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MOBILITYXX LAUNCHES MAJOR PUSH FOR MORE WOMEN IN TRANSPORTATION
#10in10 Effort to Increase Women by 10 Percent in 10 Years Kicks Off Today

WASHINGTON – MobilityXX, a partnership of the Intelligent Transportation Society of America (ITS America), The Ray, and WTS International, today launched a campaign to increase the number of women from all backgrounds in the transportation workforce by 10% over the next 10 years.

As of 2019, women comprised only 15 percent of the 14.8 million transportation workforce, with even fewer in decision-making roles. According to U.S. census data, the proportion of women in transportation occupations only increased by three percent from 2005 to 2019.

“It is critical to bring more women and women of color into transportation, and particularly into decision-making roles, as we make investments to transform our system,” said ITS America President & CEO Laura Chace, one of the driving forces behind MobilityXX. “Having more diverse voices, from planning through decision making, will help solve complex challenges and produce better outcomes for all.”

Transportation industry stakeholders can join the #10in10 campaign by taking the [MobilityXX Pledge](#) – complete two or more action items over the next year that promote diversity and increase the number and influence of women within their organization. Actions include diversifying panels, removing gender bias from job descriptions, baselining the organization, among others.

“At The Ray, the core of our mission is to build a better, more sustainable transportation system for all,” said Allie Kelly, Executive Director, The Ray. “This is only possible when we have diverse voices at all levels of the planning and implementation processes. As a female-led team, we see firsthand the disparities women face when traveling, and we’re proud to sign the MobilityXX pledge and take an active role in moving the industry forward.”

“In order for our transportation systems to serve everyone, we need to ensure the teams planning, building, and running them are diverse and represent the communities they serve. At WTS International, we are dedicated to creating a more diverse, inclusive, and equitable transportation industry through the global advancement of women,” said Sara Stickler, Executive Director, WTS International. “We are a proud partner of Mobility XX, and this campaign exemplifies the mission and work of our organization as we advance transportation through the advancement of women.”

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The following organizations have signed the MobilityXX Pledge to help kick off the #10in10 campaign: Iteris, the presenting sponsor of MobilityXX; CADIA; California State Transportation Agency; Carnegie Mellon University's Traffic21 Institute and Mobility21; Center for Connected and Automated Transportation, University of Michigan; COTA; Cubic; Econolite; InfraStrategies LLC; ITS America; Kapsch TrafficCom USA; Mcity; Mineta Transportation Institute; Minnesota DOT's Connected and Automated Vehicle Office; PrePass Safety Alliance; San Francisco County Transportation Authority; SEPTA; Texas DOT; The Plum Catalyst LLC; The Ray; University of California at Berkeley's Transportation Sustainability Research Center; Washington State DOT; and WTS International.

For more information about MobilityXX and #10in10, please visit <https://www.mobilityxx.org/>.

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About ITS America

The Intelligent Transportation Society of America advances the research and deployment of intelligent transportation technologies to save lives, improve mobility, increase accessibility and equity, promote sustainability, and improve efficiency and productivity. Our vision is a better future transformed by intelligent mobility: safer, greener, smarter. For more information, please visit www.itsa.org

About The Ray

The Ray is a proving ground for the evolving ideas and technologies that will transform the transportation infrastructure of the future with the mission to build a zero carbon, zero waste, zero death highway system. It begins with the 18-mile stretch of interstate named in memory of Ray C. Anderson (1934-2011), a Georgia native who became a captain of industry and was recognized as a leader in green business when he challenged his company, Interface, Inc., to pursue a zero environmental footprint. Chaired by Ray's daughter Harriet Langford, The Ray is an epiphany of the Ray C. Anderson Foundation. Learn more at www.TheRay.org.

About WTS International

The Women's Transportation Seminar (WTS) International is dedicated to creating a more diverse, inclusive, and equitable transportation industry through the global advancement of women. WTS is: Advancing women; advancing transportation with 8,500 members and 65 professional chapters throughout North America. WTS, in collaboration with its Foundation, attract, sustain, connect, and advance women to strengthen the transportation industry. For more information, please visit www.WTSInternational.org.