PRINCIPLES FOR INCLUSIVE FUTURE MOBILITY
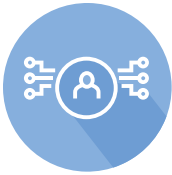
ITS AMERICA

Background

The Intelligent Transportation Society of America's (ITS America) board, members, and staff are aligned around our vision of a better future transformed by intelligent mobility - one that is safer, greener, smarter and provides more access and opportunity. As ITS America continues to grow its presence, it has an opportunity to provide new thought leadership about what intelligent mobility and the future of transportation means to people. Transportation and mobility are foundational to access and opportunity, including healthcare, education, jobs, economic prosperity, caregiving and family assistance, critical services, goods, and social wellbeing, all of which are central components of a healthy society. Technology is a tool that can transform transportation and help us create opportunities for everyone, no matter who they are or where they live – but we must be thoughtful and intentional to ensure everyone can realize the benefits. As the world looks to the future of mobility, ITS America can define the principles for inclusive future mobility in support of our vision.

> **These principles are designed to guide leaders, decision-makers, policy makers, and stakeholders on how best to implement technology to make our world safer, greener, smarter and provides more access and opportunity.**

ITS America's Goals

1. **Safer** – Safety is our top priority. With increasing fatality rates on U.S roadways, everyone has a role to play to keep people safe. ITS America works to integrate technology into our transportation system to help reduce and eventually eliminate roadway fatalities.

2. **Greener** – Reducing harmful emissions and congestion from the transportation sector will improve public health outcomes for all communities. ITS America supports a holistic transition to a cleaner, more resilient transportation system.

3. **Smarter** – Promoting equitable access to safe, reliable, accessible, multi-modal transportation choices is key to advancing economic opportunity and social wellbeing. ITS America supports harnessing technology and innovation to bring these benefits to communities by investing in digital infrastructure. Digital infrastructure is the operating system for future mobility – it marries the physical and digital worlds, allowing us to communicate, share, store, and analyze information to save lives, provide faster emergency response, predict weather events, and distribute services more equitably.

ITS America Principles for Inclusive Future Mobility

Focus on the user – Harnessing principles from human-centered design, center our work around what people and communities need from transportation technologies and intelligent mobility to advance safety, sustainability, access, and equity. Ensure transportation technologies are accessible, easy to use, and intuitive. Promote communities that harness digital infrastructure to support digital access. Develop metrics to measure success. Study the potential unintended consequences as we move forward with future mobility systems.

Reimagine how we look at safety - Safety includes vehicular and system safety as well as personal safety, security of personal data, and improvement of public spaces that make all people feel safe on all modes of transportation. Improving safety for all who travel on our system requires that we integrate technology to save lives, protect systems, and secure environments.

Cultivate sustainability and resiliency – Recognizing transportation is one of the largest contributors to emissions, advance technology that can help us anticipate, prepare for, and respond to climate events and provide flexibility to adapt to climate-related risks. Commit to zero-emission fuels and renewables, technology applications, and alternative modes of transportation that promote positive health benefits, environmental justice, and environmental stewardship so everyone can live, work, play, and thrive in a healthy community.

Champion equity, diversity, and inclusion in transportation and the workforce – Because transportation impacts people's health, educational, and economic opportunities, advance a system that meets the needs and values of the communities we serve by promoting workforce development to attract, hire, retain, and promote diverse voices, including women and people of color. Include more diverse perspectives to ensure we lift everyone as we make investments to transform our transportation system. Prepare our future and existing workforce to meet the increasingly technological needs of our transportation system through workforce development, apprenticeships, and training partnerships.

Promote access and opportunity – Integrating technology into transportation gives people more access to meaningful, equitable, and affordable mobility options and provides pathways to economic opportunity as well as social connections. As we explore the promise of new technologies, we must learn from and embrace lessons of the past and incorporate transportation equity principles into policy, research, and implementation strategies. Ensure mobility, data, and transportation technology options are accessible to everyone and people know how to use them. Meaningfully engage communities to have a voice in expressing how technology can advance their goals, remove systemic barriers, and improve affordable access to transportation. Recognizing transportation includes the movement of people, goods, and services, understand the importance of access to goods and services and the role the supply chain has in our society.

***Educate, engage, and convene stakeholders to listen and build consensus*–** Policymakers, communities, industry leaders, and ITS members have much to learn from each other. Educate policymakers and practitioners on the importance of emerging transportation technologies and how deployment can achieve desired outcomes in their communities. Promote opportunities to help communities understand how these technologies can improve their lives. Engage and involve new voices and ideas to promote inclusive thought leadership. Support public-private partnerships that responsibly invest in digital infrastructure and future mobility to meet community goals.