

**WHAT IS ITS?**

Intelligent transportation systems (ITS) represent the application of technologies involving information processing, communications, control, and electronics to improve our transportation system by saving lives, time, and money. Technology alone cannot solve transportation problems, but in combination with sound management of capital and human resources, it can offer significant assistance especially when faced with getting more utilization (i.e., capacity, safety, mobility) from an existing facility or system.

**WHAT IS ITS Florida?**

*ITS Florida* was founded in 1992 as an educational and information-sharing group. The first formal ITS state organization, we affiliated with ITS America in April 1994. We are also the first state chapter to act as formal ITS Advisors to the state DOT ITS Office.

*ITS Florida* serves as a mechanism to facilitate communication and coordination among our members, ITS America, and other governmental, academic and private institutions, and associations. The overall goal is to provide Florida government, academic agencies, and the private sector with improved access to advanced transportation technology to meet the demands placed on highways, public transportation, and interfaces with air, rail, and sea-borne modes.

Primary methods of information exchange are through the *ITS Florida* conference (Transpo), our website ([www.itsflorida.org](http://www.itsflorida.org)), emails, and our outreach and training program—led by our Professional Capacity Building Committee.

Membership in *ITS Florida* is organizational, that is, as a company, governmental agency, university, local transportation agency, etc. Individuals who are not associated with a company or organization may become individual affiliates. *ITS Florida* is led by a Board of Directors, which is elected on an annual basis by its members.

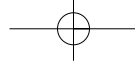


For more information about joining *ITS Florida* please visit our website at [www.itsflorida.org](http://www.itsflorida.org) or email [excdirector@itsflorida.org](mailto:excdirector@itsflorida.org).



**ITS Florida**  
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**Dunedin, FL 34698-7021**  
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*“The mission of ITS Florida, as a chartered state chapter of ITS America, is to foster the application of ITS solutions in Florida by sharing ideas and timely information with our membership, stimulating public-private partnerships, advocating ITS deployment, offering guidance to policy makers, and encouraging interest and support of ITS throughout the state.”*

As a chapter of ITS America, ITS Florida members can benefit from associations with both the national organization and other ITS State Chapters. ITS Florida sponsors ITS Florida conferences (Transpo) at which members can be brought up-to-date on ITS technologies, applications, and programs at the state, regional, and national levels.

ITS Florida is your vehicle for keeping pace with this exciting new and rapidly evolving transportation industry—the surface transportation of the future.

Join ITS Florida today!

### **BENEFITS OF ITS Florida**

Your organization can benefit from *ITS Florida* as soon as you join. By becoming involved in local ITS activities, private companies can learn about the short- and long- term future of ITS in Florida, public agencies can receive guidance on the implementation of ITS, and research and information exchange among universities can be enhanced. Through this initiative, public-private-academic partnership opportunities can be fully realized.

Some of the specific benefits of *ITS Florida* membership are:

- *Network at professional and social functions with the Florida ITS community.*
- *Advocate for and influence the future of Florida’s ITS through our official role as the ITS Advisor to FDOT.*
- *Link to member organizations websites.*
- *Showcase your organization on the website.*
- *Access to ITS scholarships at member universities.*
- *Receive discounts to ITS Florida's events, exhibitions and training.*

If your organization is a member of ITS America, you get a discounted membership in *ITS Florida*. Just check the **FL** box each year when you renew your ITS America membership. Or, you can join as an individual affiliate (no *ITS Florida* voting or discount benefits).

### **MEMBERSHIP FORM**

Name of Organization/Individual

ITSA Member: Yes  No

Circle one: University, Private Company, Public Agency, Individual Affiliate

Street Address

City/State/Zip

Name of Primary Representative

Title

Telephone

Fax

E-mail Address (IMPORTANT!)

Please send the completed to:

**ITS Florida  
518 Virginia Street  
Dunedin, Florida 34698-7021**

