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ATSIP Executive Board Meeting
Meeting Minutes
Wednesday, November 16th, 2011
Teleconferencing, 1 PM Central Time

Attendees:
Executive Board Members Present:
Hadi Shirazi, President, Louisiana
Ken Carpenter, 1st Vice President, SUNY Albany
Marty Pollock, 2nd Vice President, Tennessee
Bob Rasmussen, Past President, Virginia
Bob Scopatz, Secretary, Data Nexus
Cynthia Burch, Maryland , by proxy to Bob Scopatz
Pete d'Oronzio, Pd' Programming
Kathleen Haney, Minnesota
Cory Hutchinson, Louisiana
Tim Kerns, Maryland, by proxy to Bob Scopatz
Nils King, Indiana
Angie Schmit, TSASS
Ward Vanlaar, TIRF, Canada, by proxy to Bob Scopatz

Non-voting participants:
Jim Davis, New Mexico
Ralph Zimmer, Montana
John Siegler, NHTSA
Robert Pollack, FHWA

1. Call to Order, Attendance/Quorum, Introduction (Hadi Shirazi)
   Bob Scopatz announced a quorum at 1:03 PM. Hadi Shirazi called the meeting to order at 1:03 PM

2. Minutes (Hadi Shirazi)
   Approval of Minutes from October 19th, 2011 Executive Board Meeting
   Ralph Zimmer submitted a change to the October 19th 2011 meeting minutes via email on 11/16/2011. Bob Scopatz stated that he has added Ralph to the list of attendees for that meeting.

   MOTION:
   Nils King moved to approve the minutes of the October 19th, 2011 Executive Board Meeting, as amended
   Bob Rasmussen seconded.
   Motion approved

3. 1st Vice President's Report (Ken Carpenter)
   Ken Carpenter had nothing to report until we get to the 2013 Forum.

4. Treasurer Report (Bob Rasmussen)
   Bob Rasmussen called our attention to the monthly financial statement. The ATSIP account $29,945.10: Forum account $95,546.34. In the next month or two we should have a final accounting for the 2011 Forum.

   Mississippi has agreed to take on the Forum registration and process payments. We will balance the Forum account and transfer the funds over to JP Morgan Chase Bank, NA and run dual books within one account.

   Hadi Shirazi asked Bob Rasmussen to send spreadsheets in support of the tax preparation. We only need the ATSIP account for this.

5. Liaison Reports

   FMSCA – no report

   FHWA – Bob Pollack reported that the State Safety Data Capabilities Assessments are progressing well. The CDIP program is still going. CO and CT have been completed recently. Upcoming CDIPs are scheduled with CA and DC. FHWA is also developing the RDIP guide – a draft should be ready around the first of the year.

   NHTSA – John Siegler thanked ATSIP for sending the email blast for the Traffic Records Advisory. As of this morning, 59 people have registered overall. John provided the numbers of people registering for each of the sections. GHSA has supported the effort as well. They will send representatives to the small group meetings in Washington DC. The first meeting will be for Roadway Data. Angie asked if the registration site will tell people when the comment period begins. John said that site sends a confirmation email, and captures comments.

   Other agencies: None.

6. Committee Reports

   Constitution   (Ralph Zimmer and Jim Davis):
   Jim Davis reported that there is a list of minor revisions. One of the issues is making the articles of incorporation and the constitution match. Ralph Zimmer said that he wanted to give Jim Davis credit for producing a draft aligning the articles of incorporation and constitution. Ralph said that he has not had a chance to work on it yet. Hadi Shirazi asked if Jim and Ralph could bring something written to the January meeting at TRB.

   Best Practices   (Tim Kerns) - no report.
   ATSIP Strategic Planning   (Larry Cook) – no report.

Membership/Outreach   (Bob Rasmussen)
We will send reminder dues notices to all members and soliciting input from people who
have opted not to pay dues. ATSIP is also getting information on people who respond to
the Traffic Records Advisory update saying that they are members and we can contact
those who are not recorded as members in our data.

Data Quality & Improvement   (Bob Scopatz) – no report.

Policy/Positions & Resolutions   (Kathleen Haney) Kathleen reported that she
had been asked to draft a policy statement on Map21. She asked if we had items that we
wanted to incorporate into the statement. She will incorporate those items into the
statement as she receives them. She asked if people could send her an email response by
Friday 11/18/2011.

7. 2012-2013 Nominating Committee (Bob Rasmussen)
Bob Rasmussen asked for suggested nominations. We do not have to have representative
membership at the regional level, but we would like to have that.

8. Web Site Progress (Dick Paddock, Angie Schmit)
Angie Schmit reported that there hasn't been much activity other than posting the ATSIP
Executive Board meeting minutes. The letter from NHTSA inviting people to comment
on the Traffic Records Advisory is also posted along with reference documents.

The Traffic Records 2012 website (trafficrecordsforum.org), is a place-holder at present.
She has discussed with Marty Pollock the idea of establishing a template that can be more
easily updated in the future. This has not been implemented yet.

Usage of Webinar (Hadi Shirazi).
Hadi Shirazi said that after a recent meeting of the Forum Planning Committee, Marty
Pollock put together a proposal that we do not use the live-feed webinar approach in 2012
since it is not cost-effective. We are still looking into whether or not we can tape the
sessions in a cost-effective manner and make the sessions available.

9. 2012 Forum Update (Marty Pollock)
Marty Pollock said that we got good comments on the webinars, but they are just not
cost-effective. We can save money by just taping sessions that are of interest to a broader
audience.

We have settled on a theme: **Taking it to the Streets: Local Roles in Traffic Records.**
We want to spotlight the importance of local contributions to safety. At the same time,
we want to retain the national and international perspective.

We are getting closer to identifying a keynote speaker. There is one who is available but
we have not negotiated a price for that person: Carl Wicklund.

We will skip the January planning call session and plan to have a presentation for the
January ATSIP meeting at TRB.

Mississippi is going to take on the registration role as talked about earlier by Bob Rasmussen. That helps us free some resources.

The budget is in order. We will be able to move forward with a tentative program grid and start deciding on session content in January.

Hadi said that he has talked with Marie Walsh and she will talk to the LTAP and MPOs. He asked Marty to send him information that he can send on to Marie. Marie is also willing to serve as a liaison between ATSIP and the LTAP community.

Angie Schmit added that as Mississippi is volunteering the registration duties, the proposal that TSASS submitted for web support can be reduced.

10. 2012 Vendor Update (Pete d'Oronzio)
    Pete d'Oronzio said that he would have a full report at our next meeting.

11. 2012 Mississippi Department of Transportation -- no report.

12. 2013 Forum, Ken Carpenter
    Ken Carpenter reported that he has reached out to some highway safety offices (CA, TX, MO, MN, MD). Do not have any commitments at this time. We have hotel recommendations in 6 states from Helms Briscoe. One of the hotels in Reno called Ken directly and he referred them to the NV highway safety office.

    Ken has also checked the dates of potentially conflicting meetings. Most of them are in mid-to-late August. AASHTO is in mid-October. IACP is in October as well.

    Hadi Shirazi said that if we do not get a commitment from a State highway safety office, we could still pursue a Forum in a state of our choosing. Ken said that with the support from TSASS we can manage the processes on our own more effectively than in the past.

    Bob Rasmussen and Pete d'Oronzio both stated strongly that we need to set a stable time of year for the Forum. We had the discussion in the past that if we move to October we need to leave it there. Marty Pollock mentioned that budgeting for two Forums in a single fiscal year would be a problem (one in October and one in July). Hadi reinforced the idea that we are going to stay with an October Forum.

13. City of Edmonton, Canada for Mini-Forum in the Mid year
    Hadi Shirazi said that Bob Scopatz had sent a draft letter for Hadi's signature. He said that we are thanking them for their interest in hosting the Forum but that we cannot hold it outside the US because of travel restrictions for most of the members. We asked if they are interested in holding a mini-forum and/or partnering with Edmonton's Urban Traffic Safety Conference.

14. New Business
    Bob Rasmussen said that he has a comment on the meeting during TRB. The room is set

up for 85 people and we don't really need that kind of space. Hadi said that he will contact the staff person in charge of room assignments and with the Marriott to see if we can get a better size/layout for the meeting.

Bob Rasmussen also reported about plans for moving forward. TSASS has put together a proposal to supply services such as web site creation, forum registration, program posting, etc. (See attached document at the end of these Minutes). ATSIP would pay for the services provided under this proposal. Angie Schmit has already said that some portions of the proposal would not be required for implementation in the immediate term (e.g., if registrations are handled by Mississippi, we don't need that capability on our site immediately).

The membership tracking and updates are also critical. The site needs to be user-friendly and much easier to generate lists on demand so that we don't have to use TSASS staff to generate those for us.

ATSIP has agreed to provide information to NHTSA related to knowledge and experience of our members. We need the capability to maintain the list of members and interest areas.

Bob Rasmussen suggested that he add a line-item to the Forum budget for paying for this. Some of the NHTSA grant funds (available for the next 5 years) could be used for this purpose as well. Bob Recommends that we accept the proposal and then negotiate with TSASS.

Pete d'Oronzio said that he agreed that we need to have a better way to accomplish the business of the organization. He asked if he could have time before voting on it. The other thing he would like is to see if there are other needs that we have to fund so we can review our overall plan for spending.

Hadi suggested that plan to vote in January after people have had a chance to review the proposal. Pete also asked if the proposal is for all management support needs or does it relate solely to the websites. Angie Schmit said that Task 1 is related to the website. Task 2 is related to membership roster maintenance and functionality. Task 3 is the development of the Forum registration. Tasks 3 and 4 and moot at this point. Task 5 is general support tasks. TSASS is asking for this kind of support because there are numerous activities that need to be covered somehow. Pete asked if there were other needs, like people who do a lot of work in support for the Forum (like the work that Wanda Vick has done in past years). The TSASS proposal does not cover these other needs, so we really do need to have a more comprehensive spending plan that address the other needs.

Bob Rasmussen then recommended that we table this issue until January. He asked that we all send questions in well in advance of the January meeting. Bob said he will compile the comments and share that with the entire Executive Board so we can be prepared to vote on this initiative at the January meeting.

Ralph Zimmer wanted to express his gratitude to Bob Scopatz for representing ATSIP at Scott Falb's retirement party and funeral.

15. Future Executive Committee Meetings

Hadi Shirazi asked if we wanted to hold a teleconference in December or hold our next meeting in January at TRB? The group agreed that if there is the possibility of meeting with a limited agenda for the TSASS proposal on December 14th. Hadi will set up a teleconference for 2:00 PM CST. We will not review and vote on the minutes.

Our next full meeting will be at TRB on January 21st, 2012. We expect that it will be at the Marriott Wilson A or B. We will try to support a remote connection for people, but there is an added cost.

16. Adjourn

MOTION
Pete d'Oronzio moved to adjourn
Bob Rasmussen seconded.
Motion

Meeting adjourned at 2:11 CST

Submitted as Draft for Review 11/16/2011 by Robert A. Scopatz, Secretary
Revised based on comments received 11/17/2011
Approved by a vote of the Board on 12/21/2012
Submitted as Final on 12/22/2012 by Robert A. Scopatz, Secretary

Treasurer's Report

ATSIP MONTHLY FINANCIAL STATEMENT
Monday, October 31, 2011

JPMorgan Chase Bank, N.A.		Main Street Financial FCU	
Balance September 30, 2011	$29,920.10	Balance September 30, 2011	$90,262.36
Income:		Income:	
Dues	$25.00	Dividend Credit	$7.88
		Forum Registration	$360.00
		NC Contribution	$5,000.00
Total Income	$25.00	Total Income	$5,367.88
Expenses:		Expenses:	
		Bank Card Processing Fee	-$58.95
		Pay Trace Service Fee	-$24.95
Total Expenses	$0.00	Total Expenses	-$83.90
Balance October 31, 2011	$29,945.10	Balance October 31, 2011	$95,546.34

Submitted to Board 11/16/2011
R. R. Rasmussen II
ATSIP Treasurer

Traffic Safety Analysis Systems & Services, Inc.

October 19, 2011

To: Robert Rasmussen, ATSIP Contracting Agent
From: Richard Paddock, CEO
Subject: Proposal for ATSIP Technical Support

Dear Sir:

At the 2011 Traffic Records Forum we discussed a number of Information Technology issues facing the Association of Transportation Safety Information Professionals (ATSIP). Traffic Safety Analysis, Systems & Services, Inc. (TSASS) would like to offer the following proposal to address those issues. We are available to discuss any questions you might have and look forward to the possibility of providing these services.

Background:

Since about 1999, TSASS has been providing in-kind support to the Traffic Records Committee of the National Safety Council, and more recently to ATSIP. These services have included web hosting, web site support, Traffic Records Forum on-line program support, etc. This contribution to ATSIP has represented between $10,000 and $30,000 per year in unbilled staff time, etc. We have provided these services as a contribution to the start-up of ATSIP, but unfortunately, with the amount of effort that has been identified for the next couple years, we are not in a position to perform the work without recovering some of our costs.

Proposed Projects:

We are proposing several efforts for federal years 2012 through 2014. These are inter-related efforts and in each case there is some component that we are prepared to donate if ATSIP is willing to pay for a portion of the effort.

Task 1 – Upgrade & Maintenance of ATSIP Static Web Sites:

TSASS proposes to re-brand the current ATSIP web sites and to refresh all current static (non-database) pages. This effort is projected to include the drafting of several themes for the site for review by the Board, then implementation of that theme throughout the site. Once the initial migration is completed, we would provide monthly updates to the static pages based upon content provided by the Board and working committees.

As an unbilled support element to this task, TSASS would propose to provide web hosting services and general server / software maintenance at no cost to ATSIP. As a board member of ATSIP, Angela Schmit would not bill contract management activities.

Deliverables:

- Develop candidate themes for the re-branded ATSIP web presence and present to the ATSIP board for final selection and approval at the January (TRB) Board Meeting.

- Complete the migration / re-build of the ATSIP static web presence for implementation during the first quarter of calendar 2012.

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- Provide continuing maintenance of content within the static portions of the ATSIP web presence based upon content updated provided to TSASS by the ATSIP Board & working committees.

Milestones / Timeline:

We would propose to begin this effort as soon as we have approval to start work. The likely milestones and timeline for this effort would be as follow.

Milestone	Time after task approval
Provide ATSIP Board with sample design templates	30 days
Migrate current static content to new templates and re-publish www.atsip.org	90 days
Provide regular updates to site based upon content provided by Board	Monthly

Cost Estimate:

We believe that the migration effort (80 hrs.) would cost ATSIP a one-time fee of $4,200.
Monthly updates to the site will depend upon but are estimated at about 5 hours per month, $295/month or $3,450 per year.

Task 2 – Upgrade and Maintenance of ATSIP Membership Site and Database:

The second task would be a general overhaul and update of the current ATSIP Membership site. This Oracle-based resource would be expanded to allow members to access member-only resources such as web conferences, discussion forums, audio from TR Forum presentations, etc. We would also add functionality to generate membership renewal notices, accept membership applications, issue membership documents upon payment of dues, and to process dues payments.

Deliverables:

- Refresh / reformat membership system to reflect new ATSIP branding of web presence to be completed in the first calendar quarter of 2012.
- Add / update tools to assist in generation and tracking of annual membership renewal notices (1Q – 2012)
- Expand / refresh membership database to include the following information: (2Q - 2012)
  - Membership status including dues payment status
  - Member professional profile including experience, interest in special project / assessment / committee participation, etc.)
  - Member participation (forum attendance, committee participation, etc.)
  - Uploaded member bio / resume documents
  - Flags for selecting sub-groups as may be defined by the Membership Chair.
  - Ability to generate membership rosters, committee rosters, etc.
- Provide clerical support to annual membership renewal cycle including preparation and distribution of renewal notices, processing of membership renewals, etc.
- Continued staff support of membership information including updating of membership activity information with attendance at TR Forum, etc.

Milestones / Timeline:

We would propose to begin this effort as soon as we have approval to start work. The likely milestones and timeline for this effort would be as follow.

Milestone	Time after task approval
Re-branding of membership portal	90 days

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Addition of new functionality as above	120 days
Annual membership renewal processing / support	1Q of each year
Provide regular updates to site based upon content provided by Board	Monthly

Cost Estimate:

Rebranding and expansion of membership portal (100 hrs.) $8,300.
Regular monitoring and maintenance of portal, annual membership renewal support (100 hrs./year) $17,700/year.

Task 3 – Develop and Maintain a Traffic Records Forum Registration Site:

The third task would be the development of an on-line system for handling Traffic Records Forum registrations including the acceptance of a registration, processing of payments, and generation of invoices where appropriate. This Oracle-based application could be available for the 2012 Traffic Records Forum. Staff would investigate the functionality of the current system in order to assure that the new system provides at least the same level of support and information.

Deliverables:

- Build a web-based system for accepting registrations for the TR Forum and any other ATSIP conferences / webinars / workshops. This application would incorporate generation of invoices, processing of payments, etc. (To be operational for testing purposes by the end of 2Q-2012.)
- Provide technical support of the sub-system.
- Provide administrative / clerical staffing of registration area at the annual Traffic Records Forum. (4Q each calendar year.)

Milestones / Timeline:

We would propose to begin this effort as soon as we have approval to start work. The likely milestones and timeline for this effort would be as follow.

Milestone	Time after task approval
Develop prototype system for accepting and processing registrations	90 days
Test / debug system with the processing of 2012 registrations	270 days
Provide on-site technical support and two people to operate membership & registration system at Forum	October each year
Maintain system	Monthly

Cost Estimate:

Develop pilot system (150 hrs.) $12,450.
Maintain system (annual) (50 hrs.) $4,150/year
Clerical / on-site support (250 man-hrs./year) $10,800 / yr.

Task 4 – Develop and Maintain an On-Line Forum Planning Site:

The fourth task would be the development of an on-line system for handling Traffic Records Forum planning and to provide registrants with the ability to plan their attendance. This would be modeled after the system used by the Transportation Research Board (TRB). The site would support the following functions:

- Paper Solicitations & Tracking:

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- o   Allow the submission of papers for consideration
- o   Allow for upload of presenter biographies
- o   Allow for upload of paper abstracts
- o   Allow for upload of final papers, presentations and handouts
- Forum Scheduling – Allow the Program Chair to:
  - o   Establish a set of sessions with room assignments, times, etc.
  - o   Assign moderators to sessions
  - o   Assign presenters/papers to sessions
  - o   Produce an on-line forum program
- Attendee schedule management:
  - o   Allow attendees to build a personal program composed of session of interest
  - o   Allow attendees to search for presenters, or key words found in abstracts
  - o   Allow attendees to print off a personal schedule
- Maintain an interface with the registration system to produce an on-line attendance roster
- Provide a repository of all presentations including handouts and presentation (PowerPoint or PDF) files for download by attendees

Deliverables:

- Design & build a prototype system to support the 2012 Traffic Records Forum (1-2Q, 2012)
- Test / complete development of sub-system to support 2012 TR Forum (2-4Q-2012)
- Administrative / clerical support of TR Forum Program Chair (2-4 Q each year).

Milestones / Timeline:

We would propose to begin this effort as soon as we have approval to start work. The likely milestones and timeline for this effort would be as follow.

Milestone	Time after task approval
Provide ATSIP with a detailed system design plan	60 days
Develop the forum planning components for use by Program Chair	120 days
Develop components to allow attendees to build custom programs	180 days
Provide general operation & maintenance support	Monthly

Cost Estimate:

Design & Build on-line forum program portal (270 man-hours) $21,210.
Annual maintenance & operation of site including tech support for program chair (136 hr./yr.) $.8,560

Task 5 – Support Staff:

Once functions such as membership processing, member database maintenance, website functions for ATSIP and TR Forum, and online credit card payment processing (for the TR Forum and membership dues) are in a central location, the volunteer duties of several ATSIP members shift to the location whomever has access to the functions described above. This person should be a part-time ATSIP support staff person. Should ATSIP eventually acquire a paid-staff position, these duties would move from a contractor to that person.

These functions are incorporated within the above tasks for the three-year effort that we are proposing, with TSASS donating some of the effort in these areas. We estimate that this would represent one clerical/technical person at a typical loaded billing rate of $56/hr. for about 500 hours per year or a total cost of about $30,000 including travel to the Forum, etc.

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Membership & Outreach:
- Update ATSIP database with attendance rosters from traffic records- related events, such as the Traffic Records Forum, the GHSA Annual meeting, and LifeSavers. Record attendance to any conferences on contact records.
- Proactively update the ATSIP database contacts from NHTSA, FHWA, and FMCSA.
- Expand the ATSIP database to include a broader range of safety data disciplines, in particular police (preferable Majors/high ranks), ISS/epidemiologists, and MPOs. A list of MPOs would have to be gotten from each individual state.
- Generate membership dues invoices to any person with a paid membership for the prior year.
- Generate outreach emails to names in the ATSIP database who have never paid to encourage them to become a member.
- Manage payments (check and credit card), issue payment receipts, process membership applications, and post to the database.
- Create a regular e-mail blast to ATSIP members, notifying them of changes to the website, upcoming events, and news in traffic safety. Content for this email will be made with the contributions of ATSIP members and liaisons.

ATSIP Website & Members Area:
- Regular updates to each.

Traffic Records Forum Support:
- Assist and train the upcoming TR Forum Program Chairperson on the online Forum Planning Site.
- Investigate the current capabilities of the registration system provided by Louisiana and then provide at least that level of service for new system as specified under Task 3 (generating invoices, issuing receipts, etc.)
- Provide on-site registration support.
- Ensure that all presentation materials are posted online.
- Post audio for sessions or any other special benefits of membership on the members-only website.

Assistance with TR Assessments:
- Managing resumes.
- Keeping employment history years of experience in each traffic records subject matter.
- Query and track members' interest in serving on committees and on traffic records assessments.

Summary:

If all four of the above start-up tasks were approved by ATSIP, and the on-line program site were undertaken last (possibly timed to be fully functional in 2013) the cost to ATSIP would be approximately as follows

Year	Programmer	Admin/User Spec	Clerk	Cost
2011	250	340	100	$44,000
2012	220	380	100	$44,000
2013	50	200	100	$20,000

Please feel free to contact us should you have any questions or wish to discuss any of this information.

Respectfully submitted,

TSASS, Inc

Richard D. Paddock, PE
CEO