



# *STRATEGIC PLAN*

SEPTEMBER, 2019

TO

AUGUST, 2024

Approved by Lynn LaMunyon, PE, PTOE (President)

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## EXECUTIVE SUMMARY

The Intelligent Transportation Society of New Jersey (ITSNJ) is a non-lobbying, non-profit, 501(c)3 organization of public, private and academic sector organizations who collaborate and advocate for Intelligent Transportation solutions and services for New Jersey. ITSNJ is a state chapter of ITS America and provides ITS education and outreach to foster the understanding of ITS applications and technologies, as well as forum for ITS interaction, discussion, professional networking and information sharing.

This strategic plan has been developed and adopted by the ITSNJ board to provide a road map for our governance and way forward into the future over the next five years. ITSNJ is committed to continuing to bring together New Jersey's transportation professionals as well as expand our circle of collaboration to emerging professionals and private sector members.

On behalf of the board members and Executive team of ITSNJ, I am proud to introduce this plan which will help guide us for the next several years.

Sincerely,

Lynn A. LaMunyon, P.E., PTOE

President, ITS NJ

## VISION AND MISSION

Vision: A Safe, Smart and Sustainable future for New Jersey enhanced by Intelligent Mobility.

Mission: Advance collaborative implementation, research, innovation, and the use of technology in transportation, to enhance quality of life, economic development, and environmental sustainability through improved regional mobility and safety. We will achieve this by:

- Regularly convening leaders from the public sector, private companies and academia to create an environment that fosters innovation
- Educating stake holders and building awareness in smart transportation technologies
- Supporting ITS America's mission

## GOALS

	<b>GOAL</b>	<b>PERFORMANCE MEASURES</b>
1	Maintain a diverse and sustainable ITS NJ chapter	<ul style="list-style-type: none"> <li>• Increase overall membership/participation each year from 2020 to 2024</li> <li>• Regularly track committee progress</li> <li>• Exercise proper and fiscally responsible governance of ITSNJ</li> </ul>
2	Maximize Visibility of ITSNJ	<ul style="list-style-type: none"> <li>• Increase Web/Social Media presence</li> <li>• Increase Sponsorships and ITSNJ Brand</li> <li>• Regularly “Push” transportation news to ITS members and NJ Transportation stake holders</li> </ul>
3	Educate Transportation Stakeholders	<ul style="list-style-type: none"> <li>• Host / Co-Host ITS centric events</li> <li>• Promote academic/research opportunities</li> </ul>
4	Advocate Transportation Technology Solutions for New Jersey and the Region	<ul style="list-style-type: none"> <li>• Explore future technologies</li> <li>• Promote best Safety practices</li> <li>• Consider Smart community development</li> <li>• Advance Congestion relief strategies</li> <li>• Support efficient regional mobility</li> </ul>
5	Identify and Support Academic/Research Opportunities	<ul style="list-style-type: none"> <li>• Promote scholarship opportunities</li> <li>• Increase student involvement</li> </ul>

## COMMITTEE ACTION ITEMS

EXECUTIVE COMMITTEE: Andrew Tunnard

The Executive Committee is primarily responsible for guiding and managing ITSNJ. This includes, but is not limited to: Administration and Finance; Audit; Budget; By-Laws; Nominations and Elections.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)
1	Determine need for paid Administrative position by end of 2019	
1	Conduct annual audit	
1	Maintain fiscal reserves at 75% of operating budget	
1	Increase membership/participation 10% each year through 2024	
1	Regularly review and adjust the ITSNJ by-laws as necessary.	
1	Ensure nominations and elections are held in accordance with by-laws	
1	Annually review this strategic plan. Make adjustments as necessary	

COMMUNICATIONS: Jim Hadden

The Communications committee is primarily responsible for internal and external communications. This work can include a variety of platforms such as: E-mail; Social Media; Internet/Web presence.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)
1	Develop a committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee	
2	Create a communication plan and submit to Board for approval <ul style="list-style-type: none"> <li>• (What) Content</li> <li>• (When) Frequency</li> <li>• Who</li> <li>• (How) medium</li> </ul>	

FORUM ON TECHNOLOGY: Kathleen M. Swindler

This Forum on Technology will focus its efforts toward technological solutions that support the ITSNJ vision. Examples of the efforts of this committee include: Automated & Connected Vehicles; Data sharing; Traffic Signals; etc.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)
1	Develop a committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee	
4	Develop/Maintain ITS hot topic items	
2, 3, 4	Host an "Industry Day"	
4, 2	Follow developments on Automated and Connected vehicles. Report to rest of ITSNJ and help share news through communications	
2, 3, 4	Host/Co-host 4 annual events on impactful/relevant ITS topics. When appropriate, incorporate PDH credits	

**PROFESSIONAL DEVELOPMENT & ENGAGEMENT: Dennis Motiani**

This committee will oversee the efforts to provide growth and recognition to transportation professionals. Examples of Professional Development & Engagement work are: Awards and Hall of Fame; Calendar of Related Events; PDH Certification development.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)
1	Develop a committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee	
3	Determine process to become a self-approving PDH provider for NY & NJ	
2, 3, 4	Host/Co-host 4 annual events on impactful/relevant ITS topics. When appropriate, incorporate PDH credits	
	Plan and execute the Annual ITSNJ Meeting	

**MEMBERSHIP AND ADVOCACY: Janet Keiser**

Advance ITSNJ as the premier voice in promoting Intelligent Transportation solutions to stakeholders within the state and region. Examples of work in this area include: Membership/Recruitment; Emerging Professionals in ITS; Women of ITS; fostering liaisons with other organizations and stakeholders.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)

1	Develop a committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee	
2, 3, 4	Host/Co-host 4 annual events on impactful/relevant ITS topics. When appropriate, incorporate PDH credits	
1	Diversify membership of ITSNJ through targeting recruiting of private industry members and increased participation of women in ITSNJ	
2	Formally introduce ITSNJ to key NJ stakeholders	

RESEARCH: Mohamed Jalayer

The Research committee is meant to foster collaboration between the academic, public and private sectors to address transportation challenges. Activities include STEM/STEAM support and administering ITSNJ scholarship programs.

RELATED GOAL	ACTION ITEM	COMPLETED Y/N (DATE)
1	Develop a committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee	
5	Provide annual ITSNJ scholarship to deserving student(s)	
1	Host student membership drive	