

INTELLIGENT TRANSPORTATION SOCIETY OF MARYLAND

ITS Maryland State Chapter Award Application

Outstanding Chapter Award

04/02/2012

April 2, 2012

Strong and Engaging Chapter Governance

ITS Maryland has an active Board of Directors that consists of representatives from the public and private sectors as well as academia. ITS Maryland places a large emphasis on diverse Board of Directors membership to include representation from state agencies (Maryland State Highway Administration), local jurisdictions (Montgomery County Department of Public Works), local metropolitan planning organizations (Baltimore Metropolitan Council), local universities and research institutes (University of Maryland), and many locally active private companies.

ITS Maryland has established by-laws that provide clear guidance for the Board of Directors. The by-laws are regularly reviewed to ensure they are current and relevant.

During the 2012 ITS Maryland Board Retreat, members of the Board of Directors established a clear long term vision for the chapter, as well as a set of short term goals to best serve the membership. Part of this vision included creation of five standing committees, each chaired by a Board of Directors member, and staffed by chapter member volunteers. The five standing committees are responsible for administering the key areas of the organization's mission:

- **Membership Committee** – Member recruitment, retention, student outreach, and membership fee structure
- **Programs & Events Committee** – Annual meeting organization, Tri-Chapter meeting organization (with ITS PA and ITS VA), ITS America Annual Meeting assistance, Legislative Technology Fair organization, community outreach, topical programs and events, social events, and ITE/ASCE joint events
- **Governance, Budget and Finance Committee** – Annual budget, long term budget planning, administrative support contracting, by-laws and strategic planning, ITS America liaison, taxes, and insurance
- **Communication Committee** – Website and email communication, quarterly newsletter, ITS Maryland media, ITS America communication and coordination
- **Awards and Nominating Board Committee** – Annual board nomination and election process, student scholarship application, award, and distribution process, ITS America National Chapter awards

As the committee responsibilities imply, ITS Maryland is focused on building a strong relationship with and among its member organizations through consistent and frequent communication, program development opportunities, and organized programs and events that engage the members and provide educational and networking opportunities. In addition, the Maryland chapter works closely with its neighboring chapters in Virginia and Pennsylvania to organize Tri-Chapter Summits and support ITS America activities in the region. Delaware does

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not have an ITS Chapter and Delaware DOT is a member of ITS Maryland. Periodically ITS Maryland holds events in Delaware and one is planned for this April. ITS Maryland is proud to be an integral part of ITS America Annual Meeting organization and support.

Significant Impact via Networking, Outreach, and Advocacy

ITS Maryland prides itself in being an active organizer of programs and events that provide engaging, educational, and networking opportunities for its members as well as officials and the public. In addition to these programs, Maryland chapter is active in advocacy.

Each year, ITS Maryland provides an opportunity for the member agencies and companies to interact with state legislators at the Miller State Senate Building in Annapolis. The event occurs during the legislative session to ensure the legislators and their staff are engaged in relevant developments in ITS in the region. Exhibitors provide relevant and practical examples of technology and infrastructure investments that provide clear benefit to the regional constituency. This theme for the event this year was “Small Investment – Big Results. We have invited some of the legislators to visit the ITS America exhibit late this spring when it is being held at National Harbor, Maryland.

To ensure that the members are well informed and engaged, ITS Maryland Communication Committee provides frequent email updates that announce the upcoming meetings and events as well as volunteer opportunities. The committee utilizes the web site which is undergoing redesign to better serve the membership. The website provides valuable information about the chapter and membership, rich calendar of events, and mechanism for sharing of documents and information.

In an effort to showcase membership involvement in the chapter and to attract new potential members, this year ITS Maryland has established a quarterly newsletter. The newsletter provides a voice for members to communicate significant achievements and developments in the world of ITS. The first newsletter release coincided with the Legislative Technology Fair and it showcased Maryland’s first all-electronic toll (AET) facility - Intercounty Connector (ICC). In addition, the newsletter describes major events and programs ITS Maryland and its members are undertaking in 2012.

Effective Organizational and Professional Development

ITS Maryland Programs and Events Committee is at the heart of ITS Maryland mission of educating and engaging members. For the year 2012, the committee has planned over 20 different events and activities.

One of the more popular ITS Maryland programs is the “Lunch and Learn” program that provides short and interesting technical presentations and training to the members free of charge,

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and non-members at a small cost. These sessions are educational in nature and focus on understanding of new concepts and technology and their ability to improve performance. The events are held at different locations to provide opportunities for different groups to attend and interact. These events provide networking opportunities for members as well as professional development opportunities. ITS Maryland is in process of getting certified to provide Professional Development Hours (PDHs) for qualified events.

ITS Maryland Annual Meeting is the culmination of Programs and Events Committee's hard work. This large event hosts about 100-120 attendees and exhibitors who attend sessions on relevant, timely, and creative developments in ITS, not only in Maryland, but also in the surrounding jurisdictions. To maximize the membership's utility of this meeting, the meeting is held in different parts of the state and the program is tailored to the pertinent location and audience.

In addition to the Lunch and Learn program and the Annual Meeting, ITS Maryland involves its members in Board of Directors meetings on bi-monthly basis, social events at baseball games and golf events. These events go beyond professional networking and enable the members to connect on a personal level and develop lasting personal relationships.

Most of the events organized by ITS Maryland are available to members at no cost or a significantly reduced cost, while the non-members are welcome to attend at a slightly higher cost. ITS Maryland provides incentives for non-members to join, which often include waiving individual conference or meeting fees for non-members that decide to join the organization at the meeting.

Emerging Experiences that Provide Lessons Learned, Case Studies, Best Practices, etc., related to State and/or Local Planning, Deployment, and Evaluation of ITS

ITS Maryland's Lunch and Learn program aims to educate members in emerging technologies and best practices in the industry. Lunch and Learn sessions are as diverse as the membership. Topics range from specific upcoming or recently released technologies and their applications to ITS deployment planning processes.

Additionally, ITS Maryland Annual Meeting provides a forum for attendees to develop partnerships and share best practices. ITS Maryland is looking to other chapters for advice and guidance on how to become even a stronger force in promotion of planning, deployment, and evaluation of ITS solutions.