

Intelligent Transportation Society of America
Policy and Business Council
Charter
Revised December 2011

Mission

The Policy and Business Council (the Council) is the forum where policy and business issues related to the ITS market in the United States and around the world are vetted and framed for the ITS America membership and Board of Directors.

The Council will:

- conduct studies, trade missions, scanning tours, exhibitions, tradeshow, and other activities that promote domestic and international business activity
- develop and implement strategies to advise and inform the ITS America Board and staff on improving international relations
- develop policy and position statements
- help establish and promote ITS America's legislative and regulatory agendas
- promote the use of intelligent transportation products and technologies to improve transportation safety, mobility, and sustainability

Objectives

The Policy and Business Council, guided by ITS America's strategic plan, will plan, coordinate, advise, and assist the Board and the President & CEO regarding the domestic and international leadership activities of ITS America. Specific roles, responsibilities and functions include:

Business Development

- Advise the ITS America Board and President & CEO regarding trade and market development elements of ITS America's strategic plan.
- Advise the Coordinating Council and ITS America Staff in identifying technical and programmatic activities - including domestic and international standards efforts - that will benefit business interests in the United States.
- Develop programs for ITS America members to learn about business opportunities in developing and developed countries.

- Organize, promote and lead business development activities in the United States and in other countries to assist business sector members.

Market Exploration and Awareness

- Develop, in conjunction with the Coordinating Council, domestic and international technology demonstrations and showcases to promote greater awareness of ITS technologies and member products and services.
- Educate lawmakers, policy-makers, and other public sector members in the United States (at the federal, state, and local level) and internationally about the benefits of ITS products and services.
- Promote cooperative efforts with federal, state and local government agencies in the United States and with governments outside the United States to advance the ITS market and ITS Deployment globally.
- Maintain relationships with ITS organizations in the United States and in other countries.

Policy Development

- Develop policy and position statements for the Society that outline its various positions for the broader public.
- Promote the use of multimodal transportation solutions wherever possible.
- Promote the use of ITS to address safety, mobility, and sustainability issues to the public, users, and media.
- Promote the use of technology solutions in regulation and legislation.

Other

The Policy and Business Council will communicate regularly with the Coordinating Council, the State Chapters Council, and committees and task forces of the Board of Directors - - to ensure that business leadership strategies and programs are coordinated with technical leadership efforts and other important elements of ITS America's strategic plan.

Organization and Membership

The Council will consist of up to 30 members, and will include a chair, vice chair, leaders of any permanent or temporary committees, at-large members or leaders of major projects, and the President & CEO of ITS America or his/her designated representative from the permanent staff. Members, once appointed, will serve for a period of three years and may be reappointed for one additional term of three years.

Members are expected to participate actively in the business of the Council by attending meetings called by the Chair. Should a member miss three consecutive meetings they may, at the discretion of the Chair, be removed from the Council. The Chair shall provide written notice to a member following his or her absence from two consecutive meetings that their membership may be terminated should they miss the very next meeting.

Committees can be established and sunsetted by the Council, can determine their own structure and governance, but membership on a Committee and involvement in associated activities is limited to ITS America members only.

Activities pursued by the Committees are subject to approval of the Council and the President & CEO.

Officers

The Council will have a Chair and Vice Chair, appointed by the Chair of the Board of Directors with the concurrence of the Board of Directors. Both will serve a 2-year term, eligible for a maximum of two 2-year terms in each office.