

2011 State Chapters Task Force – Summary of Possible Actions to Enhance ITSA-Chapter Relationships

Ideas by Area	Implementation Ease (3 easiest, 1 hardest)	Relationship Impact (3 most, 1 least)	Resources Required (3 least, 1 most)	Score
1. STRATEGIC PLAN – Chapters are not as prevalent in the document as they could be. Address these needs in the next version:				
a. Include the purpose and importance of chapters in the introductory text				
b. Address state chapters in Guiding Principles				
c. Strategic Goal #1 - Address “state chapters” more as an important element of optimizing value to members and the ITS industry.				
d. Strategic Goal #2 - Add more emphasis on engaging “state chapters” as an important element of ITS advocacy				
e. Strategic Goal #3 – Find ways to expand “state chapter” involvement in these thought leadership activities.				
f. Strategic Goal #4 – Look for ways to increase state chapter representation and involvement on the Board for improved relationships with chapters and benefits from their activities.				
g. Strategic Plan Quotes - Place more emphasis on state chapters, chapter members and the benefits of chapter membership in quote sources and quote content.				
2. BYLAWS – There are opportunities in the Bylaws to enhance Chapter visibility, interaction and presence as follows:				
a. Section 2.2.3 - Consider ways to formally define and expand the “rights and privileges” of State chapters, e.g., representation on the Board, Councils, Forums.				
b. Section 4.19.2 - Consider methods of enhancing the importance of service on the SCC, and the SCC’s representation on the Board.				
c. Chapter VIII (State Chapters) – Review to determine amendments that would offer opportunities to enhance relationships between State Chapters and ITSA.				
3. WEBSITE – There are several areas of the website where chapters could receive more visibility and attention including:				
a. Make Chapters more prominent on the home page, such as adding a separate Chapters tab and Chapters link at the page bottom				
b. Find ways to make routine SCC communication (monthly meetings, emails) more beneficial and meaningful to chapters and ITSA				
c. State Chapters page - improve presentation to show national chapter coverage, e.g., click on a state within a national map				
d. State Chapter Resources page – create ongoing effort to routinely expand these resources to highlight continuing accomplishments and resources available at the chapter level, and promote them				
e. Consider expanding the Awards program even further as Chapter leadership loves awards and they’re relatively inexpensive.				

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f. ITS executive staff (and/or Board leadership) should visit chapters more often, particularly at each chapter annual meeting				
g. Highlight and celebrate on the State Chapters pages the diversity of the Chapters’ 800 or so members				
h. Find ways that chapters and their members can be more involved in the Business Development activities listed in the website				
i. Find ways that chapters and their members may be more involved to the forums and other technical activities listed on the Industry Forum page				
j. On the Knowledge Sources page, explore more ways that chapters and their members can better contribute to these resources				
k. Explore ways to build a stronger advocacy network with Chapters				
l. Develop more chapter involvement in the Newsroom section of the page, and possibly other aspects of chapter member publications				
m. Add a “Chapter Conferences and Events” section to the Conferences and Events page and encourage chapters to advertise their activities at the national level				
n. Allow chapters to advertise their web-based chapter technical activities on the ITSA website to attract larger, nation-wide audiences when feasible				
o. Explore ways that chapters and their members may be more aware of and directly involved in the Smart Solutions Spotlight program				
p. Look for ways for the Student Essay program to be better promoted or connected to chapters				
q. Expand ITS staff resources to give chapters more noticeable support and attention				
r. There is no mention of Chapters in the ITS America membership Guide. This should be addressed in the next brochure update				
4. ADVOCACY – Ways to improve advocacy links between ITSA and Chapters				
a. Develop a national model of how chapters can engage their elected officials to support Authorization				
b. Get high level government and transportation agency decision makers involved in the chapters				
c. Find the ITS local champion(s) to move the work forward				
d. Identify who the key constituents are—the governor, members of the legislature, major city and county leaders, as well as civic and business leaders, which should be done for each state				
e. Engage legislators via state receptions and technology fairs for a first-hand look at the potential for ITS				
f. Make the right people available at the local level to represent national and state issues				

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5. KNOWLEDGE SHARING – Ways to build better links between Chapters and ITSA in knowledge-sharing activities				
a. Identify ITS success stories at the state and local level and promote them nationally				
b. Use annual meetings for knowledge sharing within and across chapter and national boundaries				
c. Tackle the ITS clearinghouse idea (i.e., a data repository of ITS success stories that can be shared nationally) the time has come to do something				
d. Help the locals shine in chapter meetings; national issues crowd in on the limited agenda				
e. Develop a national speaker list for chapters when they need a broader voice or perspective				
f. Coordinate among states on association management and substantive issues (e.g. SCC call)				
6. PROFESSIONAL DEVELOPMENT AND NETWORKING				
a. Find ways around the travel problem: teleconferencing, webinars, and online interaction.				
b. Use local chapters as a networking tool to support efforts to provide expertise in national discussions on ITS				
c. Hold regional workshops to cut down on travel and foster local connections				
d. Encourage events like invitation only breakfasts to interact with high level transportation officials				
7. THE CHAPTER MODEL: Administrative and other Support to Improve Effectiveness				
a. Articulate member benefits at both the state and national level: networking, professional development, learning about ITS practices				
b. Frame a consistent and simple vision about the benefits of transportation technologies, exemplified by the commitment to saving lives, time, money, and sustain the environment				
c. Affirm strategies to achieve the vision—professional development, networking, etc.—and how to get there				
d. Identify best practices of other associations to guide association improvements				
e. Identify ITS America’s role to support the chapters				
f. Draw on experiences of those chapters with association management providers by providing peer-to-peer connections about how chapters can acquire these services (that offload meeting planning, financials, member data base, CEU credits, etc. from the members)				
g. Facilitate continuity for checking accounts when chapter leaders with signature power change				

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h. Identify sponsor(s) to provide pro funds and/or pro bono support to support the chapters				
8. ENGAGING LOCAL AGENCIES				
a. Focus more attention on metropolitan and regional deployment strategies and engage MPOs, given their role in funding and planning for technology deployment				
b. Engage local agencies with low/no cost simple functions that entail little travel and time				
c. Invite the very highest levels of State and major local DOT managers to participate				
d. Build alliances and be on message together with partner groups both nationally and locally				
e. Accommodate public agency employees to attend annual meetings at a reduced registration fee				
9. INTEGRATED MEMBER VALUE (incorporating the needs of national and chapter members)				
a. Developing and sharing a cross index of national and state members				
b. Having ITS America board members belonging to at least one chapter and ensuring the chapter bylaw requirement that 50% of a state/regional chapter board be members of ITS America				
c. All ITS America members should take advantage of the chapter rebate program				
d. Successful chapter recruitment best practices should be captured and shared				
e. Chapters should expand recruitment efforts into non-traditional sectors, benefiting from ITS America’s and other chapter strategies where this is taking place				
f. At the same time, ITS America and its chapters should bolster their base of support—if the core stakeholder groups do not support ITS, how can it be expected that others will come on board				
g. Consider decreased dues for public agencies and consider coupling their chapter/national dues				
h. Assess the impact of public agency travel issues for national meetings & what steps can be taken to address this, including facilitating travel or utilize chapter programs to fill this gap				