JILL INGRASSIA
ITS America Past Board Chair and Managing Director, Government Relations & Traffic Safety Advocacy, AAA
ITS AMERICA’S VISION

A better world transformed by intelligent mobility.

Safer. Greener. Smarter.
Think Globally
Act Locally

ITS State Chapter Engagement
Deploying Automated Vehicles
Improving Lives

ITS America AV Task Force
Smart infrastructure will define the way people, data, and freight move for decades to come.

ITS America Smart Infrastructure Task Force
Connecting Cars, Saving Lives

ITS America V2X Task Force
Emerging Issue: Cybersecurity

ITS America Cybersecurity Task Force
Mobility on Demand Alliance
Data and the Digital Highway
November 5 | San Francisco
WORLD CONGRESS 2020: LOS ANGELES

Focusing on seamless mobility in an increasingly complex world, ITS WORLD CONGRESS 2020 is the preeminent forum for professionals to discuss and build systems addressing global transportation challenges.
Safety Landscape: Perspective


One death every 14.0 minutes

37,461
Federal activity
- AV guidelines 3.0
  - Public comments invited
- Little action in Congress
- GM exemption request

States continuing to act
- CA DMV regulations
- Uniform Law Commission effort
GM Ready to Ditch the Steering Wheel and Brake Pedal in Its Self-Driving Car

But first it needs exemptions to safety standards

Waymo Early Riders Can Hail Actual Driverless Minivans Now

Ford to Launch an Independent Driverless Fleet Network by 2021

Move over Tesla, this self-driving car will let you sleep or watch a movie during your highway commute…
Confusion...

**WIRED**

**PEOPLE KEEP CONFUSING THEIR TESLAS FOR SELF-DRIVING CARS**

**Elon Musk**
@elonmusk

Replies to @anand raj @alex len @tesla

That issue is better in latest Autopilot software rolling out now & fully fixed in August update as part of our long-awaited Tesla Version 9. To date, Autopilot resources have rightly focused entirely on safety. With V9, we will begin to enable full self-driving features.

AA 1 AM - 10 Jun 2018

**WIRED**

**DRIVERS WILDLY OVERESTIMATE WHAT 'SEMIAUTONOMOUS' CARS CAN DO**
Consumer Sentiment

Percentage of U.S. drivers that would be afraid to ride in a fully self-driving vehicle

Difference between 2016 and 2017 not statistically significant.
Vehicle Owners’ Experiences with and Reactions to ADAS

ACC
FCW
AEB
LDW
LKA
BSM
RCTA
Thank You!