



31st Annual ITS Wisconsin Transportation Conference

Navigating the Information Highway

October 16, 2025



State of Technology



Technology Has Never Been **MORE RELEVANT**

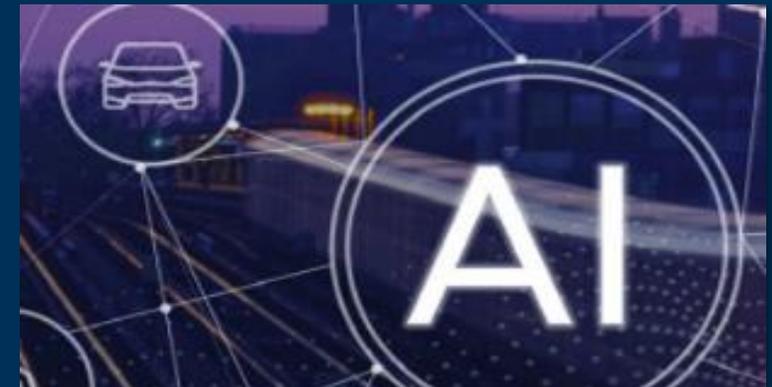
- Deploying with Optimism and Confidence
- Moving to Scale National Deployment
- Evolving our Approach



Current State of ITS

Building A Strong Foundation

- Advancing V2X: USDOT Deployment Plan, FCC Second Report & Order
- Providing Leadership & Expertise on Artificial Intelligence (AI)
- Connecting the Pieces of Digital Infrastructure
- Investing in our Workforce



2025 MOMENTUM

Realizing the Promise of ITS

- Advancing Technology Integration
- Investing in Technology Inclusive Infrastructure
- Developing a Connected Ecosystem
- Adopting and Operationalizing AI
- Advancing Data Governance, Privacy and Cybersecurity



DIGITAL INFRASTRUCTURE

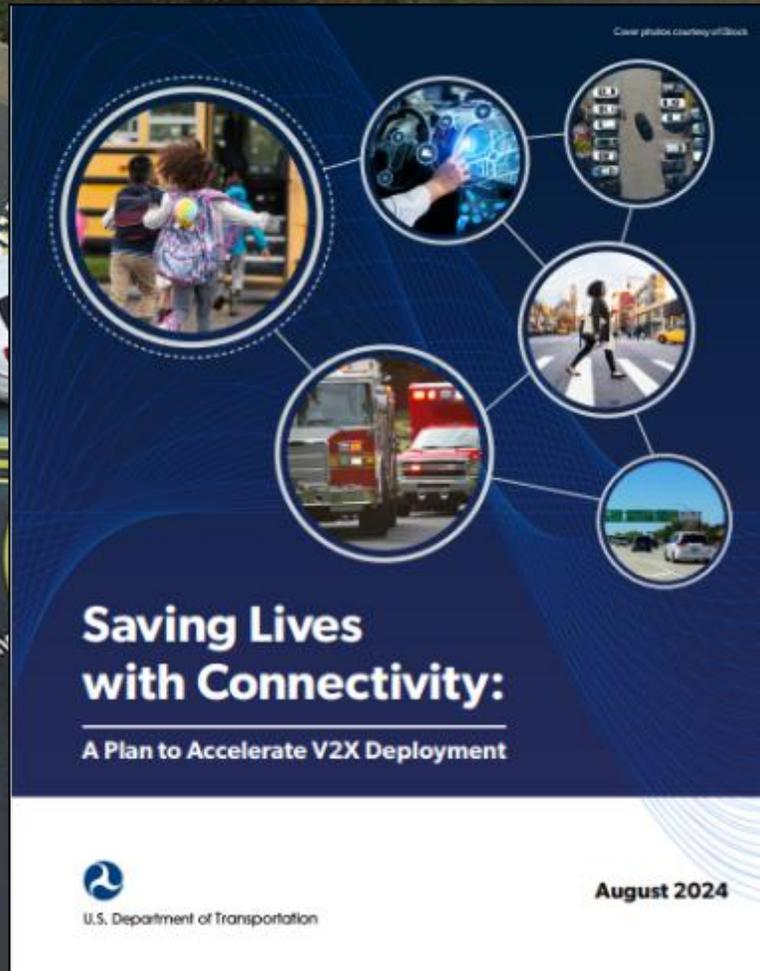
- Vision & Framework
- Roadmap for Implementation
- Shared Data Layer
- Multimodal Use Case Ecosystem



ARTIFICIAL INTELLIGENCE

- AI Policy Principles
- AI Decoded
- AI Implementation Guide

V2X & CONNECTED TRANSPORTATION



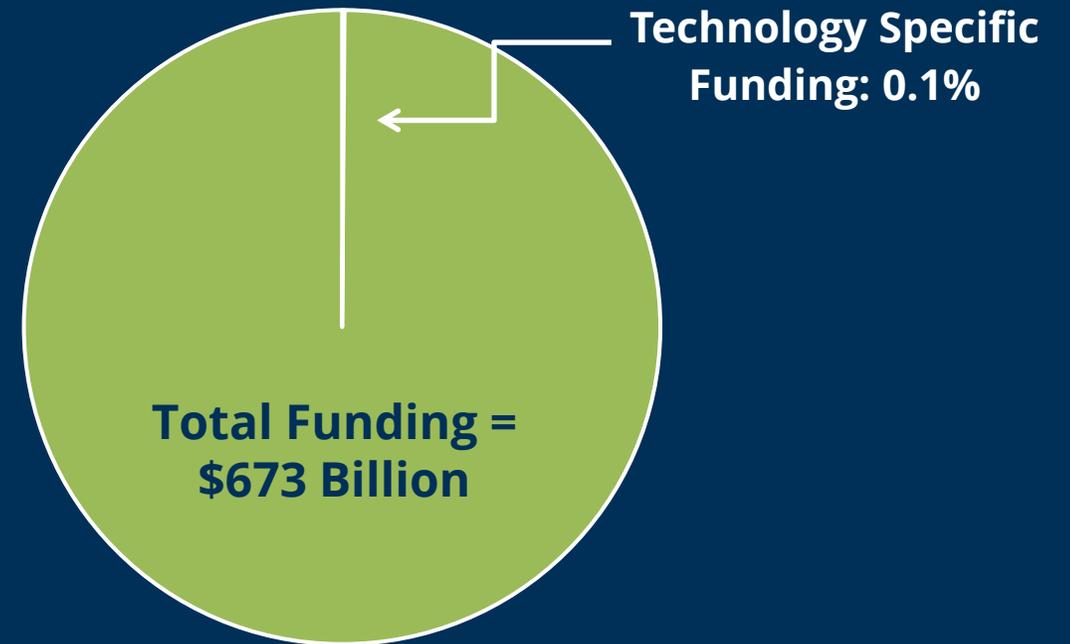
- U.S. DOT National Plan
- Practical Deployment Resources
- V2X and Cyber

AUTOMATED VEHICLES



- Recommendations for National AV Framework
 - Federal Safety Guidelines
 - Data Sharing
- Accelerating AV Freight Opportunities

Our Current Funding Dilemma



IIJA provided \$673B in surface transportation funds, but only **0.1%**, or **\$800M**, for technology specific programs, via competitive grants.

It's Time To Modernize

Rethinking Technology in Reauthorization



**Integrate Technology
Throughout Federal
Transportation Programs**



**Provide Certain &
Substantial Funding With
A Technology Formula
Program**



**Modernize Technology
Procurement & Improve
Flexibility**

BUILDING AN INTELLIGENT SYSTEM



AI Platform Reduces EMS
Response Times &
Lowers Crash Rates in
Southern Nevada



Connected Vehicle
Technology Improves
School Bus Efficiency in
Suburban Atlanta



V2X and AI-Powered
Video Analytics
Improves VRU Safety
at Intersections

- There is no one solution to help us meaningfully reach Vision Zero – we need to build an intelligent **system** and a **layered** approach to safety
- Realizing the promise of ITS requires multiple technologies, greater connectivity, and more dedicated funding and investments

WHAT WE GAIN WHEN WE INVEST

The System Thrives

- **Lives Saved**
- **Economic Growth**
- **Infrastructure Resiliency**
- **System Efficiency**
- **Increased Access and Choice**



Advocacy Priorities for Reauthorization

- **Authorization of Digital Infrastructure throughout USDOT programs**
 - **Define digital infrastructure within title 23 and 49**
 - **Further incorporate technology deployment into federal and state planning processes**
 - **Strengthen research and development**
 - **Expand funding eligibilities**
- **Encourage federal guidance on procurement practices**
 - **Encourage outcomes-based procurement**
 - **Share best practices for innovative procurement**
 - **Promote collaboration between the public and private sector**



Advocacy Priorities for Reauthorization

- Establish certain and substantial formula funding for technology deployment
 - Create the Driving Innovation and Growth by Integrating Technology for American Leadership (DIGITAL) Funding Program
 - Ensure broad flexibility for transportation agencies to invest in ITS solutions



Additional Advocacy Priorities

- **Expand Innovation Agenda to Include Infrastructure**
- **Develop National Digital Infrastructure Framework**
- **Re-release National V2X Deployment Plan**
- **Include V2X in NCAP**
- **Additional Guidance and Support on Buy America Restrictions**



A Look at ITS World Congress

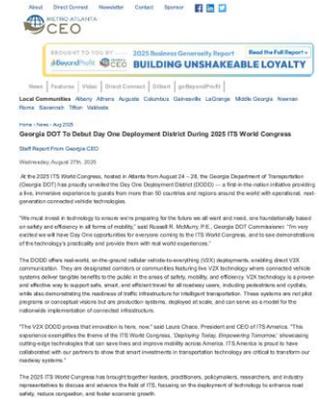


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ITS AMERICA

Day One Deployment District

- A total of **14 deployers** participated
- Over **1000 attendees** visited + approx. **700 attendees** experienced DODD ride alongs
- **Extensive media coverage:** live broadcast coverage from local news outlets, press releases, and social media posts
- One of the largest permanent V2X deployments on live streets and **shows that V2X is ready for widespread deployment today**





ITS TECHNOLOGY

USE CASE LIBRARY

Volume 2

ITS America Academy



- A new platform housing a series of training courses designed to deliver the skills needed to stay ahead in the quickly-evolving ITS industry.
- Recently launched a new **AI in Transportation** course which provides transportation practitioners with foundational knowledge of AI technologies, alongside ethics, and policy considerations — ensuring tools are applied to improve safety, mobility, and efficiency across transportation systems.
- **Intro to Transportation Data** was the first course launched as part of the Academy and familiarizes both existing employees and new hires with the latest best practices regarding the collection, use, and management of data.
- For more information, visit: <https://itsa.org/itsa-academy/>

DO SOMETHING

- **JOIN ITS AMERICA**
- **GET ENGAGED & STAY ENGAGED**
- **PUSH IMPORTANT IDEAS FORWARD**
- **“WALK THE WALK”**



Safe. Smart. Connected.

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