



ACHIEVING MORE, TOGETHER

2024 YEAR IN REVIEW

The **Intelligent Transportation Society of America (ITS America)** is the nation's leading advocate for transportation technology and innovation that creates a safer, greener, smarter future for all.

www.itsa.org



Safer. Greener. Smarter. For All. As the nation's top advocate for the development and safe deployment of intelligent transportation technologies, the Intelligent Transportation Society of America continues to lead the national conversation on the integration of emerging technologies into our transportation system. By elevating our members' voices in our advocacy initiatives, developing roadmaps for the inclusion of key technologies with our federal partners, and providing resources that the ITS industry needs to achieve success, ITS America is delivering on our mission.

Over the course of 2024, ITS America staff and leadership focused on three core elements of our strategic plan: **enhancing member value, influencing the adoption of technology solutions, and increasing education and awareness of ITS.** We delivered new opportunities, bringing additional value to our members and the industry. We connected with influential policymakers, we strengthened relationships to remain a trusted partner, and we listened to our members' needs as a go-to resource for the ITS community. We advocated for a favorable regulatory and policy environment for the deployment of life-saving innovations, educated our members and the transportation community about the ultimate value of technology, and launched a new training academy to prepare our current and future ITS workforce.


ITS America prioritized work that helps our members grow their businesses, invest with confidence, build their knowledge, and elevate their brand at the national level.

Highlights of our accomplishments in 2024 include:

- Publishing the first edition of the *ITS Technology Use Case Library* in January, and an updated version in June
- Expanding our engagement with the U.S. Senate and the U.S. House of Representatives
- Providing thought leadership and resources for the industry on [Artificial Intelligence \(AI\)](#).
- Influencing the first-ever [U.S. Department of Transportation \(USDOT\) National V2X Deployment Plan](#)
- Advancing the first national Digital Infrastructure National Strategy in coordination with USDOT
- [Creating the forums](#) for the ITS industry to advance partnerships, knowledge and build relationships, including our 2024 Annual Conference in Phoenix, our fall Policy Summit, and multiple networking events
- Delivering information our industry needs to scale ITS and emerging technologies
- Developing a new approach to technology investment and funding

As our footprint has grown, so has our staff — we continue to attract mission-driven talent with expertise in transportation and technology. These individuals represent diverse backgrounds and lived experiences but unite under ITS America's core beliefs. Together, we are proud to represent and support our members, and collaborate to advance a safer, greener, smarter future for all.

Thank you for your continued commitment and dedication to ITS America. We are excited to share the following information, celebrating a year of continued evolution and success for our members and the entire ITS community. I hope you enjoy this look back at 2024, and I look forward to an even more prosperous and productive 2025.



Laura D. Chace

President and CEO, Intelligent Transportation Society of America



Enhancing Member Value

OUR MEMBERS COME FIRST. The work of ITS America advances your influence, your business, and your overall transportation and technology priorities. In 2024, ITS America was busy increasing the value of engagement with our organization in a variety of ways.

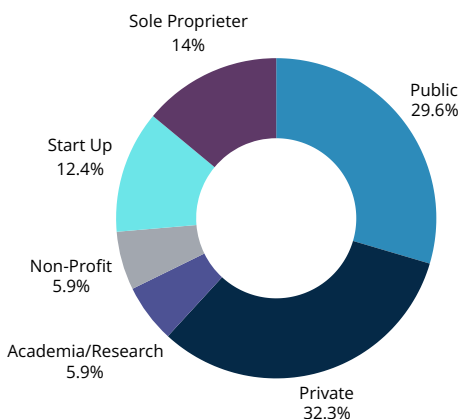
WHO WE ARE

***ITS America convenes professionals** fostering innovation in intelligent transportation systems.*

***We promote a legislative and regulatory environment** that supports investment in emerging transportation technologies, and the safe deployment of these innovations.*

***We educate stakeholders, conduct research, and build awareness of advancements** in smart transportation technologies through resources like reports, whitepapers, and use cases.*

ITS America Membership



- **We cemented important relationships with the Administration and policymakers** as an influential voice on deployment of technology. We successfully secured contract work leveraging our core priorities with three USDOT departments, and we are conducting outreach and research under **five new federal grants** in partnership with our members.
- **We increased our presence on Capitol Hill**, building awareness and understanding of our core policy issues. ITS America's Laura D. Chace testified before a **House Transportation and Infrastructure Committee Roundtable on Artificial Intelligence (AI)** and before the **Senate Commerce, Science, and Transportation Subcommittee** in a hearing on road safety solutions. Additionally, we hosted House Transportation and Infrastructure Committee Chairman Sam Graves and Ranking Member Rick Larsen during our inaugural **ITS America Policy Summit**.
- **We supported the continued acceleration of Vehicle-to-Everything (V2X) technologies**, including the release of USDOT's *Saving Lives with Connectivity: A Plan to Accelerate V2X Deployment*, the first-ever national plan for V2X deployment, representing a bold vision for the scaled, nationwide deployment of V2X technologies, with a clear roadmap for the adoption of these proven tools to improve transportation safety and mobility outcomes. V2X moves ever forward, including grants awarded in June; and in November, the adoption of the "Second Report and Order" regarding the 5.9 GHz band by the Federal Communications Commission (FCC).

Enhancing Member Value

- **We provided critical resources for the intelligent transportation industry**, like our *AI Principles*, *Cybersecurity for Novice Cyber Professionals Primer*, *Cybersecurity for Connected ITS Infrastructure Resource Guide*, *Beyond 5.9 Report*, *AI Decoded*, and many more reports and briefs developed by our staff and Standing Committees.
- **We shared the “ITS Story”** through our association communications and by representing our members at industry events with the American Public Transportation Association (APTA), American Association of State Highway and Transportation Officials (AASHTO), National League of Cities (NLC), Association of Metropolitan Organizations (AMPO); at the Consumer Technology Association annual show (CES); at USDOT’s V2X Summit and Future of Transportation Summit, 2024 Transportation Research Board Annual Conference, CoMotion LA, Smart City Expo, National Committee on Uniform Traffic Control Devices (NCUTCD), and others.
- **We strengthened our member relationships through the Corporate Partnership Program**, providing members with increased engagement and exposure to stakeholders in the greater transportation industry. Six founding members of the program; HNTB, Michelin Mobility Intelligence, Iteris, Bentley, STV, and Cavnue committed their organizations to elevating their support of ITS America’s mission and vision.
- **We connected with our members consistently** and via multiple methods: policy calls, emails, webinars and events, and social media platforms; providing access to important ITS America news and amplifying member program and product announcements.

GROWING & SUSTAINING MEMBERSHIP

Over the course of 2024 ITS America has strengthened the foundation of the association with a focus on engaging and growing membership. Those efforts have resulted in **30** new members. These members represent private industries and public agencies like Atlanta Regional Commission, City of Chattanooga, City of Houston, Denso, Bentley, HERE, and more.



COMMUNICATING WITH YOU

In 2024, ITS America kept our members informed on a variety of topics, including:

- **21** issues of *Momentum*
- **39** issues of *Policy Rundown*
- **41** Event and Program Promotions
- **22** Special News and Other Publications

ITS AMERICA: DIGITAL & SOCIAL

- **LinkedIn:** **16,485** followers, (increase of 1,800 in 2024); with **330,000** post impressions
- **Facebook:** **4,200** followers
- **Twitter/X:** **9,721** followers
- **YouTube:** **101** subscribers and **9,659** views
- **Instagram:** **953** followers

Influencing Adoption of Technology Solutions

AN AUTHORITY ON CORE TRANSPORTATION ISSUES

ITS America has a transformative effect on transportation policy. Our association continues to be one of the most influential groups in the sector, shaping deep relationships with decision-makers, building a reputation of expertise and curiosity, and convening stakeholders from all parts of the intelligent transportation ecosystem. We are creating an environment that allows your business to thrive.

ITS America elevates the importance of investing in technology with confidence. Our resources are valuable insights for all who require in-depth information on policy, deployment, and technology trends within the transportation sector. Core issue areas and examples of our influence include:

- **Artificial Intelligence (AI):** In June, we released our *AI Policy Principles*, designed to serve as a recommended approach for policymakers, developers, and deployers realize the potential of AI to deliver safety, equity, resiliency, and sustainability outcomes.
- **V2X:** ITS America's *V2X Roadmap* and other publications paved the way for USDOT's *Saving Lives with Connectivity: A Plan to Accelerate V2X Deployment*.
- **Autonomous Vehicles (AV):** In October, our Automated Vehicle Freight Working Group released AV Freight recommendations to the National Highway Traffic Safety Administration (NHTSA).
- **Privacy:** ITS America is developing Privacy Principles to guide the regulation, development, and deployment of advanced technologies in the transportation system that rely on data to make informed decisions and predictions about the world around us.

ITS TECHNOLOGY USE CASE LIBRARY

ITS America's *ITS Technology Use Case Library* highlights projects with tangible impacts on our communities. Volume 2 of the Library, published this June, features ten new use cases and a section dedicated to AI-based deployments.



AV Shuttle Increases Rural Mobility in Minnesota



Enhanced Digital Signs Ease Bridge Congestion in California



Digital Alerts Help First Responders Avoid Collisions in Washington, D.C.



AI Platform Reduces EMS & Police Response Times in Southern Nevada



Connected Vehicle Technology Improves School Bus Efficiency in Suburban Atlanta



Digital Twin Crash Analysis

Influencing Adoption of Technology Solutions

STANDING ADVISORY COMMITTEES AND COMMUNITIES OF PRACTICE

ITS America members serve on our Standing Committees, Working Groups and Communities of Practice to develop **policy and industry resources and recommendations that advocate for a favorable transportation regulatory and legislative environment.** Committee members prepare reports, topical briefs, policy recommendations and inform regulatory actions.

In 2024, these groups released **22 resources**, including policy principles, a deployment plan, a framework for technology deployment, white papers, resource reference guides, webinar and session briefs, a gap analysis report; and informed multiple **rulemakings/regulatory actions.**

Standing Committees



DIGITAL INFRASTRUCTURE

This Committee works on AI, digital transformation, IIJA and digital policy development and implementation, and regulation of digital technologies.



V2X/CONNECTED TRANSPORTATION

This Committee identifies legislative and regulatory barriers to the widespread deployment of V2X technologies.



AUTOMATED VEHICLES

This Committee advocates for policies and regulatory frameworks to facilitate the safe testing, deployment, and integration of AVs into the surface transportation system.



EMERGING TECHNOLOGIES

This Committee addresses areas such as digital twinning, advanced air mobility and cargo delivery, automated cargo delivery, multimodal transportation, and on-demand platforms.

Committee 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*
- *Automated Vehicle Freight*

Communities of Practice

- *Cybersecurity & Privacy*
- *Sustainability*
- *Equity*
- *Workforce Development*

Make Your Voice Heard!

Learn more and sign up for Standing Committees [here](#).

2024 COMMITTEES BY THE NUMBERS

ITS America held **30 Standing Committee meetings**, **73 Working Group meetings**, and **34 Community of Practice meetings**. In total, **854 members participated in the committees, working groups, and communities of practice this year.**

Influencing Adoption of Technology Solutions

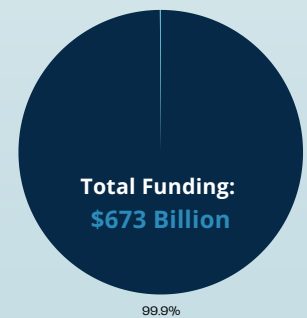
CHANGING THE WAY WE FUND TECHNOLOGY

A fraction of funding made available through the 2021 Infrastructure Investment Jobs Act (IIJA) was allocated for technology-specific programs.

In preparation for the Surface Transportation Reauthorization in 2026, ITS America is developing policy that fundamentally changes how we invest in technology. Building modern, technology-inclusive infrastructure requires a new approach, moving technology from a “nice to have” to a core element of transportation planning, construction and operation. ITS America’s recommendations will advance technology to realize transformative safety benefits, maximizing the usability of our existing infrastructure, reducing the cost of maintaining that infrastructure, and expanding **mobility, access, and opportunity**.

This policy advances technology across three primary areas: **funding, authorization, and procurement**. This means establishing certain and substantial funding dedicated to deployment, so every state can integrate technology into their systems. It includes incorporating digital infrastructure throughout federal transportation programs, ensuring investment in technology is appropriately considered alongside throughout a project’s lifecycle. And finally, strengthening and streamlining procurement practices, making unique tools accessible to all owners and operators.

Technology-Specific Funding:
0.1%



IIJA provided \$673B in surface transportation funds, but only 0.1%, or \$800M, for technology specific programs, via competitive grants.



Our Standing Committees are a vital part of these processes, providing the intelligence needed to scale ITS technologies while delivering community benefits. Whether it is considerations related to establishing public-private collaboration for AV deployment, identifying cybersecurity considerations for connected infrastructure, or writing comprehensive analyses of the gaps within the ITS workforce, our Committees and related groups helped members and stakeholders on their implementation journeys. A full list of Committee deliverables can be found on the **Resources Page**.

Educating & Expanding Awareness of ITS

OUTREACH AND ENGAGEMENT IN THE ITS COMMUNITY

ITS America is the premier national resource to grow your knowledge around ITS and emerging technologies. Our focus on engaging, convening and educating the ITS community spans the country. From webinars to trainings to resources for practitioners, we are keeping our members at the forefront of what you need to know to scale ITS. Our Technical Programs department leads research and projects focused on emerging technologies, mobility trends, and capacity building for ITS professionals.



Informational Webinars: Our team organized, hosted, and facilitated almost **40** webinars and virtual events, highlighting our member organization's projects, partnerships, and priorities; and USDOT-led initiatives such as the ITS4US Deployment Program, AI-Enabled ITS, V2X Spectrum, and more.



State Chapter Technical Trainings: In partnership with the USDOT's ITS Professional Capacity Building (PCB) Program, our team supported and facilitated the delivery of **20** in-person technical trainings to ITS America State Chapters on topics including Foundational V2X, Foundational Systems Engineering Activities to Support ITS Procurement, Crowdsourcing for Advancing Operations, and Connected and Automated Vehicle Education (CAVe)-in-a-box. In these training courses, we reached over **800** ITS practitioners in **16** states.



Deployment Materials for ITS Professionals: In partnership with the USDOT's ITS Joint Program Office (JPO), our team is assisting state and local agencies through the development of materials and products for the V2X deployment community that include procedural and practical how-to information and resources for deploying interoperable connectivity technologies.

ITSA MEMBER WEBINARS

- **24** Member Webinars, reaching over **1,550** stakeholders
- Total Member Webinar Viewership: **2,800+**
- New Webinar Series Sponsorship Program launched with **3** Sponsored Webinars and **2** Webinar Series

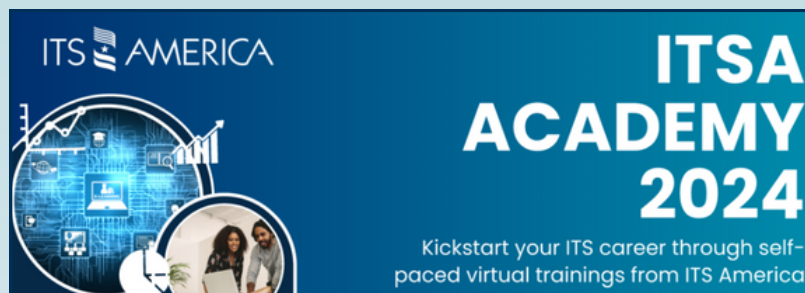
TECHNICAL PROGRAM WEBINARS

- **15** webinars and virtual events on ITS4US Deployment Program, Artificial Intelligence (AI)-Enabled ITS, V2X Spectrum, and more.
- **2,250** webinar attendees

Educating & Expanding Awareness of ITS

TECHNICAL PUBLICATIONS AND GRANT-SUPPORTED PROJECTS

- **News and Trends Publications:** ITS America published multiple **technical publications, presentations, and technical insights** to inform the industry about emerging mobility topics, associated lessons learned and future-facing considerations. These monthly publications included *Mobility in the Making*; highlighting updates and news regarding Mobility on Demand (MOD)-related programs, pilots, and partnerships; and *CAV News Bytes*; highlighting stories regarding CAV technology: partnerships, pilots, policies, and more.
- **Awarded Grants Supporting V2X:** We were named a partner on **four federal grants** awarded in 2024 aimed at advancing the deployment of V2X technologies. These grants include a SMART grant with UT Chattanooga, and all three V2X Accelerator grants with Maricopa County DOT, Texas A&M Transportation Institute, and Utah DOT. ITS America will support these grants by conducting outreach and leading a variety of stakeholder engagement activities aimed at developing best practices and sharing lessons learned from V2X deployers.
- **Strengthening Our Communities:** Our organization was one of three National Capacity Builders chosen to serve on a grant-funded **USDOT's Thriving Communities Program**. The team, led by the Conference of Minority Transportation Officials (COMTO), **supports 16 communities across the country**. The ITS America Technical Programs team is helping disadvantaged and under-resourced communities achieve their unique and interrelated transportation, housing, economic, and community development goals. ITS America is facilitating peer networking and knowledge sharing across communities sharing similar challenges, and identifying funding opportunities via grants and philanthropic opportunities that these communities would be eligible to apply for.



This October, ITS America launched the *ITSA Academy*, a new platform housing a series of training courses designed to deliver critical skills. The first course, “Introduction to Transportation Data,” familiarizes professionals with latest best practices regarding the collection, use, and management of data, and provides real-world case studies to show how transportation data can be used to reach key safety and mobility performance goals.

Educating & Expanding Awareness of ITS

CONVENING ITS EXPERTS

This year's **ITS America Conference & Expo** welcomed **3,000** registered attendees to Phoenix, Arizona — record-breaking attendance for “Accelerating Digital Transformation.” The 2024 conference program included **80** technical sessions, with rooms packed to overflowing as attendees listened to experts on AI, Digital Infrastructure, Emerging Technologies, and Connected/Automated Vehicles. A unique opportunity for conference participants was experiencing Waymo's automated vehicle rideshare service deployed in Phoenix. Attendees experienced the ease of autonomous rideshare technology in real-time traffic, traveling around the city and to and from the airport.

AI was an explosive topic in the ITS industry this year. In the spring, ITS America hosted an **AI in Transportation Roundtable**. Hosted at the Washington, D.C. Department of Transportation (DDOT) headquarters, over 50 leaders heard from subject experts; asking important questions about deploying AI technologies in a safe, sustainable, balanced approach that is beneficial to communities.

Also in 2024, ITS America hosted the inaugural **Policy Summit**, welcoming **150** members, industry stakeholders, and federal representatives. Summit panelists discussed how transportation technology can help achieve our shared goals of increasing safety, sustainability, resiliency, efficiency, accessibility, and mobility. Attendees heard from public and private sector executives and welcomed leaders from the House Transportation and Infrastructure Committee.

ITS America and its members showcased American innovation at the **2024 ITS World Congress in Dubai**, speaking in plenaries, forums and technical sessions on various topics impacting global ITS innovation and deployment.

With the support of our Corporate Partners, ITS America was able to expand our message to stakeholders outside the traditional ITS industry, including at AMPO and NLC, co-hosting **four engaging receptions** at partner events and **two educational sessions** focused on vulnerable road user safety and challenges of data gaps. In addition, we hosted an executive roundtable exploring the future of funding a modern transportation infrastructure system.



2024 CORPORATE PARTNER RECEPTIONS

- **January:** Transportation Research Board (TRB) Annual Meeting
- **July:** TRB Automated Road Transportation Symposium (ARTS)
- **September:** ITS America Policy Summit
- **October:** Association of Metropolitan Planning Associations (AMPO Annual Conference)
- **November:** CoMotion LA

RESOURCES

PRESS & MEDIA

- [ITS International](#)
- [Washington Post](#)
- [Marketplace](#)
- [Traffic Technology Today](#)
- [Transport Topics](#)

EDUCATION & PRESENTATIONS

- [2024 Webinars: Members, Programs and Educational Briefings](#)
- [ITSA Academy](#)

REGULATORY FILINGS & CONGRESSIONAL TESTIMONY

- [ITS America Commerce NPRM Response](#)
- [ITS America Response to FHWA's Buy America NPRM](#)
- [ITS America's Response to the Department of Commerce's ANPRM on Connected Vehicles](#)
- [ITS America Responds to USDOT's National V2X Deployment Plan](#)
- [Laura D. Chace Testimony to Senate Commerce Subcommittee](#)

WHITE PAPERS, PRINCIPLES, USE CASES, REPORTS, and DEPLOYMENT PLANS

- [AI Policy Principles](#)
- [AV Freight Recommendations to NHTSA](#)
- [Beyond 5.9 V2X Deployment Plan](#)
- [Digital Infrastructure Use Cases](#)
- [Future of V2X in 5.9 GHz Report](#)
- [How to Leverage Technology in the Safe Streets and Roads for All Grant Program](#)
- [Public-Private Framework for Successful AV Deployment](#)
- [V2X Decoded: Frequently Asked Questions](#)
- [Workforce Gaps & the Future of Intelligent Transportation Systems](#)

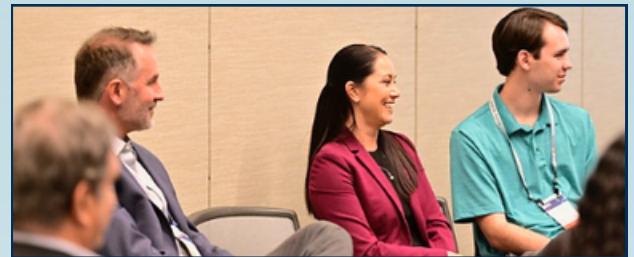
BRIEFS, PRIMERS and OTHER MATERIALS

- [AI in Transportation: Roundtable Discussion](#)
- [AV Freight Panel Discussion](#)
- [Cybersecurity for Connected ITS Infrastructure Resource Guide](#)
- [Cybersecurity for Novice Cyber Professionals Primer](#)
- [Equity Spotlights: Microsoft and Yunex Traffic](#)
- [Incorporating Technology in Complete Streets](#)
- [Hydrogen in Transportation Issue Brief](#)
- [Issue Brief: Cybersecurity](#)
- [Long Innovative Corridors Spanning Multiple States Panel Brief](#)
- [Transforming the I-80 Corridor: A New Era of Connected Freight Movement Panel Brief](#)
- [University of Michigan Transportation Research Institute Member Presentation Brief](#)

ITS TECHNOLOGY USE CASE LIBRARY

Access the library at

www.itsa.org/technology-use-case-library



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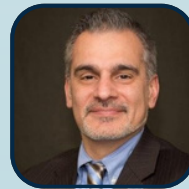
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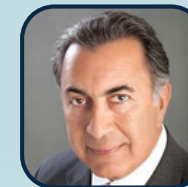
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Caltrans



Marc Williams
Texas DOT



Greg Winfree
Texas A&M Transportation Institute

ITS America Staff

ITS America's team represents the best and brightest professionals working in transportation technology and advocacy. Under the leadership of President and CEO Laura D. Chace, our 17 member staff embodies the mission and vision of a safer, greener, smarter future for all.



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President and CEO



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Thank you to ITS America Members
for another **wonderful year.**



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