

2008 ITS Alaska Business Plan



Intelligent Transportation Society of Alaska
PO Box 21862
Juneau, AK 99802-1862
Contact: Jill Sullivan, Secretary/Treasurer
PH: (907) 465-8592 Fax: (907) 465-6984
E-Mail: Jill.Sullivan@alaska.gov

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II. Executive Summary

The Intelligent Transportation Society of Alaska (ITS Alaska) is a nonprofit corporation that was established in January 2008 as a chartered state chapter of the national organization, ITS America. ITS Alaska has the potential to be a strong advocate for intelligent transportation systems (ITS) and foster an environment for members to share ideas, encourage interest and integration, stimulate public-private and institutional partnerships, and support ITS developers, implementers and policy makers.

Members of ITS Alaska will include those with an interest in advancing ITS deployment in Alaska, especially those in the transportation related industry. Members may represent colleges and universities, government agencies, organizations, associations, corporations, and individuals. With a wide variety of members, ITS Alaska will be able to carry out its mission: “to elevate safety and mobility through leadership and promote a strong innovative Intelligent Transportation System (ITS) community in Alaska.”

A major task of ITS Alaska is to increase ITS awareness in Alaska. The ITS market in Alaska is mainly confined to the Alaska Department of Transportation and Public Facilities and the Municipality of Anchorage. Outside of these two agencies, ITS is not widely known or understood. Together with a wide variety of members, the power of cohesion and exchange of information, ITS Alaska can accomplish its goals.

III. General Description

The Intelligent Transportation Society of Alaska (ITS Alaska) is a nonprofit corporation that was established in January 2008 as a chartered state chapter of the national organization, ITS America. ITS Alaska's mission is to elevate safety and mobility through leadership and promote a strong innovative Intelligent Transportation System (ITS) community in Alaska.

Definition of ITS

ITS refers to rapidly emerging transportation products, services and systems which are based on advanced technologies such as computers, communications, and remote sensors; and which are called intelligent because their essential functions are based on attributes normally associated with intelligence—sensory capabilities, memory, communications, information processing and adaptive behavior. ITS is applied to the transportation network (e.g., highways, railways, seaways, and airways) in order to create more safe, mobile and secure travel ways.

Goals

ITS Alaska's goals are to promote:

- deployment of ITS applications relevant to Alaska
- connectivity of Alaska's international borders and transportation corridors
- accessibility to ITS resources
- broader use of Alaskan, regional, international and National ITS architecture
- information exchange between Alaska, national and international ITS organizations
- integration and interoperability through use of National ITS Standards
- conformance to Federal requirements for developing ITS projects, i.e. systems engineering
- information exchange and technology efforts among stakeholders

And, ITS Alaska shall serve as an advisor to government and transportation organizations.

Objectives

Objectives are to:

- achieve up to 10 new Corporate and Organization members annually
- achieve up to 3 new Individual and Student members annually
- achieve at least \$2,000 annually in donations
- hold quarterly Board of Directors meetings
- hold regularly scheduled membership meetings

- hold annual membership meeting, preferably in combination with other related conference or meeting
- update business plan annually (includes market & financial plan)
- host annual training or related workshop
- provide website to keep members apprised of events, meetings, and ITS related documents
- provide an email Listserve for members
- stay apprised of ITS applications, plans, issues, and federal regulations

Business Philosophy

Our business philosophy is to create an ITS environment that allows its members to share ideas, encourage interest and integration, stimulate public-private and institutional partnerships, and support ITS developers, implementers and policy makers.

ITS Industry – A National Program

Intelligent Transportation Systems (ITS) is a national program led by U.S. DOT. The program focuses on intelligent vehicles, intelligent infrastructure and the creation of an intelligent transportation system through integration with and between these two components. The Safe, Accountable, Flexible, & Efficiency Transportation Equity Act : A Legacy for Users (SAFETEA-LU) no longer restricts ITS to the research category, as previous bills have. SAFETEA-LU provides federal funding from a variety of transportation programs helping to make ITS part of the transportation mainstream. The Federal ITS program supports the overall advancement of ITS through investments in major initiatives, exploratory studies and a deployment support program. Increasingly, the Federal investments are directed at targets of opportunity – major initiatives – that have the potential for significant payoff in improving safety, mobility and productivity. The Federal Highways Administration (FHWA) and Federal Transit Administration (FTA) have both been assigned to foster ITS and oversee State governments that implement ITS.

ITS America is an organization advocating ITS deployment on a national level. Their mission is to be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development and design of ITS technologies to accelerate their deployment and sustain the environment. In order to help fulfill it's mission, ITS America encourages states to develop chapters, such as ITS Alaska, that will build a local network of peers from the public and private sector to exchange information and share ideas that advance ITS.

ITS Industry - Alaska

The ITS industry in Alaska remains largely within the Alaska Department of Transportation & Public Facilities (ADOT&PF). Since 2001, ADOT&PF has implemented various ITS applications on Alaska's highways to help improve the safety and efficiency of travel as well as improve the security of our infrastructure. ADOT&PF has the Alaska lways Architecture which is a guide for ITS managers to use when planning and developing their ITS projects. The Municipality of Anchorage is a smaller player with

less than a handful of ITS applications. One example is the Automated Vehicle Location (AVL) system used to improve the efficiency of public transportation. They too have a regional ITS architecture used to help plan and develop ITS projects. Outside of these two organizations, ITS is not widely known or supported. Even within each of them, ITS is a buzzword and is not fully understood as to its benefits or purpose.

Success of ITS Alaska - Membership

Success of ITS Alaska will largely be determined by its members. Members of ITS Alaska will include those interested in advancing ITS deployment in Alaska, especially those in the transportation industry. Members representing colleges and universities, government agencies, organizations, associations, corporations, and individuals are all invited to join. With a wide variety of members, ITS Alaska will be able to accomplish its mission: “to elevate safety and mobility through leadership and promote a strong innovative Intelligent Transportation System (ITS) community in Alaska.”

IV. Services

ITS Alaska is the only organization in Alaska that provides an ITS environment for members to share ideas, encourage interest and integration, stimulate public-private and institutional partnerships, and support ITS developers, implementers and policy makers.

Membership levels and fees are as follows:

- Students (No fee in 2008) Fee will be \$10 in 2009. This level of membership is for college/university students. Students do not have voting rights.
- Individuals (No fee in 2008) Fee will be \$40 in 2009. This level of membership is for individuals with interest in advancing the purposes of ITS Alaska. Each individual has one vote in all matters to be voted on by the membership.
- Organization (\$100) This level of membership is for government agencies, political divisions, universities, transportation institutes, other states, ITS chapter members, and non-profit organizations or associations. Each organizational member may designate a maximum of three (3) representatives. Each organizational representative has one vote in all matters to be voted on by the membership.
- Corporate (\$100) This level of membership is for companies or corporations. Each corporate member may designate a maximum of three (3) representatives. Each corporate representative has one vote in all matters to be voted on by the membership.

ITS Alaska will provide the following to its members:

- Annual membership meeting – this meeting will allow members to meet in person, exchange ideas and information, form partnerships, and discuss ways to further develop ITS Alaska
- Logos on ITS Alaska's website (Organizations and Corporate members only)
- List of all members on ITS Alaska's website
- Discounts to ITS Alaska hosted conferences, meetings and training events
- Participation via teleconference on regularly scheduled ITS Alaska membership teleconferences

Note: As membership grows, ITS Alaska will provide more benefits to members, such as training and partnership strengthening workshops. The strength and growth of ITS Alaska will be determined by its members.

V. Marketing Plan

ITS in Alaska

The ITS market in Alaska remains largely with the Alaska Department of Transportation & Public Facilities (ADOT&PF) who started an internal ITS program called Iways (<http://iways.alaska.gov>) in 2000. Since then, ADOT&PF has deployed various ITS applications to help improve internal operations, improve the safety and efficiency of travelers and secure the Departments infrastructure. One ITS application is the road weather information system (RWIS) program where ADOT&PF have worked with professional contractors to install 50 environmental sensor stations that collect road weather data and images. Another example is the Departments *511 Travel in the Know*. This is automated system provides driving conditions and urgent travel information to the public via 511.alaska.gov or by dialing 5-1-1 anywhere in the state. ADOT&PF also deploys ITS applications used to improve commercial vehicle operations. One example is the new Glenn Highway Automated Vehicle Identification E-screening system. This system automatically checks the safety rating and credentials of participating motor carriers and vehicles and, if all is in order, allows those vehicles to proceed down the highway without stopping. ADOT&PF has even developed a statewide ITS architecture, the Alaska Iways Architecture, which guides ITS managers in developing applications in an integrated and cost effective fashion.

The Municipality of Anchorage (MOA) has an ITS program. The MOA has a regional ITS architecture that guides ITS manager's in planning and deploying projects in an integrated, cost effective fashion, similar to that of the statewide architecture. The MOA has a handful of ITS projects programmed into the Transportation Improvement Program (TIP).

Outside of the MOA and ADOT&PF ITS is not widely known or understood. There is only a handful of ITS applications in Alaska. Very little marketing is done once an application is deployed so one may not even realize an application is "ITS." Two, there is no entity that provides an ITS environment for sharing ideas and information or that addresses issues and helps stimulate partnerships.

ITS Alaska – Marketing

ITS Alaska can help increase ITS awareness in Alaska. ITS Alaska will foster an ITS environment that allows for dialog, sharing of ideas and information, and encouraging use among a wide variety of ITS stakeholders. Since ITS Alaska invites a wide variety of agencies, organizations, and companies to join it can help broaden the ITS community, generate support and provide a foundation that can help stimulate public & private and institutional partnerships.

This table describes marketing ideas that ITS Alaska can use to promote the Chapter and ITS in Alaska. These may change as ITS Alaska develops its membership and has a stable source of cash flow.

Table 1. Marketing Ideas

Goal	Marketing Item	Notes
Increase ITS Awareness	Participate in conferences, meeting, teleconferences	Whenever the opportunity exists, ITS Alaska members can take part in meetings and conferences to help promote the Chapter and give information on ITS. In addition Chapter members should invite individuals, companies, organization, etc. to join the Chapter in order to increase membership.
	Brochures or Fliers	Brochures and fliers are an easy and inexpensive way to disseminate information.
	Visit with State political representatives	Meeting with politicians can help generate ITS support and acceptance.
	ITS Alaska website	A website can be a central location to access information about ITS Alaska, ITS, important documents, membership forms, contact information, etc.
	ITS Alaska Logo	A logo can help brand the Chapter for immediate recognition, and inspires trust, admiration, and loyalty. Completed Mar 2008
	Sponsorships	ITS Alaska may sponsor events at conferences in order to promote the Chapter.
	Scholarships	Scholarships may be used in various ways to bring people to meetings or conferences or training sessions.
Provide an ITS environment that fosters the exchange of ideas and information, support and interest	Regular membership meetings	Regular membership meetings can help maintain interest and support and increase growth.
	Annual membership meeting	An annual meeting gives ITS Alaska members a place to present ideas and information and meet others within the organization to help generate public-private and institutional partnerships.

	ITS Alaska email Listserve	As membership increases, a listserv can be used for widespread distribution of information via email.
	Training	Support and host ITS training events to members and the public

Customers

Any individual, company, organization, association, political entity, etc with an interest in promoting the purposes of intelligent transportation systems in Alaska is welcome to join ITS Alaska. In general, those with an interest in improving transportation safety, security or efficiency of travel using advanced technologies will have this interest. This includes, but is not limited to:

- government agencies owning and maintaining roads airports, marine highway, and railways;
- political representatives with an interest in improving the transportation network;
- private companies that have the expertise and resources to develop ITS solutions;
- engineering or planning students with an interest in learning about ITS and benefits
- colleges or universities providing transportation related courses and research;
- associations or non-profits organizations with an interest in transportation related issues.

ITS Alaska invites members from both inside and outside of Alaska that have this interest. This may include members from Canada or Washington State with an interest in sharing ideas and information or developing ITS partnerships across the border.

VI. Operations

ITS Alaska is a non-profit corporation where the Board of Directors meet quarterly either via teleconference or in-person. Once members are established the board will establish regular meetings for its members, in addition to an annual meeting in person.

Until ITS Alaska receives membership donations and fees where it can be self-sufficient, it will have to rely on ADOT&PF to originate teleconferences and meeting space. More than 50% of the board resides with ADOT&PF. The Secretary/Treasurer board member resides at the Headquarters in Juneau where a majority of operations originate.

VII. Management and Organization

The bylaws govern ITS Alaska, the board and its members. ITS Alaska is administered by five board of directors. They are:

President:	Jeff Ottesen–ADOT&PF –Director of Program Development
Vice President:	Mike Lilly–GW Scientific
Secretary/Treasurer:	Jill Sullivan, ADOT&PF, Statewide ITS Coordinator
Non–Officer:	Dan Breeden, ADOT&PF, Measurement Standards & Commercial Vehicle Enforcement–Director
Non–Officer:	Lance Wilber, Municipality of Anchorage, Director of Traffic Department

VIII. Startup Expenses and Capitalization

Table 2. ITS Alaska startup expenses

Item	Amount	Resource
Articles of Incorporation	\$250.00	Donation – GW Scientific
PO Box (first 6 mths)	\$66.00	Donation – ADOT&PF
PO Box (second 6mths)	\$66.00	Donation – undetermined
IRS 501(c)3 filing	\$300.00	Donation – GW Scientific
Annual Affiliation Agreement	\$250.00	Donation – Alaska Trucking Association
NRITS 2008 – Booth	\$550.00	Donation – ADOT&PF (sharing booth with ADOT&PF)
NRITS 2008 – sponsor	\$250.00	Donation – ADOT&PF
Fliers & Brochures	\$100.00	Donation – ADOT&PF
Total	\$1832.00	

ITS America provides membership services that include reviewing policies and documents, tax filing, insurance and marketing services. This helps cut-down some of the annual costs. The Articles of Incorporation include a list of membership services.

IX. Financial Plan

ITS Alaska is a not-for profit chapter whose finances will largely be determined by donations and membership fees. The first year of business, ITS Alaska will rely mostly on donations for start-up fees. (See Table 2) ITS Alaska hopes to achieve at least 15 Corporate or Organizational level members and up to 5 Student or Individual level members annually. The table below is a 4 year estimate of cash flow that includes some known expenses such as the annual affiliation fee, post office box rental, and articles of incorporation filing fee.

Table 4. Four Year Cash Flow

Expense	1st Year	2nd Year	3rd Year	4th Year
Annual Affiliation Fee	\$250.00	\$250.00	\$250.00	\$250.00
PO Box	\$132.00	\$132.00	\$132.00	\$132.00
IRS 501(c)3 filing	\$300.00	0	0	0
Conferences	\$800.00	\$800.00	\$800.00	\$800.00
Annual Membership Meeting	0	\$350.00	\$400.00	\$450.00
Articles of Inc.	\$250.00	\$25.00	0	\$25.00
Marketing	\$100.00	\$200.00	\$250.00	\$300.00
Misc		\$250	\$250	\$250
Total Expense	\$2,082.00	\$1,757.00	\$1,832.00	\$1,957.00
Income				
Membership	\$1,600.00	\$3,200.00	\$6,400.00	\$12,800.00
Donations	\$1,832.00	0	0	0
Total Income	\$3,432.00	\$3,200.00	\$6,400.00	\$12,800.00
Cash Balance	\$1,350.00	\$2,793.00	\$7,361.00	\$18,204.00