



# ITS AMERICA

**Intelligent Transportation Future-Thinking:  
*How technology can address real-world issues and  
needs if we all plan together***

ITS Wisconsin  
October 17, 2024





# ITS America's Mission and Vision

**A BETTER FUTURE TRANSFORMED** by transportation technology & innovation.

**SAFER. GREENER. SMARTER. FOR ALL.**

Advocating for scaled deployment of innovative transportation technology

- Policy
- Thought leadership
- Developing a diverse workforce

# PRINCIPLES FOR INCLUSIVE FUTURE MOBILITY



Focus on the user



Reimagine how we think about safety



Cultivate sustainability and resiliency



Champion equity, diversity, and inclusion  
in transportation and the workforce



Promote access and opportunity



Educate, engage, and convene  
stakeholders to listen and build  
consensus

ITS  AMERICA

# ITS is transforming the way we move.

**We use advanced transportation technologies, digital infrastructure, data, information, and insights to:**

- Advance our Vision Zero goal to reduce fatalities
- Progress our zero-emission goals
- Grow our economy by providing market certainty for industry
- Help public agencies modernize their systems
- Provide underserved communities with more affordable, accessible, and reliable transportation





# Advancing Technology Adoption

- Digital Infrastructure Strategy Report
- The Impact of AI on Transportation and Mobility
- ITS America National V2X Deployment Plan
- Addressing the Patchwork: A State-By-State Analysis for Autonomous Trucking in the United States
- ITS America Use-Case Library

# ITS Use Case Library Highlights:



AV Shuttle Increases Rural Mobility in Minnesota



Digital Alerts Help First Responders Avoid Collisions in Washington, DC



Connected Vehicle Technology Improves School Bus Efficiency in Suburban Atlanta



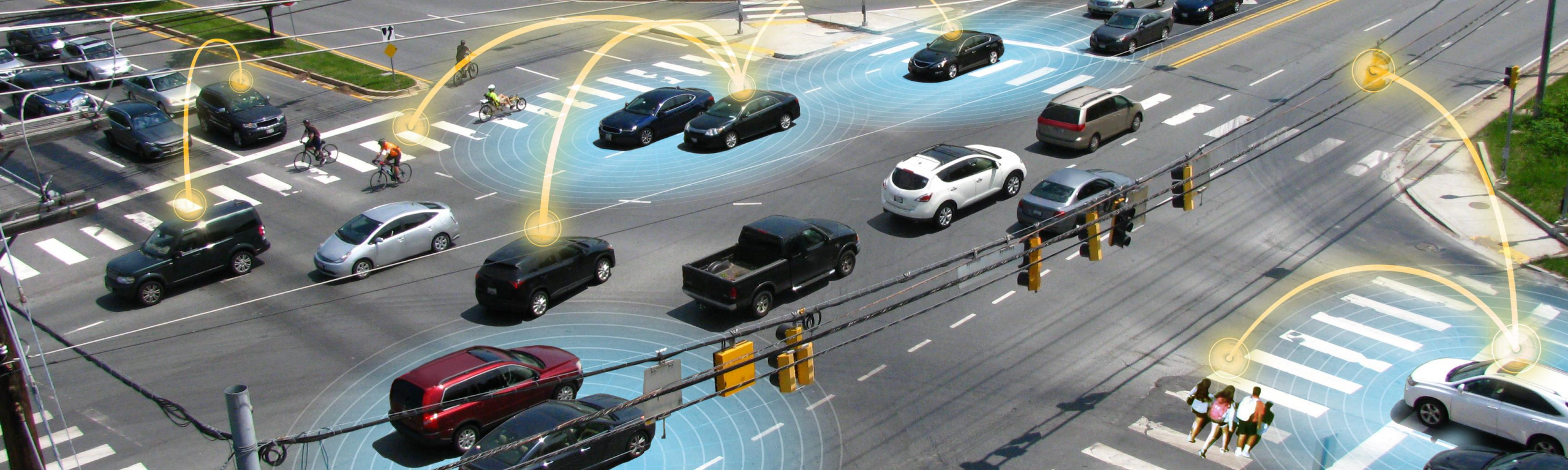
Enhanced Digital Signs Eases Bridge Congestion in California



AI Platform Reduces EMS & Police Response Times in Southern Nevada

Visit [itsa.org/technology-use-case-library](https://itsa.org/technology-use-case-library) to see the full library!





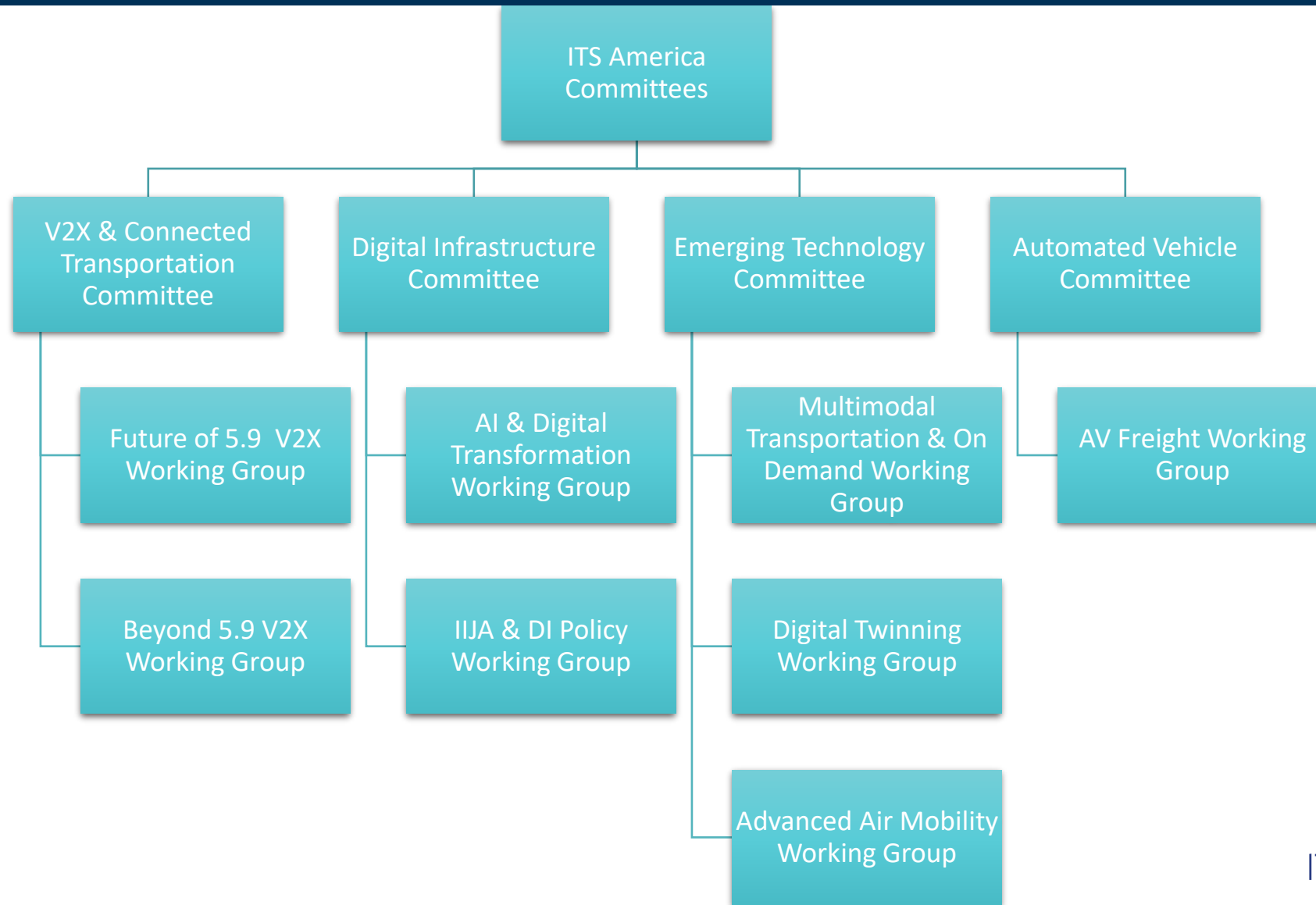
# ITS America is Transforming the Way We Move

Advocating for increased adoption of technology and innovation to save lives and improve communities.

Join us to transform the future together.

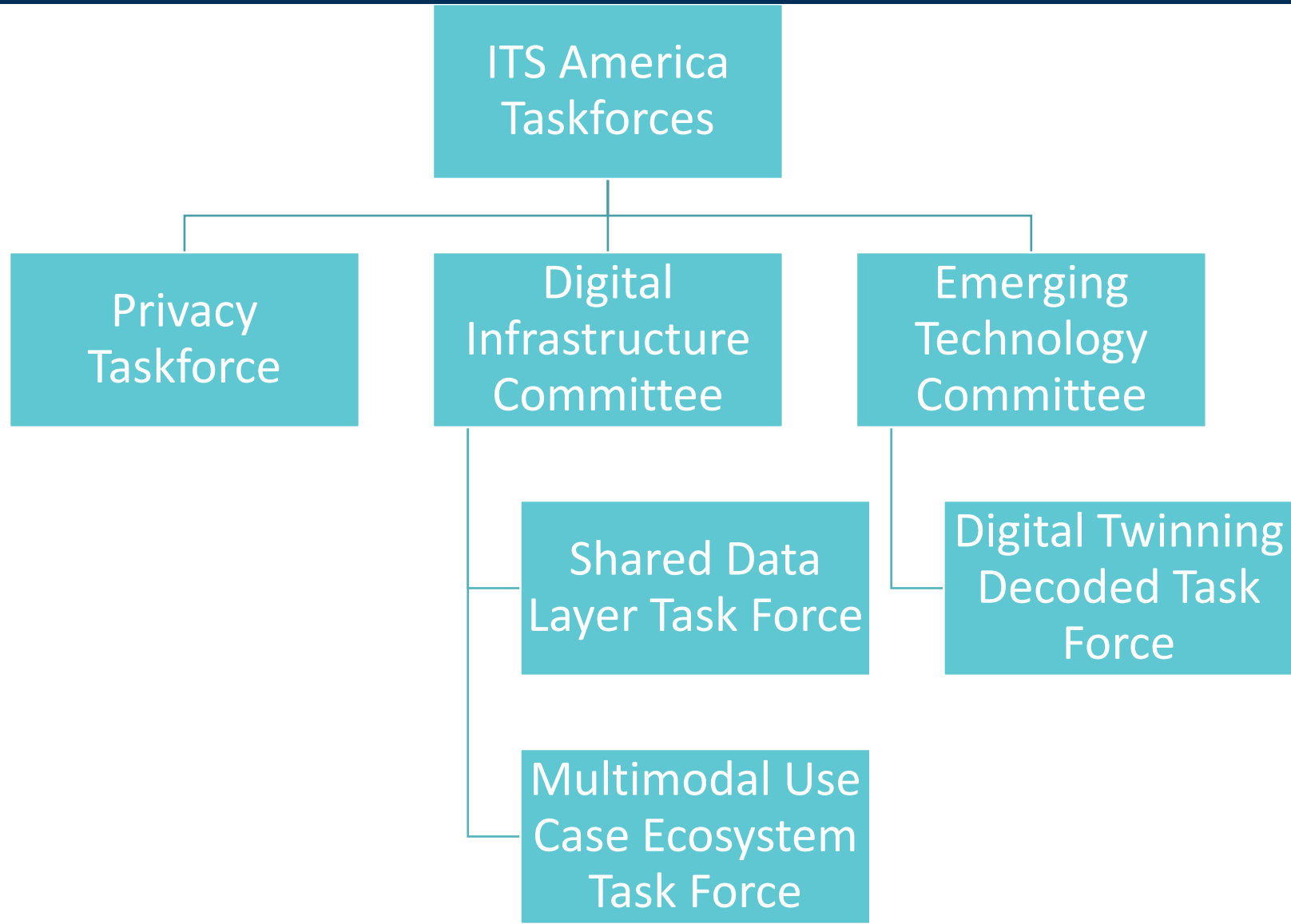


# ITS America Committees





# ITS America Taskforces



# ITS America Communities of Practice





# Upcoming ITS America Policy Proposals

## Reauthorization Policy

- Digital Infrastructure Reauthorization
- Technology Funding
- Procurement Enhancement

## Other Priorities

- Data Privacy
- Cybersecurity
- Artificial Intelligence



# Defining Digital Infrastructure

*“Digital infrastructure comprises the public and private technology assets that create, exchange, or use data to provide information and insights to advance transportation safety, resiliency, access and opportunity, and the efficient movement of goods and freight across users, companies, devices, digital assets, and public agencies. Digital infrastructure includes the data, communications systems, servers, routers, hardware, sensors, software applications, and computing to layer actionable insights across transportation systems.”*

- Technology and Innovation
- Standards & Reference Architecture
- Stakeholders
- Priorities and Goals



# Strategy Implementation

## 11 Key Actions to Implementation

- Set a Common Vision
- Establish a Roadmap
- Define Digital Infrastructure
- Prioritize Relevant Use Cases
- Allocate Funding for Tech
- Develop Policy & Regulatory Framework
- Make a Difference – Real Impacts
- Emphasize Citizen-Centric Changes
- Leverage Industry Associations
- Foster Partnerships
- Review and Adapt

# Five Keys for Innovation

- Deployment of Technology and Innovation Requires:
  - Leadership
  - Regulatory Environment
  - Public Engagement
  - Workforce
  - Investment





# Why Adopt Artificial Intelligence?

## Improving Safety:

- Reducing Crashes and Human Errors
- Faster Emergency Response Times

## Enhancing Traffic Management:

- Optimizing Traffic Flow
- Better Demand Forecasting

## Cost Savings:

- Predictive Maintenance

## Achieving Sustainability Goals:

- Reducing Emissions
- Electric Charging Support

## Enhanced Public Transportation:

- Improved Route Planning
- Real-time Schedule Updates

# Artificial Intelligence Resources

- ITS America and Cambridge Consultants' Report on the Impact of AI on Transportation and Mobility
- ITS America's AI Decoded Report
- ITS America's AI Policy Principles



# USDOT Thriving Communities

- Learn more about the USDOT Thriving Communities Program
- Led by the USDOT Build America Bureau team
- Our Networked Communities Cohort is led by Conference of Minority Transportation Officials (COMTO)

**3**  
National Capacity Builders

**6**  
Regional Capacity Builders

**39**  
States Represented

**112**  
Communities Supported

**\$23.6 M**  
In funding for Capacity Builders

TCP SNAPSHOT



# COMTO Networked Communities

Delta Economic Research  
Sustainability District

City & Borough of Juneau

Frontier Metropolitan Planning  
Organization

City of Buchanan

Gateway Cities Council of  
Governments

City of Centralia

Mercer County Fiscal Court

City of Crete

Mohawk Valley Economic  
Development District, Inc

City of Raton

Pioneer Square-International  
District Community Preservation  
and Development Authority,  
Historic South Downtown

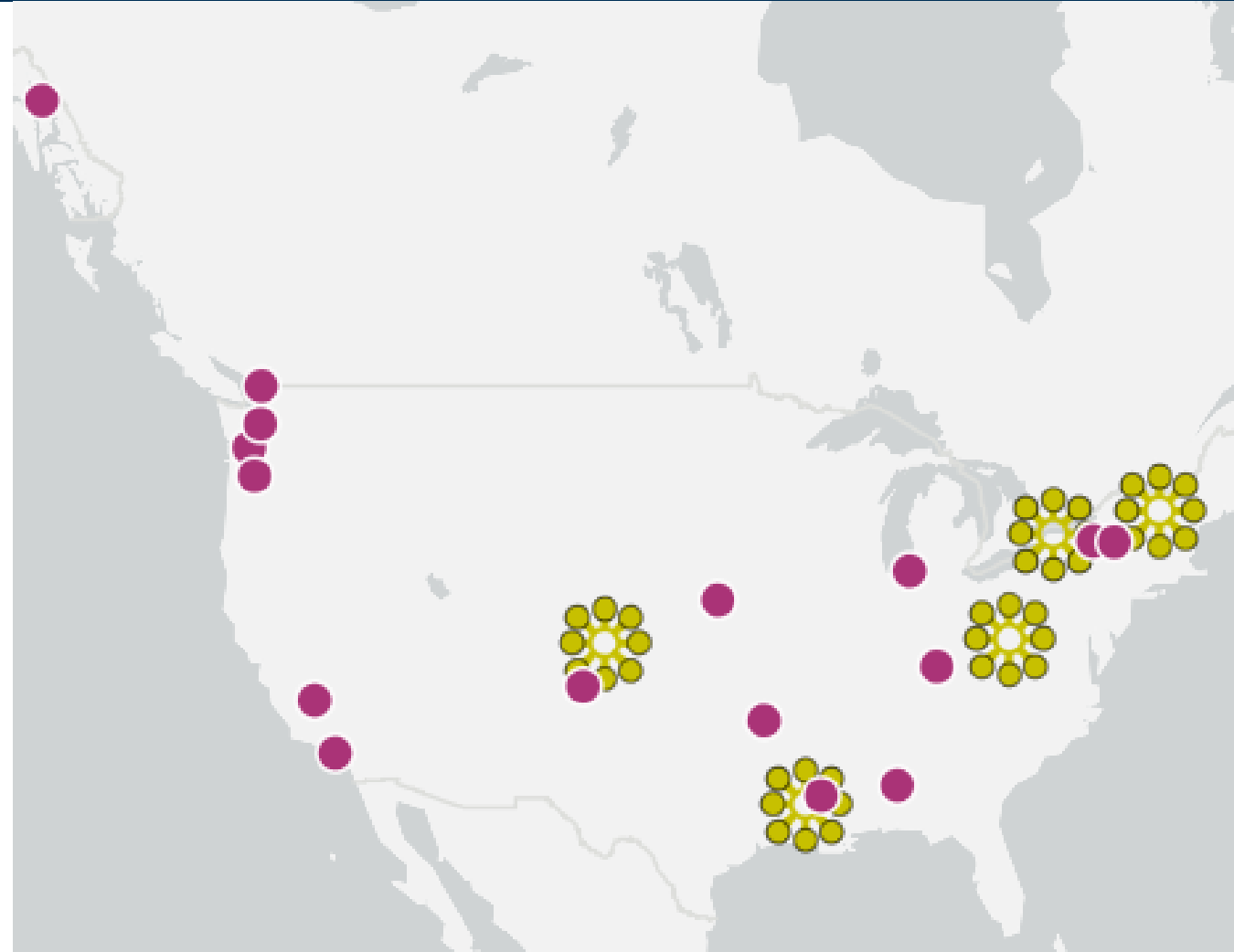
City of Selma

City of Sumas

City of Syracuse

Tulare County Resource  
Management Agency

City of Vancouver



# Future of Intelligent Transportation

- Supporting the ITS JPO on an ITS State of Play Report
- ITS America is currently conducting future of ITS interviews on:
  - *Emerging trends to watch*
  - *Opportunities to accelerate ITS deployments*



# Future of Intelligent Transportation

- We want your help today on the future!
  - *What are the greatest needs that intelligent transportation can address to improve people's lives and how they move?*
  - *What is something we should do now to ensure intelligent transportation is successful in the future?*



<https://www.menti.com/alvyh4im532r>



# ITS AMERICA

The Intelligent Transportation Society of America

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