

**2012 OUTSTANDING STATE CHAPTER  
(for the 2011 Calendar Year)**

**APPLICATION FORM**

Chapter: ITS Minnesota

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**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**

**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.**

- ITS Minnesota has an active board made up of 4 officers, the past president, six elected directors, and several ex-officio directors. The board of directors includes individuals from Mn/DOT, Counties, Cities, the University of Minnesota, Private Consultants, Contractors, Vendors and Ex-Office Directors giving a balanced representation of ITS stakeholders. ITS Minnesota's current organization structure is available at:  
<http://archive.itsmn.org/download.php?view.211>
- Each year at the first ITS Minnesota Board Meeting the ITS Minnesota Bylaws and Strategic Plan are reviewed and updated as appropriate. ITS Minnesota bylaws were last updated in 2005 and the Strategic Plan was last updated in December 2011.
- ITS Minnesota has seven standing working committees as follows:

<b>ITS Minnesota Committee</b>	<b>Focus</b>
Marketing & Outreach Committee	Joint Committee with Minnesota Guidestar to educate and engage stakeholders to integrate ITS
Membership Committee	Recruitment & Member Services
ITS Technical Committee	Joint Committee with North Central Chapter of the Institute of Transportation Engineers (NCITE) to address technical issues of ITS
Program Committee	Planning and Delivery of Events, Forums, and Programs
Communications Committee	Newsletter/Website
Scholarships & Career	Student Scholarships/ Awards and Outreach

Guidance Committee	
Education Committee	Professional Development

In 2010 ITS Minnesota created a handbook to provide one document that details the roles and responsibilities of each ITS Minnesota Board Member and to assist in transitioning board members from year to year. This handbook is updated on a yearly basis by the current Vice-President to reflect policy changes that occurred in the previous year

**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.**

ITS Minnesota offers membership to organizations such as private companies and public agencies rather than to individuals. In 2011 there were 47 member organizations and, as noted above, members from all jurisdictions actively participate in chapter board and committee work. The organization has a solid financial position, with income from membership dues and fees for events. This solid financial standing of the chapter allowed ITS Minnesota to sponsor a booth at the Joint 2011 ITS World Congress and ITS America Annual Meeting & Exposition with support from a select number of members. The chapter has been actively spending down cash reserves in order to boost scholarship opportunities and provide the best possible quality of educational sessions and industry meetings.

**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.**

- ITS Minnesota interacts with ITS America in several ways:
  - During 2011, ITS Minnesota Member Durga Panda was active on the ITS America State Chapters Council as ITS Minnesota’s representative. Durga provides monthly updates of ITS America’s activities to the board. Tom Kern of ITS America was able to remotely attend two of the monthly board meetings to give input on how ITS MN can benefit from continued collaboration with ITSA.
  - MnDOT Commissioner Tom Sorel serves on the ITS America Board of Directors.
- ITS Minnesota members have furthered the promotion of interoperable deployment of ITS by participating on national standards development organization working groups.
- The ITS Minnesota Technical Committee during 2011 also held a meeting that focused on reviewing and providing input on ITS Warrants developed by the ENTERPRISE Pooled Fund Study. The ITS Warrants are intended to aid transportation professionals in their decision making process of determining if an ITS device is warranted.
  - • ITS Minnesota partnered with the North Central Institute of Transportation Engineers (NCITE) and the Women’s Transportation Society (WTS) to co-sponsor a joint luncheon program in June that included a panel of speakers presenting on social media and the relationship to transportation. The event facilitated networking and information sharing among Minnesota’s ITS professionals and the broader transportation engineering community
- ITS Minnesota also continues to coordinate with neighboring chapters. Board members from ITS Minnesota annually attend and promote ITS Wisconsin and ITS Heartland events. Board members

also actively promote ITS Minnesota events to neighboring states that do not currently have an ITS state chapter.

## **Part 2) Significant Impact via Networking, Outreach, and Advocacy**

### **Chapter encourages collaboration and networking among its members.**

ITS MN provides many opportunities for networking among members. Chief among these opportunities are the many ITS Minnesota events held throughout the year. Each spring ITS MN holds its annual meeting. Each fall we hold the Fall Industry Forum. There are also quarterly luncheons and professional capacity building events. Twice ITS Minnesota has hosted the National Rural ITS Conference and once has hosted the ITS America Annual Meeting. In 2011 the ITS Minnesota Board approved submitting an application for the opportunity to host the 2013 National Rural ITS Conference. Minnesota was awarded this opportunity at the NRITS conference in 2011, and ITS Minnesota is actively beginning the planning process for this event. ITS MN also had a booth at the Joint 2011 ITS World Congress and ITS America Annual Meeting & Exposition in Orlando, FL which necessitated a separate planning group consisting of various ITS Minnesota members. All of these events attract representatives of the local ITS community as well as national and international representatives and provide opportunities for networking.

### **Chapter publicizes the benefits of ITS to local community and other transportation, enforcement, and safety stakeholders.**

In 2011, the committee actively participated in the development of a new communications plan. The Intelligent Transportation Systems (ITS) Marketing Communications Plan provides a framework for planning and conducting outreach initiatives that advance the common threads of ITS Minnesota's and Minnesota Guidestar's missions and visions. The plan outlines audiences, key messages, goals, strategies, and tactics to support a joint success statement developed by the committee. The joint success statement is: "Public and private cooperation and partnerships that educate and engage stakeholders to integrate advanced technologies in the transportation system to enhance safety, mobility, and economic vitality." The plan's four stated goals are: 1) Educate to Deploy; 2) Develop ITS Market; 3) Grow Partnerships; 4) Lead the Way. The plan was developed through a project led by MnDOT, in partnership with ITS Minnesota and the Minnesota Guidestar Board, and was facilitated and written by SEH, the project's consultant. ITS MN also partnered with Minnesota Guidestar to exhibit at the 2011 National Association of County Engineers (NACE) Conference held at the Convention Center in Minneapolis. The exhibit showcased county ITS deployments and educated attendees on the efforts of ITS MN.

### **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.**

ITS Minnesota provides information and news to its members through quarterly newsletters. The newsletter features a column from the president, contains news of recent ITS Minnesota events, highlights a new member organization, and provides articles highlighting news and projects from member organizations. In 2011, ITS Minnesota revamped its website based on suggestions from the various committees. (<http://itsmn.org/>) The new web site provides notices of upcoming events as well as archives of past newsletters and meeting minutes, information about member organizations, job opportunities, and chapter documents such as the bylaws and strategic plan. Furthermore, the new

website allows members to register for events and pay membership dues online. ITS Minnesota switched its distribution list to a Listserv process which greatly enhances its ability to reach members with valuable information.

ITS Minnesota also sends out email announcements of its upcoming events to its member email list.

### **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.**

Several ITS Minnesota events provide educational opportunities for members. The annual meeting, Fall Industry Forum, Quarterly Luncheons, and professional capacity building events are all intended to provide education related to ITS. In 2011 the following events were hosted by ITS Minnesota:

- **17th Annual Meeting and Information Exchange**  
The three sessions at the 2011 Annual Meeting and Information exchange focused on ITS relating to emergency response, ITS and roadway maintenance and the future of ITS in Minnesota. Tom Sorel, Commissioner of the Minnesota Department of Transportation was the keynote speaker and presented on Innovation for a Safe and Efficient Transportation System.
- **July Luncheon 2011**  
The luncheon presentation “Social Media and Transportation Panel”, featured Amber Collett, Transit for Liveable Communities; Josh Collins, Ramsey County; Todd Kramasz, Mn/DOT; and Dan MacLaughlin. Gina Baas, of the University of Minnesota was the moderator. The session focused on how transportation professionals can use new social media tools, such as Twitter and LinkedIn to inform and engage the public.
- **2011 Fall Industry Forum**  
The fall forum consisted of a full day of ITS technology and services presentations from the various public sector entities in the organization. Presenters had the opportunity to use the forum to update members of the current goings-on of their respective organizations. The keynote speaker was Max Donath of the ITS Institute, University of Minnesota who presented on smartphone based technology designed to help teens be safer drivers.
- **December Luncheon 2011**  
The featured speaker was Shawn Brovold, Ford Motor Company. His presentation was titled, Connected Vehicle Safety Technology – Driver Acceptance Clinics and Performance Testing”. The presentation discussed the V2V communication that several of the biggest auto manufacturers are implementing.

**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.**

In 2011, the Education Committee held two ITS-related professional development seminars. On May 11, 2011, ITS Minnesota held an Educational Seminar and Tour of the Metro Transit Control Center (TCC). Attendees learned about the use and involvement of various technologies that build a ‘State of the Art’ system for a dependable and efficient real-time transit operation at the TCC which manages over 800 buses. On December 7, the Education Committee facilitated a half day seminar on “Arterial Management Techniques & Theory.”

The Scholarship and Career Guidance Committee works with students at the University of Minnesota and the Minnesota state colleges to promote ITS. In conjunction with the U of M’s Interdisciplinary

Transportation Student Organization we hold a paper competition and provide scholarships to 2 undergraduate students and 2 graduate students each year. We present them with their monetary awards at our annual meeting.

In 2010 ITS Board Members were asked to participate and provide content for a “Careers in ITS” video being developed by the ITS Institute at the University of Minnesota. In 2011, that video was completed and the ITS Minnesota Board is assisting in promoting the video.

**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.**

Minnesota has a very strong ongoing ITS operations program, including the Regional Transportation Management Center in the metro area, the Transportation Operations and Control Centers in rural Minnesota, and the 511 Traveler Information System. MnDOT's 2011 Annual Report highlights Minnesota ITS projects and is available at: <http://www.dot.state.mn.us/guidestar/>

Minnesota is currently finishing up its demonstration of a mileage based user fee system as part of the greater IntelliDrive national ITS effort. This smart-phone based demonstration will begin to answer questions related to the feasibility of a distance/location/time of day based fee structures and the effectiveness of using commercial, off the shelf products for ITS purposes. The results of the demonstration will likely be transferrable to many states across the nation as they look for ways to supplement or replace their current fuel-tax systems. Minnesota is also expanding the success of its Independent Lane Control System (ILCS) that was installed as part of the Urban Partnership Agreement to a historically busy section of I-94 between Minneapolis and St. Paul.

**Chapter members play a strong role in promoting planning, deployment, & evaluation of ITS solutions.**

In 2011 the ITS Technical Committee used its series of meetings to further discussion on how ITS can be applied to maintenance operations, both from the safety and performance standpoints. Topics such as Workzone ITS Boilerplate Specifications, Intelligent Workzone Standards Updates and the experiences that maintenance personnel have had with ITS technology were all discussed at length throughout the year.

**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 & across the United States.**

During 2011, Minnesota continued its involvement with both the North/West Passage and the ENTERPRISE Transportation Pooled Fund studies. These studies comprise of multi-state projects that seek to enhance existing and develop new ITS tools as well as broaden the common base of ITS knowledge that can be used across state borders. North/West Passage most recently signed a corridor-wide Memorandum of Understanding for cooperation and coordination of traveler information among the states. In December 2011 ENTERPRISE completed a Design and Evaluation Guidance document for Intersection Conflict Warning Systems (ICWS). ICWS offer a substantial warning to drivers as they provide real-time, dynamic information about intersection conditions to support driver decision and, ultimately, reduce intersections crashes. This guidance offers insight to current practice and is expected to evolve as more systems are deployed and further evaluation is conducted. It is also expected to serve as preliminary guidance for what may eventually be included in the MUTCD and Highway Safety Manual.

**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.**

#### 2011 ITS Minnesota Annual Report

The 2010 ITS Minnesota Annual Report provides a summary of activities and efforts completed by the ITS Minnesota Board during 2010 including photos of highlights throughout the year. The 2011 Annual Report is available at: <http://archive.itsmn.org/download.php?view.226>

#### ITS Minnesota Handbook

In addition to the Annual Report, in 2011 an ITS Minnesota Handbook was updated to provide one document that details the roles and responsibilities of each ITS Minnesota Board Member and to assist in transitioning board members from year to year. The document is updated yearly and is available at: <http://archive.itsmn.org/download.php?view.212>

#### ITS Minnesota Bylaws

ITS Minnesota yearly reviews and updates ITS Minnesota Bylaws. ITS Minnesota's Bylaws are available at: <http://archive.itsmn.org/download.php?view.73>

#### ITS Minnesota Strategic Plan

ITS Minnesota yearly reviews and updates ITS Minnesota's Strategic Plan. ITS Minnesota's Strategic Plan is available at: <http://archive.itsmn.org/download.php?view.74>