

# ITS AMERICA

Transpo2010  
ITS America Priorities



Intelligent **T**ransportation **S**olutions for **A**merica





## Board and Staff Leadership

- **ITS America Board of Directors - Officers**
  - Ann Flemer (Metropolitan Transportation Commission) Chair
  - Abbas Mohaddes (Iteris) Vice Chair
  - Dick Landis (Help Inc.) Secretary
  - Dana Christensen (National Renewable Energy Lab) Treasurer
- **ITS America Senior Staff**
  - Scott Belcher, President & CEO
  - Tom Kern, Executive Vice President
  - Tom Cox, CFO/VP for Administration
  - CTO/VP for Programs – **search underway**
  - Paul Feenstra, VP for Public and Government Affairs



## ITS America's Councils Provide Volunteer Leadership

- **State Chapter Council** - the networking forum for ITS America's 27 chapters representing 40 states.
- **Policy and Business Council** - the principal source of public policy development within the Society in support of ITS America's strategic role as a thought leader in transportation policy; the forum for business interests in ITS America.
- **Coordinating Council** - the initiator of technical activities to further the Society's Strategic Plan and foster active engagement of the membership and selected external groups.



## ITS America Vision and Mission

- **Vision.** Help save lives, time, and money and sustain the environment through broad deployment of interoperable ITS technologies
- **Mission.** To be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development, and design of ITS technologies to accelerate their deployment and sustain the environment



## Strategic Goals

- Optimize Member Value
- Serve as the Chief Advocate for ITS
- Serve as a Thought Leader in Transportation Policy
- Improve the Efficiency and Effectiveness of ITS America Governance and Operations



## Board Reviewed/Refined Strategic Plan at 2010 Retreat

- Continue focus on solving state and local transportation problems – deployment
- Areas to become more engaged in:
  - Standards
  - Privacy
  - Broad Scale Deployments
  - Sustainability



# Councils Delegated Responsibility for a Number of Follow-up Items

- Policy and Business Council
  - Develop ROI from ITS white paper
  - Promote broad-scale deployment opportunity in DC
  - Advocate open standards as part of legislative platform
  - Develop plan for Sustainable Transportation Workgroup
  - Establish Communications Workgroup



# Councils Delegated Responsibility for a Number of Follow-up Items

- Coordinating Council
  - Explore greater involvement in vehicle electrification
  - Enhance visibility in standards setting process
  - Review ITS America privacy protocol
  - Evaluate how to engage in data security
- State Chapters Council
  - Focus greater attention on local deployment
  - Explore developing data inventory protocol
  - Identify State Chapter members to participate in other Forums



**2010 HAS SET THE STAGE FOR 2011**



## 2010 Annual Meeting in Houston was the Transportation Event of the Year

- Secretary LaHood, six Modal Administrators, and Assistant Secretary for Policy and Budget and Programs
- Sam Palmisano, President and CEO of IBM
- U.S. DOT Transportation Authorization Stakeholder listening session
- TX State Senate Field Hearing
- Multiple other organizations with important events (AASHTO, DHS, WTS, Towing Association, Police Chiefs Association, Houston-Galveston Area Regional Council)





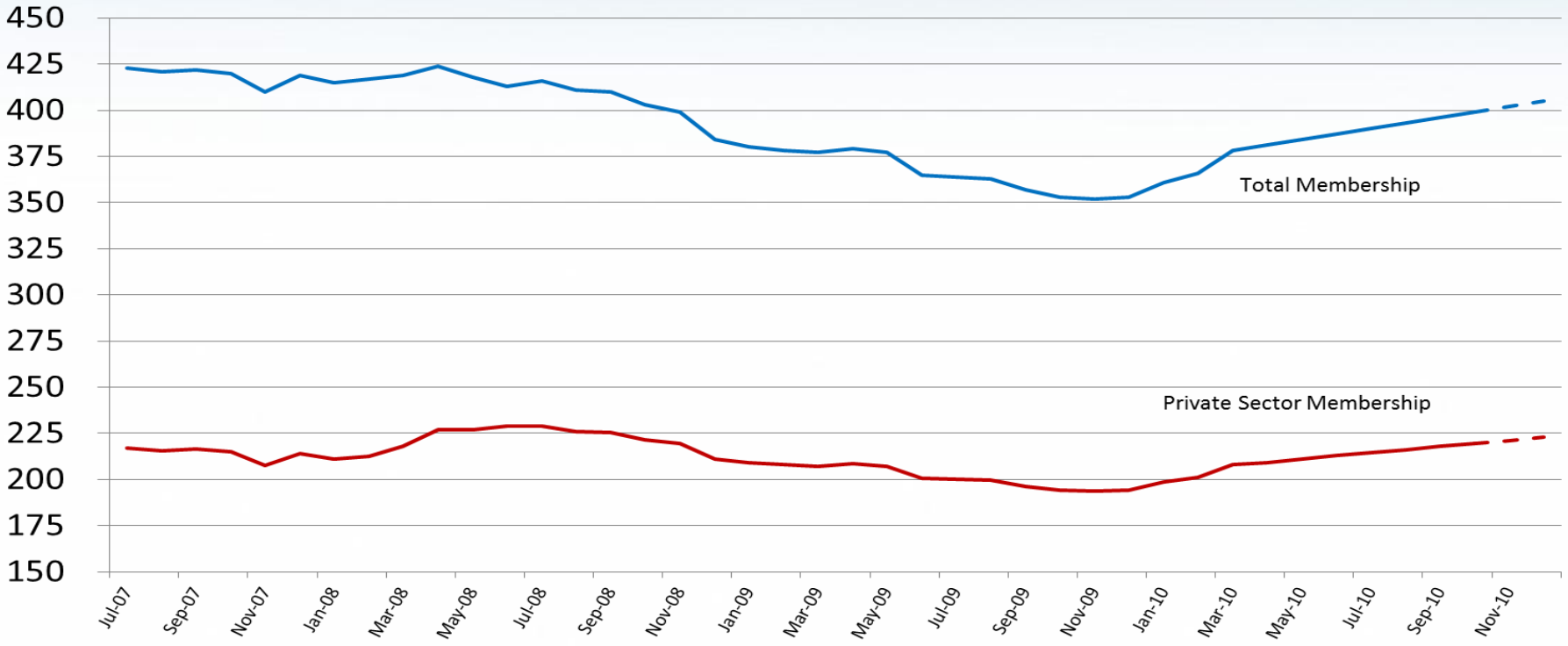
## 18th World Congress Will be Even Better

- Featuring the largest integrated **demonstration showcase** of cooperative vehicle infrastructure ITS
- Showcasing the latest technologies in the **largest exhibition** ever for a World Congress (over 350,000 square feet!)
- Expecting the largest attendance – **12,000 delegates** from more than 70 countries
- Once again combined with ITS America's own **Annual Meeting**
- The most **globally comprehensive program**
- Getting **Recognized** in the Industry





## ITS America Membership Did Well in 2010



October 31, 2010



# We Have Established Ambitious Membership Goals for 2011

- 100 new members
- 85% retention rate
- Revenue growth of \$56K



## Technical Program was Strong in 2010

- Meaningful work with U.S. DOT and others
- Forums produced valuable leadership and products
  - Distracted driving
  - Sustainability
  - Webinar series
  - Annual Meeting content
- Engagement in numerous reports and studies



# New Technical Opportunities Abound in 2011

- Additional work at U.S. DOT
- Peer reviews and charrettes
- Next *Moving Cooler* study
- Partnering with members and others
- Policy and position statements



## Showcasing ITS Successes Through the Smart Solution Spotlight

- Launched awards program to recognize successful ITS projects being deployed across the country
- Increased national visibility for winners among their peers, policymakers and the media – news coverage ranging from Atlanta Journal-Constitution and San Francisco Examiner to FOX-TV in Houston
- Building library of ‘best practices’ as we advocate for ITS



## **Building Reputation as the Source for ITS News and Information**

- Proactive media outreach resulting in increased coverage and interest from mainstream media, from NPR and Reuters to USA Today
- Increased visibility is key for opening doors on Capitol Hill and securing future coverage for ITS World Congress and other events and priorities



# Smart Technologies for Communities Act

- Being introduced by ITS Caucus co-chairs Mike Rogers and Russ Carnahan
- Dedicated funding to deploy ITS and system operations to reduce congestion, improve safety, enhance mobility, address other challenges
- Competitive selection of 4-6 large-scale, integrated ITS deployment sites to serve as real-world test beds for advanced technology solutions



# Campaign for Intelligent Transportation Solutions

- Providing critical funds for enhanced advocacy and outreach activities
- New activities include *Smart Solution Spotlight*, targeted media outreach, legislative development, and strategic partnerships to promote ITS
- Need to continue leveraging ITS America members and state chapters to advocate *Smart Technologies Act* and other ITS priorities to policymakers
- Working to expand ITS Caucus, build Senate support through increased one-on-one outreach, targeted events, Capitol Hill tech showcase in March
- Next 6 months are critical for advancing ITS in reauthorization