



ITS AMERICA

You are the architects of our future



**Where have we been?**



**Where are we going?**



**Where do we want to go?**



**How do we get there?**





 Cavvue  
Autonomous Lane  
Highway  
Downtown: 15 minutes  
Downtown: 40 minutes





TEST CAR 4 YOU NOW 4 FREE

MUSEUM

Have a nice day!

CITY MALL

METRO

M METRO

19¢  
ROBO TAXI

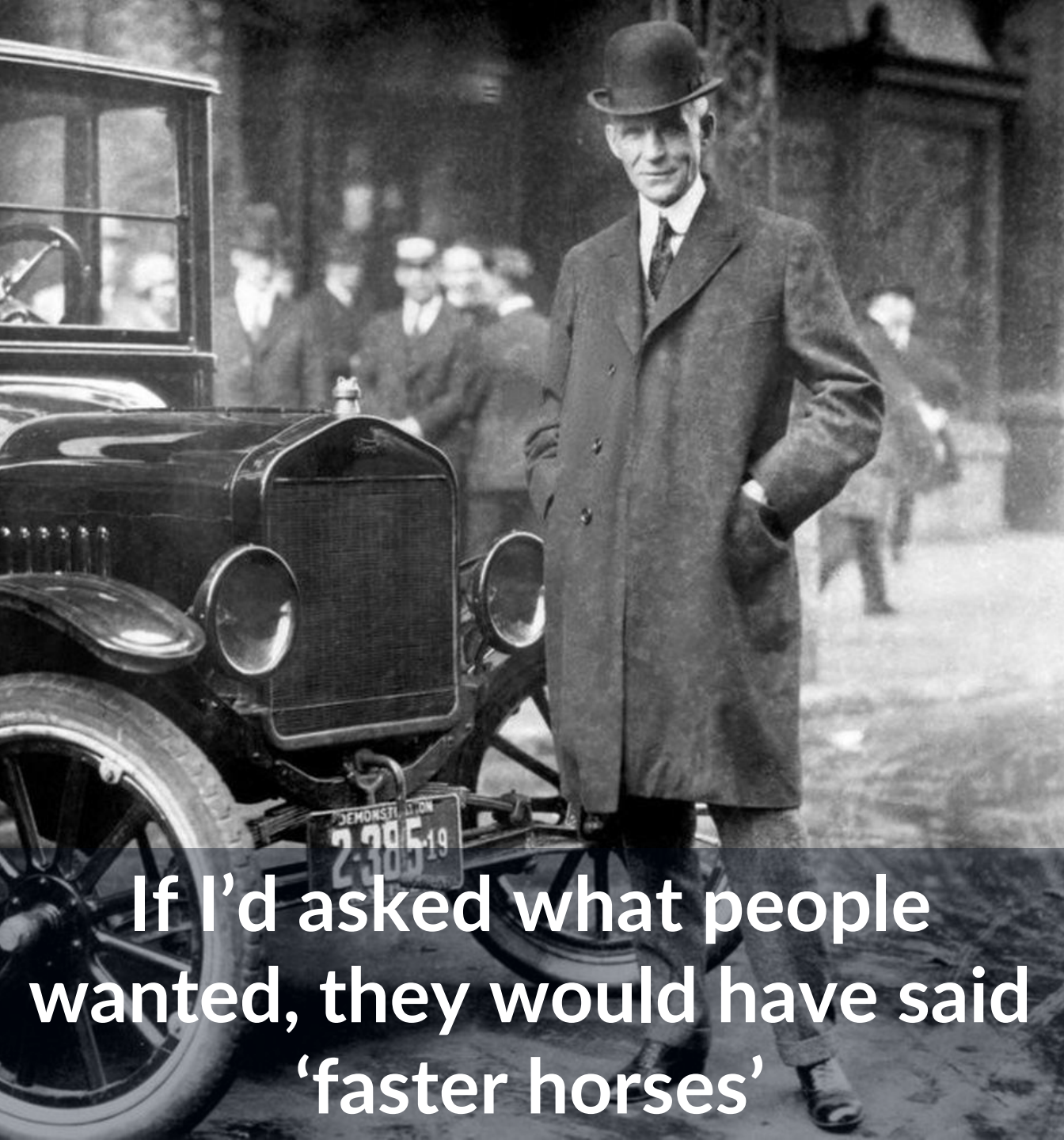
10¢  
PROB CAR



Humans are terrible at predicting the future







If I'd asked what people wanted, they would have said 'faster horses'

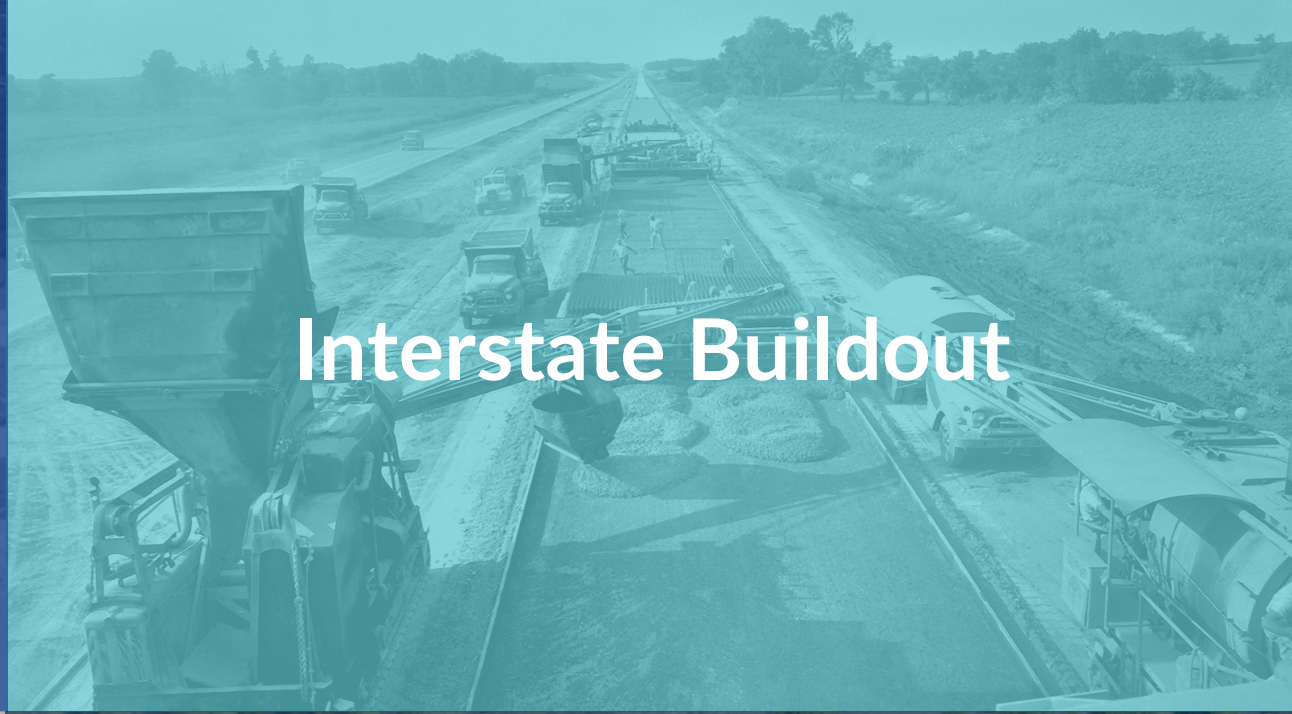


“...People don't know what they want until you show it to them.”

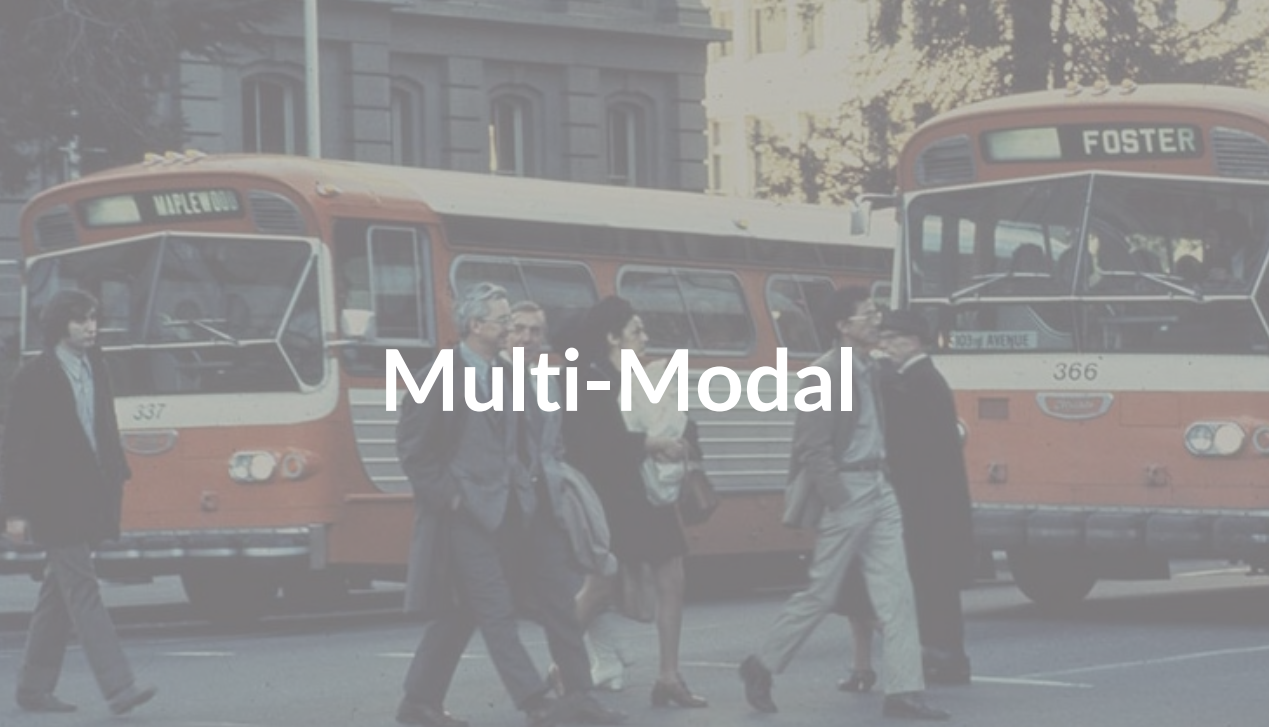




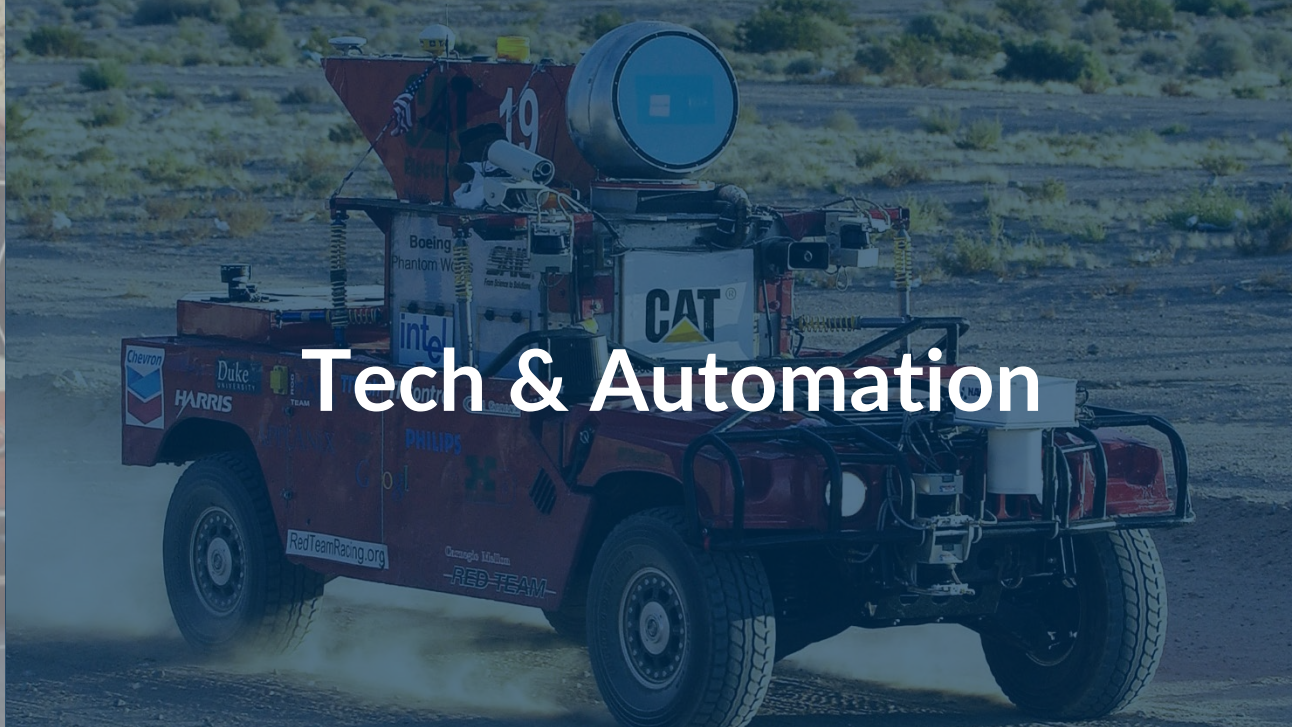
**Automobile**



**Interstate Buildout**



**Multi-Modal**



**Tech & Automation**



THIS PRESENT  
MOMENT  
USED TO BE  
THE UNIMAGINABLE  
FUTURE



THIS PRESENT  
MOMENT  
USED TO BE  
THE UNIMAGINABLE  
FUTURE





Where have we been?



**Where are we going?**



Where do we want to go?



How do we get there?





**AUTOMATED**



**CONNECTED**



**ELECTRIC**



**SHARED**





**DIGITAL INFRASTRUCTURE & TWINNING**



**AUTOMATED AIR MOBILITY**



**PERSONAL DELIVERY DEVICES**

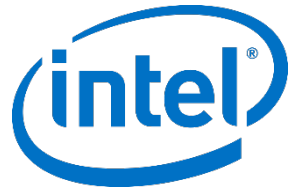
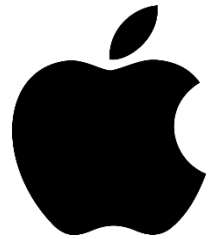




THIS PRESENT  
MOMENT  
USED TO BE  
THE UNIMAGINABLE  
FUTURE



# THE NEW TRANSPORTATION ECOSYSTEM







**CLIMATE**



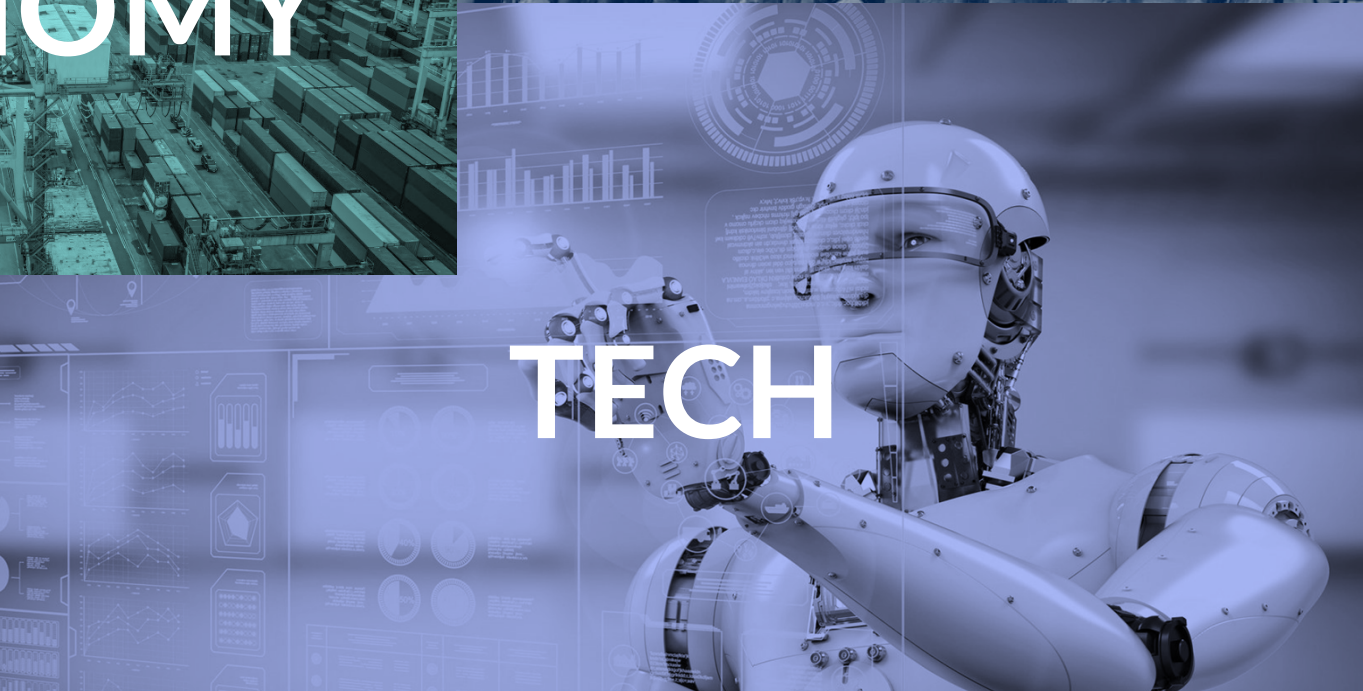
**POPULATION**



**ECONOMY**



**LAND**



**TECH**



# INFRASTRUCTURE INVESTMENT & JOBS ACT



**Roads and  
bridges**  
**\$110B**



**Electric grid  
upgrade**  
**\$73B**



**Rail**  
**\$66B**



**Broadband**  
**\$55B**



**Climate  
protection**  
**\$50B**



**Air & ports**  
**\$42B**



**Transit**  
**\$39B**



**EVs**  
**\$15B**



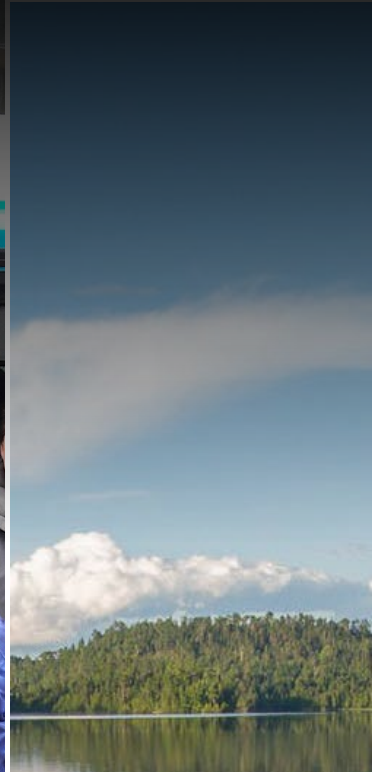
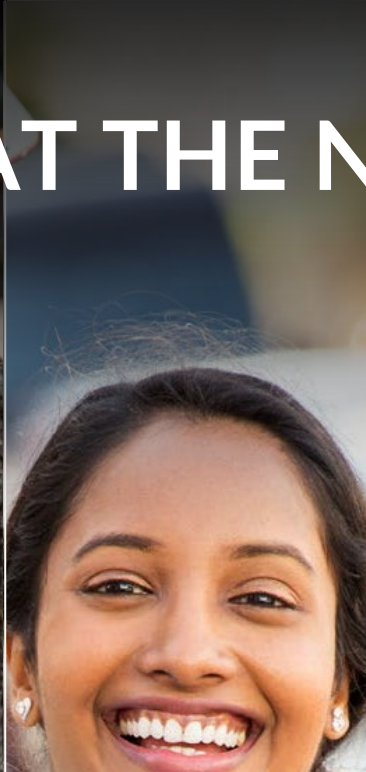
**Safety**  
**\$11B**



**Reconnecting  
Communities**  
**\$1B**



# TRANSPORTATION AT THE NEXUS



ECONOMY



HEALTH



EDUCATION



HAPPINESS



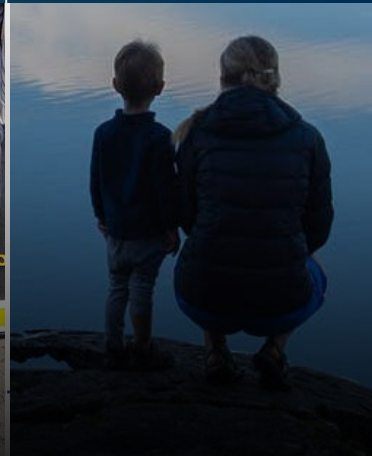
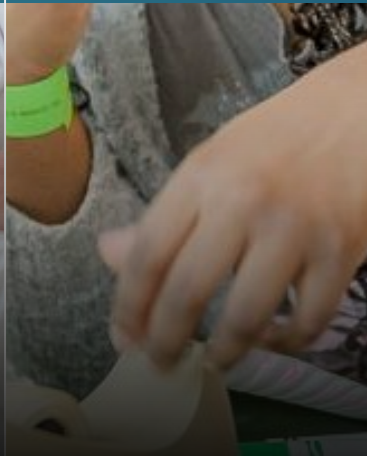
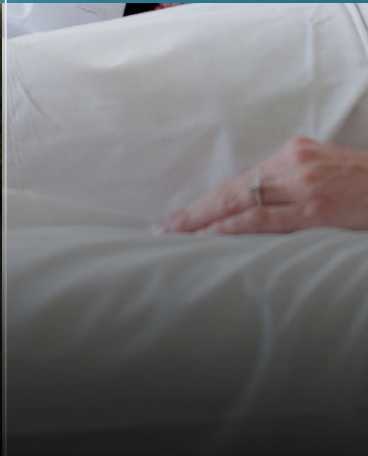
COMMUNITY



EQUITY



ENVIRONMENT





# ASSUMPTIONS



It's hard to predict the future



Make strategic, informed decisions



Plan 10-20-50 years out



Build public trust



Eliminate bias



Harness opportunities and mitigate risk



Technology is the future



Systems of systems approach is critical



Transport connects us to opportunity



What's the 10<sup>th</sup> assumption?



**Magic is science you just don't  
understand.**

- Arthur C. Clark





Where have we been?



Where are we going?



**Where do we want to go?**



How do we get there?



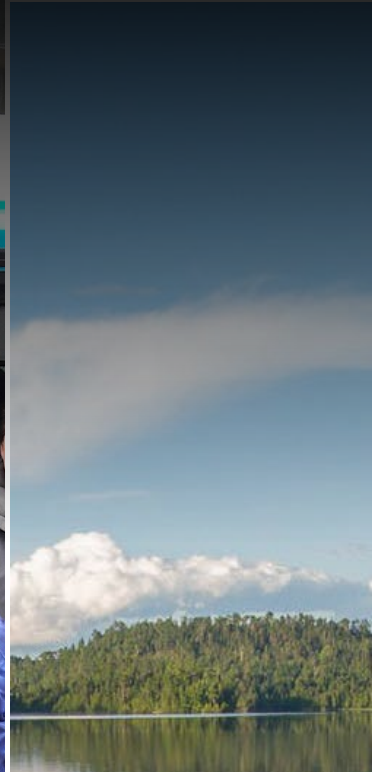
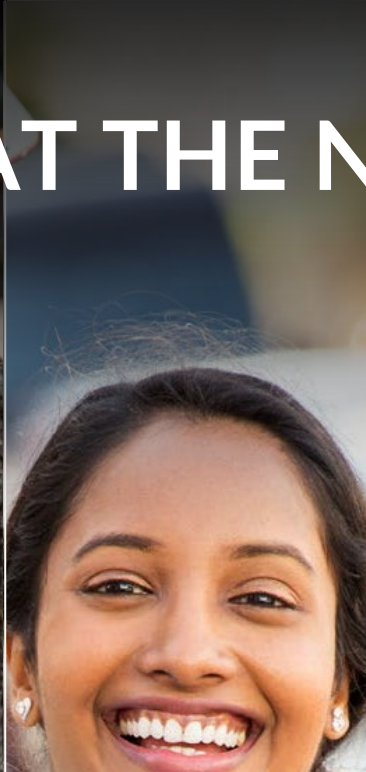
# ITS AMERICA

A better future transformed by  
intelligent mobility.

Safer. Greener. Smarter



# TRANSPORTATION AT THE NEXUS



ECONOMY



HEALTH



EDUCATION



HAPPINESS



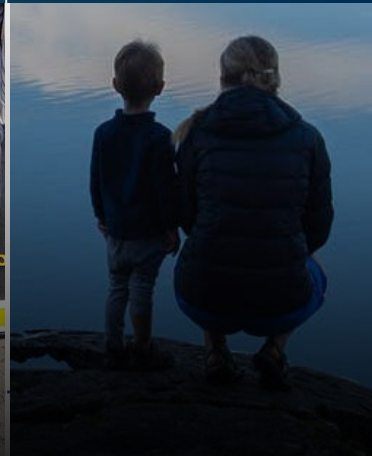
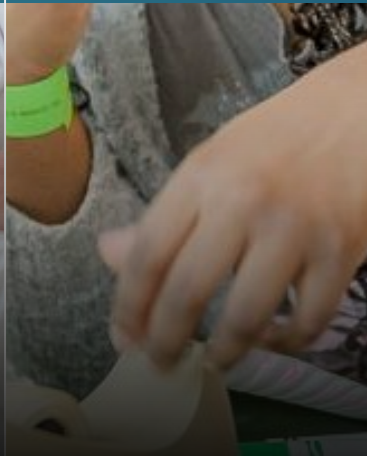
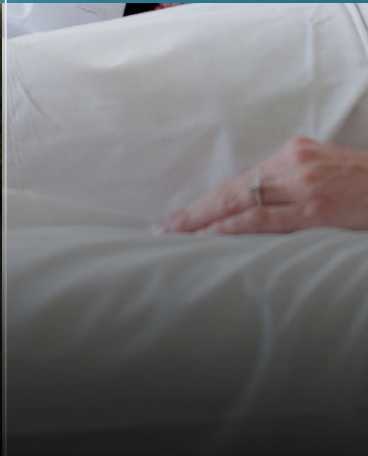
COMMUNITY



EQUITY



ENVIRONMENT





# OUTCOMES



EQUITY  
ACCESSIBILITY  
MOBILITY



JOBS  
WORKFORCE  
DEVELOPMENT



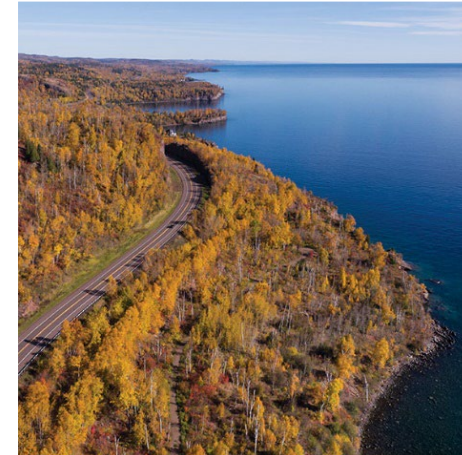
SAFETY  
EFFICIENCY  
RELIABILITY



ECONOMIC  
EQUALITY



MULTI-MODAL  
ACTIVE TRANSPORT



PUBLIC HEALTH  
AIR QUALITY  
RESILIENCY  
ADAPTABILITY



The best way to predict the  
future is to **invent it.**

- Alan Kay





Where have we been?



Where are we going?



Where do we want to go?



**How do we get there?**

How do you plan  
for an unknown  
future?



# WHAT DOES A SUCCESSFUL FUTURE NEED?



Leadership



Partnerships & collaboration



Vision and goals



Funding & financing



Planning, strategy & implementation



Data-driven outcomes



Testing, innovation & design thinking



Community outreach



Evaluation



Sustained support

# ITS AMERICA

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intelligent mobility.

Safer. Greener. Smarter



# ITS AMERICA



Advocacy & Engagement



Events & Workshops



Committees & Policy



Research & Trends



Communications & Outreach

# Infrastructure Investment and Jobs Act (IIJA)

# ITS America Implementation Plan

## Educate members

- Bill summary
- Webinar series
- Member survey
- Newsletters & weekly updates

## Engage and inform DOT

- Agency meetings
- Listening sessions
- Rulemaking comments
- NOFO technical guidance

## Convene stakeholders

- State and local workshops
- DOT and Congressional roundtables
- IIJA Working Group
- Standing Advisory Committees



# ITS America Survey - Your IJA needs

What are your/your organization's needs out of the IJA?  
Rank in order of priority

Mentimeter



## What IJA support do you want to see from ITS America?



# IIJA Website & Recommendations to DOT

1. Ensure fed programs fund tech & digital infrastructure
2. Provide successful technology examples
3. Provide guidance on how technology will be considered
4. Make contracting/grants easier
5. Enable public-private partnerships
6. Fund operations and maintenance
7. Clarify programmatic goals
8. Support investments in digital infrastructure
9. Fund stakeholder and community engagement
10. Provide examples of strong performance metrics and outcomes
11. Streamline the procurement/contracts process
12. Provide education on funding flexibilities

The screenshot shows a web browser displaying the IIJA Resource Page. The URL is [itsa.org/iija-resource-page/](https://itsa.org/iija-resource-page/). The page features a navigation bar with links for About, Advocacy & Policy, Education and Events, Membership, News, Standing Committees, Store, and Contact Us. The main heading is "IIJA Resource Page". Below the heading is a paragraph explaining that the Infrastructure Investment and Jobs Act (IIJA) provides \$1.2 trillion for transportation and infrastructure investment, and that the website offers resources to help understand transportation technology investment and opportunities. The page is organized into four main sections, each with an icon and a "Go To Section" button: "IIJA Resources" (key icon), "IIJA Funding Opportunities" (dollar sign icon), "IIJA Regulatory Actions" (scales icon), and "ITS America Docs & Resources" (document icon). Below these sections is a sub-section titled "IIJA Resources" with buttons for "USDOT", "White House", "Legislation", and "Other Federal Resources". A bullet point highlights the "FHWA Bipartisan Infrastructure Law Website" and provides a brief description of its role as a one-stop shop for FHWA's implementation of the Bipartisan Infrastructure Law.



# DOT Innovation Principles



Serve our policy priorities



Allow for experimentation  
& learn from failure



Help America win the  
21<sup>st</sup> century



Provide opportunities to  
collaborate



Support workers



Be flexible and adapt as  
technology changes





Is anyone better  
off?

A woman with dark hair and glasses on her head, wearing a red coat, is smiling and looking towards the camera. She is standing inside a bus, with overhead handrails and windows visible. The entire image has a blue color overlay.

MOBILITYXX

10 % | 10 YEARS

**#10in10**

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Sponsor, promote and give feedback



# Gender and Race in Transportation



## Workforce inequity

15% of transportation jobs are held by women



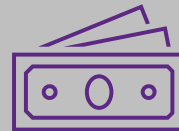
## Time costs

Women spend 2x time taking transportation as men



## Broken rung

- 3% transportation executives are women
- 1 in 5 hold board seats



## “Pink Tax”

Women pay 2x to take transportation as men



## Increased fatalities

Women are 17% more likely to die in a car crash



## Street harassment

- 3 in 4 women are street harassed
- 50-90% fear their safety



**LOS ANGELES**

**ITS WORLD CONGRESS 2022**

# ITS WORLD CONGRESS 2022

TRANSFORMATION BY TRANSPORTATION





**Where have we been?**



**Where are we going?**



**Where do we want to go?**



**How do we get there?**

**You have to act as if it were  
possible to radically  
transform the world.**

**And you have to do it all the  
time.**



What's your

**MOONSHOT**



**T**

# ITS AMERICA

The Intelligent Transportation Society of America

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