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ITS AMERICA

How 2016 Laid The Groundwork for 2017 And The Road Ahead

A Report to the ITS America Membership

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To The ITS America Membership

As 2017 kicks into gear, all of us at ITS America wanted to reach out to each of you to take a look at the 2016 activities that resulted in laying the groundwork to advance an exciting year ahead for this innovative industry and this organization which is meant to drive the industry forward.

An extensive re-visioning process that began with the collective ITS America membership in August, 2015 to identify the core, forward-looking value and focus of your organization wrapped up last year with the board of directors adopting a shared vision of the road ahead—one focused on public policy advocacy to advance ITS deployment at scale. Following those decisions, the year was used to align the organization's resources—from its budget to its staff to expanding opportunities for member engagement—to best advance this central objective.

Our public policy advocacy focus comes at an opportune time with President-elect Trump, a new Congress, new Governor's and state legislatures talking about infrastructure and the jobs, growth and quality-of-life improvements a "smart" national push on this front could generate. Adding to the momentum is the President-elect's nomination of Elaine Chao as Secretary of Transportation. A former Labor Secretary under President George W. Bush, she brings vast administrative experience running a major department. Take a look at our [statement on Elaine Chao's nomination](#).

Best of all, this focus on advocacy leverages what has always been ITS America's core strength: ITS America serving as *the* national organization where **private companies, researchers, academics and public agencies come to one table** to unlock opportunities, break through challenges and shape the future of transportation together.

What follows is an update on the Board-set priorities, the infrastructure now in place to ensure this member-driven path forward, the staff that deepens our bench and the advocacy and other work already vigorously underway to accelerate the ITS future.

The Core Mission: Public Policy Advocacy

Work is underway with the incoming Trump administration to position ITS America as the leader in advancing transformative transportation technologies, and driving integrated mobility and mobility as a service. A new advocacy infrastructure is in place with an emphasis on member participation:

- * **The Policy & Business Council is at work**, serves as the Legislative Committee and is focused on legislative business issues driving ITS deployment.
- * **The Coordinating Council is also at work**, serves as the Regulatory Committee and is focused on regulatory & technology issues driving ITS deployment.
- * **The State Chapters Council** will begin 2017 focusing on state legislative & regulatory initiatives & grassroots efforts driving ITS deployment.
- * **The Strategic Advisory Council**, DBA the Leadership Circle, is well underway focused on efforts targeting surface and air initiatives to drive the development of smart communities and will determine other issues around thought leadership relating to emerging issues over a three- to five-year horizon.

Among the key public policy areas of emphasis:

- NHTSA guidance and rulemakings (V2V, V2I and others);
- FCC rulemakings (spectrum, cybersecurity, privacy);
- FAST Act (e.g. ITS funding and eligibility in grant programs and formula programs);
- Proposed legislation to expand NHTSA authority for autonomous vehicle testing, and
- Potential legislation to advance smart communities.

The resulting ITS America Public Policy Roadmap was approved by the Board of Directors in December with the overarching objective to “grow our economy and improve our quality of life through innovative technologies that improve the mobility, safety, security, privacy, sustainability and accessibility of our transportation system in the next decade.” This policy roadmap will guide ITS America’s education and advocacy efforts with the next administration and the 115th Congress. We are now sharing this document with the Trump transition teams of major agencies—such as the Departments of Transportation, Homeland Security, Energy and Commerce—as well as on Capitol Hill.

Progress on V2V and V2I Standards

One of the most important aspects of the transition between administrations is ensuring we keep up the momentum surrounding the need to establish constructive federal standards for vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) technologies. Here we have good news: In December, the U.S. DOT issued a proposed standard for V2V communications that would advance the deployment of connected vehicle technologies for cars and light trucks. Our press release can be seen [here](#). According to DOT, V2V technology will prevent up to 600,000 crashes by 2051 and reduce the costs from motor vehicle crashes by as much as \$71 billion. The proposed standard also enables the ITS community to focus on new application development without the

challenges of interoperability. It also contains robust privacy and security standards. DOT also noted that it plans to soon issue guidance for V2I communications. We are engaged with the incoming administration to convey that this is a rare instance where federal standards are welcome by industry and to raise awareness of how the establishment of such standards can contribute to President-elect Trump's infrastructure and economic priorities.

Leadership Circle Update: Smart Communities Initiative

With our new advocacy focus, the ITS America Leadership Circle is taking on a vital and focused role as the organization's thought leaders relating to emerging issues over a three- to five-year horizon. We are fortunate to have Texas A&M EES' John Barton at the wheel as our Leadership Circle chair. At a time when intelligent transportation is emerging as THE next technology-led transformation and generating tremendous interest not only at the federal level, but among governors, in cities and across regions of our country, the Leadership Circle has initiated a Smart Communities initiative to help communities across the country translate interest and ideas into real-world outcomes in the intelligent transportation arena.

This effort successfully kicked off in Columbus, OH, the winner of the U.S. DOT Smart City Challenge, last month. This forum brought together nearly 90 leaders from across private businesses, public agencies, academia, engineering and research communities. Using Columbus' experience winning the U.S. DOT Smart City Challenge as the starting point, participants heard from localities, private companies and other stakeholders about development and implementation of a smart community plan. Additionally, Leadership Circle members heard from representatives of the Department of Energy, the National Institute of Standards and Technology, the Department of Transportation and the U.S. Marine Corps. They then spent time putting forth the public policy initiatives needed to advance these efforts which are reflected in the roadmap document. Future efforts will include both programmatic events and advocacy on behalf of the smart communities' focus of our new policy roadmap.

A Strong Advocacy Team

In an effort to advance the goals and objectives of public policy and member engagement, we hope you will reach out to an incredibly talented and experienced team who have come together to aggressively pursue these advocacy positions.

- **Steve Bayless** has been promoted to ITS America Vice President of Regulatory Affairs and Public Policy. Many of you recognize Steve from his very successful history with the ITS America technical programs group. Steve has been instrumental in fashioning the arguments around the regulatory filings this year and will lead these efforts in the future.

- **Jason Goldman** is ITS America's Vice President of External Affairs and Stakeholder Engagement. Jason will build coalitions and work with members to conduct outreach to third-party stakeholders to advance ITS America's public policy agenda with mayors, governors, transportation officials, the technology community and State Chapters. Jason joins us from the U.S. Chamber of Commerce, where he served as the group's primary advocate and expert on internet-related issues.
- **Ron Thaniel** is ITS America's new Vice President of Legislative Affairs. Ron will lead our advocacy efforts on Capitol Hill and with the new administration to advance ITSA's public policy agenda. Ron comes to us from his extensive experience in transportation having previously served as New York Gov. Andrew Cuomo's Deputy Secretary of Transportation and as Executive Director of the National Association for City Transportation Officials. Ron also has served in senior leadership positions at the U.S Conference of Mayors and Amtrak.
- Stay tuned for additional announcements.

Membership Engagement Driving Public Policy

A critical part of the new mission is creating opportunities for increased member participation. Your input and participation on the tactical execution of the public policy goals is what will make the difference in deployment. You can participate in a number of ways. If you are interested in participating in any of the councils or in the execution of the public policy goals, please contact Ron Thaniel, VP Legislative Affairs, Steve Bayless, VP Regulatory Affairs & Public Policy and/or Jason Goldman, VP External Affairs & Stakeholder Engagement.

Events Connected to Public Policy Substantive & Tactical Goals: Advocacy Education

The new public policy mission marries events to ITS America's advocacy goals. For those of you who supported ITS America 2016 San Jose you saw the beginnings of this transition at work. In 2017, there will be a number of events both in DC and around the country working to advance the substantive and tactical agenda spelled out in the advocacy roadmap. Please take time to read the new weekly **Member Buzz** which will keep you informed of all upcoming events as well as public policy initiatives. The **Buzz** is a member benefit so let us know if you have any issues receiving it.

On the Smart Communities front, ITS America is already working on the **2017 World Congress in Montreal, October 29 – November 2, 2017 in Montreal, Canada**. Montreal's theme—Integrated Mobility: Driving Smart Cities—will feature a Smart Cities Pavilion, where leading connected communities from around the world will showcase what connected, intelligent transportation means to them.

You can keep tabs on Montreal World Congress news at the official website: www.itsworldcongress2017.org. You can also get more information from the information attached to this report. The Leadership Circle will also be determining tactics to further these activities as well.

Membership Engagement Driving Events

There are many ways to participate and help shape the upcoming events, whether they be in DC or across the country. The ITS World Congress International Programs Committee is now [accepting papers and panel proposals](#) through **February 17, 2017**. **Exhibit on the floor. Be a sponsor. Participate!**

The Importance of Communication: Traditional, Social & Digital

In addition to the *Member Buzz*, you may have noticed the new website www.itsamerica.org. While it remains a work in progress, please take time to use the site for information and other notices.

ITS America is also stepping up its social and digital presence. Follow, like, tweet, share and re-post on Twitter @ITS_America, on Instagram @ITSAmerica and use the #THISisITS. This hashtag was created to help educate any variety of audiences on just what #intelligent #transportation #services really can do. Let's get the word out and drive up those numbers! If you have any questions or events you want us to promote contact Jade Kenny at jkenny@itsa.org.

New Membership Structure

To ensure we continue to represent the full breadth of this exciting industry and build a reserve of sufficient resources to pursue time-sensitive advocacy work, the board has adopted a new dues structure that makes room for participation at every stage of a company's evolution.

- The **“Innovation Trust”** is an entry-level membership for start-ups and other small companies (less than \$1 million in gross U.S. revenues) and organizations. This helps engage up-and-coming innovators, who we hope will graduate to full members as their businesses grow.
- Our intermediate **“Professional Trust”** membership offers a sliding scale in which dues range from \$3,000 to \$30,000 depending again on each company's gross U.S. revenues.
- The highest tier of memberships falls in the new **“Advocacy Trust.”** These are members who are highly engaged in both public policy strategy and tactics and eligible for governance positions. Membership commitments begin at \$10,000 for public entities, and \$50,000 for private sector companies.

More information will be forwarded as this transition begins in the new year. Any questions can be directed to [Jeff Davis](#), SVP Membership & Business Development or [Rachel Rettberg](#), Membership Coordinator (who will be moving over to education & conferences soon!)

A Strong Membership and Business Development Team

- **Jeff Davis** joins ITS America as SVP of Membership and Business Development. Jeff focuses on membership and outside business development with an expanded view of government/industry engagement, encompassing not only DOT, but also DOE, DHS, EPA and other relevant entities. Jeff comes to us from Homeland Security Solutions, where he established a strong record of securing federal contracts. He also served under the President-elect's choice for Defense Secretary—retired U.S. Marine Corps General James Mattis and served in the Marine Corps.

Membership Engagement: Peer to Peer Outreach

Know someone who should be an ITS America member? The most important membership tool is member to member, peer to peer engagement. Reach out and talk to them about the new, important work that is getting underway as a new administration takes shape and begins its work. Talk to them about the importance of being at the table with those who affect policy at the local, state and national levels. Point out the importance of knowing, not just guessing, what leaders in this quickly changing industry are thinking and doing. And, invite them in! The time is now to advance a transformative transportation network for our country and we are ready to roll to make it happen!

A New Look at Technical Research, Government and Private Contracting

As with the other departments, ITS America is building on the foundation of the technical division by recognizing some talented people and reorganizing to bring the research and technical aspects of the department in line with this new and rapidly changing industry. Meet [Mike Land](#) who has joined the team to manage the government contract work and build out the business line throughout the various government agencies which are now working in this space. The team, led by Jeff Davis, is composed of [Carlos Alban](#), [Annie Chang](#), [Sarah Davidson](#) and [Adrian Guan](#).

Want to Know Who's Who?

You can go online [to take a look at the talented professionals](#) who are at work on your behalf and reach out to them with suggestions, comments and your desire to be a part of the exciting things happening at ITS America.

Want to Follow the Work of the ITS America Board of Directors?

The ITS America Board of Directors is led by **Chris Murray of Kapsch**, who will serve as Chair in 2017. **Carlos Braceros of Utah DOT** is Vice Chair, **Pat McGowan of Serco** is Treasurer, **Steve Dellenback of SwRI** is Secretary and **Jill Ingrassia of AAA** is Past Chair. The rest of the board can be seen [online](#).

2017 Board Meetings

Board meetings are open to all ITS America members. Here are the 2017 board meeting dates and times:

- Wednesday, March 15, Washington, DC; NOTE: You will probably want to hold the 16th as well as we are working with the Hill to schedule a congressional roundtable as well as a technology showcase. Stay tuned to ***Member Buzz*** for more information!
- Thursday, July 20, Washington, DC Note: This will probably become a two day working board retreat. Location will be in the DC area. Again, stay tuned to ***Member Buzz*** for details!
- Sunday, October 29, Montreal, Canada. Note: This is during the 2017 ITS World Congress. **Note: There will also be a membership meeting on this day in Montreal. Appropriate notice will be given**
- Thursday & Friday, December 7 & 8, Washington, DC

It's Going To Be An Exciting Year!

As you can see, there is much going on. 2016 was about planning for a very exciting future. We look forward to working with all of you to make the most of a 2017 that is ripe with opportunity.