

**The Intelligent Transportation Society of America's
Outstanding State Chapter Awards Program for the 2008 Calendar Year**

ITSVA is pleased to submit this application for the Outstanding State Chapter Award. Each year ITSVA expands its role as a ***national leader*** in promoting ITS solutions. Through ever-expanding programs, events, membership development and leadership, ITSVA continues to provide ***quality services*** to its members and continues to fulfill its role as ***technical advisor*** to the transportation community as a whole. ITSVA wishes to be considered for all State Chapter award selections.

1. Chapter Mission

Response

Promote, stimulate and provide assistance to governments and industries in development and deployment of ITS technologies in the Commonwealth of Virginia. Activities include direct support of transportation agencies and industries and other activities that facilitate education of public officials and citizens about the benefits to be achieved through ITS technologies.

2. Chapter Overview

Response

- *ITSVA was established in June 1997*
- *Chapter Goals*
 - *Establish development opportunities that add value to Virginia's transportation programs and ITSVA members.*
 - *Foster partnerships among chapter members.*
 - *Develop and implement education and outreach programs that support ITSVA's mission and increase awareness of ITS technology.*
 - *Advocate legislative agendas that support ITSVA's mission.*
 - *Partner with public agencies to implement high quality ITS programs.*
- *Chapter Priorities*
 - *Membership Growth & Maintenance*
 - *Maintain Financial Viability*
 - *Chapter Sponsorships/Supporting ITS Group Activities across the Commonwealth*
 - *Actively participate in planning & execution of 2009 ITS America Meeting*



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3. Strong and Engaging Chapter Governance

Chapter has an active board representing the range of ITS stakeholders in its jurisdiction, driven by clear updated bylaws, and standing committees to serve the membership.

Response

- *The ITSVA Board of Directors is comprised of public and private sector members. There are members on the Board who work for the Virginia Department of Transportation (VDOT), Virginia Department of Motor Vehicles (DMV), Virginia Department of Rail & Public Transportation (DRPT) and City of Norfolk.*
- *Committees: Membership, Legislative Reception, Annual Conference, Nominating and Special Projects (for 2008 this was the Tri-Chapter Meeting)*
- *Bylaws: While ITS Virginia has been in existence since 1997, Easter Associates began managing the Association in June 2000. The current Bylaws have undergone several changes since 2000 with the most recent taking place in February 2008.*

The Bylaws outline the following:

- 1. The purpose of the Association.***
- 2. The members of the Association – guidelines for Classes, Voting Rights, Applications, Dues and Meetings.***
- 3. Board of Directors – guidelines for General Powers, Membership, Terms, Election, Removal, Resignation, Vacancies, Meetings, Notice, Quorum, Manner of Action and Information Action.***
- 4. Officers – guidelines for Officers, Election, Resignation, Removal and Vacancy as well as an outline of the roles for each – President, President-Elect, Treasurer, Secretary, Immediate Past President and State Chapter Representative.***
- 5. Elections – guidelines for Nominating Procedure and Additional Nominating Procedure.***
- 6. Committees – guidelines for Authority, Chairs, Vacancies and Manner of Acting.***
- 7. Contracts, Checks, Deposits and Funds – Guidelines for each of these.***
- 8. Guidelines for Books & Records, Fiscal Year, Corporate Seal, Indemnification, Procedure (Robert's Rules of Order) and Amendments to Bylaws.***

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Chapter's effective governance is captured by membership numbers representative of the local ITS Community, a solid financial position, and widespread participation of chapter members in governance, financial support, program development, and administration of chapter activities.

Response

- *At present, there are 75 dues-paying members. ITSVA dues are \$405/year and each member organization is granted a total up to 15 members in their company to receive membership benefits. At this time, we have a total of 310 members who receive all correspondence from the Association (emails, newsletters, meeting announcements and registration forms).*
- *ITSVA continues to operate on a sound financial basis. At present, the Association has over \$42,000 in a reserve account. This reserve continues to grow annually as a result of closely monitoring the Association expenses. All of the Association events offer sponsorship opportunities for member and non-member companies, which help to offset costs for that event. A majority of the Association's budget is generated through dues. The Association also enjoys a partnership with the Virginia Department of Transportation. VDOT contributes \$45,000 annually to the overall budget. For this sponsorship and support, VDOT employees are encouraged to attend all of the Association's events without paying a registration fee.*
- *The Board of Directors of the Association meets quarterly as well as annually at a **Board Retreat**. The retreat is usually held in the summer and is an opportunity for the Board members to collectively evaluate the year and plan for the Association's activities for the next year. A budget for the next fiscal year is also presented and approved at the Retreat.*
- *A Board Member chairs all of the Association's committees and the President-Elect is the chair of the Annual Conference & Exhibition Committee.*

Chapter interacts regularly with and engages ITS America and other ITS America chapters, as appropriate to share information, participate in joint initiatives, and further the overall mission of the ITS Community to promote and achieve national, interoperable deployment of ITS.

Response

- *ITSVA has participated by sending a State Chapter representative to the State Chapter Council; this representative has served as Vice Chair for 2 years on the Council.*
- *ITSVA has supported its neighboring states by sharing email exchange on event notification and annual meeting announcements.*
- *ITSVA, working in partnership with ITSMD, helped to jump-start ITSPA. Since this effort occurred, the three chapters have annually shared the Tri-Chapter event, being help in each state on a rotating basis each year with shared event agenda development*
- *The agendas of the Tri-chapter promote interoperability and information sharing on joint initiatives*

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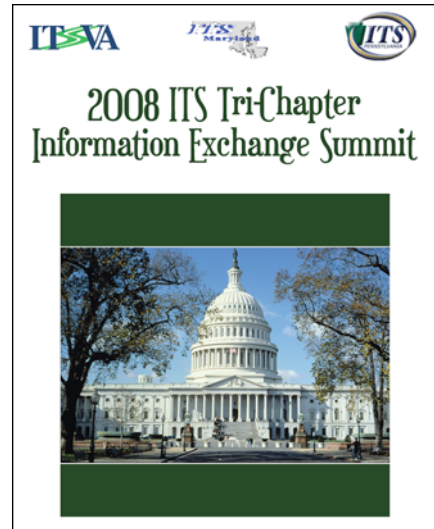
- *ITSVA continually reaches out to neighboring states of NC, WV, MD, DC, and PA for event activity and promotes events nationally through the ITSA SCC.*

4. Significant Impact via Networking, Outreach, and Advocacy

Chapter encourages collaboration and networking among its members.

Response

- *ITSVA holds several annual events dedicated to encouraging collaboration and networking among existing and potential members.*
 - *ITSVA's Annual Meeting, which is one of the best-attended annual State Chapter events, includes many technical sessions, an exhibitor area, and social gatherings all designed to bring members together.*
 - *ITSVA also hosts the annual Legislative Reception. This event offers Chapter members the opportunity to interact directly with legislators who are actively involved in Transportation funding for the Commonwealth of Virginia.*
- *ITSVA actively participates with neighboring State Chapters to host the annual Tri-Chapter Meeting.*
- *ITSVA hosts a State Chapter website (The Intelligent Transportation Society of Virginia - www.itsva.org). The website includes current Training and ITS Event information. After each event, all available presentations are posted on the website and available for download. The ITSVA website also contains a current members list which facilitates networking among members. The list includes a Search function as well as contact information for each member. The website provides upcoming ITS-related employment and business opportunities for members. The ITSVA website has proven to be a very effective networking tool for Chapter members.*



A screenshot of the ITSVA website homepage. The header features the ITSVA logo and the text "The Intelligent Transportation Society of Virginia". Below the header is a navigation menu with links for Home, About ITSVA, Membership, Calendar, Careers, Resources, and Contact Us. The main content area includes a "Welcome" section with a brief description of ITSVA's mission and a "Featured Member" section for ARINC. There is also an "ITSVA Spotlight" section with a "Join Today!" call to action. A large banner for the "15th Annual Conference & Exhibition" is prominently displayed, with dates "April 29-30, 2009" and location "Omni Richmond Hotel, Richmond, VA". At the bottom, there are three links: "Click Here for Detailed Conference Information", "Click Here to register and pay online", and "Click Here to download the brochure and mail registration".

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Chapter publicizes the benefits of ITS to local community and other transportation, enforcement, and safety stakeholders.

Response

- *ITSVA has had the state department of motor vehicles represented on its board for over 6 years.*
- *ITSVA strives to bring in local community members both for education and to seek presentations from local community including the City of Richmond and the freight industry.*
- *ITSVA has reached out to safety and enforcement stakeholders for involvement in the annual conference. This has resulted in several presentations by representatives from public safety (fire department) and the police.*

Chapter responds to the information needs of members by distributing pertinent information in various ways, including, but not limited to, email communication, publishing newsletters, and providing online services, such as websites, bulletin boards, or listserv's.

Response

An 8-page newsletter, ITSVA Journal, is created and distributed quarterly to all members of the Association. Currently the newsletter is mailed hard copy and posted on the ITSVA website, www.itsva.org.

- *Emails are sent to the membership on a regular basis to announce & promote Association activities. The emails promote attendance as well as exhibitor and sponsorship opportunities.*
- *Emails are also sent to announce RFP's from VDOT*
- *The Association publishes an "ITSVA Wants You to Know" one-page bullet quarterly update that is emailed to all members. The update gives a status of activities for that quarter as well as lists any upcoming events.*
- *The ITS Virginia website provides a Job Bank where members can add/browse job positions.*



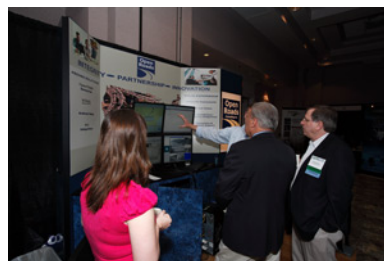
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5. Effective Organizational and Professional Development

Chapter responds to the needs of its members for building a community of knowledge through the hosting of conferences and meetings that offer pertinent and timely educational opportunities to attendees.

Response

- **14th Annual Conference & Exhibition** – April 29 & 30, 2008 at the Wyndham Hotel in Virginia Beach, Virginia
 1. *Guest Speaker: Mayor Joe S. Frank, City of Newport News.*
 2. *Sponsorships: \$8,600 collected to sponsor Continental Breakfast, breaks, lunch, cocktail reception, program and cocktail reception.*
 3. *Exhibitors: Total of 23 member and non-member.*
 4. *Attendance: 66 members (22 municipal government employees who received a reduced registration fee; 3 students who also received a reduced registration; 41 member and 1 non-members who paid more than the member registration price) and 41 VDOT employees who attend at no charge.*
 5. *All exhibitor & sponsorship commitments also received a minimum of one complimentary conference registration.*



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Chapter promotes the professional development of its membership and/or the ITS Community at large and demonstrates willingness to advance unique ideas and practices, both to its membership and to non-members, as in the case of state legislators, government officials, non-profit organizations, and the public.

Response

- **Legislative Reception** – cocktail and heavy hors d' oeuvres reception held February 21, 2008 at Old City Hall in Richmond, Virginia
 - All members of the Virginia House of Delegates and Senate as well as the Governor and members of the Governor's cabinet received formal invitations in the mail as well as key Agency Heads (representatives from DMV, Virginia Port Authority, Virginia State Police, VDOT, House Appropriations Committee, Senate Finance Committee and DPOR).
 - Free event for ITS Virginia Members.
 - Supported by 8 exhibitors and 12 sponsors generating \$8,000 in revenue.
 - Net revenue exceeded budget.
 - Approximately 20 legislators usually make an appearance.
 - Approximately 100 people total in attendance annually.



(ITSVA members mingle with state Delegates and Senators at the 2008 Legislative Reception)

- *The ITSVA Journal is mailed to members of the Senate and House Transportation Committees.*

6. Successful ITS Deployments.

Chapter encourages partnerships that lead to its members engaging in demonstrable transportation solutions fueled by ITS applications.

Response

ITSVA uses its Annual Meeting as a focal point to encourage and forge new partnerships across the Commonwealth, with ITS at the core. Sessions for the 2008 meeting included professionals from neighboring states & across the country in an effort to expand the variety of experiences, applications developed and research performed.

"I've been a member of ITS Virginia since the mid 1980's. The networking provided and the opportunity to talk face-to-face with so many technology developers was and continues to be extremely valuable." said Ray Pethel of VTTI.

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Some of the topics headlining the 2008 meeting were:

- *Traveler Information Services*
- *Incident/Event Management: Inter-Jurisdictional and Inter-Agency Communications and Coordination*
- *Vehicle Infrastructure Integration (VII)*
- *ITS Funding*
- *The Road's Open, but the Ride Ain't Free!*
- *Urban ITS Applications*
- *The Latest ITS Research*
- *Best ITS Practices*

Chapter members play a strong role in promoting planning, deployment, and evaluation of ITS solutions.

Response

ITSVA chapter members represent the public, private and academia sectors as well as research & development. Across the spectrum, ITSVA chapter members play an active role in ITS solutions & applications. These include conducting research on emerging technologies and their practical application in urban and rural settings, development of and participation in model deployments, and design and implementation of cutting-edge ITS solutions. And, as mentioned previously, promotion of ITS solutions extends to the Virginia legislature at the annual Legislative Reception, held within yards of the state capitol at the height of the legislative season. ITSVA chapter members not only play a strong role in ITS solutions, they are also national leaders in planning, deployment, implementation & evaluation of ITS solutions.

Chapter identifies emerging ITS activities (whether or not it has a direct role in their development) as a way of increasing awareness and understanding of these initiatives, promoting greater involvement, and contributing to the greater knowledge base of ITS within the chapter and across the United States.

Response

The Annual Meeting is a consistent forum for business, research and learning.

- *The event always has a significant vendor turnout with dedicated time for viewing, information exchange and demonstrations.*
- *As the post-2008 Annual Meeting survey indicated:*
 - *Exhibitor displays were of technical or professional benefit to 76% of the respondents.*
 - *61% of the respondents stated the exhibitor displays provided ideas or technical solutions that they had not considered previously.*



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- *The ITSVA Annual Meeting is unique; the meeting attracts decision makers throughout the state. ITSVA's unique relationships with the State DOT, MPO's and local city and county governments make this a meeting not to be missed by exhibitors promoting their products in Virginia.*
- *By attracting innovative and solution-minded exhibitors, AND making sure the meeting attendees have dedicated time for viewing, demonstrations and general discussion, ITSVA is furthering the knowledge base of ITS locally and nationally.*

"The ITSVA Annual Conference provides an excellent venue for our Regional Operations Directors to notify Association members about upcoming projects in the Commonwealth. It's really the only time each year that all the ROD's can get in front of the members at one time and the members can ask them direct questions," said Ken Earnest, Assistant Division Administrator, Operations & Security Division, VDOT and ITSVA Board Member.