

## ITS America 2023-2026 Strategic Plan

**Vision:** A better future transformed by transportation technology and innovation.  
Safer. Greener. Smarter. For all.

**Mission:** To be the leading voice advocating for the scaled deployment of innovative transportation technology through policy, thought leadership, and developing a diverse workforce.

### Guiding Principles

1. Focus on the user
2. Reimagine how we think about safety
3. Cultivate sustainability and resiliency
4. Champion equity, diversity, and inclusion in transportation and the workforce
5. Promote access and opportunity
6. Educate, engage, and convene stakeholders to listen and build consensus

### 2023-2026 Goals and Strategies

1. **Enhance member value**
  - Enhance member value offerings to engage existing members and attract new voices
  - Diversify & grow revenue & leverage ITS America's work to add value to the market
  - Board development
  - Strategic staffing & resourcing
2. **Grow and influence adoption of technology solutions**
  - Continue leadership in policy and advocacy
  - Support procurement innovation and resources to obtain federal funding
  - Advance scaled deployment to grow adoption of ITS leveraging committees and members
  - Develop key metrics and outcomes to promote the cost-benefit analysis and return on investment of investing in ITS
3. **Expand education and awareness of ITS**
  - Share case studies of successful ITS deployments
  - Public agency outreach and engagement via local workshops & training
  - Grow social media & digital presence including "voices of ITS"
  - Promote a diverse, equitable and inclusive workforce for today and tomorrow