



# *STRATEGIC PLAN*

SEPTEMBER, 2022

TO

AUGUST, 2027

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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.

## **VISION AND MISSION**

Vision: A safer, smarter and more sustainable future for New Jersey enhanced by intelligent mobility.

Mission: ITSNJ promotes innovative research, technology implementation, and collaborative partnerships to enhance the quality of life, economic vitality, and environmental sustainability of our region. We accomplish this by:

- Convening leaders across the public, private, and academic sectors to foster innovation and collaboration.
- Educating stakeholders and raising awareness of smart transportation technologies.
- Aligning with and supporting the mission of ITS America to advance intelligent transportation solutions.

## GOALS

	GOAL	PERFORMANCE MEASURES
1	Maintain a diverse and sustainable ITSNJ chapter	<ul style="list-style-type: none"> <li>• Increase overall membership each year from 2022 to 2027</li> <li>• Increase membership engagement across all sectors</li> <li>• Exercise proper and fiscally responsible governance of ITSNJ</li> <li>• Regularly track committee progress</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> <li>• Promote ITSNJ at Transportation events/conferences</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> <li>• Maximize PDH 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> <li>• Support transportation equity through ITS technology</li> <li>• When appropriate, publicize ITSNJ’s Subject Matter Expert (SME) position on various issues</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> <li>• Promote internships for young ITS professionals through the Public/Private sectors</li> </ul>

## COMMITTEE ACTION ITEMS

### EXECUTIVE COMMITTEE

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

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 and 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.

## ANNUAL MEETING AND AWARDS COMMITTEE

The Annual Meeting and Awards Committee will focus its efforts on organizing the Annual Meeting as the flagship event of the organization. The goal of the Annual Meeting is to gather the ITS professionals from the region for professional development and networking opportunities, including the industry, public sector, and academia. The Annual Meeting also provides an opportunity for the industry to showcase their ITS products and services, and for everyone in attendance to learn about the latest ITS trends and the state of the practice in the region. Awards and Hall of Fame are presented at the Annual Meeting.

RELATED GOAL	ACTION ITEM
2, 3, 4	In cooperation with Professional Development & Engagement and Membership & Advocacy committees, organize and deliver the ITSNJ Annual Meeting.
2, 3	Solicit applications and select industry leaders/professionals and outstanding projects to be recognized by the ITSNJ annually. Hold the annual awards ceremony as part of the Annual Meeting.
2, 3	Select and induct one deserving individual into the ITSNJ Hall of Fame once annually.
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee

## PROFESSIONAL ENGAGEMENT COMMITTEE

The Professional Engagement committee is responsible for technical endeavors that support the ITSNJ vision. Major focus areas include hosting technical events (outside of the Annual Meeting) and also offering PDH credits. This committee is an umbrella for technical subcommittees such as Traffic Signals.

Note: The Professional Engagement Committee as described below resulted from a 2025 reorganization of the Forum on Technology and previous Professional Development & Engagement Committee. Most of the previous responsibilities of the Forum on Technology are now included in Professional Engagement Committee.

RELATED GOAL	ACTION ITEM
2, 3, 4	In cooperation with other committees, Host/Co-host at least 4 annual events (minimum of 2 in-person) on impactful/relevant ITS topics including: <ul style="list-style-type: none"><li>- Technical events, including those spearheaded by Professional Engagement subcommittees, co-hosted with agencies and co-hosted with other professional societies</li><li>- Annual Meeting (led by the Annual Meeting committee)</li><li>- Transaction session(s)</li></ul> College/University Research Showcase
2, 3, 4	Partner with other Industry entities, including co-sponsoring events
4	Provide PDH opportunities
3	Maintain ITSNJ's status as an agency provider of PDHs
1	Annually maintain committee Standard Operating Procedure (SOP) which captures the recurring functions of the committee



## MEMBERSHIP AND ADVOCACY

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; fostering liaisons with other organizations and stakeholders.

RELATED GOAL	ACTION ITEM
2, 3, 4	In cooperation with and the Professional Development and Annual Meeting committees, support 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
1	To support fiscal health of ITSNJ, foster prompt payment of membership dues and consider adjustment to membership classes and fees
2, 3, 4	Support ITSNJ presence at and outreach through NJ Transaction
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

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. An example would be an ITSNJ Research Showcase that could be held annually or every other year.
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