TECHNICAL SERVICES

ITS America houses an experienced technical staff of diverse disciplines, which represent all facets of the Intelligent Transportation Systems (ITS) industry. 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
- Technology Standards Development
- Events and Meetings: Programming, Facilitation, and Logistics
- International Collaborations & Partnerships

Technology Forecasting and Assessments

Our technology forecasts and assessments focus on long range, global, and cross-cutting technologies, particularly "game-changing" scenarios where a potential technological breakthrough or socio-economic change may favor one technology over another. Work also includes quantifying benefits of advanced technologies. ITS America has authored reports on topics such as *Fourth Generation Wireless - Vehicle and Highway Gateways to the Cloud*, and *The Supporting Role of Safety and Mobility Services.*

Market Studies and Surveys

ITS America has conducted a variety of market studies for both public and private sector industry partners. Recent studies include:

- *North American ITS Market Study* – This study explores the economic impact of the North American ITS market in terms of revenue, employment, technological innovation, opportunities for growth, and industry challenges.

- *DSRC Market Studies* – These studies offer national market forecasts for Dedicated Short Range Communications (DSRC) equipage in vehicles, as well as forecasts for expected future market opportunities for DSRC, such as transaction-based uses.

- *Smart Parking Market Studies* – Our original study examined the smart parking industry to identify opportunities for facility operators and municipalities. ITS America's Leadership Circle funded a follow-up study to understand key motivations behind the deployment of smart parking in U.S. cities and municipalities.

- *Market Study of In-Vehicle Safety Technology Deployment among Large Truck Fleets* - ITS America's Leadership Circle funded a study in collaboration with the University of Michigan's Transportation Research Institute (UMTRI) on the state of deployment of in-vehicle safety technologies in the U.S. among large commercial fleets.

Institutional Capacity and Workforce Development

We use our industry knowledge to advance the state of the practice in institutional capacity and workforce needs by conducting stakeholder outreach, developing certification programs, and executing training programs. Examples include:

- **ITS Professional Capacity Building (PCB) Training Courses** – Since 2011, the U.S. DOT's ITS JPO PCB Program has partnered with ITS America to deliver ITS training courses in conjunction with ITS America State Chapter meetings and associated events. This partnership enables state and local, public and private sector transportation professionals the opportunity to receive training and information on some of the most relevant, forefront ITS issues of today.
- **National Operations Center of Excellence** – Alongside the American Association of State Highway and Transportation Officials (AASHTO) and the Institute of Transportation Engineers (ITE), ITS America is a founding partner for the National Operations Center of Excellence (NOCoE), designed to offer a comprehensive set of resources to serve the Transportation Systems Management and Operations (TSM&O) community through peer exchange workshops and webinars, assessments of best practices, and on-call assistance.
- **Vehicle-to-Infrastructure (V2I) Deployment Coalition** – Alongside AASHTO and ITE, ITS America is leading the V2I Deployment Coalition. The Coalition aims to advance infrastructure deployment by identifying priority issues associated with V2I deployment.

Technology Standards Development

ITS America is the Secretariat for the International Organization for Standardization's Technical Committee 204 (ISO/TC204) for Intelligent Transport Systems (ITS), as well as for the U.S. Technical Advisory Group (U.S. TAG) to ISO/TC204. It promotes and facilitates ITS standards development process by coordinating with the overall ISO work program for ITS.

Events and Meetings: Programing, Facilitation, and Logistics

We carry out a variety of meetings and webinars for public and private industry partners. Our technical staff and public policy develop meeting content as well as professional-level logistical support. We have successfully executed a variety of meetings ranging from small workshops to large events for broader industry groups.

We also perform stakeholder engagement through strategic ongoing support to USDOT. This includes our long-term support through the well-established Transportation Systems and Services (PTSS) Committee, the Public Transportation Advisory Group (PTAG), and the Transportation Safety Advancement Group (TSAG), which focuses on the operational links between ITS, emergency response, and public safety.

International Collaborations & Partnerships

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 next generation mobility system that is inclusive, equitable, responsive, and seamless across multiple modes by leveraging newly available technologies.

ITS America also matches the needs from international delegations by organizing business briefings, on-site visits, meetings and trainings. It leverages the breadth of its membership across multiple industry sectors and the connections with associations from all over the world.

For more information contact:
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