



2015-2016
State of
the
Chapter

THE WISCONSIN CHAPTER OF ITS AMERICA

WWW.ITSWISCONSIN.ORG

JUNE 2015 TO APRIL 2016

ITS Wisconsin advocates for technologies that improve the safety, efficiency, and mobility of Wisconsin's surface transportation system. We work closely with the Wisconsin Department of Transportation, industry partners, and university-based research and development in the promotion, planning, and deployment of advance transportation technologies. ITS deployments create jobs while promoting sustainable transportation and Wisconsin's economic competitiveness.

The ITS Wisconsin Board is looking forward to an exciting 2016! Many great events are being planned. The Annual ITS Forum continues to grow, enticing many dynamic speakers within the industry. We always look forward to, and appreciate, the continued involvement of vendors and consultant sponsors to help make ITS Wisconsin events worthwhile for all.

There is no membership fee to join ITS Wisconsin. Participation in our social and professional events is greatly encouraged and open to anyone who is interested.

Strong & Engaging Governance

The ITS Wisconsin Chapter has an active board representing the range of ITS stakeholders, including Wisconsin DOT, transportation consulting firms and contractors with official meetings on a quarterly basis. The bylaws are posted on the website and followed by members.

Typically the board, and some volunteers, assist with organizing events and activities; however there is a special planning committee for the Annual ITS Forum due to the size and amount of planning needed for the event.

ITS Wisconsin does not collect membership dues or personal information, which is reflected in the bylaws, and anyone can participate in events. Notification is done by joining an email distribution list on the ITS Wisconsin website.

The chapter participates in ITS America State Chapter calls and interacts with ITS Minnesota and ITS Midwest as appropriate to share information, participate in joint initiatives, and further the overall mission of the ITS community to promote and achieve interoperable deployment of ITS. Each year the chapter cohosts a joint lunch meeting with the Wisconsin Section of the

Institute of Transportation Engineers (ITE).

Networking, Outreach & Advocacy

ITS Wisconsin encourages collaboration and networking among its members. The professionals within the chapter strive to communicate the benefits of ITS to the local community and other transportation, enforcement, and safety stakeholders.

ITS Wisconsin distributes pertinent information in various ways, such as via email (listserv), posting information on the chapter website and annual meeting announcements on LinkedIn. New in 2016, the board appointed a social media representative to post ITS Wisconsin activities on social media outlets, such as Facebook and Twitter.

Effective Organizational & Professional Development

ITS Wisconsin members are a close knit group of professionals that respond to the need of its other members for building a community of knowledge through the hosting of conferences and meetings that offer pertinent and timely educational opportunities to attendees. This is shown by the wide display of professionals from private consulting firms, transportation and ITS contractors, state and local agencies, and universities.

By providing trainings and meetings, ITS Wisconsin promotes the professional development of its membership and the ITS community at large, as well as demonstrating willingness to advance unique ideas and practices, both to its membership and to non-members. This is demonstrated by the wide variety of speakers at the annual meeting, the willingness of the board and members to bring professional development training courses to Wisconsin, the diversity of members and participants at these meetings and the partnership with the Great Lakes Transportation Enterprise Institute.



Events

Madison Mallards Social Outing

Every year ITS Wisconsin holds a social outing at Warner Park to watch the Madison Mallards, a summer collegiate baseball league, play other local Wisconsin and Midwest Teams. The Madison Mallards played the La Crosse Loggers on Thursday, July 23rd, 2015, at the Madison Mallards facility. Sixty participants attended the social event including consultants, contractors, public sector employees and friends and family. Eight sponsors provided monetary and gift donations for prize giveaways. This summer event is well attended and many



look forward to meeting up at this great facility. This has been an ITS Wisconsin tradition since 2007!



ITS Wisconsin / ITE Wisconsin Joint Lunch Meeting

Every year ITS Wisconsin and the Institute of Transportation Engineers (ITE) Wisconsin Section hold a joint lunch meeting to promote collaboration and networking between transportation professions. ITS Wisconsin hosted the 2015 lunch meeting at Pizzeria 3301 at Villa Palermo in Milwaukee, Wisconsin on July 15th. Terry Haukom, the ITS Minnesota President

spoke on projects at Minnesota DOT and the latest ITS Minnesota events. Over fifty participated in the luncheon.



ITS FORUM 2015



Sept 23, 2015 PEWAUKEE, WISCONSIN

21st Annual ITS Forum

ITS Wisconsin sponsored the 21st Annual Intelligent Transportation Systems Forum. The event was held on Wednesday, September 23rd, at Waukesha County Technical College in Pewaukee. The 2015 theme was Connecting Ideas. The program highlighted public and private aspects of intelligent transportation operations, design and planning. Sessions on Planning for Operations, Connected Vehicle Progress, Advanced Technologies: An Industry Perspective, and Gathering and Using Information. The key note speaker was Executive Director Dennis Motiani from the National Operations Center of Excellence. A variety of speakers

GLTEI: A STRATEGIC PARTNERSHIP



The Great Lakes Transportation Enterprise Institute (GLTEI), a 501(c)(3) non-profit organization, is dedicated to the

creation of transportation related jobs and improving surface transportation safety and mobility throughout Wisconsin and the Great Lakes Region. Formed in late 2009, the GLTEI includes leadership and membership from private industry, academia, and government.

GLTEI works closely with ITS Wisconsin and the Wisconsin Department of Transportation (WisDOT), industry partners, and university-based research and development in the promotion, planning, and deployment of advanced state-of-the-art transportation technologies. A strategic partnership was formalized to leverage the benefits of each member organization.

representing public and private agencies including Wisconsin DOT, Madison Planning Board, University of Arizona, FHWA/JPO, ITERIS, Eberle Design, Econolite Control Products, Connected Signals, and Utah DOT spoke to the group. Twelve exhibitors participated in the vendor expo and there were eight consultant/contractor sponsors.

The ITS 2015 Forum attracted 130 participants from local municipalities, state government, consulting firms, equipment manufacturers and distributors, and university staff and students. Over the past 21 years, vendors from around the country have provided information and given demonstrations on state-of-the-art ITS products, programs, and services. Event sponsorships provide critical financial support for the organization and ensure the continued success of the ITS Forum.

GLTEI Industry Showcase

The Great Lakes Transportation Enterprise Institute (GLTEI) in partnership with ITS Wisconsin held an annual Fall Industry Showcase meeting. This daylong event is an excellent opportunity to learn more about industry partners and how they can help meet the needs of Wisconsin's traffic operations and management engineers and technicians. Each participating industry member is given a 45 to 60 minute time frame to present their new technologies, innovative ideas and services to WisDOT and local community engineering representatives. The 2015 showcase was held the day before the ITS Forum on September 22 at the same location as the Forum.

A primary objective of the showcase is to reduce industry's cost and effort in sharing information about new traffic operations products, services and approaches.

Fiber Optic Training

ITS Wisconsin sponsored a Fiber Optic Testing and Troubleshooting Fundamentals course in September for field service technicians and engineers, which included hands-on exposure to fiber optic termination, testing, and splicing equipment.



ITS FORUM HIGHLIGHTS



ITS Forum Event Chair, Maria Donnelly with vendors and sponsor logos in background.



Don Gutkowski, WisDOT, opening remarks



Dennis Motiani, Keynote Speaker



ITS Forum Exhibitor area



Lisa Miller, Utah DOT, guest speaker

Scholarships & Awards

ITS Wisconsin Distinguished Service Award

Each year the ITS Wisconsin Board selects an individual to receive the Distinguished Service Award. This person is judged on his/her transportation related career and positions held; magnitude of projects and innovative transportation concepts; local ITS Wisconsin involvement; national ITS America involvement; and advancement of profession. The 2015 recipient of this award went to Dr. Alexander Drakopoulos, Professor at Marquette University.



2015 ITS Wisconsin President Brian Scharles presenting the Distinguished Service Award to Professor Alex Drakopoulos of Marquette University.

ITS Wisconsin Student Scholarship Award

The ITS Wisconsin Scholarship Award was presented to Kirsten Brose of UW-Madison at the 2015 ITS Forum. This scholarship is presented annually to students pursuing transportation operations in their studies and career aspirations. The scholarship is intended to provide partial financial support to students who have demonstrated an interest and are likely to work in the transportation field. The scholarship consists of a \$1,500 award that is to be used to offset educational costs.

ITS Wisconsin Project of the Year

ITS Wisconsin's 7th Annual Project of the Year Award Program recognizes quality projects or initiatives based in the state of Wisconsin that leverage technology to enhance transportation mobility, safety, and economic activity. The program is open to all types and sizes of transportation technology projects completed in the last year. This award was presented to the City of Madison in collaboration with Strand Associates for the "Verona Road Adaptive Signal Control Deployment" project at the ITS Forum.

Verona Road Adaptive Signal Control Deployment

City of Madison in collaboration with Strand Associates

Future Events

05.04.16

ITSA-SPONSORED USDOT RITA CONNECTED VEHICLE 101/102 COURSE IN MADISON, WISCONSIN. REGISTRATION OPEN TO CONSULTANTS AND STATE AND LOCAL AGENCIES INTERESTED IN GAINING INSIGHT ON INITIAL CONSIDERATIONS FOR DEPLOYING THE ENABLING TECHNOLOGY AND INFRASTRUCTURE REQUIREMENTS.

07.13.16

ITS WISCONSIN & ITE WISCONSIN SECTION JOINT LUNCH, HOSTED BY ITE WISCONSIN

07.21.16

MADISON MALLARDS SOCIAL EVENT IN MADISON, WISCONSIN

09.28.16

22ND ANNUAL ITS FORUM AT UNION SOUTH ON THE UW-MADISON CAMPUS, MADISON, WISCONSIN

11.08.17

23RD ANNUAL ITS FORUM AT MARQUETTE UNIVERSITY, MILWAUKEE, WISCONSIN