

President's Memo to the Membership

August Board Meeting

Summer has come and gone in D.C.— MAP-21 passed, the Connected Vehicle Safety Pilot launched, and Congress is about to resume their last few days of work before the elections. As with every summer, the ITS America Board of Directors met for its annual strategic planning retreat. This year we met in Ann Arbor where we were hosted by the University of Michigan Transportation Research Institute, ITS Michigan, Siemens, and Carrier and Gable. I would like to give special recognition and thanks to all of our gracious hosts for their warm hospitality. This year's retreat was both very productive and significant as the Board was given the opportunity to tour of the Toyota Collaborative Research Center where they witnessed a car being crashed as well as received a pre-view of the Connected Vehicle Safety Pilot Launch. Below is a summary of the significant discussions and actions to come out of the August board meeting.

MAP-21

ITS America was extremely successful in advocating for ITS eligibility in MAP-21. Among other things, ITS is now explicitly included in every major formula grant program. ITS America also successfully restored funding for the ITS Research Program and advocated for a new \$62M a year innovation and deployment program. The Board discussed the elements of our legislative strategy that drove these successes and began mapping our strategy for the next reauthorization efforts, which have already commenced. This month we are working to develop our MAP-21 reauthorization principles. We urge you to contact [Quentin Kelly](#) if you would like to be involved in the development of these principles.

Bylaw Revisions

The Board voted on an update to the ITS America Bylaws. The changes to the Bylaws fell into three categories. First, there are a series of minor changes throughout the Bylaws that bring them into conformance with the new D.C. Nonprofit Corporation Act. Second, there are a series of changes throughout the bylaws that clarify that State Chapters are voting members that pay dues. Finally, we reduced the quorum requirement from 25% to 10% of national votes to simplify the Board elections process. You can see the revised copy of the Bylaws [here](#).

Meetings

Tom Kern briefed the Board on the changing nature of the association meetings model. While we have generally been successful with our major meetings, ITS America, like other associations, has seen a decline in public sector attendance. The Board discussed what the society could do to better address public sector needs in the context of the 2013 Annual Meeting in Nashville and the 2014 World Congress in Detroit. Many of the changes entail new delivery media, more focused sessions and more training opportunities. ITS America will also begin to provide smaller, regional meetings that are more targeted to public sector needs. The first of which will be a Smart Parking session in November that will be co-

hosted by the New Jersey Department of Transportation. Additional regional or local meetings will follow.

Member Dues

The Member Dues Task Force presented the results of their work from the past six months. The driving concern is that ITS America is not collecting enough revenue in member dues to cover the costs of the member services that it provides. Based on the recommendations of the Task Force, the Board approved a series of changes that include: a ten percent dues increase for private sector members (dues have not been increased in three years); the creation of a leadership circle; allowance for the bundling of Annual Meeting/World Congress costs as part of dues; increases in dues for the larger public sector agencies; creation a new category of member for individuals in small non-member agencies; and allowance for bundling professional capacity development and meetings costs as a part of dues. More information on these changes will be forthcoming.

Society Operations

In addition to these actions, the Board was updated on ITS America's financial situation, membership, and the upcoming 2012 ITS World Congress in Vienna. We hope that you are making your plans now to attend. Click [here](#) for more information and to register for this exciting program. ITS America has passed the mid-way portion of 2012 on relatively solid ground financially. While the Annual Meeting did not generate as much revenue as anticipated, we have worked aggressively to contain costs. Year-to-date membership retention continues to track closely to the budget at about 83%. We've also had several strong months for membership, welcoming 34 companies and organizations since the first of the year. [Recent new members include](#): Parkmobile, Hewlett-Packard, Beldon, Clemson University, Bendix, Intel, Ford, cellcontrol, Naztec, BMW, Florida International University, Raymond James, Mixon Hill, ACORE, Honda R&D and North County Transit District. The technical program is also tracking closely to budget. We have initiated a number of exciting new projects: examples include an update of the ITS Primer in conjunction with ITE; a charrette for Carnegie Mellon on a multi-state traveler information system; and a reverse trade mission with China on Transportation Safety and Disaster Rescue Coordination. We are also excited that our Technology Scanning project for the ITS Joint Program Office has been renewed. Finally, the Board approved an update of the ITS Technology and Sustainable Transportation Policy and Position Statement which can be found [here](#).

Please take a minute to "like" us on [Facebook](#), follow us on [Twitter](#) and join our [LinkedIn community](#). These are great resources for news about ITS America and its member organizations. Thanks for your continued dedication to the ITS industry and to ITS America.

Best wishes,



Scott F. Belcher
President and CEO