



ITS Council

Work Plan

Vision Statement

The Intelligent Transportation System (ITS) Council is ATSSA's resource for intelligent roadway safety programs.

Mission Statement

The ITS Council is committed to identifying ATSSA's niche in the national ITS market with the goal of expanding our members markets.

Adoption Date: September 20, 2002

Revision Date: August 24, 2008

<i>Strategies</i>	<i>Rank</i>	<i>Lead</i>	<i>Current Status</i>
Strategy #1 Educate ATSSA's membership on the benefits of integrating ITS systems in the work zone. Educate ATSSA's membership on how to find ITS opportunities and how to do the work. Educate ATSSA's membership on how to access ITS opportunities.			
1.1 Assemble a new Education Subcommittee to increase outreach for the ITS Council.	A	Wellman	Subcommittee appointed with Bill Wellman as the chair. Ken Wood, Jon Jackels, Steve Kite, Joe Jeffrey and Marty Weed comprise the membership of the subcommittee.
1.1.1 Development of ITS related workshops during ATSSA's annual meetings. Securing ITS Council members with the facilitation of these workshops.	A	Jeffrey	For the 2008 Convention in San Jose, the only ITS related session is, "Implementation of Work Zone Strategies.
1.1.2 Investigate the feasibility of conducting at least one ITS related webinar in 2008.	A	Kite	To be discussed at 2008 Midyear meeting.
1.1.3 ITS Safety Solutions	A	Nicholson/ Kramer	Booklet scheduled for launched at Midyear 2008
1.1.3.1 Re-launch the ITS Safety Solutions Booklet during the Opening General Session at Traffic Expo 2009	A	Staff	
1.1.3.2 Develop a cover letter for distribution of the booklet	A	Wellman/ Jackels	
1.1.3.3 Send one copy of the booklet to	A	Staff	

<p>the following membership categories:</p> <ol style="list-style-type: none"> 1. Public Agencies 2. TSD Companies 3. Chapter Presidents 			
1.1.3.4 Post and electronic version of the booklet on the ITS Council and Expand your Business areas of the ATSSA website.	A	Staff	
1.1.3.5 Produce a CD ROM of the booklet.	A	Staff	

Strategy #2 Generate interest in the activities of the ITS Council	Rank	Lead	Current Status
2.1 Contact ATSSA members at ATSSA sponsored meetings and on the committee waiting list to secure them as new council members.	A		To be discussed at the 2008 Midyear Meeting.
2.2 Monitor activities of FHWA's Work Zone Safety and Mobility Working Group to partner with them on material recognizing the benefits of ITS integration into the work zone.	A	Kite	To be discussed at the 2008 Midyear Meeting.
2.3 Maintain at least one member of the ITS Council on TRB's AHB 55 Committee on Temporary Traffic Control to build awareness of Council activities and smart work zones during the annual TRB meeting.	B	Smith, Kite	To be discussed at the 2008 Midyear Meeting.
2.4 Develop a written report to ATSSA's Temporary Traffic Control Committee (annual and mid-year meetings) on the activities of the ITS Council.	TBA		To be discussed at the 2008 Midyear Meeting.
2.5 Send press releases, etc. to industry magazines and the ATSSA <i>FLASH</i> describing council activities such as new products, initiatives, etc.	C	Staff	To be discussed at the 2008 Midyear Meeting.

Strategy #3 Build on existing relationships and develop new ones with other organizations.	Rank	Lead	To be discussed at the 2008 Midyear Meeting.
3.1 Participate with identified organizations and report back to the ITS Council. Such participation may include having council members appointed to various task force and subcommittees.	TBA		
3.1.2 Local Transportation Assistance Programs (LTAP)	TBA		
3.1.3 Intelligent Transportation System of America (ITSA)	TBA	Jeffrey	
3.1.4 California Alliance for Advanced Transportation Systems (CAATS)	TBA	Jeffrey	

Strategy #4: Contribute to the development, improvement and maintenance of a high-level of performance in the design, manufacture, installation and operation of work zone ITS.	<i>Rank</i>	<i>Lead</i>	To be discussed at the 2008 Midyear Meeting.
4.1 Promote the exchange of information between agencies on specifications, lessons learned, procedures, etc.	TBA		
4.2 Recognizing the individuality of each jurisdiction and application, review current state of practice and provide guidelines for improvement of base system operation and functionality, that could include: <ul style="list-style-type: none"> - Performance expectations - Testing and acceptance procedures - Sign messages - Protection of roadside devices - Minimum data collection requirements Minimum system effectiveness evaluation	TBA		

<p>4.3 Develop and encourage procurement methods and contracts that allow for consideration of best value decision-making. This may include prequalification, consideration of evaluation criteria such as experience, references, system functionality, added value, support capabilities, and understanding of project requirements.</p>	<p>TBA</p>		
<p>4.4 Work with FHWA to gain approval to use best value contracting for work zone ITS applications within Federal Highway construction projects</p>	<p>TBA</p>		

<i>Strategy #5 Stimulate business growth and expand the market for application of ITS in work zones.</i>	<i>Rank</i>	<i>Lead</i>	To be discussed at the 2008 Midyear Meeting.
5.1 Increase the knowledge at the design level of benefits, system value, availability of existing technology, sources of information, etc.	TBA		
5.1.1 Target press release / information package to resident engineers / TMP designers from an industry perspective.	TBA		
5.1.2 Educate designers on availability of ITS technology and the successful deployments that have occurred.	TBA		
5.2 Encourage continued research funding and programs for development / implementation of new applications.	TBA		
5.3 Review TMP process under new FHWA rule and provide guidance / resources for cost effective incorporation of ITS.	TBA		
5.4 Review SAFETEA-LU and other funding mechanisms and provide information to jurisdictions on accessing funds for work zone ITS.	A		

Strategy #6: Position ATSSA members as the work zone ITS experts. *	Rank	Lead	To be discussed at the 2008 Midyear Meeting.
Offer work zone ITS educational products including Expo workshops that will appeal to DOTs, engineering firms and others outside of conventional ATSSA membership.	See Goal 1		
Create a brochure describing the benefits of working with ATSSA members on work zone ITS projects. Distribute at the user / local level (regional engineering conferences, ATSSA chapter meetings, etc.)	See Goal 1		
Consider displaying and participating as part of the agenda at ITE, NACE and other regional ITS related trade shows to sell the benefits of working with ATSSA members on work zone ITS projects.	TBA		
Consider applying to Board to create new member division: the ITS Division.	TBA		
Consider applying to Board for full division status.	TBA		