
- Corporate Membership
- Charitable Giving
- ITS America Corporate Council
- ITS America Alliances

EDUCATION & RECOGNITION
Expert and member webinars and virtual education, Executive Forums, discounts to global conferences, seminars and awards.

ADVOCACY TRUST
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ITSAmerica.org
Visit us online to learn more about ITS America and our member programs.
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 close to 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 the 21st century, mobility is less about moving vehicles and more about moving people, data and freight. Long-existing silos among cities, states, counties, road and transit agencies are disappearing; and private mobility service providers are offering dynamic services that did not exist a decade ago.

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 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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ITS AMERICA TASK FORCES

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 that supports the safe testing and deployment of automated vehicles, including transit automated vehicles, while preserving state and local authority over their roadways, the safe interaction of automated vehicles with other road users, including vulnerable road users, and workforce plans describing how transit automated vehicles will affect transit workers.

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 Smart Infrastructure Task Force is ITS America’s infrastructure policymaking body. In 2019, it led the association in a full-year process on developing its FAST Act reauthorization policy: Moving People, Data, and Freight: Safer. Greener. Smarter, which led to ITS America testifying before the House Committee on Transportation and Infrastructure, Senate Committee on Environment and Public Works, and the Senate Committee on Commerce, Science, and Transportation. Most recently, the task force led ITS America’s response to the COVID-19 public health emergency and a potential infrastructure bill as the economy reopens by developing key themes that will frame the association’s COVID-19 infrastructure bill priorities. The task force is now developing a comprehensive policy for a potential infrastructure bill.

Vehicle to Everything (V2X) Task Force
The mission of the V2X Task Force is to develop policies and to advocate for regulation and legislation that supports the continued development and deployment of V2X technologies. The Task Force advocates for the preservation of the entire 5.9 GHz band of spectrum for transportation communications and the inclusion of both DSRC and C-V2X technologies. V2X technologies provide an opportunity to significantly increase the safety of the transportation system and provide substantial economic and environmental benefits.

Public Policy Development & Regulatory Affairs
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.
INDUSTRY PARTNERS

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 founding partner of NoCoE, and a full 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 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 urban tech by developing a network to solve the significant challenges 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

As an innovation 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.

COMMUNICATIONS & PROMOTION

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 following on Twitter, a thriving Facebook and YouTube presence, original content in industry editorials and blogposts, exclusive

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 Roundup Newsletter

Advocacy Members receive exclusive updates weekly via Policy Roundup 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.

ITS Insider

ITS Insider is a curated quarterly ITS trends publication, crafted exclusively for ITS America members.

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- ALL ACCESS

Join us for an immersive digital education event series delivering interactive education sessions, discussion groups, live Q&As, recommended content, and vendor solution presentations in the form of case studies, keynotes and expert panels— all accessible on demand.

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 MEMBERS

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Together for Safer Roads

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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. We also 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 stakeholder outreach activities.

Mobility on Demand
We provide research and outreach related to Mobility on Demand (MOD) programs. Currently we are supporting the ‘Accessible and Barrier-Free Mobility Research’ being led by the Autonomous Vehicle Alliance (AVA). As part of this effort we are conducting research and providing insights into the current transportation ecosystem, and how emerging mobility trends and technologies could be leveraged to support and improve accessible and barrier-free mobility. Key areas of focus include Affordability, Universal Access, Mobility on Demand, Automation, and Complete Streets.

ITS Insider
We continue to conduct research and produce reports on emerging ITS industry trends. The goal of this work is to inform interested parties on the latest developments in ITS and highlight successful deployments strategies. Topics of interest include Autonomous Vehicles (AVs), Mobility on Demand (MOD), cybersecurity for transportation infrastructure and systems, etc. As part of this project we plan report content, conduct field and topic-specific research, and author reports.

ITS AMERICA

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.
Shalven 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.

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 (DDOT). In his time, DDOT 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.
### 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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