



INTELLIGENT TRANSPORTATION SOCIETY *of* AMERICA

The Road to the Next Generation of Mobility

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VP, Strategic Communications
ITS America

2017 ITS Georgia Annual Meeting
October 9, 2017



2017 Events: ITS World Congress



ITS World Congress 2017

Montréal 

Integrated Mobility Driving Smart Cities

October 29 – November 2, 2017

Palais des congrès de Montréal

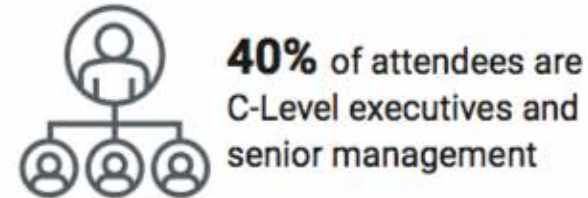
<http://itsworldcongress2017.org/>

ITSWC 2017: Connect with a Global Audience

By the Numbers:

A veritable “who’s who” of the intelligent transportation industry will descend on the historic city of Montreal this year to discuss, debate, and debut the latest technologies that are driving the next generation of transportation.

YOUR BRAND IN FRONT OF AN INFLUENTIAL AUDIENCE



ITSWC 2017: Industry-Leading Education

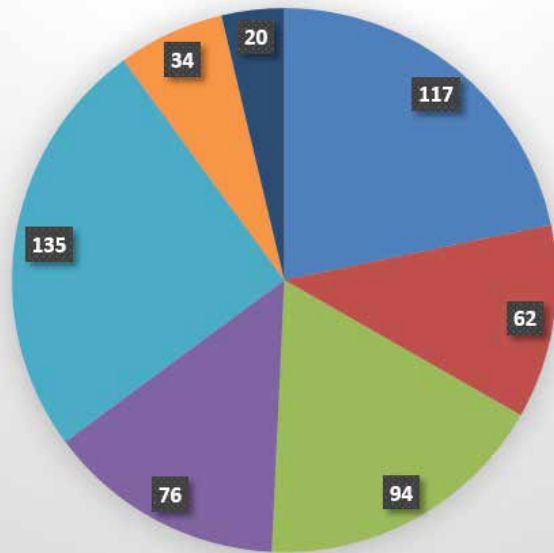
Conference tracks include:

- Connectivity and Autonomy
- Infrastructure Challenges & Opportunities
- Smart(er) Cities
- Data, Security and Privacy
- Integrated Approach: Planning, Operations and Safety
- Innovation, What's Next? The New Ideas
- Disruption and New Business Models



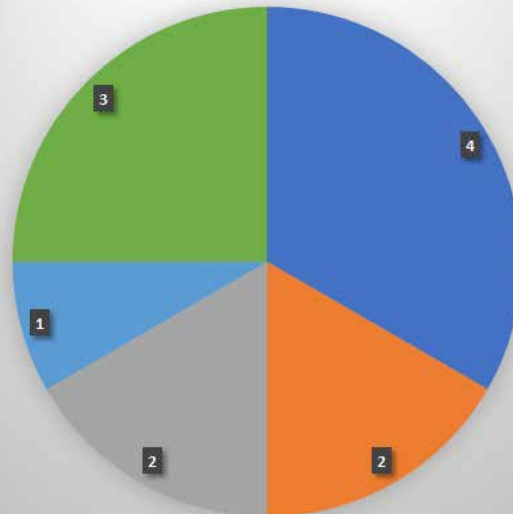
ITSWC 2017: 255 Sessions Planned

538 Technical and Scientific Papers:
122 sessions

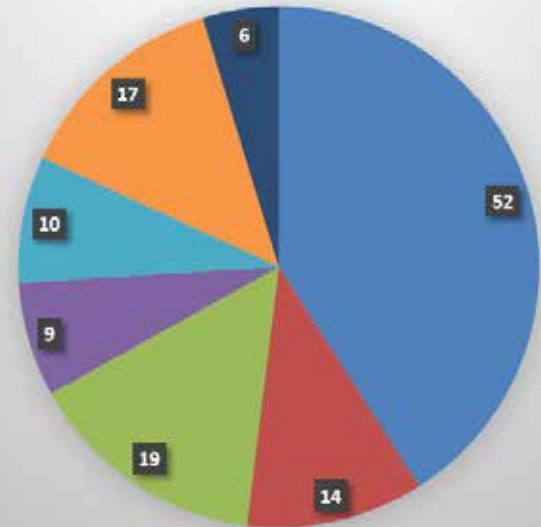


- A. Connectivity and Autonomy
- B. Infrastructure Challenges and Opportunities
- C. Smart(er) Cities
- D. Data, Security and Privacy
- E. Integrated Approach: Planning, Operations and Safety
- F. Disruption and New Business Models
- G. Innovation, What's Next? The New Ideas

12 Executive Sessions



Accepted Special Interest Sessions:
121 Sessions



ITSWC 2017: Themes

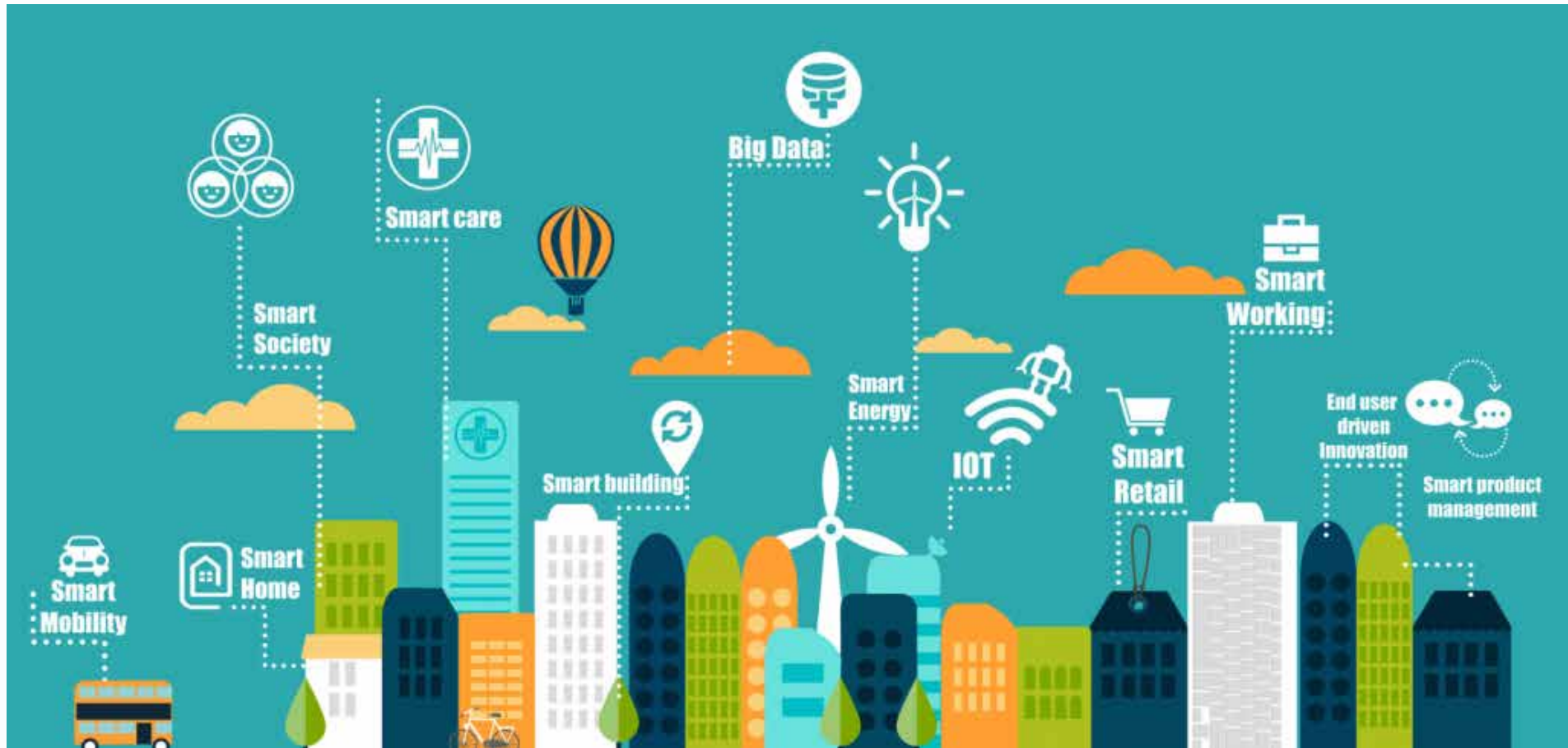
Day One Integrated Mobility Driving Smart Cities: **The Vehicle**

Day Two Integrated Mobility Driving Smart Cities: **The Backbone**

Day Three Integrated Mobility Driving Smart Cities: **The Policy**

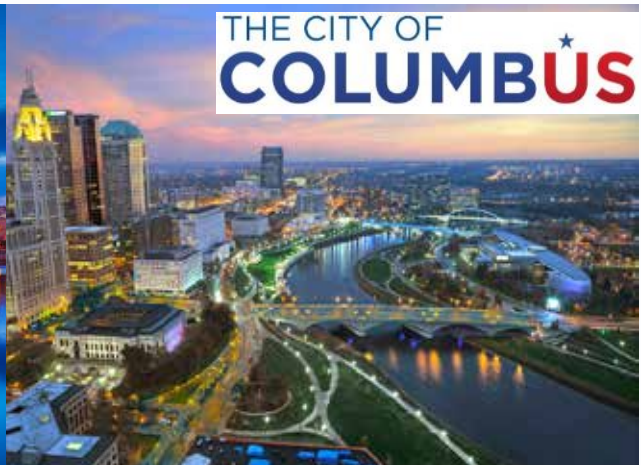
Day Four Integrated Mobility Driving Smart Cities: **The Business**

ITSWC 2017: Smart Cities Pavilion



ITSWC 2017:

Smart Cities Pavilion – Participating Cities



Smart Cities Pavilion

- Urban Mobility
- Engaged Citizenry
- Smart Security
- Economic Cluster
- Smart Democracy



ITSWC 2017: Procurement Day

- Held on the final day (**November 2, 2017**) of the ITSWC 2017, Procurement Day will offer attendees the ability to hear first-hand about procurement opportunities from 46 participating government agencies around the world including the Americas, Europe and the Middle East.
- Each agency will present details about future procurements, allowing private sector companies to gain valuable insight on where business opportunities exist within the countries, states, regions or cities.
- As an added bonus, representatives from these State DOTs and more will be on site: OH, ME, CO, UT, DE, CA, DC, MD, WA, MN, ID, PA, WY, TN, and MI.

ITSWC 2017: B2B One-on-Ones

- On that same day (November 2nd), there also will be a **series of B2B One-on-Ones** aimed at linking large and smaller business together.
- This four-hour, “corporate speed dating”-type event will feature up to 23 large corporations—11 companies incorporated within the Americas and 12 companies incorporated within the regions represented by Asia-Pacific and ERTICO—that have volunteered to listen to up to eight company pitches from other companies.

ITS America Today

- **Update on Search for New ITS America President and CEO**
 - Board remains committed to ITS America's current mission and strategic plan.
 - No major changes anticipated. We are looking for evolution not revolution.
 - Announcement of new hiring to be made at ITSWC 2017.
- **Charging Onward**
 - The search for the new CEO has not slowed down ITS America's activities. We continue to drive forward.

State Chapters: Engagement

ITS America has stepped up engagement with the State Chapters through various means including:

- Regular communications with the State Chapters Council (e.g., monthly conference calls and email updates)
- Formation of and calls with the Board State Chapters Task Force
- Invitations to ITS America Webinars (e.g., Arizona approach to AVs)
- Invitations to ITS America Webinars specifically designed for the State Chapters (e.g., [Advocacy 101](#) and [Preview of ITSWC 2017](#))
- Participation in State Chapter annual meetings

State Chapters Board Task Force

- **Purpose:** To further strengthen ITS America's working relationship with the state chapters.
- **Board Members on Task Force:** Jill Ingrassia (AAA), Ken Philmus (Conduent), and Pat McGowan, (Serco)
- **State Chapters' Members on Task Force:** Kevin Conahan (VP, ITSPA), John Hansen (VP, ITS Rocky Mountain), Tiger Harris (State Chapter Representative, ITS VA & VP, ITS Carolinas), Nathan Masek (Past President, ITS NM), & Matt Volz (Treasurer, ITS Heartland)
- **Overarching Discussion Topic:** How can the State Chapters and ITS America collaborate more effectively to better serve each other, and their collective memberships?

Technical Programs Overview

ITS America houses a **diversely trained and experienced technical staff** which represents all facets of the ITS industry, including transportation and traffic engineering, telecommunications, policy, public transit, incident response, and statistical analysis. ITS America's technical staff are an industry resource with a pulse on the latest ITS developments, domestically and internationally. Our work includes:

- Technology Forecasting and Assessments
- Market Studies and Surveys
- Institutional Capacity and Workforce Development
- Events and Meetings: Programming, Facilitation, and Logistics
- Technology Standards Development
- International Collaborations & Partnerships

Technical Programs Highlight: ISO/TC 204

- In cooperation with the USDOT, ITS America began serving as the official Secretariat for ISO/TC 204 in 2011 to provide staff support to the program, which is responsible for a large number of ITS standards activities in the U.S. and around the world.
- The ISO/TC 204 program is critical because of the wide range of areas it oversees, including:
 - Standardization of information, communication and control systems in the field of urban and rural surface transportation, including intermodal and multimodal aspects
 - Traveler information
 - Traffic management
 - Public and commercial transport
 - Emergency and commercial services
- Having invested upwards of \$600,000 toward the project, ITS America has accomplished its goal for the program—the development of viable, harmonized standards for the ITS industry.
- Therefore, ITS America and ISO/TC 204 announced the transfer of ISO/TC 204 Secretariat and U.S. TAG Administrator for ISO/TC 204 to SAE International in September 2017.

Technical Programs Highlight: PCB Program

Since 2011, the ITS JPO's Professional Capacity Building (PCB) Program has partnered with ITS America to deliver ITS training courses in conjunction with ITS America State Chapter meetings and associated events. The program allows the opportunity for training with the following:

- State and local transportation professionals
- Public and private sector transportation professional
- Training and information on some of the most relevant, forefront ITS issues of today

Technical Programs Highlight: MOD

Mobility on Demand (MOD): ITS America monitors, collects, and develops tools for disseminating information on the transforming MOD landscape, including transportation network companies (Uber, Lyft), microtransit (Bridj, Chariot), bikeshare, and carshare.

- ITS America catalogues and analyzes emerging partnerships and business models between MOD providers and transit agencies, DOTs, etc.
- ITS America envisions a mobility system that is inclusive, responsive, and seamless across multiple modes by leveraging newly available technologies.
- Mobility Rush: <https://www.itsa.org/mobility-rush/>

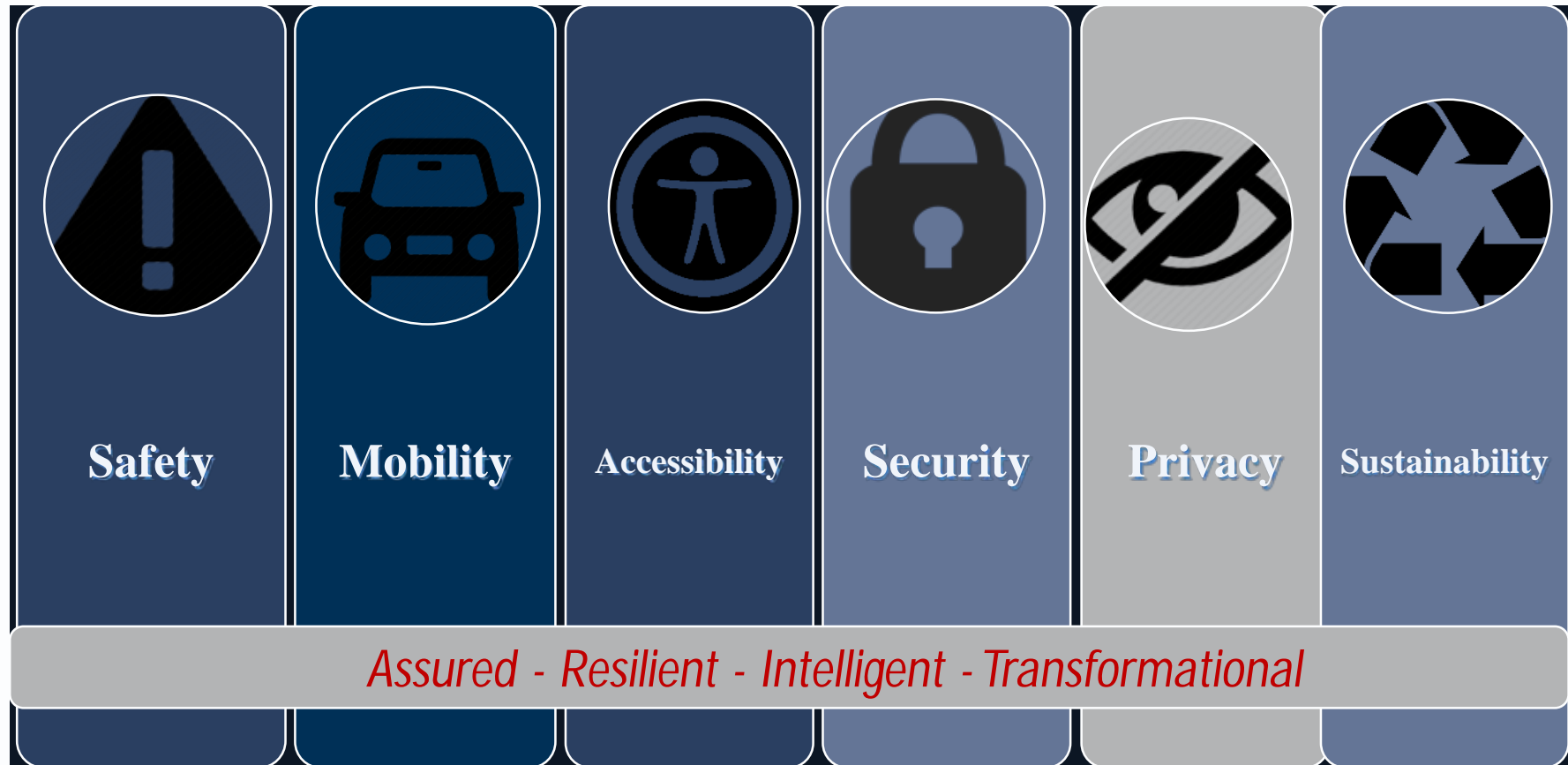
ITS America Policy Roadmap

- Today, we find ourselves in the midst of a whirlwind period of innovation in transportation that is changing the fundamental makeup of entire industries.
- Federal, State, and Local government officials have the difficult challenge of responding to this rapidly evolving environment.
- As a result, ITS America convened its members to create a public [policy roadmap](#)--released in February--aimed at spurring the deployment of transformative mobility technologies.



Why This is So Important?

Putting It All Together

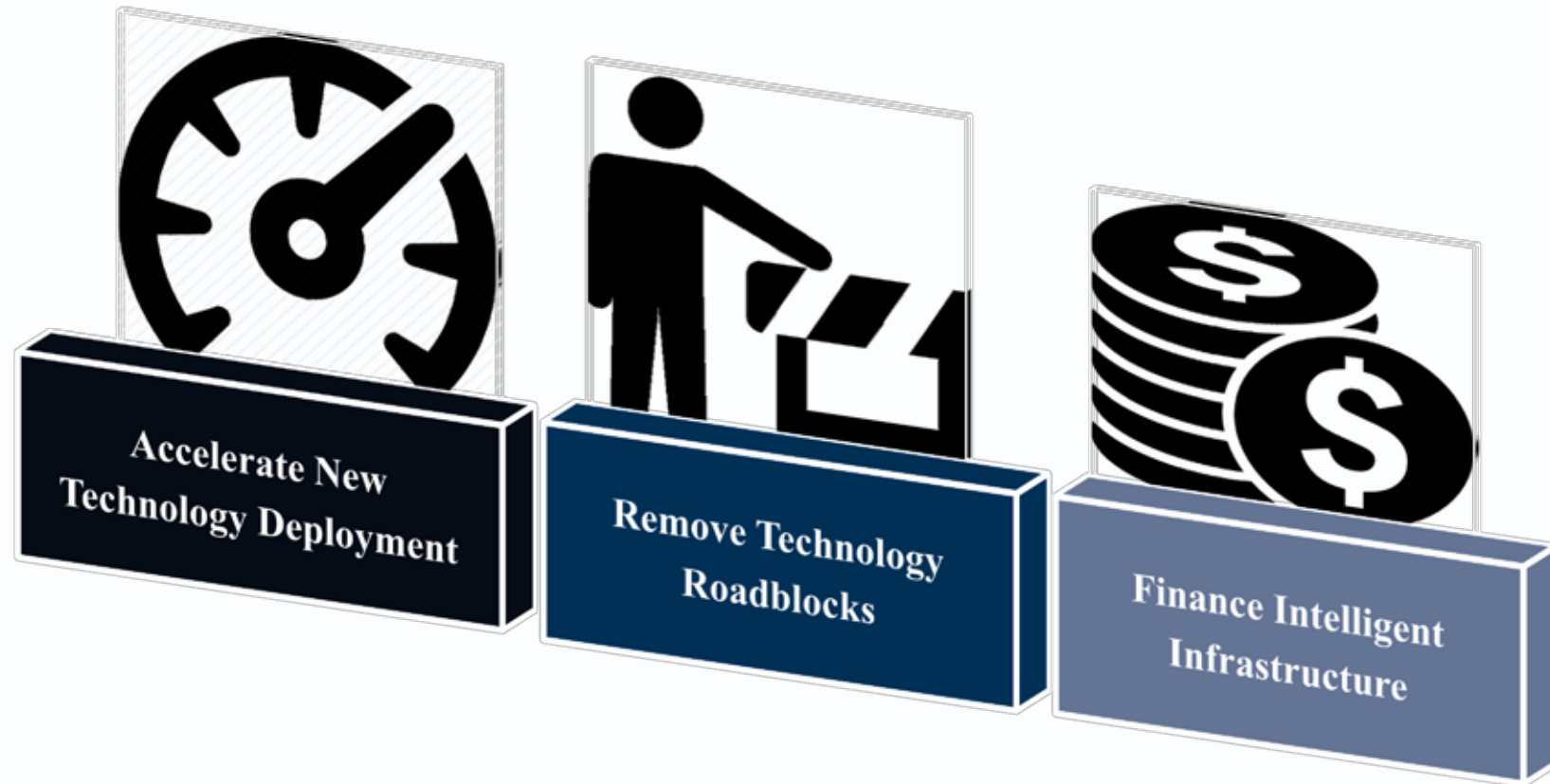


ITS America Roadmap: Our Transportation Future

Intelligent Transportation....

- Can Strengthen the Economy at its Foundation
- Can Save Tens of Thousands of Lives Each Year and Billions of Dollars
- Gets More Bang for Less Buck
- Better Performance of the Existing System
- Promotes Energy Efficiency
- Broadens Access to Transportation Systems
- Creates Higher Skill, Higher Paying, and More Secure Jobs

ITS America Roadmap: Priorities





Additional Information:

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ITS America Roadmap:
Policy Highlight

Additional Background

ITS America Roadmap: Accelerate Technology Deployment & Research

- Deploy Vehicle-to-Vehicle (V2V) Communications
- Upgrade our Infrastructure to Accommodate New Automotive Technologies (V2I)
- Deploy Automated Vehicles (AV)
- Address Cybersecurity and Reduce Vulnerabilities in our Transportation System
- Advance Artificial Intelligence (AI)
- Expand Broadband and Secure Spectrum
- Establish New Modes of Freight Transportation such as Unmanned Aerial Vehicles

ITS America Roadmap: Remove Roadblocks

- Build Public Confidence in the Privacy and Security of New Technology
- Reduce Distracted Driving through Technology and Education
- Bridge Gaps between Research and Deployment of New Technologies
- Expand Research and Address Long Term Impacts to our Transportation System

ITS America Roadmap: Increase Investment

- Increase Investments in Infrastructure and Transportation Technology
- Promote Innovative Models in Funding, Finance, Partnerships
- Reinvest in our Communities through Smart Technology-
“Smart Communities”

V2V/DSRC/5.9 GHz Safety Spectrum

- ITS America strongly urges the Federal government to protect the 5.9 GHz safety spectrum band that was allocated by the FCC for development of Dedicated Short Range Communications (DSRC)-enabled vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) technology.
- NHTSA, which proposed V2V standards last year, estimates DSRC potentially could reduce 80% of unimpaired crash scenarios, saving thousands of lives per year.
- DSRC-enabled vehicles effectively can “see” around corners and achieve greater 360-degree situational awareness to inform/warn a driver of an impending crash.
- ITS America is neutral on technology but not neutral on safety. DSRC is the only technology that exists today that has been tested and proven to support safety critical vehicle applications.

V2V/DSRC/5.9 GHz Safety Spectrum (contd.)

- FCC is considering reconfiguring the 5.9 GHz safety spectrum band for sharing with unlicensed Wi-Fi use.
- Testing is ongoing. ITS America is open to the sharing of the 5.9 GHz spectrum as long as there is no harmful interference to continuous, low latency, and secure data exchanges among moving vehicles and between vehicles and roadway infrastructure or mobile devices throughout the band.
- There is no evidence that sharing of the spectrum will not cause harmful interference to DSRC. Therefore, ITS America and its coalition partners are advocating for the protection of this spectrum.

V2V/DSRC/5.9 GHz Spectrum Advocacy

- ITS America is a founding member of the [Safety Spectrum Coalition](#)
- 7/31/17 ITS America [comments](#) to FTC on FTC/NHTSA Workshop on Connected Cars: Privacy, Security Issues Related to Connected, Automated Vehicles.”
- 6/7/17 ITS America [op-ed](#) in *Cincinnati Enquirer* titled “Let's Resolve to Use Technology to Make our Roads Safer”--timed with President Trump’s infrastructure speech in Cincinnati.
- 5/27/17 ITS America/National Safety Council [op-ed](#) in *The Hill* “This Memorial Day, Let's Resolve to Deploy More Vehicle-to-Vehicle Communications Systems.”
- 5/17/17 Safety Spectrum Coalition letter signed by ITS America and 10 other organizations to the House Appropriations Subcommittee on Transportation.
- ITS America press [release](#) regarding the April 12, 2017, ITS America [comments](#) and Safety Spectrum Coalition [comments](#) filed with NHTSA in response to its [proposed](#) standard for V2V communications
- 1/25/17 Safety Spectrum Coalition [letter](#) to the Federal Communications Commission

Public Policy Roadmap & Intelligent Transportation General Advocacy Highlights

- [ITS America's Public Policy Roadmap](#)
- **5/30/17** [C-SPAN interview](#) of then-ITS America President and CEO Regina Hopper on “the future of high-tech transportation systems in the U.S.”
- **5/17/2017** ITS America letter to the leadership of the U.S. House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies regarding its hearing on “Emerging Transportation Technologies.” Letter urged the Subcommittee to support increased investments in the rapid deployment of intelligent transportation technologies throughout the transportation system.
- As part of Infrastructure Week, **5/14/17** ITS America [op-ed](#) in *The Hill* on the need for intelligent transportation systems to be included in our new highways, roads, streets and bridges

Other Advocacy Activities

- 9/6/17 ITS America [press statement](#) in response to passage of AV legislation by the U.S. House of Representatives.
- 5/31/17 ITS America release [announcing](#) a partnership with the Cyber Future Foundation to form the Intelligent Transportation Cybersecurity Task Force
- 2/28/17 ITS America [statement](#) on President Trump's infrastructure plans
- 2/27/17 ITS America [statement](#) on the confirmation of Wilbur Ross as U.S. Secretary of Commerce
- 2/3/17 ITS America [comments](#) to NHTSA in response to the 12/5/16 Visual Manual Driver Distraction Guidelines for Portable and Aftermarket Devices
- 1/31/17 ITS America statement congratulating U.S. Secretary of Transportation Elaine Chao on her confirmation.