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ATSIP Executive Board Meeting

Minutes

Saturday January 12, 2013

9:00 AM – 5:00 PM

Marriott Wardman Park, Coolidge Room

Attendance:

Marty Pollock, President
Nils King, 1st Vice President
Cynthia Burch, 2nd Vice President
Hadi Shirazi, Past President
Bob Scopatz, Secretary
John Carrico, Kentucky
Kathleen Haney, Minnesota
Tim Kerns, Maryland
Allen Parrish, Alabama
Angie Schmit Langanke
Ward Vanlaar, TIRF by proxy to Bob Scopatz

Non-Voting Participants:

Bob Rasmussen, Virginia
Dave Bozak, InfoGroup
Kara Mueller, TSASS
Dick Paddock, TSASS
Richard Jones, TSASS
Ralph Zimmer, Montana
Sean McLaurin, NHTSA
Luke Johnson, NHTSA
Bob Pollack, FHWA
Bart Ecker, MS2K+
Stanford Miller, MS2K+
Ida van Schalkwyk, Washington

1. Call to Order, Attendance/Quorum, Introduction (President -Marty Pollock)
Marty Pollock called the meeting to order at 9:18 AM

2. Minutes (Marty Pollock)

MOTION

Kathleen Haney moved to approve the minutes of the 12/19/2012 Executive Board Meeting

Hadi Shirazi seconded

Motion approved

3. 1st Vice President's Report (Nils King)

Nils King continued the discussion from October about moving the January Board meeting to a different date. He surveyed the federal partners and received no objections. The Board was asked about conducting the meeting at the site of that year's Forum and the majority liked that option. Nils King discussed having this added to the Forum site's contract; it is already an option for St. Louis in 2014. However, Luke Johnson stated that NHTSA would have trouble attending a meeting outside of Washington, DC. Bob Pollack did not think it would be a problem for FHWA. Nils suggested moving the meeting to April, but keeping it in Washington, DC. Hadi Shirazi suggested keeping the meeting at TRB for exposure and access to federal partners. If the meeting is moved in the future, Marty Pollack, Cindy Burch, and Hadi Shirazi & Dan Magri stated they could secure low cost/free meeting rooms in their cities.

Discussion turned to a possible second Board meeting closer to the Forum date, to allow for final planning (April-May) at the site of the Forum with conference call capabilities. Nils King will discuss this with the St. Louis site (2014) but this meeting should not replace the site visit.

MOTION

Nils King moved to maintain the January Executive Board Meeting at TRB and to add a Spring Executive Board Meeting at the site selected for the Forum that year.

Cindy Burch seconded

Motion Approved

4. Treasurer Report (Bob Rasmussen)

Bob Rasmussen presented the December monthly and 2012 end of year financial reports. The reports are appended to the members' version of these minutes. We are awaiting final accounting from Mississippi. The Forum made money and our share of the proceeds should be about \$30,000.

There will be some credit card fees for processing payments through our website. This will take the place of PayPal fees once we implement the secure socket layer (SSL).

5. Federal Liaison Reports. (NHTSA, GHSA, FHWA, FMCSA, USDOT)

NHTSA:

Sean McLaurin reported that NHTSA thinks the Forum in Mississippi worked out well despite the federal restrictions. There are several initiatives ongoing. MAP 21(update) – interim final rule is pending, due out any day. It's with OMB right now. NHTSA does not anticipate many changes with the requirements for what was the Section 408 grant process. It is now rolled into the general Section 405, which includes several grant programs. Once the interim final rule is out, NHTSA will establish the schedule for application deadlines. There are several significant changes or processes that will be in place for Fiscal 2015.

TSASS is working hard to put the assessment system behind the NHTSA firewall. Indiana's assessment is proceeding.

There's a possibility that other NHTSA assessments may move to this new online method.

The Data Modernization project is the big thing they have going on. They have a new division in NCSA to take over the IT side of this. This is a \$25M project over several years. The NASS will be completely restructured and trying to get a more representative sample. It will be a "remote sample" system. They are also thinking that it will make FARS more robust. They are also trying to promote a national crash report form.

The National Driver Register Problem Driver Pointer System went to a hybrid distributed data system. NHTSA did retain control of the database on their servers.

NHTSA is also working toward offering technical assistance to the states such as: TRIPRS training, GoTeams for in-depth focus on specific state systems, at the states' request. There are significant resources that can be dedicated to this. There's a model application that Sarah Weissman is working on. ATSIP will also be tapped to help identify people to serve on these teams. The applications will go through the NHTSA regional officers. Each NHTSA region will get training. The first training will be for the regions on TRIPRS. They are trying to get states to sign up for this. There is money to do work and it is for any traffic records related effort. The states could use it to get facilitation for Strategic Planning, or to get expert advice on system improvements. Right now it is wide open...anything the state wants to propose, they will at least consider. It can also be used to help a state to develop their performance measurement systems.

They are very pleased with how the Indiana Assessment is going. The feedback so far is that the process is working. Richard is collecting suggestions on changes that could be made to the system.

FHWA:

Bob Pollack reported that FHWA is developing its guidance based on MAP21. They have recently issued the guidance on State Safety Data Systems and it is available online. The document covers issues related to all public roadways (including tribal, federal parks, etc.). Data types include crash, roadway, and traffic volume. They are trying to integrate the various datasets in order to promote better analysis. There is an expectation that states will have or will develop a base map including all public roadways in the state and that those roadway locations will be integrated into the state's linear reference system. This requirement has been communicated since about August time frame. There is also quite a bit of information on analyses that states should be able to conduct. They also are promoting a modified version of the critical data elements for MIRE. The exact list of data elements has changed slightly since the earlier guidance memo. Also, in the current guidance, there are two levels of requirement based on whether the roadway has more or less than 400 AADT. If it is below 400, then they aren't going to require interchange information.

FHWA is directed to work in cooperation with NHTSA and FMCSA. They have

recommended that the state TRCC be the group responsible for vetting *all* plans for traffic safety data, regardless of the source of funding (FHWA, NHTSA, or FMCSA).

The MIRE/MIS project has been going on for a couple of years in an attempt to integrate the MIRE elements into a state's management information system. The project is close to wrapping up. One of the components was the lead agency pilot to test the concept in a state that would actually integrate the MIRE data elements. They have come up with a method of extracting MIRE data elements out of existing image resources. The findings should fit well with the new requirements.

The State Safety Data Capabilities Assessment was a huge survey and a huge effort. All of the state/territory data has been collected. The information is available back to the original states that submitted the information. FHWA is using the information to develop a national action plan for roadway data. It will be based on the needs and gaps they see in the data. They have been conducting peer exchanges throughout the country; 3 so far and one more coming up soon. Every state has been invited to participate in these sessions. They are hoping to understand the issues and concerns from the states' perspectives. They are particularly focusing on how strong a data governance program the states have.

The Roadway Data Improvement Program (RDIP) is finally under contract. It should be up and running and will be offered to states in early to mid-springtime.

CDIP continues and it is now a joint effort with FHWA and NHTSA. It will transfer completely to NHTSA next year with FHWA serving in an advisory capacity thereafter.

At the Traffic Records meeting at TRB, FHWA is performing a safety performance functions pilot workshop. This is aimed at helping states to calibrate the SPFs to their own situation. The workshop is going on today and tomorrow.

Luke Johnson asked if the assessors had any feedback on the system and the process.

Dick Paddock offered to run two 30-minute webinars, and to record them, that could help to show people what being an assessor entails. We are looking to publicize this through ATSIP's contact database some time after the Indiana assessment is completed—so maybe in April.

The idea of allowing people to shadow assess one time before becoming an assessor.

Allen Parrish asked if the previous assessments would be available to the next round of assessors. He said that he was part of two prior assessments in Indiana and knew quite a bit about the situation already in place. He found himself filling in gaps in what the state people put in.

Richard Jones talked about having a "lessons learned" session among the assessors after the Indiana assessment is completed. One way he could do this is putting a discussion board up on the site that is available to assessors only. Luke Johnson said that there is also a plan to

develop more background information and support in the system. It's also true that the module leaders can send the state a specific message on how they could improve their answer, including prompting the state to provide information that the assessors may already know (but was not provided in the answers presented by the State). In the end, however, assessors must give their findings based on the information provided by the state, not based on personal knowledge. There's also a standard list of documents that a state should provide.

TRB:

Rick Pain talked about TRB's efforts in social media and how ATSIP should really start working on this.

Beginning in 2015, the meeting will be at the Convention Center and the main hotel will be the Marriott Marquis (now being built). The hotel is linked to the convention center. Wi-Fi is available throughout the hotel and convention center.

6. Committee Reports.

Membership & Outreach Committee (Hadi Shirazi)

Hadi Shirazi stated that we have a heavy Eastern & Midwest involvement for membership. He suggested that anyone going out west should try to promote ATSIP membership. GHSA and LEIM are in the West this year. He has also asked our Federal Partners to talk to the Division Offices and Regional Offices to tell them what ATSIP is about. Ida van Schalkwyk said that she would be happy to bring our literature out to meetings in Washington. Dick Paddock said that we haven't held a Forum in the West recently and the Forum has historically been a good way to build membership.

We discussed having a presence on social media including Facebook, Twitter, and LinkedIn. Ida suggested we should have a communications plan.

Bob Rasmussen presented new member applications and asked we do a block vote to accept them if we want to do that. He went through the names:

Ron Sennet, Michael Connors, Jason Taylor, Robin Romeo, Marcia Marsh, Bob Holtsgrave, Alicia Webb-Edgington, Bo Elliot, Ida van Schalkwyk.

Dick Paddock said that there are about a dozen pending on the website and a few from the Forum from whom we have not received payment.

MOTION:

John Carrico moved that we approve all of the candidates as presented.

Kathleen Haney seconded.

Motion Approved.

Strategic Planning Committee (Bob Scopatz)

ATSIP Strategic Planning Subcommittee – 2013 kickoff

Purpose:

As ATSIP enters the new year, we plan to review and update our existing Strategic Plan, focusing especially on those areas where we anticipate changes in our own organization and the environment in which we work.

Method:

Chris Madill has successfully managed a marketing analysis of ATSIP using a brief survey resulting in a high-level overview of the results—in that case results focused on our ability to market our organization. He is proposing a similar effort with respect to the Strategic Plan, in which we will poll the Executive Board and members in order to conduct an environmental scan, identify opportunities and challenges, and describe ATSIP's potential responses. Ultimately, we will develop a set of action items, through a deliberative consensus process, that will help to guide ATSIP in the future.

Ida, Allen & Dave have volunteered to participate.

Professional Certification (Dave Bozak)

Dave Bozak said that it may be that professional certification may become part of the work we do for MS2K+. That would make sense rather than to do this as a stand-alone effort. Dick Paddock talked about the process of how to determine if someone is qualified as an assessor. There has been some talk of a resume-based process. What does ATSIP want to do with something like test results of TR101, maybe as a way to certify people. We also discussed using the Assessment reports as a source of names of people who have participated as assessors or state participants. Dick Paddock said that we should have a statement about what qualifications are required in order to serve as an assessor.

National Agenda for Traffic Records (Dave Bozak)

Dave passed out copies of the original document. He circulated an internal-review copy of the document in electronic format. He said that the original version was developed using \$50K in travel funds. We are looking for suggestions on how to develop a new updated version. For example, the current document predates the MMUCC guideline. We could do a simple refresh to add in the changes in programs. There are also references to a period of time and we've almost gone 20 years since then. On the other hand, the goals are still highly relevant.

Dave said that we could dove-tail this effort with the Strategic Planning work that Chris Madill is leading.

Rick Pain said that if we are going to update it, we should probably put together a statement on why are updating it. We could say what has changed under each of the goals. It's an opportunity to document the impact of the prior National Agenda, and that it is now worth doing another iteration.

Luke Johnson said that the National Agenda is really very different from the ATSIP Strategic Plan. We should consider who the audience is for each document and make sure they address the concerns of those specific audiences.

Data Quality & Improvement (Bob Scopatz)

Bob Scopatz talked about the possibilities for the Data Quality and Improvement effort.

A) Compendium of State Data Quality Management Practices

We will ask the state TR coordinators (we hope these are also ATSIP members, of course) to help us compile a list of the promising practices that states feel are working well for them in each of the core systems. We will retain anonymity if requested by the states, otherwise we can at least provide contact information.

B) Benchmarking

We need to ask the states (our customers) what they would like to see in this area—comparisons among states, guidelines on how to construct a benchmark, or something else entirely. Once we know what the states would like to see, we can start to compile the information and share it.

C) Data Quality Management Success Stories

We don't need to duplicate work already performed by NHTSA, FMCSA, and FHWA with regard to performance measurement. It would be useful, however, to collect some case studies (along with the compendium discussed earlier) that could demonstrate the power of formal data quality management. How situations have been turned around and the quantifiable improvements that have been achieved and sustained.

This should be done in conjunction with our outreach and membership committees because we will be making good contacts and developing information that could help to boost interest in ATSIP.

We can send out a request to regular ATSIP members to see if we can get participants in this effort. Joanna Reed has volunteered to participate in this and Bob Scopatz is going to solicit broader involvement. Hadi Shirazi has agreed to participate as well. Nils King as well.

Policy, Position & Resolutions (Kathleen Haney)

Kathleen said that there was one request that ATSIP express support a position on signage, and we have encouraged the person to participate in the Forum.

Organization Constitution- Ralph & Jim Davis

The Constitution Committee has no issues to work on at the moment because everything has been updated. Jim Davis has taken a new job and that may change his involvement for the future.

NOTE: we had a discussion about member and board member committee involvement. We also discussed having a Newsletter to inform the membership of what has taken place.

7. MS2K+

Update (Dan Magri, Dave Bozak, Bart Ecker)

Bart Ecker from MS2K+ discussed the pilot Traffic Records Assessment currently underway in Indiana. MS2K+ is ready to resume contract discussions with ATSIP now that their own contract with NHTSA has been modified.

It is planned that ATSIP will supply the Subject Matter Experts starting July 1, 2013.

NHTSA thinks they may have as many as 4 assessments running concurrently but each at different phases. That would require ATSIP to field up to 40 assessors. There is a federal register notice going to be published soon that will let the states know what their options are for getting certified in order to apply for 408 funds in 2013 in the absence of a new assessment. Luke will notify us when that notice is published. The next few months will focus on training for states and assessments will resume in mid-2013. They are awaiting the interim final rule (IFR) before moving forward; NHTSA will have to determine the structure of mini-assessments for states due in FY2013 from the IRF and conduct full assessments for those states after July.

MS2K+ wants ATSIP to identify the module leaders. MS2K+ will be selecting the Assessment Leader (Joan's Role—facilitator). MS2K+ wants ATSIP to be responsible to pay the assessors.

Angie Langanke said ATSIP should find out as soon as possible who in the field is interested in being an assessor, with the hope that many who have already done assessments will ask to be included. For those with less experience, a more involved vetting process will be necessary. In the interest of time, it is hoped that we can field the first few assessments using experienced people.

Bob Rasmussen asked about:

1) Based on advertising or recruiting people, we need to give people solid facts—a synopsis of what is expected, what the rate of pay will be. Both Bart Ecker and Sean McLaurin said that there is some existing boiler-plate documenting what the assessment takes. Dan Magri said that we also have experience from the Indiana assessment that can help make this more specific. From what they are seeing so far, 40 hours is about right for each assessor.

2) He also asked about the disbursement of money and if we can have a separate discussion

with MS2K+ and understand the process. We need to understand how this will work. Will there be up-front money or will there be reimbursement?

Bob Scopatz asked about the Small Disadvantaged Business Set-Aside and both Sean McLaurin and Bart Ecker said that the issue has been settled with NHTSA. They are ready to go with the RFP response we proposed.

8. 2013 Forum Update (2nd Vice President Cindy Burch)

Cindy Burch said that we are going to do a site visit in St. Paul in the next couple of months. We haven't had a forum planning meeting yet. Cindy passed around an example logo and theme. She is working toward promoting involvement of the injury surveillance side. Hadi Shirazi asked if we could put the local engineering in the list.

Dick Paddock asked if we have a standard way to display our name—a form of branding. He suggested that we use that to keep our brand out there.

Cindy would like to have poster sessions again this year. Also have a closing session to let people know where and when the next conference will be.

We need ideas for key note speakers. Maybe we could get some local sports figures?

9. 2013 Vendor update (2nd Vice President Cindy Burch)

We don't have a vendor coordinator. Nils King said he would work on it for the next couple of months. There are two major companies with headquarters in MN: ImageTrend and 3M

10. 2013-2014 Membership Nominating Committee (Hadi Shirazi)

Hadi Shirazi said that he needs at least two other board members to serve on this committee. He plans to concentrate on the West, in particular.

11. Web Site Progress (Dick Paddock, Angie Schmit)

Angie Langanke said that since the forum, she has put board member profiles on the ATSIP webpage.

Hadi is working on the updated liaison list.

Best Practice and personal awards are on the site along with the history of those awards.

The older forum databases aren't displayable right now, but they are getting converted to the new format.

The 2008 year export from NSC still needs to be converted. 2009 Forum we have no data—NSC never sent it and they aren't going to.

We got a reasonable response rate for 2012 from presenters sending us their presentations.

In February, the Forum website will change over from 2012 to 2013.

There are some routing emails that need to be switched over to the new recipients.

There was an email that went out in December asking people to pay. There was a bug in the system, and there has been a quick fix but a permanent fix is in the works. The main thing is that we need to be able to set people's expiration date based on what month they paid.

Kara will be taking over primary contact between TSASS and the ATSIP board as of the end of this meeting.

12. 2012 Forum Final Report (Marty Pollock)

Right at 300 attendees; 280 paid. There were 22 vendors. We are in contact with Mississippi DOT to get final numbers.

13. 2015 Forum Update - Site Selection

We need to give Helms-Briscoe our selection because the hotels are holding the dates for us until the middle of this month.

So far it looks like the selection is going to fall between Denver and California.

The group asked some questions that we have about the various California venues. It looks like the Hilton Costa Mesa, the Hilton LAX, and perhaps one other hotel would be viable and get the vote of the board.

14. City of Edmonton, Canada – Forum Special Session (Ward Vanlaar)

They have confirmed several speakers. They are working on getting sponsors. The Board will send 3 people, with approval. The date of the conference is April 28-May 2, 2012.

Bob Rasmussen said that we had looked at the idea of ATSIP paying for some people to go to the conference. There was a request to set aside \$3000 to help defray costs.

MOTION:

Cindy Burch moved that we approve a \$3000 budget to defray the costs.

Tim Kerns seconded

Motion passed

15. New Business (Hadi Shirazi)

Hadi Shirazi raised the issue of the cost of the individual attendance at the Forum. The costs keep going up. He is suggesting a 2-7% price increase. GHSA charges between \$500-\$600.

Lifesavers charges \$350 early registration, \$400 for registering 1-3months in advance, and \$500 registering within a month of the conference. We currently charge \$360 for members/\$410 for non-members. A 2-7% increase would make our charges \$418 to \$438. We are looking at maybe raising it by \$10.

Hadi also asked about how we get the TRCCs involved in ATSIP. How can we do that? Also we should have the MPOs. Maybe we can have a specific session for a peer discussion among TRCC coordinators. It could be late afternoon on Sunday. We need to address this in the Strategic Plan. Dick Paddock suggested that we would have some natural discussion topics this year with the implementation of MAP21.

Bob Rasmussen passed out a proposed working, tentative, preliminary budget. He is projecting a flat income and expenses for non-Forum items. In the Forum budget, we probably netted about \$40K-\$50K from the Forum in Biloxi. There are some expenses to add that were covered by the State in Mississippi, but would be our expenses in future years. There are also some IT support projects that need to move forward.

Marty Pollock presented a plaque to Past President, Hadi Shirazi thanking him for his service to ATSIP.

16. Future Executive Committee Meeting

Next Executive Board Conference will be on February 20, 2013, at 1:00PM CST

17. Adjourn

MOTION

Nils King moved to adjourn

Cindy Burch seconded

Motion approved

Submitted for review on 1/18/2013 by Robert A. Scopatz, Secretary

Submitted for Executive Board Approval _____ by Robert A. Scopatz, Secretary