



Increasing the Value of Membership in 2021 and Beyond

A More Equitable Future

At ITS America, our members are at the center of all we do. Our federal advocacy efforts to help ensure a safer, greener, smarter future; our events bring stakeholders together to share experiences and learn about new ideas; and our research efforts that provide the latest information on intelligent transportation issues – these vital efforts are possible because of you.

Last week, the ITS America Board of Directors voted to move forward with a **multi-year plan to realign our priorities and operations with our vision.** We began this strategic planning process last year by talking – and listening – to you, so thank you for your participation.

Much of what we heard was your desire for more opportunities for *all* members to engage in our work, and that is exactly what we intend to provide – **a model that harnesses all of our members' passion and expertise.**

What does this mean?

Expanded Committee Structure

To create more opportunities for all members to help further our mission, we will **establish a set of standing committees** to leverage your expertise in developing policy positions and programs. Each committee will be a forum in which technical experts, engineers, and policy experts come together to advance comprehensive programs and services on that topic from research to education to policy. We will launch the committees, listed below, in 2021.

- Connected Automated Vehicles
- Vehicle to Everything (V2X)
- Smart Infrastructure/TSMO
- Maas/MOD
- Sustainability/Electrification/Resiliency
- Emerging Technologies

Industry Trends and Analysis

In 2021, we will continue to conduct and publish **quarterly analyses of industry trends.** These insights will be free to member companies, an added value of membership. In addition to



helping members stay informed about the latest developments impacting the industry, these will help position our association as the go-to source for future-focused insights on intelligent transportation. **We plan to transition to bi-monthly reports in 2022.**

Equitable Dues Model

In 2021, we will be rolling out a new dues model that will resolve current membership inequities and ensure that **all** members have full access to ITS America offerings – something we know has been a concern for many of our members. In the coming weeks, we will share detailed information on the new dues structure for 2021.

We are very excited about the changes to come, and we think you will be too. Not all the changes will happen at once – this is a multi-year plan, and we will provide more specific details in the coming weeks and months. We believe this new direction will make ITS America a stronger organization with more engaged and satisfied members, and together, we will continue to advance the intelligent transportation industry.

As always, thank you for your continued engagement and all you do to keep America's transportation system safe.

Shailen Bhatt

President and CEO, ITS America