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ATSIP Executive Board Meeting Meeting Minutes

Wednesday, February 17, 2010

1:00 PM Eastern Time – Teleconference

Attendance:

Board Members (Voting):

R. Robert Rasmussen, President
Hadi Shirazi, 1st Vice President & Treasurer
Scott Falb, 2nd Vice President & Program Chair
Robert Scopatz, Secretary
Ken Carpenter
Larry Cook
Pete D'Oronzio
Tim Kerns by proxy to L. Cook
Nils King
Chris Madill by proxy to R. Rasmussen
Marty Pollock by proxy to Nils King
Steve Rich by proxy to R. Rasmussen
Ward Vanlaar

Parliamentarians (non-voting):

Ralph Zimmer

Other attendees (non-voting):

Cindy Burch
Joyce Emery
Karen Scott

1. Call to Order, Attendance/Quorum, Introduction (Bob Rasmussen)
Bob Scopatz announced a quorum
Bob Rasmussen called the meeting to order at 1:05 pm Eastern Time
2. Minutes (Bob Rasmussen)
----- Approval of Minutes from January 9, 2010 Executive Board Meeting

MOTION:

**Bob Scopatz moved that we approve the meeting minutes from January 9th 2010.
Ward Vanlaar seconded.**

Discussion:

Bob Scopatz noted one correction that the motion to move forward with the 501c3 status did not show the final vote.

Motion passed.

Bob Scopatz discussed just having the minutes completed the way we do it now (with complete notes), rather than simply putting the action items.

Bob Rasmussen asked that in future, we annotate the minutes showing the date they were approved as final. The minutes will be date stamped at each step: Draft, Draft for approval, and final.

3. 1st Vice President's Report (Hadi Shirazi)

Hadi Shirazi reported that he is putting together a spreadsheet and it will be sent out via Bob Rasmussen.

4. Liaison Reports

NHTSA: Karen Scott reported that she does not have information from FMCSA and FHWA at this time. For NHTSA's report:

The Assessment process will be changing. Clay Hatch plans to retire in May. Very soon, they are hoping to have more than one facilitator. They have modified the contract to allow for this, and could hold two assessments at a time if necessary. They are also going to give the regions the opportunity to review and approve the assessment team members. This is not all done yet. They intend to also have new assessment team members do some shadowing of current assessments.

NHTSA plans to continue providing reports to the assessment team. They are going to incorporate the Performance Measures into a revised Advisory. The Performance Measures are going to be rolled out officially at the TR Forum.

There is going to be an evaluation of the Citation/Adjudication system. It is going to be a competitive contract. Contact Karen to express interest.

On the 22nd, the Executive Committee of the USDOT TRCC will meet to review the USDOT presentations to be submitted for the Forum. Plan to submit all by March 1st.

NDR turns 50 in July! It started in the Department of Congress.

5. Committee Reports

Best Practices (Tim Kerns): Cindy Burch reported on Tim Kerns' behalf. There are two submissions right now and he would like to encourage more.

Certification & Professionalism (Larry Holestine) – no report

ATSIP Strategic Planning (Tim Kerns/Larry Cook): Larry Cook reported that Tim and Larry view it as close to final. They would like to get a motion to approve the Strategic Plan

MOTION:

Bob Scopatz Moved to approve the Strategic Plan

Scott Falb Seconded

Motion Passed.

ACTION: Bob Scopatz will send the final version to Dick Paddock and Angie Schmidt to add to the website. The final version will include 2/17/2010 as the final date.

The Approved Strategic Plan is attached as Addendum B to these meeting minutes.

Data Quality & Improvement (To Be Named) – no report

Policy/Positions & Resolutions (Ken Carpenter): Ken Carpenter reported that he took the suggestions from Ward Vanlaar at the January meeting and has reviewed information from various organization's websites. He is pulling in wording from the Strategic Plan. Some resolutions will be ready for our next meeting.

6. 2010-2011 Nominating Committee (Joan Vecchi)

No report

7. Web Site Progress (Dick Paddock)

No report

8. 2010 Forum Update (Scott Falb/Dan Magri/Hadi Shirazi)

Dan Magri reported that he received confirmation that we have the big room through Wednesday noon. That allows for a final plenary session if we desire.

The people at the Research Center are working on a draft brochure to send out and working on the website for Forum Registration. They are going to be able to accept credit cards. Vendors should be able to use a credit card to pay for their booth space. Pete asked if he should accept the vendor's credit card information or send them to the registration website. The answer was to have them use the website.

Ward Vanlaar asked if hotel reservations were to go through the website as well. Dan Magri said that people can contact the hotel now on their own if they want. The reservations are going to be made directly with the hotel, not through the Forum website. They just have to mention that they are with the group to get the group rate.

Ward also asked if the information can be posted to the website in advance of having the registration system in place? Dan said that they could do that. Dick Paddock can put the information on the ATSIP site.

Bob Rasmussen asked if we are planning to e-mail the brochure. Unfortunately, the new Louisiana system doesn't allow them to send large mass mailings.

A work-around was done for the call for papers by Joyce Emery. Joyce said she could help with another mass e-mailing if desired for the brochure. Joyce said that they got about 70% of the e-mails to go through. Pete D'Oronzio said that he could help do it in one batch as well. As should Dick Paddock. Joyce can give the emails to whomever, but first she is trying to fix a few of the failed addresses. She also sent the CALL note to 78 new addresses and will make those available to be merged with the original list. She could do another work around if needed, and it should go much faster than the first one. Dan Magri has the original list, and either Joyce or someone else could filter out all the bad addresses – she has made note of which addresses didn't go through. Pete said we should check with Dick to see what he is capable of or wants to do with respect to his online system that includes the same list of addresses. Joyce could send the list, with highlighting, electronically. Pete said it should also be kept centrally for future use and updating.

ACTION: Dan Magri will send the list to Pete D'Oronzio. Pete will talk to Dick Paddock to see what he's capable/willing to do. Pete, Joyce and Scott Falb will sort out what the next step is in order to get the brochure out by the end of the month.

Scott Falb has produced a spreadsheet based on Ward and Pete's efforts on vendor rates. Ralph Zimmer submitted written suggestions regarding the names of the levels (Platinum versus Premier), and asked if it is reasonable to ask a vendor to pay \$10,000 for that platinum level. In response, Scott said that the rates we have set up are lower than most other conferences of similar size. The basic booth is at \$1,250, up a bit from the past, but we are still lower than other similar size conferences.

Also, the working group decided that Gold level would get a logo at the Tuesday luncheon, not the Platinum. Would it be too much clutter if six vendors all had their logos on the registration boards? Decided it would be fine. Also, would the vendors at the various levels understand who has to provide the logos? The plan is to put out a statement telling the vendors that ATSIP would be responsible for putting the logos on the various materials with the exception of banners at the luncheons – those would be the responsibility of the vendors.

Dan Magri asked if most conferences include registration with the booth space. Pete D'Oronzio said that it varies and that he personally looks for that when registering for conferences. If vendors are not given registrations, they end up being a separate thing. Dan said he agreed that we should include the registration, but wondered if we aren't therefore low on the booth space because the two registrations cost \$800 alone.

Ward Vanlaar said that the committee was mindful of that issue but had to also keep in mind that we didn't want the costs to jump up dramatically in one year. Scott Falb said that they were looking to see how it goes this year and perhaps raise the booth fee to \$1,500 next year.

MOTION:

Ken Carpenter moved that we accept the proposed vendor pricing package as presented, with two changes (substituting Platinum for Premium, and deleting the logo for the Tuesday lunch from the Platinum package).

Pete D'Oronzio seconded

Motion Passed

A copy of the final spreadsheet showing the booth and sponsorship opportunities for 2010, as approved is appended to these minutes as Addendum A.

Scott said that he has a number of session proposals and individual presentations. He's aware that USDOT is also going to submit. The program submission status is looking good – up to 15 already submitted, and the group knows of several more that are being prepared.

Ward Vanlaar stated he's having trouble getting people approved for travel because he can't tell them what the costs are. It would be helpful if he could get the room rates and registration fees from an online source so people could plan and speakers could get approval to submit a presentation and attend.

ACTION: Dan Magri said he could put it on the Forum website. The costs are already established, so they could go up on the ATSIP website as well. He will send it to Scott, Pete and Ward.

9. 2011 Forum (Ken Carpenter)

Ken Carpenter reported that four states have indicated an interested in hosting: North Carolina, Maryland, New York and Massachusetts. Ken has sent the RFP to the Charlotte and Boston Convention Bureaus, and to single properties in Baltimore and New York City. The due date is March 5th. Each of the states designated a metro/urban area, so we aren't going to end up in an isolated property – at least not based on the preliminary information.

Hadi asked if the convention center in Boston was going to submit. Ken said that the RFP went to the Convention and Visitors Bureau. It was sent on to six Boston hotels, not the convention center. All are located on public transportation accessible from the airport.

10. 501c3 Status and Further Needs Discussion (Bob Scopatz)

Hadi Shirazi reported that he and Dan Magri have discovered that the CPA firm that they plan to use to do the organization's taxes can also assist us in filing for 501c.3 status. They are the same firm as used by Operation Lifesaver. The costs are: \$500 IRS filing fee, plus \$350 professional services fee. The board discussed that this is a cheaper option for us than the Minnesota MAP group and gives us continuity of service providers with our taxes and this filing.

ACTION: Dan Magri and Hadi Shirazi will work with this firm to complete our 501c3 filing, and will ask the firm for an invoice. Bob Rasmussen and Hadi will take care of the dual signatures needed on the check.

The same firm says we don't need an audit. Karen Scott said that they are supposed to audit our accounts but we would need to check with Lloyd Blackwell at NHTSA for specifics.

ACTION: Bob Rasmussen will call Mr. Blackwell to find out what NHTSA needs from us.

ACTION: Perhaps the 501c3 application will suffice. Hadi Shirazi and Dan Magri will pursue that question with the CPA.

11. New Business (Bob Rasmussen)

Barb Harsha is doing well and is reading her e-mails if anyone needs to contact her.

Set Annual Announcement of Election Results (7/27/2010)

Ralph Zimmer said that the restated Constitution process is flexible. We do need to announce the date at which we will announce election results. That announcement is supposed to go out five months in advance of the next time we are going to announce election results. We have to publicly adopt the date (of the formal meeting at the forum). We don't actually have to send an announcement to everyone on our list. This body has to officially pass a motion setting the date for the election results announcement. The business meeting will be on July 27, 2010.

MOTION:

Bob Scopatz moved: ATSIP will make a public announcement at our annual meeting on July 27, 2010 of the officers and board members elected.

Nils King seconded

Motion Passed

Ralph said that now that date sets the dates required for opening nominations, holding the election, and so on.

We are going to have to set this date annually.

Joyce Emery wanted to remind everyone that there may be numerous colleagues out there who didn't get the word on registration, etc. Joyce can take suggestions for people who might not have received the information. Pete D'Oronzio said that we should have some way for people to ask to get on our mailing list.

ACTION: Bob Rasmussen said he would check with Dick Paddock on the ability for people to opt-in to our e-mail list.

Bob Scopatz asked for people to get submit names for the Distinguished Achievement Award.

12. Next Executive Committee Meeting – March 17, 2010

13. Adjourn

Bob Rasmussen adjourned the meeting at 2:31 pm Eastern Time

Submitted as Draft on 2/17/2010

Revised as Draft for Approval on 2/19/2010 and
submitted to President for forwarding to Executive Board 3/12/2010

Revised as Final and Approved by the Executive Board on 3/17/2010

Vendor's booth and Sponsorship Opportunities at Traffic Records Forum 2010

| | Platinum | Gold | Silver | Bronze |
|--|--------------------|--------------------|--------------------|---------------------|
| | \$10,000 | \$5,000 | \$2,500 | \$1,250 |
| | availability: 1 | availability: 2 | availability: 3 | availability: 20 |
| Company logo on conference website | X | X | X | X |
| Exclusive sponsor of Sunday reception | X | | | |
| Visibility with company logo during Sunday reception | X | | | |
| Exclusive sponsor of Monday luncheon | X | | | |
| Visibility with company logo during Monday luncheon | X | | | |
| Official sponsor of Tuesday luncheon | | X | | |
| Visibility with company logo during Tuesday luncheon | | X | | |
| Visibility with company logo during Monday plenary session | X | X | X | |
| Visibility with company logo during Tuesday plenary session | X | X | X | |
| Visibility with company logo on poster board at registration | X | X | X | |
| Vendor's booth at exhibition | X | X | X | X |
| Free registration | 4 | 2 | 2 | 2 |

Note: Visibility means logo on conference website and conference program as well as logo in **the stated** conference rooms

Accepted by the Board on February 17th 2010

Association of Transportation Safety Information Professionals

ATSIP Strategic Plan, July 2010 to July 2015



As Approved by the ATSIP Executive Board on February 17, 2010

Executive Summary

The Association of Transportation Safety Information Professionals (ATSIP) is the leading advocate for improving the quality and use of transportation safety information often called 'traffic records'.

Traffic records are information about the transportation system – environment, vehicles and people – and the results of system failures – collisions, injuries, and deaths.

ATSIP's Goal is to improve the quality of traffic records – to make them timely, accurate, consistent, complete, accessible, and integrated – and to encourage their use to select, implement and evaluate safety programs and policies throughout the world.

ATSIP's Organization consists of an executive Board and professional members. Its activities are supported by governments, academic and professional associations, and private sector partners. ATSIP has been a leading advocate for improvements in the quality and use of traffic records systems since the early 1970's.

The ATSIP Executive Board is responsible for vision and for planning and implementing efforts that support its mission. Its members are a geographically and professionally diverse group of traffic records volunteers who typically serve three-year terms.

ATSIP's membership consists of professionals from local, state and federal government agencies, including Departments of Transportation, Public Safety, and Highway Safety Offices, as well as law enforcement agencies, private sector professionals, and partners from academia and university research centers.

ATSIP's Vision

ATSIP aspires to be the International Traffic Records Coordinating Committee – promoting sound policies, models, practices and technology to produce widely available high-quality traffic records data and information used for effective safety policy-making and program implementation.

ATSIP's Mission

To provide a forum for communicating traffic records improvement strategies among all interested disciplines, organizations, and governments and to use its combined expertise to recommend strategies, standards, policies and programs.

The Association of Transportation Safety Information Professionals major functions include:

- a. Create opportunities for the exchange of information about traffic records issues impacting Association members
- b. Facilitate communication among its partners and the Board
- c. Focus on state level issues and broader issues impacting traffic records improvements
- d. Advocate for effective state Traffic Records Coordinating Committees
- e. Provide opportunities to discuss new technologies
- f. Recognize and help develop best practices in transportation safety data collection, management, use and integration
- g. Offer professional certification
- h. Assist with development of technical standards, policies, and applications

The National Agenda outlined the challenges faced in 1996 by the traffic records community and, thirteen years later, these challenges are the guiding factors behind the development of this strategic plan. Simply stated,

Funding for highway safety information systems is decreasing due to the competition for resources; police department and other agencies responsible for collection much of this information are similarly faced with competing resource demands; and many state and local organizations for whom this information is directly relevant continue to experience difficulty in using these information resources to their fullest extent.

This document presents a series of objectives and strategies for ATSIP to maintain and expand its services.

Objectives and Supporting Strategies

In an effort to further improve the ability of ATSIP to provide these critical services to their partners and to expand these services where necessary, the Board has outlined the following opportunities.

Objective 1.

Promote the exchange of information about traffic safety data issues (new research, technological advances and techniques, etc) to the Board, ATSIP members and our partners in the transportation safety information systems arena.

Strategy 1: Strengthen and re-engage partnerships with liaisons

Strategy 2: Provide position statements as appropriate

Strategy 3: Provide peer-led advice to partners

Strategy 4: Serve as a gateway to industry experts in transportation data systems

Strategy 5: Sponsor an annual Traffic Records Forum for the international community

Objective 2.

Serve as a resource to state Traffic Records Coordinating Committees (TRCC).

Strategy 1: Engage state TRCC coordinators in ATSIP activities

Strategy 2: Offer and/or support training for TRCC's and state analysts

Strategy 3: Provide technical assistance

Strategy 4: Provide technical resource documents

- a. Data Quality Handbook
- b. "Crash Facts" Guidebook

Strategy 5: Provide professional certification

Strategy 6: Serve as content providers and presenters for training, state and regional Traffic Records Forums

Objective 3.

Provide managers and users of highway safety information with the resources needed to select appropriate technology to support their information needs.

Strategy 1: Promote new advances in technology to state TRCC coordinators

Strategy 2: Provide expert panel members for Assessment teams, Go Teams, Advisory groups, etc.

Strategy 3: Serve as a clearinghouse of technology initiatives and their strengths and weaknesses

Objective 4.

To serve as an expert resource reference regarding the implementation of technical standards for characteristics of highway safety information systems that are critical to the development and management of transportation safety programs and policies

Strategy 1: Promote data and analysis quality improvement measures

Strategy 2: Pursue professional certification of the Association

Strategy 3: Promote Best Practices revealed via the annual Traffic Records Forum and other Association activities

Evaluation of Efforts

With the development and implementation of any strategic plan, the inclusion of a plan for evaluation of efforts is critical to long term success. Evaluation of this plan and ATSIP's progress annually in achieving the stated objectives will ensure that the Association maintains its intended course.

The above objectives, strategies and activities have outlined timeframes and it is suggested that progress toward achieving the stated objectives occur at least every 12 months, or more frequently as issues arise.

Secretary's Note:

Approved by a vote of the ATSIP Executive Board on 2/17/2010
-RAS