



STRATEGIC PLAN

SEPTEMBER, 2022

TO

AUGUST, 2027

Approved by Andrew J. Tunnard (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,

Andrew J. Tunnard

President, ITSNJ

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

	GOAL	PERFORMANCE MEASURES
1	Maintain a diverse and sustainable ITS NJ chapter	<ul style="list-style-type: none"> • Increase overall membership each year from 2022 to 2027 • Increase membership engagement across all sectors • Exercise proper and fiscally responsible governance of ITSNJ • Regularly track committee progress
2	Maximize Visibility of ITSNJ	<ul style="list-style-type: none"> • Increase Web/Social Media presence • Increase Sponsorships and ITSNJ Brand • Regularly “Push” transportation news to ITS members and NJ Transportation stake holders • Promote ITSNJ at Transportation events/conferences
3	Educate Transportation Stakeholders	<ul style="list-style-type: none"> • Host / Co-Host ITS centric events • Promote academic/research opportunities • Maximize PDHs opportunities
4	Advocate Transportation Technology Solutions for New Jersey and the Region	<ul style="list-style-type: none"> • Explore future technologies • Promote best Safety practices • Consider Smart community development • Advance Congestion relief strategies • Support efficient regional mobility • Support transportation equity through ITS technology • When appropriate, publicize ITSNJ’s SME position on various issues
5	Identify and Support Academic/Research Opportunities	<ul style="list-style-type: none"> • Promote scholarship opportunities • Increase student involvement • Promote internships for young ITS professionals through the Public/Private sectors

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
1	Adopt and approve an Annual Budget
1	Develop and maintain an annual Action Calendar
1	Conduct annual internal financial audit
1	Maintain fiscal reserves at 75% of operating budget
1	Increase membership/participation 10% each year through 2027
1	Ensure nominations and elections are held in accordance with by-laws
1	Regularly review and adjust the ITSNJ by-laws as necessary
1	Periodically, conduct a best practice audit
1	Annually review this strategic plan. Adjust as necessary
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee

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
2	Develop and annually maintain a communication plan
2, 3, 4	Provide regular updates and marketing information about ITS New Jersey activities, through outreach, news updates
2	Hold quarterly committee meetings to reevaluate communications efforts to ensure adequacy/deficiencies/improvement opportunities are addressed
2	Annually meet with the President of ITS New Jersey and/or the Executive Board to re-evaluate the communication program activities
2	Work closely with the President to create a quarterly "President's Message" and distribute to the membership
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee

FORUM ON TECHNOLOGY: Kathleen 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
2, 3, 4	In cooperation with Professional Development & Engagement and Membership & Advocacy committees, Host/Co-host at least 4 annual events (minimum of 2 in-person) on impactful/relevant ITS topics
4	Develop/Maintain ITS hot topic items
2,4	Follow developments on Automated and Connected vehicles. Report to rest of ITSNJ and help share news through communications
2, 3, 4	Partner with other Industry entities to co-sponsor events
4	Provide PDH opportunities
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee

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; etc.

RELATED GOAL	ACTION ITEM
2, 3, 4	In cooperation with Forum on Technology and the Membership & Advocacy committees, Host/Co-host at least 4 annual events (minimum of 2 in-person) on impactful/relevant ITS topics
3	Explore creating levels of ITSNJ Certification for current and aspiring transportation professionals
4	Provide PDH opportunities
3	Maintain ITSNJ's status as an agency provider of PDHs
2,3	Hold annual award to honor and recognize industry leaders/professionals and outstanding projects
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee
2,3,5	Explore opportunities to develop online career center

MEMBERSHIP AND ADVOCACY: Luigi Casinelli

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
2, 3, 4	In cooperation with Forum on Technology and the Professional Development & Engagement committees, Host/Co-host at least 4 annual events (minimum of 2 in-person) on impactful/relevant ITS topics.
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
2, 3, 4	Seek opportunities to provide member value through networking and educational opportunities
2, 3, 4	Increase participation and engagement from public sector members
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee

RESEARCH: Mohammad 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
5	Provide annual ITSNJ scholarship to deserving student(s)
1	Host student membership drive
3,4,5	Highlight research efforts through outreach, social media and/or events
3,4,5	Promote knowledge sharing of transportation research from academic institutions, private sector and government agencies
3,4,5	Encourage internship opportunities
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee