

## PART 2) SIGNIFICANT IMPACT VIA NETWORKING, OUTREACH, AND ADVOCACY

**Collaboration and networking among members.** ITS Florida, the 2009 Outstanding Chapter for Excellence in Outreach and Advocacy, has been busy advocating and spreading the word about the benefits of intelligent transportation systems. For over 16 years, ITS Florida has excelled as the state's leading advocate for innovation and the use of technology to make our transportation system safer, more efficient and more affordable.

We host forums which continue to be **successful** educational and networking events. Examples include:

- ✓ ITS Florida partners with the Florida Section Institute of Transportation Engineers (FSITE) which has been a great partnership for both organizations, avoiding the rigors of competition and divisiveness among overlapping members, while producing successful joint ventures.
- ✓ ITS Florida hosted the 2011 ITS World Congress/ITSA Annual Meeting in Orlando, Florida. We were proud to sponsor and host this event, and spent a great deal of member resources in the form of time and commitment.

**“Publicizing” the benefits of ITS.** ITS Florida offers the local communities, law enforcement, safety partners, and other stakeholders a slew of information that is continually updated on our website ([www.itsflorida.org](http://www.itsflorida.org)), through monthly newsletters, member email “blasts”, etc. The Outreach subcommittees include the Legislative Outreach subcommittee, which supports the ITS Florida goals of educating and exposing the benefits of ITS to communities and others. The Outreach Committee helps seek opportunities for articles and stories about ITS and identifies potential authors for articles which are published in the SunGuide Disseminator and the ITS Florida Newsletter. The SunGuide Disseminator is a FDOT ITS publication which publishes monthly newsletters containing Florida-related ITS articles, reaching readers throughout Florida.

In addition to the information and resources available on our innovative website, ITS Florida exhibits at multiple annual conferences. In 2011, ITS Florida exhibited at the ITSA Annual Meeting; the annual conference of the Florida Transportation Builders Association (FTBA); the 2011 Floridians for Better Transportation Annual Summit; FSITE; and of course, the ITS World Congress.

Additionally, ITS Florida, one of only a few participating State Chapters, continued its financial support of the ITSA Campaign for Intelligent Transportation Solutions, which results in the funding of additional ITS advocacy activities.

**Distribution of pertinent information.** In expanding upon the above examples, our distribution efforts are unparalleled and widespread. Examples include:

- ✓ ITSA and other industry messages listserv “blasts”
- ✓ Monthly newsletters
- ✓ Revamped ITS Florida website
- ✓ Continuing education efforts (PDH)
- ✓ Conference attendance and distribution of ITS-related material, networking, WOM (word-of-mouth)
- ✓ Marketing and networking efforts of World Congress 2011 - distributing and educating the ITS industry

