

2023 Year-In-Review

ITS America strives to find new ways to better serve its members every year. 2023 was no exception as we re-focused resources on our core Strategic Plan goals of enhancing member value, influencing adoption of technology solutions, and increasing education and awareness of ITS.

This year, ITS America looked both inward and outward to determine how we can support the industry and drive our mission forward. We listened to our members and doubled down on areas where ITS America can have the most impact. You will see this focus in our committee realignment for 2024 and our new Communities of Practice on cross-cutting issues. We also took concrete steps to ensure our work includes a focus on convening, peer sharing, knowledge transfer, and creating roadmaps and action plans to help scale technology. ITS America delivered numerous new products and tools in 2023 to support our members as they advance deployment of ITS technologies nationwide.

Additionally, we spent much of the year engaging with our members and the broader industry to understand market gaps and unmet needs for the ITS sector and where ITS America can play a meaningful role. We have identified new opportunities to bring additional value to our members and the industry and will share more in 2024 – stay tuned!

We continue to attract talented staff who share our core beliefs and mission. Together, we have built a diverse and unique stakeholder base engaged in advocacy, policy, and deployment to **support a safer, greener, smarter future for all.**

A few highlights from 2023 include:

- **Advanced and integrated Digital Infrastructure concepts into USDOT's Strategic Plan**
 - ITS America insisted that the Bipartisan Infrastructure Law fund digital infrastructure despite a lack of understanding among policymakers, and digital infrastructure is now a cornerstone of the USDOT's Strategic Plan. In September, we released the first ever [National Digital Infrastructure Strategy Report](#).
- **Led first national plan for interoperable connectivity deployment with USDOT**
 - ITS America is leading the broader industry to collectively develop the first national interoperable connectivity deployment plan with USDOT to guide deployments nationwide, starting with the release of our [National V2X Deployment plan](#) in April, and continuing with advising USDOT on their draft plan released in October.

- **Convened one of our most successful national conferences**
 - ITS America's 2023 Conference & Expo in Dallas was the most successful domestic conference in its recent history, bringing together an industry hungry to develop new partnerships, and learn and iterate quickly to deploy technology.

Membership:

Over the course of 2023 ITS America has strengthened the foundation of the association with a focus on continuing to engage and grow membership. Those efforts have resulted in 44 new members, which represents a 10% increase over last year. This growth was partially facilitated by the addition of a new Membership and Education Coordinator to support members requests, events, and serve as first-line point of contact.

In addition to a new member of the team, we have entered a new partnership to optimize our database and deployed a new self-service membership portal "[MyITSA](#)" where members can seamlessly manage their membership, update contact information, and choose their participation in Committees, Working Groups, and Communities of Practice. These improvements will continue to streamline our processes, provide better support, and enhance our members' experience.

Our member webinars continue to be a well-recognized key benefit of membership and this year we hosted discussions on many topics of interest including artificial intelligence, digital infrastructure, and road safety. Our member webinars provide an opportunity to learn about how peers in the industry are partnering to pilot or deploy innovative technologies to solve real world challenges.

Overall, the number of webinars provided by ITS America in 2023 increased by 28% over offerings the previous year. As communication and engagement continue to be a priority, our member newsletters Momentum and Policy Rundown consistently deliver relevant and timely information to members. Our social media platforms continue to be a source of thought leadership and engagement for our members, and we have seen sustained growth over 2023 in followers and impressions. While Twitter has had a turbulent year and has not served as reliably as years past, we have seen good engagement on both LinkedIn (LI) and Facebook (FB). LI led the way, in the past year we saw strong growth adding 2,950 followers to a current total of 14,696, just more than a 20% increase and our LI page saw 298,402 impressions over the past year. FB has been actively working on reducing bots/misinformation and dormant accounts which impedes growth of accounts, which means a smaller but more engaged following. FB shows a community of 4,272 members with 498 on average seeing each post and 41 active engagements per post.

Policy & Advocacy:

ITS America's policy team has continued to bring the organization's vision of a safer, greener, and smarter transportation system for all to federal policymakers, both in Congress and in the Administration.

Our team has worked extensively to push USDOT forward on technology adoption, including in facilitating USDOT's development of a national V2X deployment plan and as key contributors to USDOT's digital infrastructure engagement, and released a detailed report outlining a proposed digital infrastructure strategy in September. ITS America is currently undertaking a similar effort on a report on artificial intelligence, which is expected to be released in early 2024. We have also met with officials from several modal administrations and other federal agencies on transportation technology issues, including the Federal Highway Administration, the Federal Transit Administration, the Federal Communications Commission, the National Telecommunications and Information Administration, the National Institute for Standards and Technology, the White House Office of Science and Technology Policy, and the Department of Energy, among others.

ITS America has continued to advocate for the organization's legislative priorities in Congress, holding many meetings with Congressional staff and coordinating member support for the ITS Integration Act, and discussing key policy priorities. ITS America is looking ahead to being well-positioned to contribute to Congress's upcoming surface transportation reauthorization debate in 2025, which will have significant impacts for our members.

ITS America staff and members have been selected for numerous federal advisory committees, including the Joint Office of Energy and Transportation's Electric Vehicle Working Group, USDOT's Advisory Committee on Transportation Equity, and more. We anticipate that many ITS America members will soon be selected for USDOT's Transforming Transportation Advisory Committee and the ITS Program Advisory Committee. Throughout these efforts, we have continued to demonstrate ITS America's thought leadership in a wide range of transportation technology use cases and issue areas.

We have also engaged through a series of regulatory filings, including the following:

- [New Car Assessment Program](#) - ITS America applauded the National Highway Traffic Safety Administration's (NHTSA) work to improve pedestrian safety through amendments to the New Car Assessment Program (NCAP), particularly through NHTSA's efforts to harmonize their approach with Europe's EuroNCAP. We expressed, however, that NHTSA's focus on vehicle designs in this proposal was a missed opportunity for NHTSA to adopt some of the vehicle safety technologies already included in EuroNCAP which would more significantly improve pedestrian

safety on American Roadways, including V2X technologies. We encouraged NHTSA to adopt an NCAP assessment methodology that recognizes the singular benefit that such technologies provide to roadway users inside and outside of the vehicle.

- [Automatic Emergency Braking](#)– ITS America expressed our support for NHTSA’s efforts to encourage the inclusion of Automatic Emergency Braking (AEB) technologies in light vehicles, and identified methods with which we believed NHTSA could improve this proposed rule, including by considering some of our concerns around AEB functionality at a certain threshold of vehicle speeds, the AEB system malfunction warning in inclement weather, and the software update process that NHTSA envisioned in the rulemaking. ITS America also encouraged NHTSA to consider V2X as an additional technology that NCAP should support to accomplish the safety goals that AEB is designed to promote.
- [Advanced Research Projects Agency – Infrastructure](#) (ARPA-I) - ITS America strongly supported USDOT’s efforts to implement the promise of ARPA-I and agreed with USDOT’s assessment that the program offers a “once-in-a-generation opportunity to improve our nation's transportation infrastructure, both physical and digital.” We welcomed the opportunity to highlight a series of areas in which we believe that ARPA-I is poised to provide benefit in encouraging development and deployment. These areas included digital infrastructure, safety improvements, sustainability and resiliency, and other key issues of focus which would help realize USDOT and ITS America’s shared vision of a transportation system that is safer, greener, and smarter for all.
- [Advanced Air Mobility](#)– ITS America responded to a Request for Information informing USDOT’s approach to Advanced Air Mobility (AAM), in which provided feedback on likely AAM use cases (emergency response, cargo delivery, and personal mobility), safety enhancements, expected customer experience, statutory and regulatory schemes, the role of state and local governments, anticipated power requirements, workforce development, global leadership and international practices, vertiport development and operations, electromagnetic spectrum, and overall functional architecture.
- [NIST Critical and Emerging Technology Standards Strategy](#) – ITS America responded to a Request for Information from the National Institute of Standards and Technology on Implementation of the United States Government National Standards Strategy for Critical and Emerging Technology (USG NSSCET). The comment noted that while public sector and private industry stakeholders have been successful in rapidly creating standards for numerous emerging transportation technologies,

increased Federal leadership supporting the implementation of a national standards strategy will be a key component of ensuring that these standards are coordinated between sectors, proliferated between technology deployers, and implemented effectively.

ITS America Committees:

ITS America Standing Committees and Working Groups have been hard at work this year creating resources to advance the industry and scale technology adoption. In addition to the many deliverables, we have hosted numerous forums for the industry focused on priority issue areas, provided 15 member spotlights during our committee meetings, and welcomed 20 guest speakers to further educate and share knowledge among our membership.

The [V2X and Connected Transportation Committee](#) developed and released the industry's first National V2X Deployment Plan in April. This plan was the culmination of months of work and presented the perspectives of both IOOs and OEMs, including a call to action for state and local transportation agencies and related federal agencies. ITS America staff and members socialized the plan with key USDOT officials and presented it publicly at USDOT's second V2X Workshop and in other forums throughout the year. Undoubtedly, ITS America's plan was critical to the development and release of USDOT's own V2X Deployment Plan in October of this year. ITS America staff continue to work through the CAT Coalition to develop USDOT's Deployment Plan.

Additionally, the Committee's working groups have advanced a number of projects: the Future of 5.9 V2X Working Group is developing a summary of ITS America's Industry Survey on V2X and an updated V2X Application Map; the Beyond 5.9 V2X Working Group is developing a Beyond 5.9 V2X Deployment Plan that will evaluate opportunities to deploy V2X services outside of dedicated spectrum; and the V2X Decoded Working Group released an updated FAQ document and developed a V2X repository database.

This year, our [Automated Vehicle Committee](#) worked with several industry partners to develop sessions and resources to advance the deployment of automated vehicles. The Committee partnered with the Transportation Research Board (TRB) to deliver two joint sessions in 2023: (1) *The Future of Freight: Automated Vehicles, Regulatory Guidance and Deploying Supply Chain Solutions* and (2) *Policy Solutions to Scale AV's Now: Harmonizing Federal State and Local Policy to Develop a Consensus National AV Framework*. These were widely attended industry sessions and resulted in the development of a white paper titled "[TRB Forum with ITS America – AI in AVs](#)".

The Committee also worked with ITS America staff and members to develop and release an [AV Resource Page](#), which was created to provide the automated vehicle industry with a one-stop

shop for AV resources and includes information on pilots/deployments, AV suppliers/developers, planning tools, associations and collaboratives, education, and training. The Committee also supported the release of an AV Freight report by ITS America, K&L Gates and AUVSI titled [“Addressing the Patchwork: A State-by-State Analysis for Autonomous Trucking in the United States”](#) on the current landscape of state policies and regulations that impact the deployment of automated trucks and convoys and identify potential barriers and inconsistencies resulting from a “patchwork approach” to policies across the country.

The [Smart Infrastructure Committee](#) focused much of its efforts on developing and releasing ITS America’s [“Digital Infrastructure Strategy Report”](#). This report is the culmination of nearly 18 months of convening, discussion, and hard work from our DI Working Group. This report will be instrumental in assisting the USDOT in harnessing the power of our industry to advance the use of digital technology to develop a safer, greener, and more equitable future. It provides real-world use cases for digital infrastructure deployment and provides a roadmap for successful implementation by USDOT. ITS America staff continue to work directly with USDOT officials to promote a federal digital infrastructure approach that considers the needs of the public and private sectors and supports the deployment of digital infrastructure technologies.

Additionally, the Committee’s Cybersecurity Working Group drafted and released a white paper titled [“Considerations for a Secure Electric Vehicle Charging Ecosystem”](#) to bring clarity and awareness to the challenges and practice of securing EV (Electric Vehicle) infrastructure to ensure a cybersafe, secure, and resilient transportation network, and the Broadband Working Group is currently gathering feedback, examples, and links for its document titled “Broadband Best Practices: Policy, Programmatic and Contracting, and Technical”.

The [Mobility on Demand Committee](#) hosted a series of Peer Exchanges supported by USDOT and is working to release a MOD Equity Framework white paper titled *Equitable, Accessible, Inclusive and Diverse (EAID) Technology-enabled Mobility Frameworks*. The Universal Basic Mobility (UBM) Wallet Working Group captured thought leadership content for its fact sheet on [“MaaS/MOS Platforms: Driving Transportation System Sustainability, Accessibility, and Efficiency”](#).

The [Emerging Technology Committee](#) hosted an AAM workshop at ITS America’s Annual Conference and Expo, provided subject matter expert opinion to inform ITS America’s comments on NIST’s Critical and Emerging Technology RFI (Request for Information) and the Federal Aviation Administration’s AAM RFI, and created an emerging technology resource library framework to be expanded upon with use cases for AAM, goods movement, passenger movement, and digital solutions. The Committee’s Working Groups also advanced projects related to the Committee’s priorities. The Personal Delivery Devices (PDD) Working Group is working to finalize a white paper to explore and report on the topic of PDD deployment and associated use cases, public reactions/acceptance, successes, challenges, and potential impacts/

opportunities in municipalities. The Digital Twinning Working Group outlined a project to develop use cases that will continue to be developed in 2024.

The [Sustainability and Resiliency Committee](#) primarily focused on supporting ITS America’s contract with the Department of Energy’s National Renewable Energy Laboratory (NREL). This included inviting Jacob Ward from DOE (Department of Energy) to provide an overview of the Energy Efficient Mobility Systems (EEMS) program, followed by a summary of recent strategic planning activities. The Committee also provided feedback and facilitators for an EEMS Program Spotlight focus group session focused on exploring ITS America member and industry perspectives regarding deployment opportunities and needs in the energy efficient mobility systems space. The input gathered during this event will be leveraged to guide federal priorities and advance DOE’s efforts to advance transportation sustainability and equity. Members of the Committee also advised ITS America President and CEO Laura Chace on issues related to electric vehicles for her role on the Joint Office of Energy and Transportation’s Electric Vehicle Working Group.

Committee Transition:

ITS America established six Standing Committees in 2020 to bring professionals together, learn from one another, and help scale ITS technologies. The Committees’ original goals focused on creating policy to support Congressional legislation and Federal regulation. Since the creation of these committees, ITS America has created 14 working groups, totaling over 20 areas of practice with over 400 members.

As part of our 2026 Strategic Plan to enhance member value and grow the industry, and our annual assessment of ITS America Advisory Committees, ITS America staff sought feedback from members to determine which areas ITS America is best positioned to lead the industry and which of our committees and working groups could be combined or transitioned to be more impactful in advancing deployment of ITS technologies.

In 2024 we are transitioning the focus of some of our committees and working groups to better align with industry trends and member feedback. We will have four Standing Committees, eight Working Groups, and four Communities of Practice for 2024. Through this new structure, we will be able to address our most critical goal of scaling deployment of ITS technologies, as the industry continues to evolve and grow.

Standing Committees	Working Groups
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V2X & Connected Transportation	Future of 5.9 Beyond 5.9
Digital Infrastructure	AI & Digital Transformation IIJA & DI Policy
Automated Vehicles	AV Freight
Emerging Technology	Multi Modal & On Demand Mobility AAM Digital Twinning

Communities of Practice
Equity
Sustainability
Cybersecurity & Privacy
Workforce Development

On Thursday, November 16, we circulated a brief selection [survey](#) to all members in order to understand their current interest in and commitment to participating in these committee, working groups, and communities of practice in 2024. Please take a moment to fill out the survey and register your interest for 2024.

Events and Strategic Partnerships:

In April, ITS America hosted one of our most successful annual conferences to date. We brought together over 2,500 industry professionals to Dallas, Texas to learn, share knowledge, develop partnerships, and experience emerging technology solutions. We programmed over 80 educational sessions, live demonstrations and technical tours all centered around our theme of Implementing Innovation for All. USDOT headlined the keynote stage with remarks from Deputy Secretary Polly Trottenberg, FMCSA (Federal Motor Carrier Safety Administration) Administrator Robin Hutcherson, and Deputy Assistant Secretary and Chief Scientist Robert Hampshire, among other industry leaders.

Throughout the year, ITS America continued to support and partner with State Chapters through joint events such as the successful ITS California and ITS America Forum, “IIJA Investment

Partnering and How to Procure Technology Solutions” and speaking at State Chapters meetings. Additionally, we continue to partner and deliver training opportunities to State Chapters through the U.S. Department of Transportation’s ITS Professional Capacity Building Program.

To support driving the industry conversations forward through collaboration, we also held two forums partnering with the TRB AV Forum focused on The Future of Freight, and Policy Solutions to Scale AVs Now: Harmonizing Federal, State and Local Policy to Develop a Consensus National AV Framework. In addition, we co-hosted a workshop with the Association of Metropolitan Planning Organizations (AMPO) on Deploying Technology for a Climate Resilient Future. The ITS America team has presented and attended numerous industry events this year such as CES, TRB Annual Meeting, AASHTO Meetings, the ITS Global Summit, WTS, TRB ARTS, NLC City Summit, AMPO Annual Conference, MIT Mobility Forum, UITP, AIAA, and many more. In May, we partnered with United for Infrastructure to launch the first ever [Digital Infrastructure Week](#), creating an online presence highlighting the need to invest in technology and spotlighting member thought leadership.

Outside of traditional membership events, ITS America has continued to partner strategically with outside organizations to help grow our influence. This includes a partnership with Cambridge Consultants to create a new series of reports on the future of both [digital infrastructure and AI](#); leveraging our partnerships with NLC and AMPO to increase cities and MPO’s exposure and awareness of technology solutions; and serving as an advisor for Accelerator for America’s new [Innovative Infrastructure Initiative](#) (i3) cohort of 10 cities.

Technical Programs

The Technical Programs Department had a successful year focused on continued engagement, convening, and educating the ITS community, conducting research focused on emerging technologies and mobility trends, and forming new relationships that enable continued knowledge transfer to our members and industry partners.

We organized, hosted, and facilitated over 20 informational webinars and virtual events which highlighted several USDOT led initiatives such as the ITS4US Program, The National ITS Reference Architecture, and the Intersection Safety Challenge among others. Altogether, these sessions reached more than 3,000 stakeholders. We also supported the USDOT V2X Communications Summit in April by providing programmatic support and managing the virtual portion of the meeting.

As a part of the UTC (University Transportation Center) Guest Speaker Series, we programmed and facilitated a session on emerging technologies to help connect university and college students with transportation leaders and learn how emerging technologies present new and varied

opportunities to improve mobility and transform the future of transportation. This session reached over 100 students across the country.

ITS America delivered 9 in person technical trainings to ITS America State Chapters on topics including Foundational Systems Engineering Activities to Support ITS Procurement, Crowdsourcing for Advancing Operations, Applying the NIST Cybersecurity Framework, and Connected and Automated Vehicle Education (CAVe)-in-a-box. Over the course of those nine training sessions, we reached over 350 ITS practitioners.

In support of the US Department of Transportation's Mobility on Demand Program, ITS America continued to lead the quarterly MOD Peer Exchange Series which facilitated interactive dialogues that brought together diverse stakeholders in the innovative mobility space to discuss key, targeted topics that impact MOD deployment and adoption. Topics covered in 2023 included Mobility on Demand (MOD) x Transit in 2023, Mobility Data & Standards – Information Sharing across Modes, and Mobility Wallets: Exploring Best Practices & Opportunities.

We continued to build partnerships that grow stakeholder engagement which has helped inform federal priorities. Through partnership with the National Renewable Energy Laboratory (NREL) and in support of the US Department of Energy, we developed, programmed, and hosted several engagement activities with ACES (Automated, Connected, Electric and Shared Vehicle) stakeholders and our members to present research topics, collect feedback, identify barriers and opportunities, and recommend prioritized actions to address barriers to deployment of ACES technologies. Engagement activities included a CAV Impacts Survey; a series of Key Informant Interviews; three focus groups on the topics of Exploring the Evolving Role of Microtransit in 2023, Energy Efficient Mobility Systems (EEMS), and CAV Research Impacts; and a Workshop on Accelerating the Deployment of Advanced Transportation Solutions.

ITS America published a range of technical publications, presentations, and technical insights to inform staff, members, and others in the industry about emerging mobility topics and associated lessons-learned and future-facing considerations. These monthly publications include: (1) Mobility in the Making – highlighting updates and news regarding Mobility on Demand (MOD)-related programs, pilots, and partnerships; and [CAV News Bytes](#) – highlighting stories on CAV technology: partnerships, pilots, policies, etc.

ITS America collaborated with several industry partners and members in pursuit of a variety of grant opportunities which included two USDOT Thriving Communities Grants as National Capacity Builders in 2022 (US Ignite lead) and 2023 (COMTO lead), an NSF Grant (VTTI (Virginia Tech Transportation Institute) Lead) focused on Driving America's Future Supply Chain for Resiliency and Equity from Dock-to-Door, a Stage 1 SMART Grant (City of Chattanooga lead), and two separate pursuits in support of a Center of Excellence (COE) on New

Mobility and Automated Vehicles with the University of California, Berkeley and the University of Michigan respectively. In 2024, we will build on this work and pursue additional opportunities to scale ITS technologies nationwide.

Conclusion

This Year in Review highlights some of the many successes that ITS America had over the course of the past year in partnership with our members. From in-person and virtual events, to growing membership, and interacting with Administration officials and Congressional leaders, ITS America continues to be the national thought leader in our space. Thank you for your support of ITS America and we look forward to building on this momentum together in 2024, toward a safer, greener, smarter future for all.