



# ITS AMERICA MEMBERSHIP

*INTRODUCTORY GUIDE*

**2026**

# GUIDE TO ITS AMERICA MEMBERSHIP

## SAFE. SMART. CONNECTED.

### 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.

### WHAT WE DO:

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. **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:

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 Yet every day, lives are lost on our roads, and outdated systems continue to waste time, drain resources, and limit our potential.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. 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**.



#### LAURA CHACE, PRESIDENT & CEO

"At ITS America, we know that transportation innovation saves lives, strengthens communities, and unlocks our nation's full potential. We are committed to leading the way through policy and advocacy that prioritizes technology investments.

Join us in shaping the future."

# ITS AMERICA MEMBER BENEFITS

## THOUGHT LEADERSHIP

ITS America Standing Advisory Committees are member-driven forums where representatives can help shape policies and programs key to their organizations' goals. Every committee is open to all members – a place where public, private, academic, and research sectors have an equal voice to tackle challenges and opportunities relevant to each committee. Our standing committees bring together industry leaders, public agencies, and innovators to shape the future of intelligent transportation. Each committee focuses on advancing technology, policy, and best practices to create safer, smarter, and more connected mobility solutions. Explore our committees and discover how you can make an impact.

## PROMOTION & OUTREACH

ITS America offers a variety of significant promotional and networking opportunities. Members can submit successful ITS use cases to be included in our living ITS Technology Use Case Library, and member projects are regularly highlighted on our association's digital media platforms and in our monthly Momentum newsletter.



## POLICY & ADVOCACY

ITS America promotes a legislative and regulatory policy environment that is supportive of ITS and transportation technology through our Capitol Hill and Executive Branch relationships, as well as our policy development and thought leadership. Members stay up to date with the latest federal policy news with weekly updates via our exclusive Policy Rundown newsletter and Friday Policy Calls.

## EDUCATION & EVENTS

ITS America members are provided discounted registration fees for ITS America Summits, Forums and larger events such as the ITS America Conference & Expo and ITS World Congress. Members have exclusive speaking opportunities, including the opportunity to present webinars to an influential audience of ITS professionals. Our workforce development platform ITSA Academy is also host to exclusive member rates.

## GLOBAL NETWORK

ITS America provides a “seat at the table” – convening ITS professionals, academics, and researchers from across the country and globally. Our ITS network is an opportunity to share experiences and best practices, conduct high-level conversations on policy and regulatory issues and collaborate on the development and deployment of effective technologies.

# DELIVERING RESULTS

**ITS America has been delivering results for thirty-five years – and we're not stopping here.**  
We engage in high-impact activities to educate, convene, and advocate for a better future.

## JOIN US IN:



### LEADING POLICIES

- Promote legislative/regulatory policy environment to support ITS innovation & deployment
- Develop policy proposals that advance safety and mobility with technology
- Partner with policymakers to raise awareness of transportation technology benefits
- Stay up to date with the latest news/insights in federal transportation & technology policy



### ADVANCING INNOVATION

- Produce resources such as webinars, reports, white papers, trainings, lessons learned, & use case libraries to advance innovation solutions/thought leadership
- Equip state and local agencies with information, tools, and policy insights
- Educate stakeholders, conduct research, and build awareness of advancements in ITS
- Work alongside USDOT to advance practitioner knowledge, technical capacity, & cross-sector collaboration



### CONVENING EXPERTS

- Engage in large-scale premier international events and national conferences
- Participate in virtual and in-person events including Committee meetings, technology showcases, peer exchanges, workshops, networking opportunities & other thought-leadership collaborations
- Coordinate with disparate groups across sectors to address key challenges & build consensus to advance innovation



### BUILDING PARTNERSHIPS

- Build impactful partnerships with organizations spanning media, businesses, government, & more
- Be advised of opportunities for innovation catalysts including government funding, discretionary grants, and workforce development
- Advance communications across sectors in a seamless network of opportunity



### AND MORE.

# ITS AMERICA NETWORK

## BOARD OF DIRECTORS

Our Board of Directors are influential leaders from across the nation. They represent interests from across public, private, and academic sectors to drive ITS America towards a safer and more innovative future. Current Board leadership represents Texas DOT, PrePass Safety Alliance, Atlanta DOT, State Farm Insurance, Cavnue, GFT, and Verizon. Other organization include Microsoft, HNTB, Toyota, Arcadis, Audi, TTI, Aurora, DriveOhio, Caltrans, NYCDOT, Qualcomm, VTTI, and more.



## MEMBERSHIP COMMUNITY

ITS America's membership brings together leaders from the private sector, public agencies, academia, research institutions, and nonprofit organizations. Ranging from state, regional, and local government agencies to large technology companies, start-ups, automotive manufacturers, and suppliers. Together, they work collaboratively to advance transportation technology and modernize our nation's transportation systems.

## STATE CHAPTERS

The ITS America State Chapters currently consists of 26 State and Regional Chapters representing 44 states that foster knowledge sharing, strengthen engagement, and advance transportation innovation. These chapters hold informational meetings, host annual conferences, provide training for local ITS professionals and practitioners, and actively advocate for ITS solutions to their local and/or state governments. The State Chapters Council is a volunteer body that serves as a communication channel and grassroots advocacy network between ITS America's State Chapters and our national organization.

## INTERNATIONAL PARTNERS

Our network is connected across the globe. Our global counterparts, ITS Asia-Pacific and ITS Europe/ERTICO, serve as partners, collaborators, and navigators. We alternate hosting the ITS World Congress in each region to provide comprehensive access to global ideas, solutions, industries, and leaders.



# JOIN THE CONVERSATION TODAY

ITS America works tirelessly to grow the value of membership and expand opportunities for our members to be a part of the critical moment to fully unlock the transportation systems of the future. This includes identifying new ways for members to have a seat at the table – whether in conversations with policymakers, across digital platforms, at global events, in committee meetings, and more.

**JOIN US IN OUR EFFORTS TO SHAPE THE FUTURE FOR THE NEXT 35 YEARS AND BEYOND.**



## CONTACT US:

- **Join Today:** [membership@itsa.org](mailto:membership@itsa.org)
- **General Information:** [info@itsa.org](mailto:info@itsa.org)
- **ITS America Communications:** [comms@itsa.org](mailto:comms@itsa.org)

## FOLLOW US:

- **LinkedIn:** [linkedin.com/company/itsamerica/](https://linkedin.com/company/itsamerica/)
- **Instagram:** [instagram.com/itsamerica/](https://instagram.com/itsamerica/)
- **Facebook:** [facebook.com/ITSofAmerica](https://facebook.com/ITSofAmerica)
- **X:** [x.com/ITS\\_America](https://x.com/ITS_America)

## LEARN MORE:

- **ITS America Website:** [itsa.org](https://itsa.org)
- **ITS America Events Website:** [itsamericaevents.com](https://itsamericaevents.com)



### **MARC WILLIAMS, 2026 BOARD CHAIR** TEXAS DOT EXECUTIVE DIRECTOR

"The future of transportation is intelligent, interconnected, and increasingly automated. But it is also human-centered, rooted in the belief that technology, when deployed responsibly, can help save lives, expand opportunities, and strengthen the foundations of our communities.

Together, we are unleashing a new era of transportation."