

Intelligent Transportation Society of New York 2009 Outstanding State Chapter Application

1. What is the mission of the chapter?



Celebrating its sixteenth year, ITS-NY's Mission is to:

- provide a forum for continuing professional development ... through meetings, training, public education / outreach, ...
- foster enhancement of travel in NY using ITS ...
- create an extensive public-private-academic professional network for ITS information exchange.
- encourage greater participation in ITSA programs ...

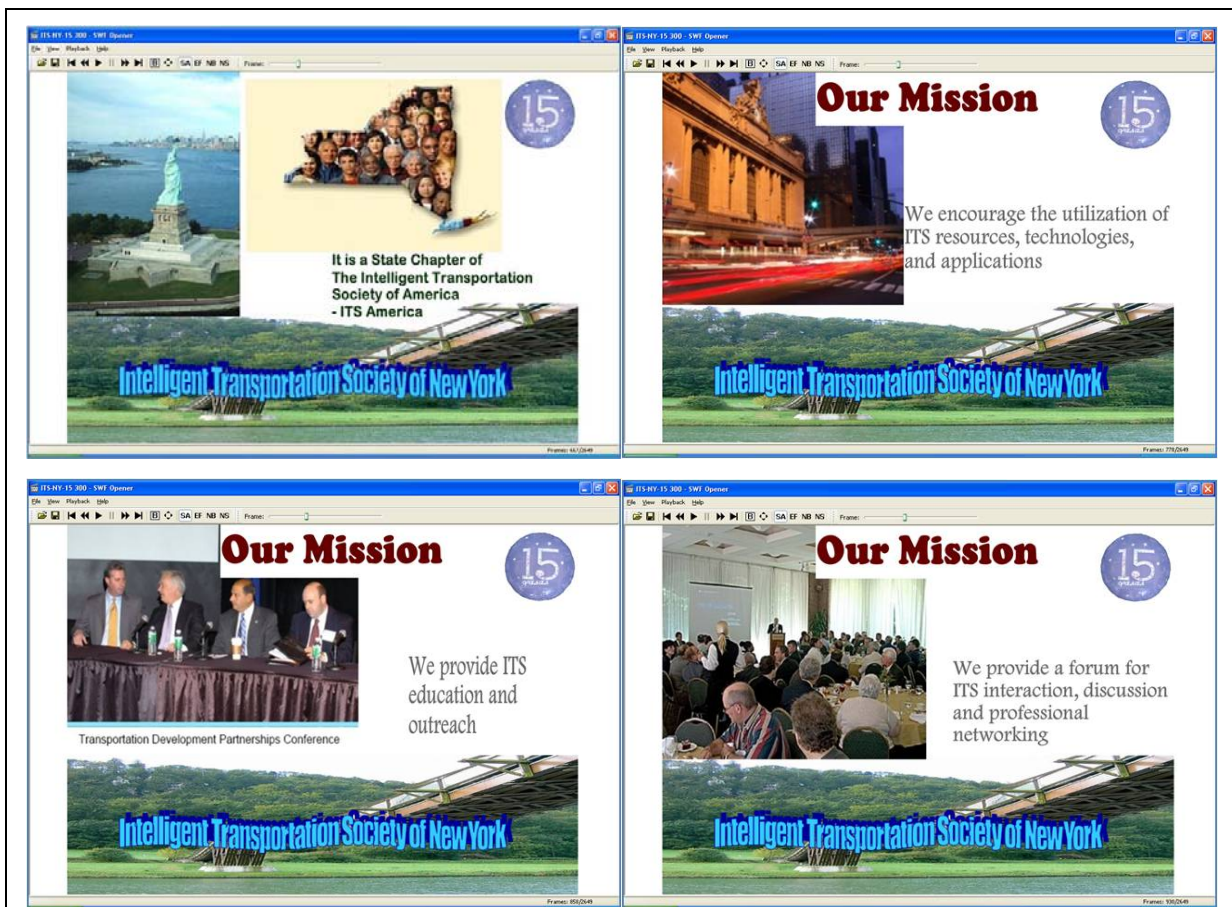


Figure 1: Screenshots from an informational ITS-NY Video produced for the 2008 ITS World Congress

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2. Chapter Overview: Summarize the history, long-term goals and current priorities of the chapter.

ITS-NY is a leading 16-year advocate for utilization of technologies that improve safety, security, and efficiency of NYS' transportation network. ITS-NY has continually grown, recruiting new members while maintaining existing membership of transportation-toll agencies, MPOs, academia, and private sector firms. Conference attendance (including legislators, public safety, law enforcement, etc.) has continually increased, demonstrating ongoing successful pursuit of our overall long-term goal of education/outreach to foster ITS utilization. Collectively, this constituency represents thousands. Current ITS-NY priorities include targeting "next generation" ITS participants through professional mentoring-internship-training-scholarship programs, while reinforcing outreach to the ever-changing current-day arena including legislative and practice professionals.



Figure 2: Panel presentations and technology exhibits from the 2008 ITS-NY Annual Meeting

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3. Strong and Engaging Chapter Governance: Provide examples of consistent leadership and chapter representation on issues affecting members within the chapter and at the local and national ITS industry level. Describe also how the chapter promotes the value of ITS America membership among the local chapter members.

The ITS-NY Board of Directors is comprised of 26 Public and Private Sector Members, with the New York State Department of Transportation (NYSDOT) holding a permanent seat. Board Members have diverse modal interests (highway, transit, commercial vehicle) and technology interests including traveler information, traffic-incident management, safety, and energy conservation.. The Board meets at least quarterly with a typical 85%+ attendance.

Serving the General Membership, Standing Committees include:

- Membership Committee
- Annual Meeting Committee
- Education Committee
- Website Committee

All ITS-NY Members are encouraged to participate on these Committees, and the Officers, Board, ITS-NY Administrator, and Committee Members continually seek general Membership input through such means as telephone contacts and member surveys to ascertain topics of timely interest.

To ensure their ongoing applicability, the Board periodically reviews its Bylaws. Active governing involvement by the entire Membership is not only encouraged, it is stipulated in the ITS-NY Bylaws. Since their original development, six Amendments have been adopted to address such items as the growth in electronic communications and membership dues levels to enable small entities to become active Members with full rights and privileges. Additionally, the Bylaws stipulate Officer Term Limits, to ensure ongoing opportunities for all ITS-NY Members to actively engage in the chapter's governance. ITS-NY further promotes active involvement by publicly recognizing those who serve the organization.



Figure 3: 2008 Annual Conference recognition for the outgoing ITS-NY President and retiring Board Member

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The ITS-NY Officers, Board of Directors, and Administrator have effectively managed the organization's programs, activities, and finances to enable its 16-year continual successful operation, a record whose duration is unmatched by any other ITS America State Chapter. The ITS-NY Administrator serves as a focal communications point to ensure that all Members receive prompt service and information dissemination, as well as provide timely response to ITSA and fellow State Chapter inquiries. The Administrator and Board (over 80% of which are ITS America Members) also monitor new/existing membership and encourage their joining ITS America; this has resulted in a number of new ITSA Memberships over the years. ITS-NY regularly participates on the ITSA State Chapters Council, and keeps ITS-NY Members posted on national ITSA activities.

In key support to ITS America, in 2008, ITS-NY played a very heavy role in the planning-execution of the ITS World Congress in New York City. For well over a year in advance, ITS-NY served on the Local Organizing Committee (Chaired by an ITS-NY Board Member), and conducted day-to-day planning with the various WC Committees to ensure success. ITS-NY Members recruited hundreds of volunteers for onsite WC Staffing, directly arranged for the various onsite technology demonstrations, and encouraged widespread technical presentation submissions. Using a significant portion of its own financial resources to support ITS America's hosting of the 2008 World Congress, ITS-NY sponsored an International Reception at the New York Transit Museum and welcomed several hundred attendees from all over the world to network about ITS. As a special treat, attendees were transported back to the World Congress venue on antique subway trains, routed on the live NYC subway system.



Figure 4: ITS-NY VIP Reception held at the NYC Transit Museum in support of the 2008 ITS World Congress

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Figure 5: 1940's vintage subway trains used to transport ITS-NY Reception guests back to Manhattan

4. Significant Impact via Networking, Outreach, and Advocacy. Provide examples of how the chapter promotes networking among its members, educates local consumers of the benefits of ITS and advocates on behalf of the ITS community for demonstrable ITS deployments.

Witnessed by ITS-NY's heavy support of the ITSA-2008 ITS World Congress and the ITS-NY International Reception described above, all ITS-NY activities are geared to widespread involvement by its Members and constituency, comprised of national as well as state/regional/local entities. ITS-NY continually hosts technology workshops, business opportunity forums, and Annual Meetings. All ITS-NY Members are encouraged to assist in the planning of, and participate in, these conferences to ensure timeliness and high-interest agenda topics, and speakers are selected from the general Membership as well as from non-Members in the ITS community to encourage broad involvement.

Our 15th Annual Meeting in 2008 saw an all-time record attendance and exhibitorship. ITS America's President and CEO Scott Belcher, the ITS 2008 World Congress Chair Mike Noblett, and the Director of the USDOT/FHWA ITS Joint Program Office Shelley Row all participated in the 2008 ITS-NY Annual Meeting Program.



Figure 6: Spotlight and Keynote Speakers, Scott Belcher and Shelley Row at the 2008 ITS-NY Annual

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ITS-NY is well-known for its conferences and forums, particularly from the perspective of attendee networking. 2008 was no exception. ITS-NY continues to grow, with an all-time record attendance at its 2008 Annual Meeting, and the Officers and Board made it a point to welcome all participants, introduce them to fellow attendees, and encourage networking and ideas exchange. Special devoted networking time, with no competing events, formed an integral part of the conference agenda, enabling attendees to discuss ITS projects and programs in a relaxed professional atmosphere surrounded by 33 ITS technology exhibits.



Figure 7: Networking Opportunities at the 2008 ITS-NY Annual Conference held in Saratoga Springs

Direct emails to 2,000+ constituents were also regularly distributed in 2008 to propagate ITS information exchange and coordination. Additionally, some 15 ITS position openings in the New York Region were advertised to the ITS-NY constituency during 2008, in addition to dissemination of RFPs and business opportunities throughout the year – this served ITS-NY public, private, and academic interests. In 2008, the Officers, Board and Administrator continued to assist Members and the general constituency in identifying and introducing prospective ITS team partners for all types of ITS projects in the State.

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ITS-NY also continually updates and maintains its public access website to convey timely information on technology advances, ITS position openings, new ITS programs and updates to existing programs, national advances, and other pertinent topics. Additionally, videos and informational materials are frequently produced for general dissemination and use in encouraging ITS participation.



Figure 8: Screenshots of ITS-NY Website (www.ITS-NY.org)

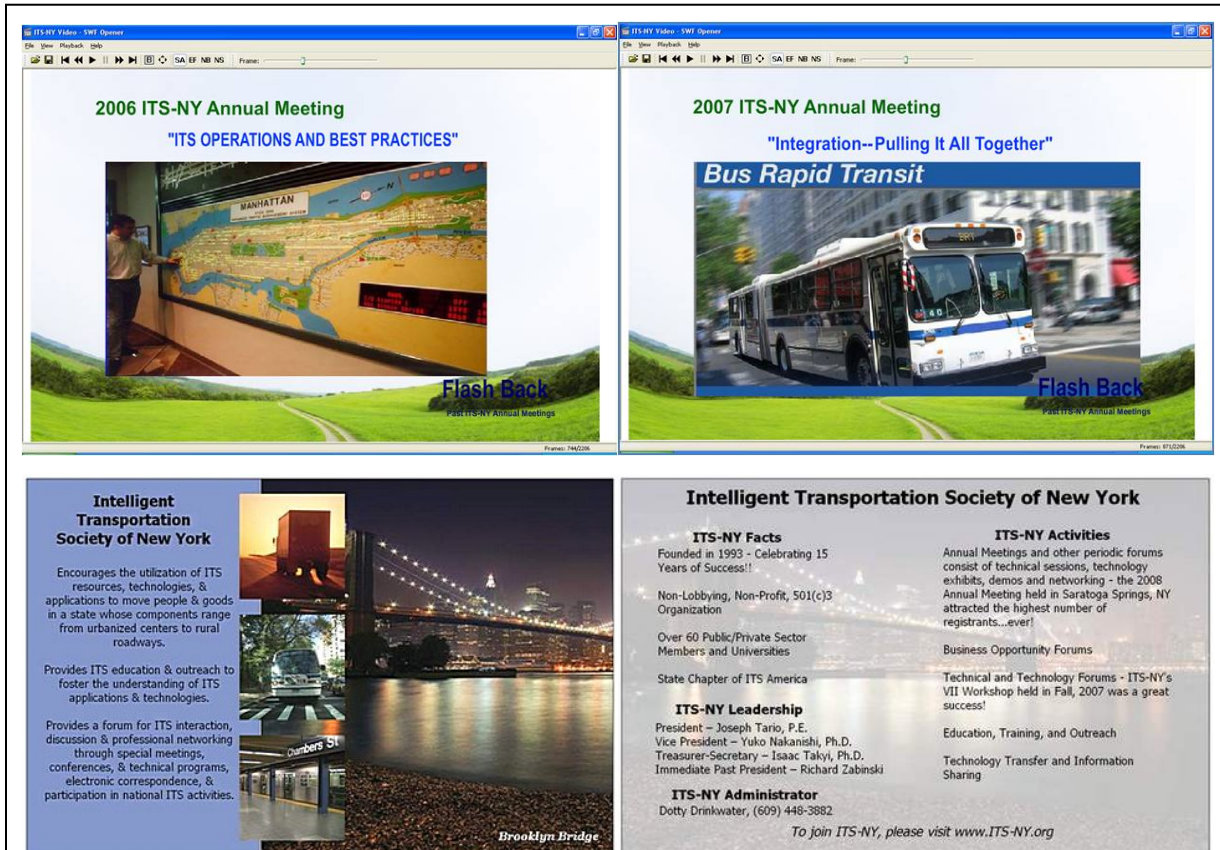


Figure 9: Screenshots of ITS-NY Flashback Video and ITS-NY Informational Postcard produced in 2008

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5. Effective Organizational and Professional Development. Describe how the chapter promotes programs, mentoring and educational opportunities for its members' organizations and their employees.

ITS-NY recognizes that timeliness of conference topics is key to successful networking and education. For example, the ITS-NY 2008 Annual Meeting theme was "ITS and Sustainability" – designed to promote ITS mainstreaming and ongoing operation and funding. NYS Legislative Staff, FHWA Senior Officials, the NYS Office of Homeland Security, the New York State Police, and the New York State Emergency Management Office all participated as Speakers at the 2008 Annual Meeting.

A special session entitled, "Educating the ITS Professional," was also conducted by the National Transit Institute, the Consortium for ITS Education, and the City College of New York. And, staying right on top of topics of high interest, the 2008 Annual Meeting also presented a panel session on the "Greening of ITS."

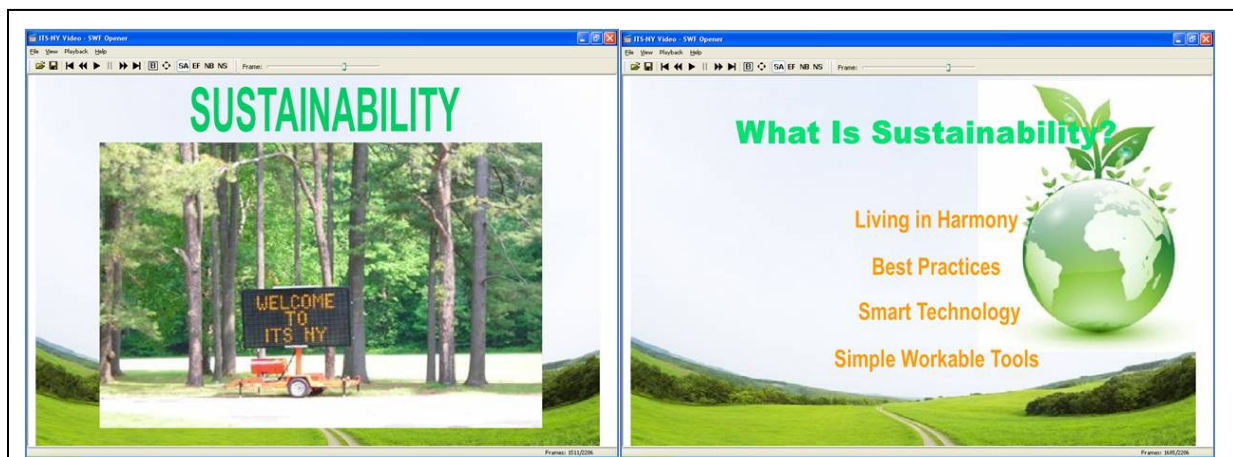


Figure 10: Screenshots of informational video produced for 2008 ITS-NY Annual Meeting

ITS-NY also sponsored a 2008 Best Student ITS Essay Contest, where the winner attended the Annual Meeting, as the full guest of ITS-NY, and conducted a spotlighted Poster Session. Board Members were assigned to introduce the Student Winner to Annual Meeting attendees to encourage network beginnings. Additionally, 2008 Annual Meeting attendees received Continuing Education Units from a major New York University, as well as Professional Development Hours. Furthering this educational and outreach effort, the ITS-NY Board of Directors in 2008 established a Standing Committee on Education to develop near- and long-term goals for continuing ITS education including an ITS Internship Program and an ITS Student Scholarship Program.

In 2008, ITS-NY sponsored ITS Project of the Year Awards to spotlight and publicize successfully deployed ITS Projects within New York State. ITS-NY Members led the Teams for each of the projects, and awards were selected to encompass a broad spectrum of ITS applications – from mass transit – to traveler information – to highway congestion and emergency management – to event planning including ITS features.

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Three projects received awards and personalized plaques were given to each participating entity:

- Outstanding Project of the Year in Advanced Transit Systems -- NYCDOT, MTA NYC Transit, and NYSDOT for the Transit Signal Priority Staten Island Project.
- Outstanding Project of the Year in Traveler Information Systems -- the NYSDOT and the NYS Emergency Management Office for the TransAlert Project.
- Outstanding Project of the Year in Transportation Planning -- the NYS Thruway Authority, NYSDOT, the NYS Police, NYS Fair, NYS Department of Agriculture & Markets, Rensselaer Polytechnic Institute, Telvent Farradyne, Inc., Traffic Technologies Inc., Centro, and Murbro Parking for the 2007 NYS Fair Transportation and Parking Management Plan.



Figure 11: Diverse project teams receiving Project of the Year Awards at the 2008 ITS-NY Annual Conference

6. Successful ITS Deployments. Identify one or more examples of the deployment of ITS in the chapter's state and local jurisdictions, providing a description of the application of ITS and its purpose, the partners involved in its development and deployment, and what difference it makes. Special consideration will be given in cases where the chapter played a key role in the successful deployment.

A major deployment occurring within New York State was the formal introduction of NYSDOT's 511NY travel information service in November 2008. The 511NY service uses interactive voice response telephone, website, and e-mail messaging to provide information about the surface transportation systems and services operating in the State. The service provides operating condition and service information free of charge to the traveling public, commercial vehicle operators, and transportation system operators to help make travel safer and more secure; more efficient, effective, and productive; and pleasant, flexible and reliable. The Department initially made this service available to users in New York's downstate region, providing multi-modal travel information about the tri-state NY City metro area, and expanded the service to the rest of the state in early 2009.

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Many ITS-NY members have participated in the deployment of the 511NY system, in technical roles or as partners in information. In addition to NYSDOT these members include: TRANSCOM, Niagara International Transportation Technology Coalition (NITTEC), Port Authority of New York and New Jersey (PANY&NJ), New York City DOT, NYS Thruway Authority, Federal Highway Administration (NY Division), Telvent Farradyne, and Siemens ITS. In addition, to keep its members abreast of progress in this major ITS undertaking, ITS-NY prominently featured a presentation on the 511NY project at its 2008 Annual Meeting.



Figure 12: Screenshots of 511NY (www.511NY.org)

Throughout the year, ITS-NY provided its membership additional opportunities to become better aware of opportunities, challenges, and significant activities in ITS field. The 2008 Annual Meeting featured presentations on automated vehicle location (AVL), commercial vehicle-infrastructure Integration (CVII), maintenance of ITS devices, and training in ITS, and afforded attendees the opportunity to visit with the 33 exhibitors present in the Meeting's display area. As discussed above, through its "Project of the Year" Awards program ITS-NY highlighted three ITS projects (TransAlert Program, State Fair Transportation and Parking Management Plan, and Staten Island Transit Signal Priority Project), and invited project representatives to discuss their projects in front of the Annual Meeting participants.

In addition, the Annual Meeting featured addresses by key NYSDOT and USDOT leadership, who provided membership with their perspectives on issues of statewide and national significance, and extended the opportunity for ITS America representatives to discuss the Society and the (then upcoming) World Congress/Annual Meeting.

To recapitulate, in 2008 ITS-NY continued in its role of providing the forum within which its membership is able to network, exchange ideas, discuss needs and potential solutions, and increase its knowledge of ITS.