

2024 Member Benefits & Program Overview

Valuable Engagement and Collaboration Opportunities for ITS America Members.

Who We Are & What We Do:

The [Intelligent Transportation Society of America](#) (ITS America) is the nation's leading advocate for using technology and innovation to create a safer, greener, smarter future for all.

- We convene leaders from the public sector, private companies, academia, and research organizations to create an environment that fosters innovation.
- We promote a legislative and regulatory environment that supports investment in and the safe deployment of intelligent transportation systems and emerging technologies.
- We educate stakeholders, conduct research, and build awareness of advancements in smart transportation technologies.

Who We Represent:

ITS America is the only national association to bring together leading technology firms, state, regional, local transportation and planning agencies, private companies providing ITS products and services, auto manufacturers and suppliers, transit providers, research organizations, academic institutions, and other transportation practitioners around delivering safer, greener, smarter mobility for all.

What ITS America Can Do For You:

Stay informed. Stay on top of new use cases, best practices, and market opportunities. Learn about new technologies, their function, and how to implement them. As those setting the agenda, ITSA members will be in the know of where the market is heading.

Have a seat at the table. Grow the industry. Showcase technology deployments and their impact. Increase your reach by building the roadmap for technology deployment. Enhance organizational recognition and brand.

Invest with confidence. Invest in solutions that have been proven elsewhere and get product feedback. Hear what solutions are needed today and how to plan for tomorrow. Set policy and formalize roadmaps, allowing members to wisely invest to maximize return and impact.

Develop and Access Talent. Grow your expertise and learn from others by participating in ITS America's committees, working groups and forums. Access a broader pool of candidates with ITS experience through our [Career Center](#) job board.

Connect with us:



Benefits Overview:

Policy and Advocacy –Members can serve on our various committees, working groups and communities of practice to develop policy and industry resources to advocate for a favorable regulatory and legislative environment to deploy technology. We engage with Congressional members, federal agencies, and across our diverse membership to advocate for increased adoption of transportation technology.

Standing Advisory Committees:

- V2X and Connected Transportation
- Digital Infrastructure
- Emerging Technology
- Automated Vehicles

Working Groups:

- Future of 5.9 V2X
- Beyond 5.9 V2X
- AI & Digital Transformation
- IIJA Policy
- Multimodal Transportation & On Demand Mobility
- Digital Twinning
- Advanced Air Mobility
- AV Freight

Communities of Practice and Cross-Cutting Issue Areas

- Cybersecurity & Privacy
- Sustainability
- Equity
- Workforce Development

IIJA (Infrastructure Investment Jobs Act) – We help our members to better understand what transportation technology investments and opportunities are included in IIJA, how to leverage these new programs, and to track the implementation of IIJA by the U.S. Department of Transportation (USDOT) and other Federal agencies.

ITSA Friday Update Call: An exclusive member benefit that allows members to participate in a call led by our policy team providing key policy related updates from Washington. We often include guest speakers from the US Department of Transportation and other influential players in the industry.

Technical Programs & Research - Our programs team supports a deployer's task force, National Operations Center of Excellence work, partnerships with the US Department of Transportation ITS Joint Program Office and the Department of Energy and does technical research and trends analysis. This group also promotes research findings from member organizations.

Member Webinars: ITSA organizes member webinars on many trending topics in the industry as a member benefit at no additional cost. Our webinars give members visibility and the opportunity to highlight their innovative work to a wider and more diverse audience.

Connect with us:



Marketing and Communications - Our marketing and communications department monitors the media for the latest in trends for our member newsletters, does media relations and media education, posts on social media on behalf of members and the industry, writes blog posts, and creates graphics and videos, all of which our members have access to. We also co-create with our members to help promote innovative projects and solutions.

Events and education – Members receive a discount on attendance and exhibiting at our conferences and events. We host an annual conference and exhibition each year in the U.S., and every third year an international conference, the ITS World Congress. At each event, we convene thousands of transportation technology practitioners, innovators, policy makers and more, to learn about the latest trends and best practices via educational sessions, exhibits, innovation competitions, and real-time demonstrations. We also host B2B and B2G networking at these events.

Additionally, we host in-person events including (1) workshops to help the industry and communities learn about and deploy transportation technology; (2) roundtables such as Congressional roundtables or thought leadership on topics like equity and workforce development; and (3) forums to bring thought leaders, executives, and practitioners together to share information and best practices.

State Chapters - We have 26 state and regional chapters that cover the entire country where local practitioners and thought leaders convene monthly and hold annual conferences to continue to share best practices and learn about new technology and trends.

Partnerships - We promote public-private partnerships with members and stakeholders, which can develop in diverse ways. This includes technology showcases, innovation events, and other partnerships to promote thought leadership, knowledge sharing and cross-collaboration, and problem solving.

Join Us Today!

View the [2024 Dues Structure](#) or Join Now!

Please contact our Membership Director at dcousins@itsa.org with questions about becoming a member or how to maximize your membership today. Membership is unlimited for your organization when you join and is prorated quarterly so you can join at any time!

For general membership questions, please contact us at membership@itsa.org.

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