



**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 23<sup>RD</sup>**

Chapter:     Intelligent Transportation Society of New York (ITS-NY)      
 Contact:     Dotty Drinkwater, ITS-NY Administrator      
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**ITS-NY is applying for the State Chapter Membership Growth Award Only**

**II. STATE CHAPTER MEMBERSHIP GROWTH AWARD SELECTION CRITERIA (FOR THE 2011 CALENDAR YEAR)**

**Provide the numerical data to reflect the growth in your membership level along with a brief description of the activities undertaken to achieve this membership growth (this information will be invaluable to share among all the chapters). Append this with explanatory details, if needed.**

- 1) 2011 Membership:   62   as of Dec 31, 2011\_ (No. of Organizations represented)
- 2010 Membership:   54   as of December 31, 2010 (No. of Organizations represented)
- 2011 Membership Increase:   15%   (Percentage increase over 2010)

Supplementary Note re. above Statistics: ITS-NY is an Organization of Organizations – there are no Individual Memberships in ITS-NY. ITS-NY’s Fiscal/Membership Dues Year is July 1<sup>st</sup> – June 30<sup>th</sup>. However, for the purposes of this application, ITS-NY reviewed its detailed membership records for the period of January 1, 2011 – December 31, 2011 to comply with the requirement noted above of “2011 Calendar Year.” ITS-NY actually recruited 13 new members during calendar year 2011. However, 3 non-New York-based private sector organizations did not renew their Memberships in 2011, relating that they were not seeking business in New York during 2011. Two other public sector organizations have now renewed, but are not included in above total member numbers since they did not renew for the current Fiscal Year/Membership Year by Dec 31, 2011 (Dec 31<sup>st</sup> being a mid-dues cycle point in ITS-NY’s Dues/Fiscal Year). Therefore, ITS-NY enjoyed a net increase in Membership in calendar year 2011 of 8 organizations, reflecting a 15% net increase:

[54 as of December 31, 2010] plus [13 new members] minus [3 non-renewing Members] minus [2 not yet renewed but expected to renew Members] = 62 net total organizations, representing a net increase of 8 organizations (15%).

2) Briefly describe the activities the chapter used to achieve this growth in membership.

ITS-NY Member organizations range in size from small to very large, and represent tens of thousands of employees within this organizational structure. To recruit new members, we focus on the following primary approaches:

- Once a Member Prospect is identified -- through such means as reading trade journals, keeping abreast of transportation technology articles/press releases, ITS project teams' listings, and the like -- ITS-NY determines the appropriate prospective new member contact for outreach, and invites that prospect to attend the next scheduled ITS-NY Meeting. For example, we invite prospects to attend the ITS-NY Annual Meeting and Technology Exhibition, held in June of each year, and then personally escort the prospect through the Exhibit Hall and networking reception, free of charge, to introduce the prospect to current Members and ITS-NY activities; after the event, we followup with the prospect to thank the prospect for attending, answer any questions, and encourage joining ITS-NY. This approach has been highly successful.
- Our ITS-NY Board Members span a diverse range of public sector entities, private industry, and academia. In the course of their day-to-day business, the Board Member may encounter a new Member prospect, and the Board Member personally encourages that prospect to look into ITS-NY and becoming a Member. Our Board Members practice public sector-to-public sector recruitment, private sector-to-private sector recruitment, and academic sector-to-academic sector recruitment. This very successful approach enables personal, direct recruitment by entities "who know each other" and simultaneously ensures strict adherence to all ethics rules.
- ITS-NY holds Annual ITS Project of the Year Awards. Nominations are not restricted to current Members, but instead are open to all Project Teams, whether they are ITS-NY Members or not. Most typically, the Projects are led by an ITS-NY Member, but there are frequently project team members who are not yet ITS-NY Members. The winning Project Team Members each receive an Award Plaque (Members and non-Members alike) during an Awards Ceremony at the Annual Meeting, and are publicized in an ITS-NY press release. Those who are not yet ITS-NY Members thereby have already enjoyed some demonstrated early benefits from association with ITS-NY, and are then encouraged to join to enjoy yet more ITS-NY Membership Benefits. The ITS-NY Distinguished Member Award
- All Annual Meeting and other meeting registration fees are significantly lower, or free, for Members vs. Non-Members, to show financial membership benefits. This enables a "financial incentive" to an organization to join ITS-NY when they may have only been attending meetings as a Non-Member. During the course of the year, ITS-NY tries to show ITS-NY Members at least \$400 (our annual dues level) in financial savings so that Members see clear financial benefits in addition to enjoying the other Member Benefits of ITS-NY.
- The ITS-NY Board of Directors approved a process action regarding new memberships: if the new member joins during the last quarter of the current Dues/Fiscal Year, then that new Member's dues covers that fourth quarter plus all of the ensuing fiscal/dues year -- i.e., "three free months of Membership."
- During our early June Annual Meeting and other forums, attendees and exhibitors who have pre-registered at the Non-Member rate are recruited to join the organization. At the Annual Meeting, for example, the difference in non-member registration fee vs. member registration fee is credited toward that organization's ITS-NY dues if that organization joins ITS-NY by the end of the current Dues/Fiscal Year of June 30<sup>th</sup>. The new Member enjoys an ensuing full 12-month Membership (July 1st -- June 30<sup>th</sup>), and also sees "advance membership benefits" by receiving a member registration fee vs. higher non-member registration fee for the Annual Meeting held during the fourth quarter of the ITS-NY Dues/Fiscal Year.

- We have a “Join Now” section on the Membership Page of our [www.its-ny.org](http://www.its-ny.org) website, which allows for direct membership inquiries with the ITS-NY Administrator. The membership application form can be completed and transmitted online to ITS-NY. The ITS-NY Administrator then follows up with the prospective Member to ensure direct personal contact, prompt response, and availability to answer any questions the prospect may have. Every Membership Inquiry through the ITS-NY website has resulted in that prospect joining ITS-NY.
- Throughout the year, ITS-NY provides “up-to-the-minute” information via direct emails to our ITS-NY Members. This includes ITS opportunities and RFPs, position openings, timely legislative information, updates on various ITS activities in New Jersey, and the like. Only ITS-NY Members receive these updates, and this is one of the Membership Benefits ITS-NY cites in recruiting new Members.

In cases where the chapter’s membership includes individual members, please estimate the total number of unique organizations that these individual members represent. We request that each unique organization must consist of at least two individuals.

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**\*This year’s Awards Program incorporates 3 Divisions of Chapters** with the two awards to be issued in each Division. If there are insufficient entries in any of the Divisions and categories, ITS America and its SCC judges reserve the right to not issue an award.

- Division 1 (9): California, Florida, Georgia, Gulf Region, Heartland, Michigan, Minnesota, New York, Texas
- Division 2 (9): Arizona, Connecticut, Maryland, Massachusetts, Midwest, Pennsylvania, Rocky Mountain, Tennessee, Virginia
- Division 3 (9): Alaska, Nevada, New Mexico, New Jersey, Oregon, Rhode Island, West Virginia, Washington, Wisconsin