



2012 OUTSTANDING STATE CHAPTER AND STATE CHAPTER MEMBERSHIP GROWTH AWARDS* (for the 2011 Calendar Year)

APPLICATION FORM

(Submitting Chapters may apply for either or both awards.)

EMAIL COMPLETED FORM TO CTENNYSON@ITSA.ORG BY

CLOSE OF BUSINESS FRIDAY, MARCH 23RD

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I. OUTSTANDING STATE CHAPTER AWARD SELECTION CRITERIA (FOR THE 2011 CALENDAR YEAR)

Please submit a brief narrative regarding how your chapter excels in the following areas (no more than one page for each of the four categories).

- Part 1) Strong and Engaging Chapter Governance
- Part 2) Significant Impact via Networking, Outreach, and Advocacy
- Part 3) Effective Organizational and Professional Development
- Part 4) Emerging Experiences that Provide Lessons Learned, Case Studies, Best Practices, etc., related to State and/or Local Planning, Deployment, and Evaluation of ITS

As part of your electronically submitted entry, you may provide electronic links to your website, social media, or add photos to support your application. Many of your policies and practices are ongoing and you will necessarily have to include them in your application; however, since this is an annual award, please highlight the specific enhancements to, and accomplishments of, your chapter during 2011.

2012 State Chapter of the Year Intelligent Transportation Society of Georgia



Part 1: Strong and Engaging Chapter Governance

ITS Georgia has enjoyed 14 successful years of supporting the development, deployment and operation of ITS solutions in Georgia due to the leadership of a diverse [Board of Directors](#). These transportation professionals represent city, county, regional, state and federal agencies, as well as, a broad constituency of private sector ITS pros actively involved in deploying ITS for both urban and rural transportation systems.

To move the organization forward, we increased the [number of committees](#) to 10 in 2011 from seven in 2010. We also implemented for the first time a “short-term, special purpose committee” to create a policy and procedures document to insure smooth transitions for future chapter administrations and help preserve the chapter’s legacy. Our standing committees are:

- Activities
- Annual Meeting
- Communications
- Elections
- Membership/Finance
- Legislative
- Scholarships
- Awards
- Networking/Social Activities



Left: ITS Georgia Chapter meeting at Georgia Tech in 2011.

[Our bylaws](#), which were updated in 2009 by vote of the membership, are published on our web site in addition to [our charter](#). Our Board is united in our policy toward complete transparency and member participation. Our board meetings are open to members, and the [minutes of board meetings](#) are available online for all to read. [Our annual report to members](#) details chapter activities and provides a full view of the chapter’s finances.

To indicate the level of interest in participating at all levels of chapter governance, [28 members](#) representing government, the private sector and research institutions competed for 11 officer and director positions in 2011 elections. Additionally, non-board members are encouraged to chair standing committees as a way of professional development. More than two dozen members had active management or presenting roles at our 2011 annual meeting. In addition to paying annual membership dues, 43 member organizations provided additional financial support through sponsorships or by exhibiting.

The chapter’s financial health allows it to support a number of activities including student scholarships at the graduate level. We have, and continue to, support the [Transportation Engineer of the Future Scholarship](#) at Georgia Tech with an annual \$2,000 endowment. We also, for the third consecutive year in 2011, endowed the Wayne Shackelford ITS Scholarship in honor of our chapter co-founder and ITS implementation pioneer.

We actively support ITS America and fellow state chapters by actively promoting their events as requested on our web site, facebook and Twitter. The ITS Georgia bylaws require that at least half of all officers of the organization be members of ITS America. Our ITS America State Chapter Representative, Kenneth Voorhies, is one of the longest serving members.

A large part of [our 2011 annual meeting](#) was dedicated to emerging car-to-car ITS technologies and national roadside infrastructure. We also brought in professionals from neighboring states to provide ITS perspectives from Florida and South Carolina. We partner with ITS Florida to support Transpo and many of our members are active in ITS chapters throughout the Southeast.



Part 2: Significant Impact via Networking, Outreach, and Advocacy

ITS GA’s networking and business development opportunities are consistently listed as the top benefits of membership in the [surveys of members](#). Our chapter meeting programs are designed to inspire innovation and collaboration and to learn from others, inside and outside of Georgia.

Our annual awards promote and reward projects that involve collaboration and innovation. For example: three of our public sector members collaborated on a project to install a “queue jumper” Transit Signal Priority System in 2011, the first in Georgia. Another first in Georgia was collaborative effort between public and private members who designed, installed and manage the first High Occupancy Toll lanes in the state.

In addition to joint meetings with Georgia ITE and the TIME Task Force, we reach out to the community to promote the benefits of ITS through the Internet and traditional media. In every edition of [the Georgia Engineer magazine](#), two pages is dedicated to the ITS Georgia president’s message. This regular column is devoted to chapter news and ITS innovations that benefit the community. The magazine is published six times a year by the Georgia Engineering Alliance and has a circulation of over 10,000 including professionals in public and private sector engineering, government and universities. Items focusing on the benefits of ITS are also featured throughout the magazine during the year as arranged by the chapter’s position on the editorial board of the magazine. The Georgia Engineer column is also published on our [chapter blog](#). We also use our meeting format to reach out to major stakeholders where in 2011 the executive director of the state’s largest transit authority (MARTA) and the future GDOT Commissioner discussed ITS solutions with us.



CTRL + Click to follow links.

As a technology organization, we strive to be leaders in adopting new methods for communicating our message and for providing access to information to our members, customers and policy makers. In 2011, we updated our [website](#) to better integrate social media into our cloud-based resource platform. Itsga.org is no longer a one-way out static website, but a two-way portal to all thing ITS in Georgia. Visitors now have access to twitter feeds, facebook, linkedin, our blog and knowledgebase, available all in one location.

Our email base and social media followers grew to over 750 in 2011. Itsga.org drew 15,854 unique visitors with 45,624 unique page views. A presentation by Dr. Michael Hunter of Georgia Tech on vehicle to vehicle communication was our most popular knowledgebase download.



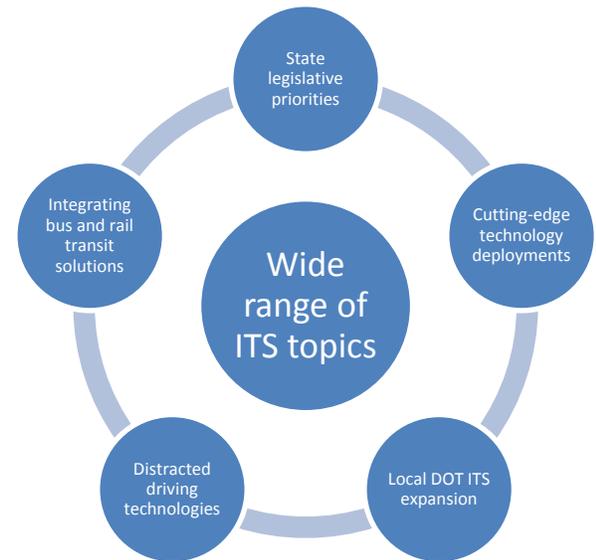
Left: ITS Georgia President Marion Waters opens the 2011 Annual Meeting. Right: Waters presents the 2011 Project of Significance Award for the I-85 HOT Lanes.



Part 3: Effective Organizational and Professional Development

Our 2011 technical program covered a wide range of ITS topics in two forums – monthly chapter meetings and our annual conference and exhibition. At our eight monthly meetings we presented members with topics that ranged from state legislative priorities to new technology deployment to local DOT plans for ITS expansion. We brought in experts from out of state to present on distracted driving technologies and integrating bus and rail transit solutions. We even hosted a “Traffic Bowl” contest between transportation students from Georgia Tech and Southern Polytechnic State University.

Attendance at our 2011 annual meeting reached 140, up from 135 in 2010. We had 19 sponsors and 19 exhibitors. The theme, “20/20 Vision: Seeing into the Future of ITS”, took conference attendees on a journey to explore what ITS may be like in the year 2020; and provided a clear 20/20 vision of where we are and what we need to do to prepare for future evolutions of ITS. Our key note was delivered by Shelley Row, Director ITS Joint Program Office, USDOT.



Topics covered were: Vehicle Evolution – the future of vehicle connectivity; Funding availability for ITS projects; The evolution of infrastructure – with perspectives from out of state and connected vehicles; ITS applications outside the freeway – featuring transit, ports and law enforcement; safety – including commercial vehicles, rural and distracted driver, and; a panel discussion of anticipated needs from federal, state and local DOT officials. [Presentations are available online.](#)

As a special feature to demonstrate the fast-evolving nature of our industry, we created a time capsule of current ITS technologies our predictions of what ITS would look like in, keeping with our theme, the year 2020, when the capsule will be opened.

Our monthly and annual meetings help our PEs and PTOEs meet their continuing education requirements in addition to providing networking opportunities. Attendance at ITS Georgia monthly and annual meetings provides Professional Development Hours. [Reference Rule 180-11-03(4)(d), Georgia Board of Professional Engineers and Land Surveyors]. Between our monthly and annual meetings 16 PDH credits were available in 2011. We averaged 62 attendees at our monthly meetings in 2011.

To promote our member organization’s expertise, or mission, we [make member profiles](#) available on our web site, and new members get high profile space on our home page as a means of introduction to the organization. We provide sponsorship opportunities to support the organization to keep our member’s names in the public eye. In 2011, we had 43 members, and non-members, as sponsors and exhibitors.

In addition to providing scholarships, we also actively support student involvement in our chapter activities by providing free access to students at chapter meetings and the annual conference. We held most of our 2011 monthly meetings on the campus of Georgia Tech to provide easy access for the students.



ITS Georgia officers, directors and individuals are involved in policy making at the highest levels. We serve key roles at agencies that affect transportation policy and funding. Key groups include the Atlanta Regional Commission Transportation Coordinating Committee. ITS Georgia members participate in several related organizations, such as the TIME Task Force, ITE, and other ITS state chapters. ITS Georgia is also an active member of the Georgia Engineering Alliance Legislative Coalition.

Part 4: Emerging Experiences that Provide Lessons Learned, Case Studies, Best Practices, etc., related to State and/or Local Planning, Deployment, and Evaluation of ITS

ITS Georgia Chapter members partnered for two important projects in 2011 that were firsts for Georgia; I-85 High Occupancy Toll Lanes and a Transit Signal Priority System for Atlanta's transit system – MARTA.



DeKalb County joined forces with MARTA, and The Georgia Department of Transportation, all members of ITS Georgia, and in 2011 implemented a [Transit Signal Priority System](#) along Memorial Drive in conjunction with MARTA's implementation of its BRT system. The project included queue jumper lanes, the first in the state of Georgia. The project includes priority at twenty-seven signalized locations and services two BRT routes, an express and a limited BRT service. The Queue Jumper concept allow buses, which are in a restricted travel lane, to receive a green indication at the traffic signal while other vehicles remain at a stop condition at the same intersection, thus giving the bus priority at the head of the queue.

The project has been a success and received our Innovation Award for 2011.

The other first of its kind project was HOT lanes along a section of I-85 northeast of Atlanta. The project has converted approximately 16 miles of High Occupancy Vehicle (HOV) lane system to High Occupancy Toll (HOT) lanes. The project is located on the I-85 corridor and utilizes the existing HOV lane and infrastructure. The major elements of this construction project include:

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- Underground communications and power service network
- 140,000 feet of fiber optic cables for Ethernet communications
- 52 overhead sign structures and gantries
- 35 horizontal and 15 vertical extension arms to existing structures for tolling gantries
- Fiber optic networking equipment in device cabinets and existing Hub buildings, including battery backup
- Wireless radio system
- Variable rate signs, static signs, pavement markings and rumble strips



This is the first project of its kind in the State of Georgia. ITS Georgia members GDOT, the State Road and Tollway Authority (SRTA) and World Fiber Technology collaborated on this project, which was recognized as our project of significance for 2011.

Our chapter members and leadership are involved daily in planning, deploying, operating and evaluating ITS solutions at the federal, state, regional and local levels. Active chapter members and officers and directors



include [TMC managers at the state level](#) and TCC managers at the local level. An example of this is ITS Georgia Member and recently formed City of Johns Creek in Metro Atlanta.

Johns Creek leveraged Department of Energy (DOE) Grant funding by partnering with the Georgia Department of Transportation (GDOT) and procured services to implement Phase 1 of the City's Intelligent Transportation System. The scope of work for this phase consisted of constructing a Traffic Control Center (TCC), rehabilitation of seven cameras on SR 141 that had been installed in 2004 but never completed, conversion of the SR 141 signal system from serial to IP communications, and completion of the fiber work necessary to connect the field devices to the TCC.

The city of Johns Creek has served as the model for GDOT's statewide mission as it selected to run a standalone version of NaviGator II. The City has been instrumental in providing the perspective of a local agency and has provided a solid foundation for future statewide NaviGator deployments.



2011 Shackelford Scholarship Winners

In 2011, we focused on two emerging technologies – vehicle connectivity and distracted driving prevention. At a monthly meeting we heard from Matt Howard, founder and CEO of ZoomSafer (www.zoomsafer.com). He detailed real-world corporate risk and liability as it relates to employee use of cell phones while driving on company business. Additionally, he introduced and demonstrated new and innovative risk management technologies designed to help employers promote safe, legal and responsible use of mobile phones while driving. At our annual meeting the topic was also addressed.

How connected vehicles communicate with each other and roadside infrastructure was a topic of several presentations at our annual meeting. We heard from DOT officials and from private-

sector developers, including ITS Georgia member Intelligent Devices CEO Bryan Mulligan who is also chairman of NEMA.