



# ITS Minnesota - Strategic Plan

ITS Minnesota's mission is to foster broader grassroots participation and public/private partnerships in intelligent transportation systems, which generates interest, excitement, cooperation and progress focused on implementation results.

ITS Minnesota's vision is to strive to keep the transportation stakeholders current and up-to-date on the status, plan, and future of ITS (Intelligent Transportation Systems) technology and projects. ITS Minnesota will strive to adapt itself so as to:

- a) keep the state-wide stakeholders fully active and engaged in ITS Minnesota activities and
- b) keep the stakeholders fully satisfied in the service ITS Minnesota provides.

In concert with this mission, the ITS Minnesota Board of Directors has established the following six goals and objectives.

## ***Goal 1: Outreach***

ITS Minnesota will enhance the awareness and acceptance of emerging technologies in transportation.

### **Objective 1.1**

ITS Minnesota will feature an ITS information exchange in conjunction with the ITS Minnesota Annual Meeting in March of every year.

### **Objective 1.2**

ITS Minnesota will conduct at least two luncheons per year in the Twin Cities area featuring national speakers or high-ranking Minnesota dignitaries. At least one of these will include co-sponsorship with one or more local transportation associations.

### **Objective 1.3**

ITS Minnesota will conduct at least two ITS technology presentation luncheons per year in Greater Minnesota.

### **Objective 1.4**

ITS Minnesota will expand interaction with other Minnesota transportation associations by presentations and/or exhibits at their annual meetings or conferences.

### **Objective 1.5**

ITS Minnesota will promote increased participation at luncheons with interesting topics, and timely distribution of event information over the next two years.

### **Objective 1.6**

ITS MN will develop and distribute a quarterly newsletter of local and national ITS News that could be of relevance to the members. ITS MN will support and update as necessary an ITS MN website.

### **Objective 1.7**

ITS Minnesota will gain recognition by placing articles and meeting announcements in publications in addition to the ITS MN newsletter and web site.

## ***Goal 2: Membership Engagement***

ITS Minnesota will be the organization of choice for everyone with an interest in emerging technologies in transportation.

### **Objective 2.1**

ITS Minnesota will strive to maintain membership every year by adding new members from local public sector agencies and local or national private sector entities.

### **Objective 2.2**

ITS Minnesota will promote involvement of each member organization in ITS MN and its functions.

### **Objective 2.3**

ITS Minnesota will demonstrate commitment to members to provide visible participation at the ITS America annual meeting and state chapter gatherings.

### **Objective 2.4**

ITS Minnesota will strive to obtain frequent feedback from all of its members and put in place policy and procedure to act on the member comments to improve member satisfaction.

## ***Goal 3: Provide Counsel to ITS Constituents***

ITS Minnesota will continue and enhance the role and responsibility as an advisor to ITS constituents.

### **Objective 3.1**

ITS Minnesota will inform and advise the Minnesota Guidestar Board of Directors, Minnesota Department of Transportation, ITS America, Cities and Counties within Minnesota, FHWA, and US DOT among others about transportation issues.

### **Objective 3.2**

ITS Minnesota will recommend systems and technology expert speakers to county and city planning committees when requested.

### **Objective 3.3**

ITS Minnesota will provide guidance and information to cities and counties about technology.

### **Objective 3.4**

ITS Minnesota will support the education of legislative and congressional committees as well as elected officials about technology and transportation.

## ***Goal 4: Market Development***

ITS Minnesota will help identify and grow markets for private and public sector members.

#### **Objective 4.1**

ITS Minnesota will keep the Guidestar Board of Directors informed on ITS Minnesota activities.

#### **Objective 4.2**

ITS Minnesota in cooperation with Minnesota Guidestar Board of Directors will encourage new public-private partnership ITS projects by educating state legislative and professional staff.

#### **Objective 4.3**

ITS Minnesota will coordinate market development with other organizations sharing a common interest in emerging technologies in transportation.

#### **Objective 4.4**

ITS Minnesota will focus activities targeting City and County personnel to advance market development.

### ***Goal 5: Education & Training***

ITS Minnesota will provide a professional capacity building program and support student involvement in ITS.

#### **Objective 5.1**

ITS Minnesota will cooperate with USDOT and ITS America training sessions and seminars in the state.

#### **Objective 5.2**

ITS Minnesota will offer quarterly training to members on current areas of interest to further the technical expertise of ITS professionals.

#### **Objective 5.3**

ITS Minnesota will expose students to the ITS Profession.

#### **Objective 5.4**

ITS Minnesota will support the Interdisciplinary Transportation Student Organization (ITSO) and other student organizations with operating funds and scholarship opportunities as appropriate by guidance of the Board of Directors.

## ***Goal 6: Research***

ITS Minnesota will encourage and promote the funding of research in emerging technologies in transportation.

### **Objective 6.1**

ITS Minnesota will include at least one research project briefing during the annual meeting and forum.

### **Objective 6.2**

ITS Minnesota will include at least one operational test project briefing during the annual meeting and forum.

### **Objective 6.3**

ITS Minnesota will include at least one research project article per year in the quarterly newsletter.

### **Objective 6.4**

ITS Minnesota will encourage and support student research with scholarship funding as considered appropriate by the Board of Directors.