

# 2025 ITS AMERICA YEAR IN REVIEW

*Driving Innovation*

**Safe. Smart. Connected.**

# A Year of Transformative Change

As we close out 2025, I am reflecting on a year of extraordinary progress and promise. **Our nation is more connected than ever, leading the way in technology-driven solutions enhancing safe mobility and driving a thriving economy.**

What once felt aspirational is now saving lives in real time—helping first responders reach people faster, preventing crashes before they occur, and keeping goods moving through the busiest corridors in America. These aren't pilots or prototypes. They're real solutions transforming mobility today.

However, we still have much work to do. Families are still losing loved ones to preventable crashes at alarming rates, communities are strained by unreliable supply chains, and aging infrastructure is pushed beyond its limits every day. **But this year has proven that technology can help us turn this tide.**

## Investing in Modern Solutions and National Priorities

This year, we strengthened ITS America's presence in Washington and expanded collaboration with federal policymakers. We advanced key priorities—including bold policies that fund technology in surface transportation reauthorization, digital infrastructure integration, and safety-focused deployment of automated and AI-enabled technologies. **These policy pathways will unlock long-term investment in the systems that make our transportation network safer, smarter, and more connected.**

As the nation prepares to host global events like the 2026 World Cup and the 2028 Olympic and Paralympic Games, these investments will be critical to ensuring safe and efficient mobility for millions of residents and visitors and a more connected economy.

## Supporting Members & Elevating Impact Across the Ecosystem

This year we also strengthened engagement across government, industry, academia, and nonprofits—expanding membership, deepening committee work, and increasing visibility for member innovations across all platforms.

Leveraging use cases, deployment demonstrations, and national convenings—including our Policy Summit and the Day One Deployment District at ITS World Congress—we showcased what is possible when digital and physical infrastructure work together to solve our biggest challenges.



## Preparing the Workforce for the Future

To ensure we have the workforce we need to implement innovation, we expanded our education and training footprint through the ITSA Academy—launching a second foundational course on Artificial Intelligence. We also continued our efforts to modernize procurement, holding workshops, hosting technical webinars, and creating resources to equip practitioners and policymakers with the tools they need to deploy these next-generation systems effectively.

Our leadership in automated vehicle safety, digital infrastructure, connectivity, and modern procurement practices also ensures that as technologies evolve, agencies and industry are collaborating and are ready to deploy them at scale.

## The Work Ahead: Scaling Proven Solutions

The urgency to deploy modern transportation technology has never been greater. The tools we once imagined are now operational and transforming how people and goods move every day.

Our focus for the year ahead is clear: **Scale what works. Accelerate what's proven. Deploy with intention.**

We are committed to championing the policies, investments, and partnerships that bring life-saving, cost-saving technologies to communities of every size while maintaining America's global competitiveness. And working together to build a national approach, we can ensure that our transportation system is modernized, resilient, and ready for the future at scale.

Thank you to our members, partners, and the entire ITS America community for your leadership and partnership. **Our collaborative approach has paved the way in technology innovation for the last 35 years—and it doesn't end here.** As we enter into 2026 and the 35<sup>th</sup> anniversary of ITS America, together, we are delivering on the promise of a transportation system that is safer, smarter, and more connected for all.

I look forward to what we will achieve next.



A handwritten signature in dark ink that reads "Laura D. Chace". The signature is fluid and cursive.

**Laura D. Chace**

President and CEO, Intelligent Transportation Society of America

# *Transforming the Future Together*

## **Who We Are:**

For more than 30 years, **the Intelligent Transportation Society of America (ITS America) has been a leading nonprofit uniting government, industry, and academia to champion policies and investments that make our transportation systems safer, more innovative, and more efficient.** We work with agencies and industry leaders to advance technology-driven solutions that improve how people and goods move—enhancing quality of life, supporting a thriving economy, and maintaining America’s global competitiveness.

**Through education, convenings, and policy leadership, ITS America champions new and proven pragmatic solutions and emerging technologies that modernize outdated systems and meet the mobility needs of today and tomorrow.**

## **What We Do: Educate. Convene. Advocate for Best-in-class solutions.**

**ITS America leads with collaboration**—bringing together the brightest minds across sectors to tackle transportation’s toughest challenges and identifying the most promising tech-enabled solutions. We equip local and state agencies with the information, tools, and policy insights they need to advance innovative investments that improve safety and mobility in communities nationwide. We convene industry leaders to share knowledge that shapes the development of real-world solutions—and we partner with policymakers to ensure regulation and investment align with the full potential of today’s technology landscape.

By building cross-sector collaboration and partnerships, **we accelerate innovation, advance safer and more efficient systems, and power a workforce to fuel a more resilient economy**—ready to confront the needs of today and demands of tomorrow.

## **Why We Do It: Safety. Mobility. Growth.**

Transportation shapes our daily lives, drives our economy, and lays the foundation for a more resilient and secure future. Yet every day, lives are lost on our roads, and outdated systems continue to waste time, drain resources, and limit our potential. At ITS America, we know there’s a better way. **For more than three decades, we’ve been committed to building a transportation system that puts safety first, accelerates innovation, and expands economic opportunity.**

Confronting the biggest barriers to progress head-on, we can improve lives and rethink mobility. Through the implementation of transformative technologies and investments, we can save lives, grow local economies, enhance mobility, and strengthen our global leadership.

**Safe. Smart. Connected.**







# Enhancing Member Value



## GROWTH

In 2025, ITS America continued to strengthen member growth, engagement, and impact across the transportation technology ecosystem.

**We welcomed 34 new members from both the private and public sectors** including Atkins Realis, INRIX, the City of Bellevue, the City of Phoenix, and Leidos, among others.

This year marked a notable increase in public sector participation, with **state and local agencies representing the strongest growth segment** among new members and contributing significantly to the overall membership composition.

ITS America Members



## BUILDING, GROWING, AND CONNECTING

- **Established forward-looking relationships with the new Administration**—including officials at the U.S. Department of Transportation and policymakers in Congress—focused on **educating** on the benefits of ITS and transportation technology, **securing bipartisan support** for our Surface Transportation Reauthorization policy principles, and **advocating** for our Automated Vehicle (AV) Policy Framework.
- **Engaged with federal agencies** to inform policy development through responses to multiple Requests for Information and proposed rulemakings on topics such as the White House's AI Action Plan, Surface Transportation Reauthorization, USDOT's National Freight Plan, Five-Year Department Strategic Plan, Automated Driving Systems Research, and Digital Infrastructure.
- **Amplified our members' perspectives amongst the highest levels of the federal government** through our Committees' work and policy advocacy, elevating both our public and private sector members as innovative deployers, critical partners, and influential thought leaders in the transportation industry.
- **Elevated the voice of our members with transportation leaders at USDOT through surveys and advocacy.** ITS America's report for USDOT, Stakeholder Perspectives on the Future of Intelligent Transportation Systems (ITS), outlined major milestones, trends, investments, priorities, needs, and transformative technologies across the sector. It also identified opportunities to accelerate ITS and emphasized the importance of public-private collaboration, innovative procurement models, and strategies to support continued advancement. **The report incorporated 24 stakeholder perspectives which included several ITS America member companies.**

## ITS AMERICA MEMBER VISIBILITY AND COMMUNICATIONS

- **Strategically enhanced visibility for our partners through our Corporate Partnership programs**, promoting our Corporate Partner HNTB, our Corporate Collaborator Bentley Systems, and our Corporate Supporters Cavnu and STV through enhanced networking opportunities and executive level discussions.
- **Maintained consistent communications with our members** across methods spanning informational policy calls, webinars and in-person events, emails, and social media platforms, ensuring two-way dialogue and that our members were at the forefront of industry happenings.
- **Established partnerships to uplift our members' contributions to the future of transportation.** We partnered with The Transportation Channel, a first-of-its-kind streaming media property distributed across the media sphere, to provide our members with tailored packages delivering broadcast-quality podcast recordings at exclusive rates.
- **Spoke at industry events across the globe, providing our expertise and promoting our member's priorities** on timely topics across the ITS industry. Off the stage, we had productive discussions with members to exchange insight, best practices, and more. ITS America staff participated in events including: AASHTO Annual Meeting, APTAtech, the National Summit on AV Leadership, MIT Mobility Vision Day, CoMotion LA, Suwon ITS AP Forum, Chattanooga Connect, SAE Automated Transportation Symposium, the Zero Fatalities Safety Summit, and ten ITS State Chapter meetings.
- **Enhanced our ability to share the "ITS Story" and connect with our members** through a realignment of our social media and brand collateral with our mission. This effort produced a notable increase in digital engagement, providing a stronger platform and community to share our members' news. Ensuring our messaging is woven throughout our digital presence, we are utilizing the digital realm as an impactful communications tool.



### SOCIAL GROWTH

#### LinkedIn:

- New followers: 1,767 (total over 18,000)
- Engagement rate: up 14%
- Video views: up 172%
- Page impressions: up 15%

#### Instagram:

- Post engagement: up 55%
- Video views: up 174%
- Page impressions: up 320%

#### YouTube:

- Subscribers: increase of 102%
- Total views: increase of 101%



# Influencing Adoption of Technology Solutions



## DRIVING INNOVATION TO BUILD A SAFER, SMARTER, AND MORE CONNECTED FUTURE

**ITS America is shaping the future of transportation.** As a leading nonprofit uniting thought leaders and decision makers across sectors, we work to champion policies and investments that make our transportation systems safer, more innovative, and more efficient. Our association is uniquely posed to shape productive relationships, build a reputation of growing expertise, and convene stakeholders from all parts of the ITS ecosystem. **We are creating an environment that allows our members businesses to thrive, elevating the importance of investing in technology with confidence.**

Our work provides invaluable insights to the demand for comprehensive information on policy, deployment, and technology trends within the transportation sector. Core issue areas and examples of our work include:

- **Digital Infrastructure:** In March, we released our 2026 Surface Transportation Reauthorization Policy Principles, which called for integrating transportation digital infrastructure into federal policy and programs, increased formula funding for technology, and improved technology procurement practices.
- **V2X:** ITS America released the Connected Vehicle Privacy Brief and V2X Application Mapping in Networked V2X document showcasing our members' leadership on V2X and advancing our thought leadership in this space in addition to our continued advocacy with USDOT and the FCC over the importance of both direct and network V2X technologies.
- **Automated Vehicles (AV):** In June, we published our AV Policy Framework, calling on strong federal leadership from the U.S. government to set policy that ensures the safe deployment of AVs on the road and looks to encourage further adoption of autonomous mobility options. We have continued to share this in meetings with policymakers in both Congress and the Administration.
- **Procurement:** In October, ITS America published a joint white paper with the National Electrical Manufacturers Association (NEMA) on promoting outcomes-based procurement in ITS. We followed up with a 3-part webinar series highlighting how innovative, flexible procurement methods can accommodate technology deployment and how agencies can learn from each other when procuring technology.



## ITS TECHNOLOGY USE CASE LIBRARY

This year, we released **Volume 3 of the ITS Technology Use Case Library**, a comprehensive collection of our members' innovative solutions creating tangible impact in communities across the nation.

This living library is a testament to our members' continued dedication to creating safer and smarter transportation systems. From intersection safety to bridge evaluation, across public and private sectors, our members are paving the way for the future of transportation. Please contact Jim Broderick ([jbroderick@itsa.org](mailto:jbroderick@itsa.org)) to submit a use case to be considered for inclusion in the next Library volume.

## DEPLOYMENT ACROSS THE NATION

Intelligent transportation technologies are being deployed by ITS America members in real time, successfully achieved by leaders collaborating across sectors to enhance quality of life for communities around the nation.

The City of Phoenix is using predictive analytics in Arizona to identify crash risks and advanced signal technology to help first responders reach emergencies faster.

Washington State Department of Transportation is investing in digital twinning technology to efficiently manage their infrastructure, including monitoring structural conditions in real time and providing time-saving insight to inform their decision-making.

In Michigan, Cavnue and HAAS Alert are partnering to build first-of-its-kind smart roads delivering both digital and physical infrastructure to enable a safe and automated transportation of goods and people.

## USE CASE LIBRARY



**Supporting CAV Deployments Through Smart Infrastructure**  
HNTB & DriveOhio



**Improving Safety with AI-Powered Intersections**  
Derq & City of Sarasota



**Piloting C-V2X in Urban Canyons**  
New York City DOT



**Inspecting Infrastructure with UAS**  
HNTB & Michigan DOT



**Deploying Connectivity with Unique Business Models**  
P3Mobility and the Road Commission for Oakland County, Michigan



**Moving Efficiently with Transit Signal Priority**  
Miovision & City of Redding



**Using Radar Detection for Intersection Safety**  
Ohio DOT



**Digital Twin-Aided Bridge Evaluation**  
Washington DOT, University of Washington, Microsoft, Bentley Systems, WSP, T-Mobile, and FHWA





### CONGRESSIONAL ENGAGEMENT

- Cultivated deeper relationships on Capitol Hill and spread awareness of the role of technology in surface transportation through meetings with over 40 offices from the House Transportation & Infrastructure, House Energy & Commerce, Senate Commerce, Science, & Transportation, and Senate Environment & Public Works Committees.
- Educated lawmakers and their staff on our member priorities—including benefits of transportation technology projects—and discussed the importance of federal transportation technology leadership, funding, and research.
- Advocated for our surface reauthorization policy principles, securing greater support for digital infrastructure policy, funding, and technology procurement within both the House and Senate.

### USDOT ENGAGEMENT

- Positioned ITS America as a key partner on innovation with new modal administrators and USDOT political leadership.
- Continued advocating for digital infrastructure to be part of USDOT Innovation Agenda
- Elevated our members' initiatives and priorities with USDOT leadership—including topics such as V2X, automated vehicles, artificial intelligence, Buy America and supply chains, and digital infrastructure—through letters, regulatory responses, and formal meetings.
- Urged continued and increased support for ITS research, development, and deployment.

### M ST SOUTHEAST ROAD SAFETY TECHNOLOGY CORRIDOR REVERSE PITCH AND PILOT PROJECT

The District of Columbia Highway Safety Office (DCHSO) and Department of Transportation (DDOT) awarded ITS America a one year project to use outcome-based procurement to identify transportation technology and digital infrastructure solutions that could improve road safety on a multimodal high injury network street. Call for solutions will be announced in 2026.

### WORLD CUP INNOVATION COHORT

ITS America, supported by USDOT and LA Metro, convened an initiative to catalyze technology solutions that address needs shared by the US host regions of the 2026 World Cup. The cohort brought together over 20 city DOTs, regional transit authorities, county and state transportation agencies, improving information exchange and combining power for new private sector ideation to respond to unmet market needs. We then partnered with Cityfi to host a Reverse Pitch Challenge, asking organizations to submit projects that addressed a challenge identified through the cohort. Finalists were selected to pitch to ITS America and the host cities.

### SUPPORTING GRANTS

We continued advancing the deployment of V2X technologies through the grants we are supporting with the City of Chattanooga, Utah DOT, Maricopa County DOT, and the Texas A&M Transportation Institute by conducting outreach to raise awareness and by leading stakeholder engagement activities aimed at developing best practices and sharing lessons learned from deployers.



## STANDING ADVISORY COMMITTEES AND COMMUNITIES OF PRACTICE

ITS America members actively engage in Standing Committees, Working Groups, Task Forces, and Communities of practice to develop educational materials on transportation technology tailored to technical and non-technical stakeholders, provide input that guides regulatory decisions, and create actionable policy solutions that address pressing industry concerns. **Members provide valuable insight to inform a wide range of industry-tailored resources from introductory to technical.**

**In 2025, these groups developed 25 resources**, including policy principles and recommendations, a framework for automated vehicles deployment, white papers, decoded documents, primers, implementation guides, webinars, and session briefs; and informed multiples rulemakings/regulatory actions. Additionally, these committee members led the development of seven webinars and three workshop sessions at the 2025 ITS World Congress in Atlanta, Georgia. In January, we announced the development of **a new Standing Committee, created to address and contribute to one of the most fast-growing topics in the ITS industry: Artificial Intelligence**. This Committee has been building off existing ITSA resources to produce recommendations on how to balance secure data exchange while maintaining individual privacy protections.

### Standing Committees



#### DIGITAL INFRASTRUCTURE

Advances a coordinated national approach to the integration of digital technologies, focusing on data governance, digital transformation, policy development, and regulation of digital technologies.



#### V2X/CONNECTED TRANSPORTATION

Identifies legislative and regulatory barriers to the deployment of V2X and opportunities associated with the technologies. Advocates for policies which support the deployment of V2X technologies at scale.



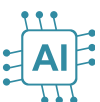
#### AUTOMATED VEHICLES

Advocates for policies to support the testing, deployment, and integration of automated vehicles into transportation.



#### EMERGING TECHNOLOGY

Tackles barriers and opportunities for new technologies, tracks trends and research, and promotes best practices and partnerships.



#### ARTIFICIAL INTELLIGENCE

Advances policy principles and practical resources for the integration of AI in transportation and provides guidance on how the industry should approach AI implementation.

### Committee Working Groups & Task Forces

- *Future of 5.9 V2X*
- *Beyond 5.9 V2X*
- *Reauthorization*
- *Advanced Air Mobility*
- *Digital Twinning*
- *Multimodal Transportation & On Demand Mobility*
- *Multimodal Use Case Ecosystem*
- *Autonomous Vehicle Freight*
- *Shared Data Layer*
- *Privacy*

### Communities of Practice

- *Cybersecurity & Privacy*
- *Workforce Development*
- *Resiliency*

### MAKE YOUR VOICE HEARD!

Learn more and sign up for a Standing Committee today.

[Learn More](#)



## 2025 COMMITTEE IMPACT HIGHLIGHTS

We greatly appreciate the time and expertise of all ITS America members who contributed to our standing committee discussions and development of deliverables throughout 2025. These achievements would not be possible without your active engagement, insightful perspectives, and steadfast commitment to a better future through transportation technology and innovation.

As part of our year-end reflection, we're proud to share **key insights from the 2025 ITS America Standing Committee Survey**, which captured member feedback across our committees. The results highlight the meaningful value and impact of committee participation throughout the year.

### WHAT MEMBERS VALUE THE MOST:

- Networking and collaboration
- Shaping the national transportation agenda
- Access to cutting-edge technology and policy insights
- A strong sense of community and space to contribute to meaningful work



### IMPACTFUL DELIVERABLES:

- [2026 Surface Transportation Reauthorization Principles](#)
- [AI Implementation Guide](#)
- [Automated Vehicle Policy Framework](#)

These deliverables were praised for their clarity, relevance, and strategic utility - helping members stay informed and influence the future of intelligent transportation.

### HOW MEMBERS USED DELIVERABLES:

- Advocacy and policy development
- Organizational planning and deployment initiatives
- Stakeholder engagement and project design

Members showed a strong preference for white papers and full reports, citing their value in supporting informed decision-making and real-world implementation.



### ADDITIONAL POSITIVE IMPACTS:

- Personal and professional growth, including increased confidence and visibility
- Practical impact of deliverables, using these resources in real-world planning and advocacy
- A sense of empowerment, with members feeling heard and able to influence national priorities
- Satisfaction with committee structure and facilitation

# Educating & Expanding Awareness of Intelligent Transportation Systems



## IMPACTFUL OUTREACH TO TELL THE ITS STORY

ITS America is the first-call resource to expand knowledge around ITS and emerging technologies. Our priority is engaging, convening, and educating the ITS community, policy makers, and the public. From dedicated webinars to tailored trainings and resources for practitioners and policy makers alike, **we are amplifying the ITS story across platforms to drive investment and deployment of ITS at scale. We are showing that life-saving technology is here, now.**

**Setting the Stage:** At the beginning of 2025, ITS America released its [Blueprint for Transportation Technology](#), a comprehensive overview of technology's critical role in the transportation system and an actionable policy and deployment roadmap toward safer, more connected mobility. The Blueprint continues to be the most downloaded resource and has been instrumental in shaping ITS America's voice on transportation safety and technology issues, highlighting our top priorities to key government and industry leaders and providing our members an authoritative guide to how we view the transportation landscape.

**2025 Policy Summit:** We hosted our second ever Policy Summit, welcoming over 150 members, industry stakeholders, and federal representatives. Summit panelists discussed how transportation technology can help achieve our shared goals of increasing safety, efficiency, return on investment, and expanded mobility. Attendees heard from public and private sector executives and welcomed new leaders from the U.S. Department of Transportation.

**Procurement with Purpose Webinar Series:** ITS America facilitated a three-part webinar series focused on modernizing traditional products-based procurement to allow for cutting-edge technology solutions through outcomes-based models. Sponsored by Cavnue, this series unlocked shared expertise on best practices, empowered participants to make informed decisions, and provided insight into optimizing procurement strategies to drive innovation.

## WORKFORCE DEVELOPMENT & UPSKILLING

**At ITS World Congress 2025, we presented a Future Leaders Global Student Essay Competition** to create opportunities for young leaders from across the world to showcase their research, providing insight into clear career paths. We also **hosted the high school students of Square One Education Network to demonstrate their autonomous vehicles** on the exhibition floor. This experience connected budding transportation interests with real-world opportunity. We are dedicated to providing high-impact workforce development opportunities both at our events and within our virtual resources.

Building from the momentum of [ITSA Academy's](#) creation in 2024, **we released a second essential virtual workforce training course.** Created in partnership with GFT, this course provides transportation practitioners with foundational knowledge of AI to ensure tools improve safety, mobility, and efficiency across transportation systems.

AI in Transportation

Intro. to Transportation Data



## GRANT-SUPPORTED PROJECTS AND USDOT ENGAGEMENT

### NATIONAL TRANSIT DATA INTEROPERABILITY ROADMAP

ITS America continued the **engagement phase of developing a National Transit Data Interoperability Roadmap through funding from Federal Transit Administration (FTA)** this year, including:

- A "Mapping toward Transit Data Interoperability" virtual peer exchange
- An "Improving Transit Data Interoperability: International Practices to Explore in the United States" in-person peer exchange at ITS World Congress
- ITS America attendance at several national conferences, such as APTA Tech and CoMotion LA
- Gaining perspectives on transit data needs from diverse transit industry voices through other engagement

Over 70 industry voices participated in the two peer exchanges so far. The goal of the effort is to **create an industry led Roadmap that outlines national actions needed to improve transit data interoperability** in transit areas that could have the greatest impact on agency operations and improving transit rider experience. Contact Sarah Abel ([sabel@itsa.org](mailto:sabel@itsa.org)) if interested in providing input on transit data interoperability in early 2026.

### USDOT THRIVING COMMUNITIES COHORT

ITS America is supporting a **USDOT Thriving Communities Cohort led by the Conference of Minority Transportation Officials (COMTO). We provided technical assistance to rural communities with limited resources** and attended sites across the nation including:

- Syracuse, New York to help improve transportation connectivity and transit oriented development
- Selma, Alabama to advise on automated infrastructure inspection technologies to detect issues given City workforce gaps and recent natural disasters
- Sumas, Washington to conduct a design charrette with community members and Western Washington University Students to envision multimodal transportation improvements

### V2X EDUCATION

ITS America partnered with USDOT to assist state and local agencies on V2X-focused efforts including:

- **Developed eight informational briefs for the V2X deployment community** that include practical how-to information and resources for deploying interoperable connectivity technologies. Topics covered included "How to Begin to Deploying V2X", "How to Fund and Procure V2X", "V2X for Policymakers" and more
- **Hosted a four-part V2X webinar series featuring subject matter experts from public agencies and industry partners** who provided insight on essential V2X topics including resources, cost ranges, and procurement for policymakers and professionals working outside of ITS roles

**"Let's be accused of trying when it comes to safety" - Russell McMurtry, Georgia DOT Commissioner.**

From industry leaders to early-career ITS enthusiasts, **ITS World Congress 2025 in Atlanta, GA was an outstanding forum for global collaboration.** The week of August 24th was jam packed with sessions, demos, and exhibitions that **showcased the real-world impact that intelligent technologies are having on transportation systems across the globe** under the theme "Deploying Today, Empowering Tomorrow."

### KEY FORUMS/SESSIONS:

- **ITS Summit** engaged international partners to discuss pressing topics in transportation and share key insight.
- **State DOT Roundtable** sparked conversations on what's next for federal support, innovation, and collaboration across states.
- **USDOT OST-R Dialogue** facilitated USDOT engagement with the transportation community and identified actionable insight to accelerate deployment.

### TAKEAWAYS:

- Safety now, innovation always
- Take the risk (or find a partner who can)
- Collaboration, cooperation, & camaraderie will build a more connected future
- Partnerships unlock opportunity
- Try doing different things, not just doing things differently



### DEMOS/EXPERIENCES:

#### Emergency Response Day

This demonstration showcased the cutting-edge transportation technologies making roadways safer for first responders, roadside workers, and more, including connected infrastructure, wearable tech, and digital incident zones.

#### V2X Day One Deployment District

This first of its kind experience, provided by V2X technology vendors and Georgia Department of Transportation, demonstrated V2X on live multimodal streets in Atlanta. It included an experience station and ride alongs, showcasing 16 smart traffic signals, 15 RSUs, 6 LiDAR sensors, and more visited by over 1,000 attendees. Building from this, another V2X DODD was successfully executed at the 2025 Chattanooga Connect as part of the SMART grant supported by ITS America.

**We're keeping the momentum of World Congress alive—building on conversations, sharing successes, and learning from challenges.** Together, we can build a future of transportation that is bold, inclusive, and ready to meet the mobility needs of tomorrow. We look forward to the next **World Congress in Gangneung, South Korea** and the **2026 ITS America Conference & Expo in Detroit, Michigan.**





## ITS AMERICA IN THE MEDIA

In August, ITS World Congress 2025 sparked dynamic media coverage across the globe. Staff and members participated in podcasts, articles, short-form videos, and a variety of other multimedia amplified across channels. The conference was featured extensively on local live broadcast channels, especially highlighting demonstrations such as the Day One Deployment District and the Emergency Responders Day.

Throughout the year, ITS America press releases were distributed across the digital sphere and our **President and CEO Laura Chace** provided insight on a wide expanse of timely topics impacting ITS technology.

Some impactful articles throughout this year include:

- **ITS International:** AI in transportation guide aims to offer clear roadmap
- **Engineering New-Record:** An Electrifying Future for Transportation Infrastructure at the ITS World Congress
- **Automotive World:** C-V2X technology reaches U.S. milestone with the first “Day One Deployment District” at the ITS World Congress 2025
- **Route Fifty:** ‘Event-based’ data could enhance traffic management efforts and road safety
- **Transportation Technology International:** ITS World Congress wraps up 2025 event with almost 6,000 attendees
- **ITS International:** Smart investments in transport 'save lives, save time and save money', says Laura Chace
- **The Hill:** Everyone hates traffic. Let's use AI to fix it. – Gerry Petrella
- **Highways News:** ITS America President urges World Congress delegates to “take the risk”

**"Now, more than ever, smart investments in transportation are critical; and if we do them right, they save lives, save time and save money," said Laura Chace at ITSWC as written in ITS International.**

Smart investments in transport 'save lives, save time and save money', says Laura Chace

ITS America president & CEO urges ITS World Congress delegates to spend wisely



ITS America President urges World Congress delegates to “take the risk”



This year brought fast-paced change. **Through embracing new opportunities and tackling challenges, 2025 was defined by meaningful growth that pushed our work to new heights.** What once was aspirational is now a reality. Innovations across the country are solving some of our most pressing transportation challenges, improving the way people and goods move everyday. Our members proved again and again that when digital and physical systems work together, we save lives, strengthen networks, and increase connectivity.

**As we look ahead to 2026, our charge is clear: sustain momentum, accelerate progress, and unlock the next era of advancement.** The urgency to modernize our transportation systems has never been greater, as we face ongoing mobility challenges and shifting demands. Together, we will transform today's technology breakthroughs into tomorrow's national standards setting new benchmarks for safety, efficiency, and global leadership. We look forward to the work ahead and to the impact we will achieve – together.

## Resources

### EDUCATION & PRESENTATIONS

- [2025 Webinars: Members, Programs and Educational Briefings](#)
- [ITSA Academy](#)

### WHITE PAPERS, REPORTS, BRIEFS, PRIMERS & MORE

- [2026 Surface Transportation Reauthorization Policy Principles](#)
- [A Blueprint for Transportation Technology](#)
- [Automated Vehicle Policy Framework](#)
- [Digital Twinning Decoded](#)
- [Connected Vehicle Privacy Brief](#)
- [V2X Application Mapping in Networked V2X](#)
- [A Guide to Practical Next Steps for AI Implementation](#)
- [Privacy Principles](#)
- [National Privacy Policy Recommendations](#)

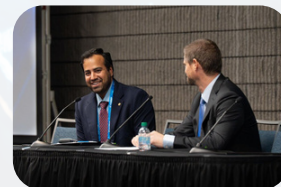
### REQUESTS FOR INFORMATION, REGULATORY RESPONSES

- [White House AI Action Plan](#)
- [National Freight Strategic Plan](#)
- [DOT Strategic Plan](#)
- [Surface Reauthorization](#)
- [ADS Research](#)

### ITS TECHNOLOGY USE CASE LIBRARY

- [Full Library](#)
- [Volume 3](#)

### Advocacy Materials





# ITS America Board of Directors



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**Ramin Massoumi**  
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GFT



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The ITS America team is a group of some of the most dedicated professionals working in transportation technology and advocacy. Under the leadership of President and CEO Laura D. Chace, our 16 member staff embodies the vision for a safe, smart, and connected future of transportation.



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