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 advanced 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 2018! Many great events are being planned. The Annual ITS Transportation Conference 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).

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 and Twitter social media accounts.
**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 hosting 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 innovative 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 local municipal and state agencies.

**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 Friday, July 21, 2017, at the Madison Mallards stadium. Sixty participants attended the social event including consultants, contractors, public sector employees, 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 2017 lunch meeting at the UW-Milwaukee Continuing Education on July 19. Speakers Art Baumann and Pat Hawley presented “2017 US Open Event Traffic Mitigation - Lessons Learned.” Over 50 members participated in the luncheon.
23rd Annual ITS Forum

ITS Wisconsin organized the 23rd Annual Intelligent Transportation Systems Forum. The event was held on Wednesday, November 8, at Marquette University. The 2017 theme was “Innovating Towards Sustainability.” The program highlighted public and private aspects of intelligent transportation operations, design and planning. Sessions included Planning for Operations, Connected Vehicle Progress, Advanced Technologies: An Industry Perspective, and Gathering and Using Information. The keynote speaker was General Manager Gary Smyth from the General Motors. A variety of speakers 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 2017 Forum attracted 130 participants from local municipalities, state government, consulting firms, equipment manufacturers and distributors, and university staff and students. Over the past 23 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.

Lunch and Learn Series

ITS WISCONSIN held its first annual Lunch & Learn series on September 27, 2017 at the WisDOT Traffic Management Center (TMC) at 433 W. St. Paul Avenue, Suite 300 in Milwaukee, WI. David Karnes presented on various WisDOT Bureau of Traffic Operations projects and initiatives. Over fifty people attended the event.
**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 2017 recipient of this award went to Brian Scharles.

![Image of 2017 ITS Wisconsin President Anne Reshadi presenting the Distinguished Service Award to Brian Scharles.](2017ITSWisconsinPresidentAnneReshadi_presentingtheDistinguishedServiceAwardtoBrianScharles.jpg)

**ITS Wisconsin Student Scholarship Awards**

The ITS Wisconsin Scholarship Award was presented to Constantine C. Moshi of Milwaukee School of Engineering (MSOE) at the 2017 ITS Forum. This scholarship is presented annually to students pursuing transportation operations in their studies and career aspirations. The $1500 scholarship is intended to provide partial financial support to students who have demonstrated an interested and are likely to work in the transportation field.

**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 I-39/90 Mega Project team in collaboration with Strand Associates for the “I-39/90 Mega Project Probe Data Deployment” project at the ITS Forum.

![Image of I-39/90 Mega Project team](I-3990MegaProjectTeam.jpg)

**Future Events**

- **05.02.18**
  - ITSA-sponsored USDOT Improving Highway Safety with ITS 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.

- **07.11.18**
  - ITS Wisconsin & ITE Wisconsin Section Joint Lunch, hosted by ITE Wisconsin

- **07.26.18**
  - Madison Mallards Social Event in Madison, Wisconsin

- **10.23.18**
  - 24th Annual ITS Wisconsin Transportation Conference, Madison, Wisconsin

- **11.08.19**
  - 25th Annual ITS Wisconsin Transportation Conference, Milwaukee, Wisconsin

![www.itswisconsin.org](www.itswisconsin.org)