



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

Chapter: California

Contact: Brian Burkhard

Phone: (415) 747-1008

E-mail: its-caadmin@itscalifornia.org

Mailing Address: 268 Bush Street, #923
San Francisco, CA. 94104

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 2010.

Part 1: Strong and Engaging Chapter Governance

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

- Chapter's effective governance is shown by membership representative of the local ITS community, solid finances, and widespread participation of chapter members in governance, financial support, program development, and administration of chapter activities.
- 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.

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

- Chapter encourages collaboration and networking among its members.
- Chapter publicizes the benefits of ITS to local community and other transportation, enforcement, and safety stakeholders.
- Chapter responds to the information needs of members by distributing pertinent information in various ways, including, but not limited to email communications, publishing newsletters, and providing online services, such as Web sites, bulletin boards, or listservs.

Part 3: 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.
- 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.

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

- Chapter encourages partnerships that lead to its members engaging in demonstrable transportation solutions fueled by ITS applications.
- Chapter members play a strong role in promoting planning, deployment, and 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.

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: _____ (No. of Organizations represented) 2010 Membership: _____ (No. of Organizations represented) 2011 Membership Increase: _____ (Percentage increase over 2010)
- 2) Briefly describe the activities the chapter used to achieve this growth in membership.

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.

***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

Part 1: Strong and Engaging Chapter Governance

Board Activity is High

ITS CA has a well-represented board that actively participates on monthly WebEx/conference calls or meetings. Board members come from industry leaders, government ITS champions such as the City of Anaheim, LA MTA, LA County Public Works, MTC, and SANDAG as well as academic participation from UC-Berkeley PATH.

Periodically, the board will convene in-person. In 2010, aside from the ITS-CA annual meeting, board members convened for an all-day summit in San Francisco to review vision, missions, goals, committee focus and to invigorate networking and participation. At this year's summit, we re-evaluated and updated our by-laws to meet our growing needs and created a new Awards and Scholarship Committee for 2012.

In August 2011, ITS-CA was invited to the ITS America Board Retreat where ITS-CA shared their state chapter successes, challenges and ideas with ITS America. This retreat was a great success for all parties and provided valuable input not only to our state chapter but also provided impetus to ITS America's State Chapter Outreach Initiative. Our connection to ITS America has a place in every ITS CA Board Meeting as Tom West has a standing agenda item to update our Board on the activities of the State Chapters Council of ITS America for which he is currently serving as Chair.

Committees are Engaged

ITS-CA has active committees that regularly meet to attend to their areas of focus. All board members are on at least on one committee. We have the following committees and chairs:

- Membership Services: Steve Gota, MTA
- Outreach: JD Margulici, Novavia
- Nominating: Alan Clelland, Iteris
- Events/Annual Meeting: Ernie Ott, Consultant
- TEAM California: Jim Misener, Booz Allen Hamilton
- Awards and Scholarships: Brian Burkhard, Transpo Group

ITS California Board Members - 2012

LastName	First Name	Company	Public	Private	Area		Notes
					N	S	
Benouar	Hamed	Sensys Networks		1	1		Former Chair
Bhattacharya	Joy	TJKM		1	1		
Burkhard	Brian	Transpo Group		1	1		Awards/ Scholarships Chair
Christofferson	Gary	Cisco Systems		1	1		
Clelland	Alan	Iteris		1		1	Former Chair - Nominating Committee Chair
Crotty	Melanie	MTC	1		1		
Gota	Steve	LAMTA	1			1	Membership Chair
Gupta	Arti	ACS		1		1	
Hewitt	Melissa	Kimley Horn Associates		1		1	

Johnson	Samuel	SANDAG	1		1	
Larson	Greg	DOT Caltrans	1		1	
Lukasik	Dan	Delcan		1		Vice Chair South
Marguluci	JD	Novavia		1	1	Outreach Chair
Misener	Jim	Booz, Allen Hamilton		1	1	Former Chair TEAM CA Chair
Ott	Ernie			1		Events Chair
Peterman	Josh	Fehr & Peers		1	1	Vice Chair North
Roberts	Steve	Nossaman		1	1	Sec/Treasurer
Thai	John	City of Anaheim	1			1
Voccola	Harry	NAVTEQ		1	1	Former Chair
West	Tom	CCIT	1		1	
White	Jane	LA DPW	1			1 Vice Chair South
Totals			7	14	12	9

Finances are Well-Governed

Our finances have always been solid with each year leaving with us healthy cash balance. This balance has allowed us to branch out and bring on part-time paid administrative staff. In each of the past six years, we have had a positive result from our annual meeting. Our end-of-year 2011 cash balance was one of the driving factors to add two main budget items to 2012 – a fee for a consultant and planned scholarships to be awarded over the year. The consultant will help organize the next annual meeting as well as provide regular monitoring and support of our website

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

Outreach and Membership Teams Work Together

	Organizations	Individuals
Public	10	2
Academia	4	23
Private	38	16
Totals	52	21

Our edict of making sure that each board member is actively on at least one committee has created needed collaboration between members to both spread workload and accomplish more. For example, in 2011, we identified the benefit of communicating our legislative outreach activities to existing and potential membership. This required collaboration between our Membership and Outreach committees.

ITS-CA Provides Landmark Testimony

One of greatest accomplishments in 2011 was a dedicated legislative testimony session that we coordinated at the conclusion of the annual meeting. Entitled "Making California's Transportation System More Intelligent," various ITS-CA members had an opportunity to present to a Joint Informational Hearing of the State Senate Transportation and Housing Committee and Assembly Transportation Committee in Long Beach, California on November 16.

ITS-CA's Chair testified to the Joint Committee on the many benefits of ITS to California's environment and economy. The testimony argued for mandating the incorporation of ITS in major construction projects and funding Operations and Management activities.

Other testimony from public and private sector leaders stressed the opportunities that ITS can continue to bring to California in helping improve driver safety and mobility while also improving the environment. California Sustainable Communities legislation is putting a greater emphasis on

urban planning and capital improvement projects to provide significant reductions in greenhouse gas emission. The Joint Session was seized as a great opportunity to demonstrate how ITS can be a significant tool to help address these important regulations.

TEAM California Outreach Continues to Be Strong

Another example of our collaboration was the integration of our TEAM California outreach initiative into our section activities. Team California aims to bring together public, private and academic partners whose goal is to see early deployment of “connected vehicles.” To that end, in 2011, both our Northern and Southern Sections held Luncheons entirely devoted to presentations and outreach in the connected-vehicle arena.

Established in 2010, our TEAM California committee and its associated initiatives continues to develop and adapt to Board and membership input. The foundation of this initiative is based on the following objectives:

- Place ITS California in a substantial leadership position in uniting public and private resources in order to leverage unique attributes, making California Connected VehicleSM-Ready.
- Define, develop, seek funding and implement statewide deployments of Connected Vehicle in California.
- Support the effective delivery of the full range of safety, mobility, commercial and data services that Connected Vehicle offers.

Marketing Has Increased

In 2011, ITS-CA created a 5 minute professional video that not only extolled the virtues of ITS America and ITS-CA membership but it also provided compelling testimony from various stakeholders on the benefits of ITS in general to urban growth and development. As a result of our 2011 Board Summit, we planned for continued focus and improvement in our outreach through an improved comprehensive distribution list using Constant Contact.



For several years, ITS-CA has made use of a website, <http://www.itscalifornia.org/>, newsletters and press releases to distribute pertinent information about ITS America, ITS-CA and other news worthy to our interested stakeholders. In 2012, we contracted out for website support to ensure the content was fresh and current.

Part 3: Effective Organizational and Professional Development

ITS-CA Events Support Development

Beyond the annual meeting, we strive to provide continuous meetings or other events throughout the year to bring new information, networking opportunities and the latest topics of interest to our membership.

In 2011, we hosted several events some of which included:

- Breakfast meeting with Art Dao, Executive Director of Alameda County Transportation Commission in Oakland
- Breakfast meeting with Peter Albert from San Francisco's Mayor Office in San Francisco
- Team CA sponsored connected-vehicle seminar in Oakland
- Team CA sponsored connected-vehicle seminar in San Diego
- Integrated Corridor Management Seminar in Ontario
- Adaptive Signal Control Technologies Showcase (all day workshop) in Anaheim
- Enforcement Strategies seminar in Diamond Bar with the involvement of law enforcement personnel

Due to their wide geographic areas, both our Southern and Northern sections continually change their meeting locations to provide greater outreach potential to all those interested in ITS.

Sub-Section Meetings Support Continued Development and Outreach

Given the size of the State, it is a challenge in assuring that members are coming from all parts of the State. To address this challenge, in addition to Board and Committee meetings, we have monthly State "sub-section" meetings – North and South that convene to discuss outreach efforts through periodic meetings and other collaborative activities with other organizations.

One new idea utilized in the North sub-section was the creation of breakfast meetings. The purpose of this initiative is to enable direct and close contacts between ITS-California members and transportation decision makers. ITS-CA members have cited the need to increase the visibility of ITS and to get more direct access to decision makers. The 'Smart Breakfasts' series intends to be one element of response to this need. Each event is set up to provide the setting for a genuine dialogue between a small group of members and a guest chosen among heads of transportation agencies, mayors, C-level executives or legislators. In this manner, members may get a chance to influence individuals who have a say in the political process and the allocation of funds to projects. They will also benefit from hearing first-hand what those individuals have to say about the challenges they face, and this might help us better position ITS at a strategic level.

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-CA Works for its Members

In 2010, at the request of one of its members, ITS-CA formed a volunteer task force of its members to assess its position regarding the petitioning of Caltrans to add 5.9Ghz DSRC communications to the state communications standard for toll tags. Through workshops and outreach, the ITS-CA Board accepted the Task Force's recommendation to support the petition. Not only was the request accepted by Caltrans, but ITS-CA was asked to support Caltrans in its stakeholder outreach efforts.

ITS-CA membership brings together new industry solutions with agency problems needing to be solved. It is through this synergistic network that we continue to share information with the common goal of improving our surface transportation system through the benefits of ITS.