



ITS America

What is Happening Now & Looking Forward

#THISisITS

Insert Date Here

Intelligent Transportation Society of America

ITS America's Newly Defined Mission & Member Value



THE organization focused on advancing research and deployment of intelligent transportation systems through the identification & execution of public policy at the local, state, and federal levels.

This advocacy focus will incorporate legislative & regulatory initiatives, grassroots coalition building & educational efforts, events, conferences & programs aligned with policy objectives.

This focus on creating a policy environment will present ample opportunities for increased & deepened membership engagement.

ITS America is the **only** organization **nationally** where **private companies, researchers, academics and public agencies come to one table**. This is extremely important in the public policy space where the stakeholders can engage with one another to advance the next generation of transportation.

Public Policy Development & Advocacy Framework



This advocacy focus creates more opportunities for members to help shape the ITS industry's public policy agenda toward increased ITS deployment.

Policy & Business Council or the Legislative Committee will focus on *legislative business* issues driving ITS deployment

Coordinating Council or the Regulatory Committee will focus on *regulatory & technology* issues driving ITS deployment

State Chapters Council will focus on *state legislative & regulatory* initiatives & *grassroots efforts* driving ITS deployment. A State Chapters Task Force of the Board will work with the states to assist in incorporating this work into the larger ITS policy structure

Strategic Advisory Council, DBA the Leadership Circle will focus on thought leadership relating to emerging issues over a three- to five-year horizon. These members will be critical to face-to-face business, technology and policy engagement. The Board approved efforts a new **Smart Cities: Surface & Air Initiatives**

ITS America Public Policy Advovacy Infrastructure

Value Proposition:
Promotion of ITS Deployment Soultions through Public Policy Advocacy & Member Interaction

Board Of Directors

State Chapters Council
Chair **Koreen Bjorklund**

Policy & Business Council
Chair **Melanie Crotty**

Coordinating Council
Chair **Bob Murphy**

Strategic Advisory Council DBA Leadership Circlce

Policy Development & External Affairs & Stakeholder Engagement



Policy Lead

Business Issues Lead



Standards Lead

Technology Lead



Smart Cities: Smart Regions Initiative

Example: Safety Forum

Example: Freight Forum

TC204

Example: Freight Forum

Example: Safety Forum

Example: Spectrum Forum

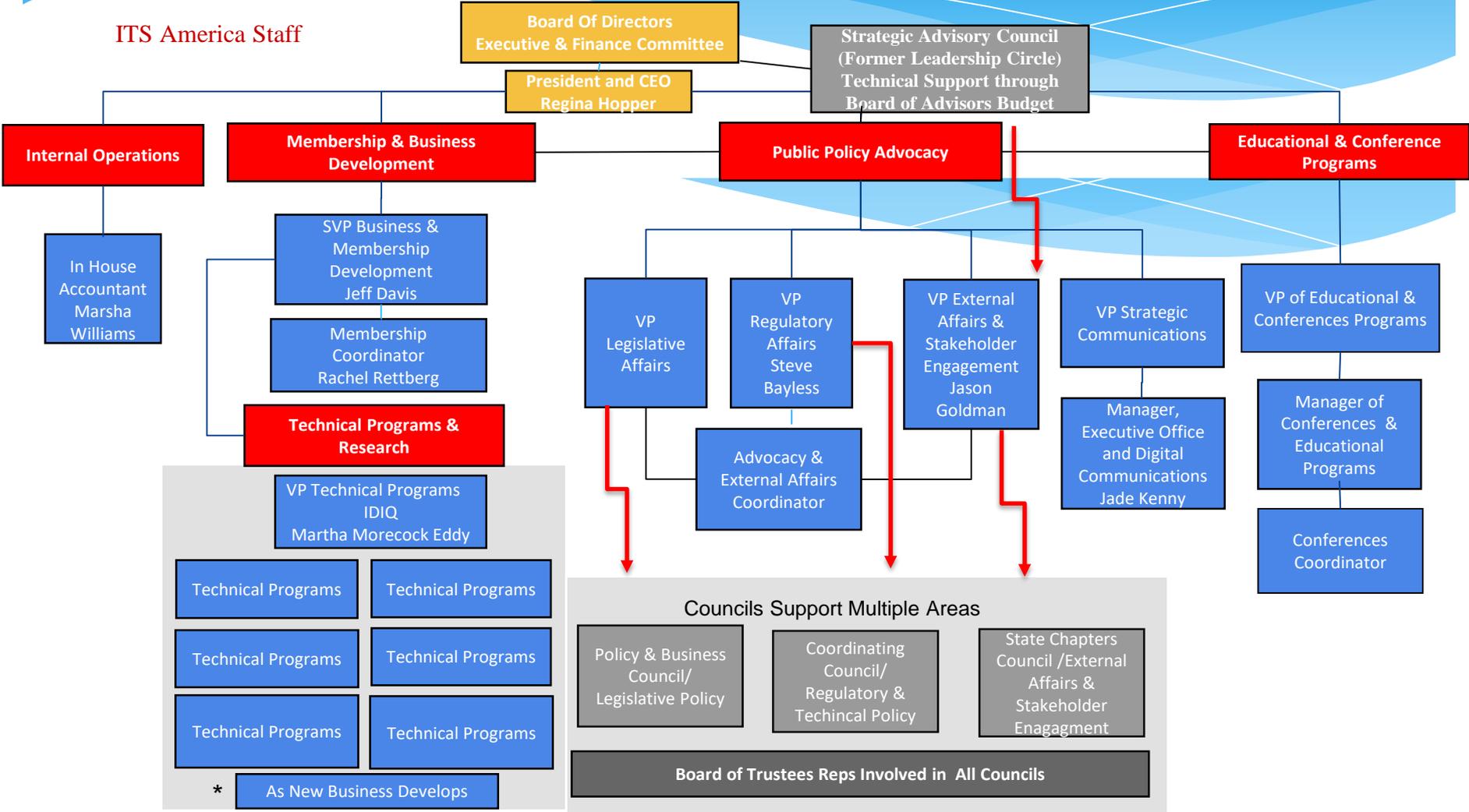
Example: Big Data/ Cyber security Forum

Example: Spectrum Forum

Example: Big Data/ Cyber security Forum

Leadership Circle Reps to Participate in All Councils

ITS America Staff



Board Approved Current Advocacy Issues



Current Advocacy Priorities

1. Accelerate Deployment of ITS Technologies
2. Remove Roadblocks for Deployment of ITS Technologies
3. Address Funding Priorities to Advance ITS Deployment

Current Issues

- Spectrum Utilization (5.9)
- Cybersecurity & Privacy Issues
- NHTSA V2V Mandate
- NHTSA Guidance on Mobile Devices
- FHWA Guidance on V2I
- FHWA Highway Performance Measures FAST Act Implementation
- NHTSA Automated Vehicles Guidance
- Smart Cities Advancement in Surface and Air Transportation

Public Policy Councils have recommended Artificial Intelligence Issues be advanced immediately

Recent Advocacy Efforts



5.9GHz Spectrum and potential V2V Rulemaking

ITS America also filed comments and reply comments, both individually and in conjunction with the Alliance of Automobile Manufacturers and Global Automakers, on the 5.9 spectrum issue. ITS America met with White House officials a number of times to discuss V2V

DSRC & Cybersecurity/Privacy

ITS America filed opposition and reply comments with the Federal Communications Commission to deny a request by Public Knowledge and the New America Foundation for an “emergency stay” on the use of Dedicated Short Range Communications.

Outreach & Education

White House visits have & are taking place on both initiatives as well as Congressional and agency outreach & education efforts. ITS America is also part of the DC- based “Safety Spectrum” digital campaign.

Current Advocacy: Federal Communications Commission



- * ITS America filed six separate comments to the FCC on DSRC/WiFi spectrum sharing and on a broadband advocacy group's petition designed effectively to “ban” all DSRC use.
 - * **Spectrum:** Cable industry advocates proposal to rechannalize more than half of the band for WiFi use. ITS America opposed and hopes an acceptable sharing solution can be in place
 - * **Cybersecurity/Privacy:** Petition to ban DSRC by asking for changes to FCC rules on security and privacy is also an ongoing proceeding. ITS America is seeking dismissal of a DSRC “emergency stay”
 - * **Safety:** Established coalition with Global Automakers, AAA, and the National Safety Council (thesafetyspectrum.org) to get message out to policy makers to make safety the priority; participated in the “safety spectrum” digital campaign
- * **Testing:** ITS America will follow up with ex-parte meetings with FCC – Several companies have submitted devices for testing by FCC and USDOT
- * **Timeline:** FCC's self imposed deadline to resolve spectrum sharing is January 2017

Current Advocacy: White House Victory on DSRC



- * This year, ITS America advocated before White House, seeking approval for a NHTSA federal standard for Vehicle-to-Vehicle (V2V) Safety Communications using DSRC
- * **On Sept 19th, White House Announced along with their Autonomous Vehicles Policy that it would allow NHTSA to proceed with a Federal Motor Vehicle Standard for DSRC**
- * A NHTSA standard would likely require DSRC on all vehicles – giving road agencies more incentives to deploy V2I faster
- * We are still awaiting FHWA Guidance on V2I, and we expect that to follow shortly
- * NHTSA V2V Notice of Proposed Rulemaking may be issued shortly for public comment
- * The White House Sept 19th decision is the culmination of more than a billion dollars of R&D, a decade of standard and technology development, testing, and policy from a massive cross section of ITSA Members -- We'd like to say....

Congratulations!

Current Advocacy: President's Announcement on Autonomous Vehicle



- * **President Obama, in a Sept 19th Pittsburg Gazette Op-Ed "Automated vehicles have the potential to save tens of thousands of lives each year..."**
 - * President Obama -- "The quickest way to slam the brakes on innovation is for the public to lose confidence in the safety of new technologies"
 - * NHTSA resisted calls to open up a rulemaking process, and instead issued guidance on how current authority/standards would allow Automated Vehicle deployment to proceed
- * **ITS America's initial take is positive (September 21, 2016 press release)**
 - * Regina Hopper -- "Building trust and consumer confidence in the technology takes cooperation from industry and government. The Federal Automated Vehicles Policy is a good starting point for establishing more defined roles and responsibilities among industry, state regulators and the federal government in advancing this new technology"
 - * "We think the guidelines sets the right balance between the requirements for safety assurance and flexibility needed for inventive strategies."
- * **ITS America will now move forward with a task force within the Policy and Business and Coordinating Council to provide more detailed feedback. Comments to NHTSA due no earlier than November 19. PLEASE PARTICPATE!**

Current Advocacy: NHTSA Autonomous Vehicle Guidance



- * The NHTSA Automated Vehicles Policy is divided into four parts:
 - * **Vehicle Performance:** “Safety Assessment” that covers a range of issues, including how automated vehicles will respond to a technology malfunction, guard driver privacy, address cybersecurity concerns, and protect occupants during a crash.
 - * **Model for State Policy** – Roles in licensing, registration, insurance/liability, and traffic codes remain the same, except possibly for “Highly Automated Vehicles” (HAV) where there is no driver
 - * **Current Regulatory Tools:** NHTSA intends to rely mostly on interpretations, but instructs on how to petition for exemptions, rulemaking and enforcement actions.
 - * **Potential New Tools and Authorities:** Expanded R&D to develop vehicle performance metrics/test procedures, affirmative pre-market safety assurance (e.g. “Safety Assessment” or best practices) to partially replace self certification, expand exemption authority, and other potential elements.

Development of a Forward Looking Public Policy Roadmap



- * Development of a comprehensive legislative & regulatory, business & technical public policy roadmap for 2017
- * Milestones for 2017 will identify key facts, solutions & implementation details, with statements on how achievement enables “transformation” - state and local level issues also to be addressed
- * Outreach & education initiatives & events targeted to the new administration transition teams, agency heads, Hill members & staff, media, state & local governments – governors, county officials & mayors
- * Engage traditional & new stakeholders

How You Can Participate?



There is an immediate need for representatives from ITS America member companies with expertise from across the membership spectrum to participate:

- * On the Policy & Business Council to identify legislative initiatives on the state & federal level Contact Steve Bayless sbayless@itsa.org
- * On the Coordinating Council to identify technical & regulatory initiatives on the state & federal level Contact Steve Bayless sbayless@itsa.org
- * On the State Chapters Task Force to identify local & state policy issues & grassroots execution Contact Jason Goldman jgoldman@itsa.org
- * Technical Research & Development initiatives to advance public policy & identify the new generation of technologies & issues Contact Jeff Davis jdavis@itsa.org
- * Public policy advocacy committees are now meeting. Contact Steve Bayless sbayless@itsa.org

How You Can Participate?



Join the Strategic Advisory Council DBA The Leadership Circle

- * Institutions involved in continued research around the transformational technologies in transportation.
- * Public sector organizations & leaders committed to deploying advances in mobility and technology.
- * Companies focused on innovation in transformative mobility applying technology
- * Serve as a catalyst to drive acknowledgment & education toward the need for investment of public, private, academic, and partnership funds.
- * Drive provocative discourse around disruptive topics among traditional & untraditional industry players.
- * Bring together industry leaders to solve technical and policy challenges.
- * **Smart Cities Forum, Columbus, Ohio November 2 – 4. Contact jgoldman@itsa.org**

Leadership Circle Members



- * AAA
- * California Department of Transportation
- * Contra Costa Transportation Authority
- * Cubic Transportation Systems
- * Eberle Design, Inc.
- * Econolite
- * Florida Department of Transportation
- * General Motors Corporation
- * HERE
- * IBM Corporation
- * Iteris
- * Kapsch TrafficCom
- * Metropolitan Transportation Commission
- * Michigan Department of Transportation
- Michigan Mobility Transformation Center
- Minnesota Department of Transportation
- National Renewable Energy Laboratory
- New York City Department of Transportation
- Qualcomm
- Serco
- Southwest Research Institute (SwRI)
- Texas A&M Engineering Experiment Station
- Texas A&M Transportation Institute
- Texas Department of Transportation
- Traffic21 Institute, Carnegie Mellon University
- University of Maryland, CATT Lab
- Xerox Corporation

New Staff



To help execute on this vision, we have two new additions to the ITS America team.

Jeff Davis SVP of Membership and Business Development. Jeff will focus on expanding business opportunities into multiple federal departments and agencies. Essentially serving as the chief revenue officer, Jeff will focus on outside business development with an expanded view of government/industry engagement, encompassing not only DOT, but also DOE, DHS, EPA and other relevant federal departments and agencies. Jeff comes to ITS America from Homeland Security Solutions, where he established a strong record of securing federal contracts. Jeff also will work with participating members to establish and support a **Strategic Growth Council**, which will focus on recruiting and retaining a diverse membership that is reflective of the broad ITS community and its continually evolving nature.

New Staff



Jason Goldman is the new VP of External Affairs and Stakeholder Engagement. Jason will focus on building coalitions and reaching out to third party stakeholders to advance ITSA's public policy agenda. He will represent the industry to a mayors, governors and federal institutions. Jason will also work directly with the State Chapters Task Force. Jason comes to us from the U.S. Chamber of Commerce, where he served as the group's primary advocate and expert on Internet-related issues.

Technical Programs & Research



- * Capabilities:
 - * Market research & analysis
 - * Technology forecasting & assessment
 - * Stakeholder outreach & support
- * Wide variety of topics:
 - * Mobility on Demand
 - * Connected Vehicles
 - * Autonomous/automated vehicles
 - * Market research
 - * Technology/data standards (international and domestic)
 - * Safety
 - * Multimodal and transit
- * Clients:
 - * ITS-Joint Program Office (ITS-JPO)
 - * Federal Highway Administration (FHWA)
 - * Federal Transit Administration (FTA)
 - * American Association of State Highway and Transportation Officials (AASHTO)
 - * Private Industry Contracts

Technical Programs & Research



- * Research & analysis:
 - * Market research topics
 - * Impact of potential DSRC mandate
 - * Current state of Mobility on Demand nationally
 - * Technology assessment topics
 - * Cybersecurity
 - * Active sensing
 - * Autonomous vehicles
 - * 5G wireless
- * Stakeholder outreach:
 - * Connected Vehicle Pilot Deployments
 - * ITS Professional Capacity Building
 - * V2I Deployment Coalition
 - * Transportation Safety Advancement Group (TSAG)
- * Education:
 - * Professional Capacity Building
 - * Training opportunities for ITS professionals (topics include Connected Vehicle 101/201, ITS Procurement, Standards, Improving Highway Safety with ITS, Road Weather Information Systems)
- * Technology standards:
 - * Secretariat for ISO's Technical Committee 204

Education & Conferences



ITS America 2016 San Jose – “Integrated Mobility ~ Transportation Redefined”

Saw higher attendance, a more diverse audience & largest exhibit floor than past ITS America events

Received strong reviews on new keynotes, conference programming & demos

Keynotes & sessions are online now www.itsamerica2016.org

ITS World Congress 2017 - “Integrated Mobility ~ Building Smart Cities”

ITS America, in cooperation with ITS Canada, will host the ITS World Congress in Montreal, Canada October, 2017

Building on San Jose, the will focus on around a quickly expanding industry, mobility on demand and ITS deployment advocacy.

A highlight will be a Smart Cities Pavilion on the exhibit floor.

Industry Information



A new ITSAmerica.org website is under construction where all ITS America events will be housed along with a more information, a robust industry calendar & social/digital media functions

More focus is going into providing up to date information & events through *SmartBrief*

Membership Buzz, a new weekly membership communications email, began three weeks ago. Send us your member news!

#THISisITS

Get Social~Spread the Word!



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Do you want ITS America to promote an upcoming event or highlight what you are doing to bring about the future of transportation? Contact Jade Kenny jkenny@itsa.org