



1                                   ATSIP Executive Board Meeting  
2                                   January 7, 2017 9:30 Eastern  
3                                   In Person at Washington DC Convention Center  
4  
5

6     **ATTENDANCE:**

- 7     Allen Parrish, President, USN Academy, university researcher  
8     Kathleen Haney: 1<sup>st</sup> Vice President, Minnesota, State DPS  
9     Cory Hutchinson: 2<sup>nd</sup> Vice President, Louisiana, university researcher  
10    Tim Kerns, Maryland, Immediate Past President, university researcher  
11    Bob Scopatz, Minnesota, Secretary, consultant  
12    Shane Bates, Kentucky, State Law Enforcement (absent)  
13    Patrick Dolan, Tennessee Department of Safety and Homeland Security  
14    Kellee Craft, Ohio, consultant  
15    Juliet Little, Connecticut, State DOT (absent)  
16    Joe McCarthy, Colorado, consultant (absent)  
17    Sladjana Oulad Daoud, California, DMV (absent)  
18    Chris Osbourn, Tennessee, Department of Safety and Homeland Security  
19    Rhonda Stricklin, Alabama, university researcher  
20    Eric Tang, Virginia, consultant

21  
22    Non-voting attendees:

- 23    Ralph Zimmer, Co-Parliamentarian  
24    Luke Johnson, NHTSA  
25    Bob Rasmussen, Treasurer  
26    Bob Pollack, FHWA  
27    Dan Magri, Past President  
28    Cindy Burch, Past President  
29    Ken Kolosh, National Safety Council  
30    Deb Trombley, National Safety Council

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32  
33    **1. Call to Order, Attendance/Quorum, Introduction**

- 34    Allen Parrish presiding  
35    Bob Scopatz announced a quorum at 9:33 AM Eastern  
36    Allen Parrish called the meeting to order at 9:33 AM  
37

38    **2. Approval of Minutes from November 16, 2016 Executive Board Meeting**  
39

40    Allen Parish said that we need to include the vote for the new member. Allen said that we  
41    voted via email on Hilda Hardy. The vote was unanimous at the Member Level on  
42    December 21.  
43

44    **MOTION**

45    **Chris Osbourn moved to approve the minutes of the November 16th, 2016 Executive**  
46    **Board Meeting based on the Draft for Approval reflecting changes through**  
47    **01/07/2017.**  
48    **Patrick Dolan seconded.**

49 **Motion Approved**

50

51 **3. Immediate Past President’s Report: Tim Kerns**

52 Tim Kerns asked for names to consider for nomination to the ATSIP Executive Board.

53

54 Ralph Zimmer said that the Board needs to set the date for the announcement of the 2017  
55 Executive Board election.

56

57 **MOTION**

58 **Tim Kerns moved to announce the results of the 2017 Executive Board election at**  
59 **the ATSIP General Meeting on 08/08/2017.**

60 **Cory Hutchinson seconded.**

61 **Motion Carried**

62

63 **4. 1<sup>st</sup> Vice President’s Report: Kathleen Haney**

64 No report.

65

66 **5. Treasurer’s Report: Bob Rasmussen**

67 Bob Rasmussen reported on the December 2016 and November 2016 ATSIP and TR  
68 Forum account balances. Copies of the Treasurer’s reports are appended to the member’s  
69 copy of these minutes.

70

71 **MOTION**

72 **Patrick Dolan moved to accept the November 30, 2016 and December 31, 2016**  
73 **Treasurer’s Reports as submitted**

74 **Eric Tang seconded.**

75 **Motion Approved**

76

77

78 **6. Liaison Reports:**

79 FMCSA FHWA NHTSA TRB GHSA ITE NSC

80

81 **FHWA:**

82 Bob Pollack said that FHWA has several handouts at their exhibit booth. He distributed the  
83 Model Inventory of Roadway Elements (MIRE) Fundamental Data Elements (FDE) handout and  
84 the Roadway Safety Data Program (RSDP) handouts. The MIRE FDE handout is about an open  
85 webinar on January 25, 2017 discussing the new rule for the MIRE FDE and implications for the  
86 States. The RSDP handout lists the various programs, functions, and training available through  
87 the FHWA Office of Safety. Bob said that FHWA has several new products – flyers are available  
88 at the FHWA booth.

89

- 90 • Calibrator: deals with calibration Safety Performance Functions.
- 91 • Reliability of Roadway Safety Management Methods: Guide to examine data  
92 management processes and organizing data governance.
- 93 • Listing of updated Roadway Safety Data Technical Assistance Programs
- 94 • Estimating AADT on low volume roadways
- 95 • Toolbox for Safety Analysis
- 96 • Data Integration Technical Assistance

97 Chris Osbourn said that Tennessee recently completed the RDIP and found it very valuable,  
98 especially helpful in getting the various stakeholders together.  
99

100 **NHTSA:**

101 Luke Johnson said that we will have a new Secretary. Expect a new NHTSA administrator to be  
102 announced in late spring. The MMUCC 5<sup>th</sup> Edition and the updated TR Advisory are about to go  
103 through Agency review. The MMUCC 5<sup>th</sup> Edition includes a new “dynamic” data element on  
104 automated vehicles. Because the technologies are moving quickly, they created a special category  
105 to allow those data elements to change more frequently than every 5 years. There will be  
106 discussion session on Wednesday afternoon at the TR Forum to discuss this data element. They  
107 are wrapping up the current 5 year assessment cycle. They will finish by this Spring. There are  
108 only two in the following year and they will launch in early 2018. They are going to use this time  
109 to update the STRAP system. There will be more GO Teams and CDIPs. NHTSA is working  
110 closely with FHWA to promote the definition change for serious injuries. There aren’t many  
111 states in compliance at this point. The Serious Injury (A) attribute matches exactly the MMUCC  
112 definition that’s been there since MMUCC 4<sup>th</sup> definition (which will carry over to MMUCC 5<sup>th</sup>  
113 edition). They encourage states to adopt the full Injury Severity definition, not just the A-Injury  
114 attribute definition. There will be training available. The changes have to be made by July 15,  
115 2019. Both FHWA and NHTSA have relevant rules published.  
116

117 Kathleen Haney said that Minnesota replaced its crash system in 2016. Now that they changed to  
118 the MMUCC 4<sup>th</sup> edition attribute for A-injury (Suspected Serious Injury) has doubled their  
119 number of serious injuries coded by law enforcement. Luke said that he might be able to help  
120 with training if that’s an issue. Chris Osbourn said that the performance measures are going to  
121 change drastically as well, especially with respect to baselines. Cindy Burch said that Maryland  
122 experienced the opposite—a 50% drop in serious injuries reported. In MD, the use of A-injury is  
123 also tied to what charges should be made against the responsible drivers. There’s a concern if  
124 there’s a rebound effect like what MN saw. MD’s healthcare data on injuries aren’t showing any  
125 changes, but the crash report aggregate data are showing an impact of the change. In MN both  
126 police reported and healthcare report 15% of injuries are A-level, but it’s a different 15% of the  
127 people.  
128

129 Luke said that they are working to coordinate NHTSA TR programs and FHWA Office of Safety  
130 efforts so that States aren’t overburdened with multiple information requests and program  
131 involvements simultaneously.  
132

133 Planning to speak about the USDOT|TRCC effort on Strategic Planning good practices at the  
134 upcoming Forum.  
135

136 Rhonda Stricklin asked if the Revisions to the Assessment Advisory are going to be completed  
137 soon. Luke said that there is a reduction of 14 questions, revamped the Injury Surveillance  
138 section. Changed from “Standard of Evidence” to “Suggested Evidence”. They plan to make all  
139 the materials available from prior assessments.  
140

141 **7. ANSI D16 (Jill Hall and Joan Vecchi)**

142 Kellee Craft said that she had an update report from Jill Hall. They are working to post  
143 the final version to the discussion board. After that it goes through the official ANSI  
144 posting for 90 day review. We should be on track to complete it on schedule. NHTSA has  
145 said that we can seek a no-cost extension for the support contract to get this work done.  
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147 **8. 2017 Forum**

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- a. **2<sup>nd</sup> Vice President’s Report: Cory Hutchinson**  
Cory Hutchinson reported that he and Karla Houston visited the Sheraton to ask for more meeting rooms. There will be a room for registration that is closable, a separate storage room, and two additional meeting rooms: one room will be for roundtables and the other will be for technical issues (training, breakouts). That will allow Platinum and Gold Sponsors to use that second room to demonstrate their products. Cindy Burch said that we historically don’t give platforms to the vendors—we have tried to have actual users (from government agencies) to make presentations. Cory said that this is a separate way for them to give a demonstration (not sales pitches) to interested attendees.

Cory handed out Sponsor Information for the 2016 and 2017 (proposed) vendor prices and benefits. He asked if the Platinum level is absolutely limited to 3 only or can Cory add more Platinum sponsors if there is interest.

The meals and vendor area are in one large room. Breakfast, reception, and lunches will be in the same large room. Cindy asked if we are trying to give more space to the Platinum sponsors than for a normal booth. Cory said they plan to give them a 20x10’ space, or they may take a smaller size if they wish. The size of the advertisements changes for 2017 as well. We let the sponsors send at least one email to members/attendees. Cory suggested limiting that to one email rather than the three we let them use last year. Kellee Craft said none of the vendors used more than one last year.

The regular exhibitor fee will remain the same, at \$1500.

Cory said he is working to reach out to several potential vendors and sponsors. He’s having difficulty identifying a contact for this in each of the companies.

Still working on one more keynote speaker and the theme for the conference.

Cory would like to hear if the Board would approve investing some of the additional income back into the conference. Kathleen Haney said that the program chair should have an appropriate budget. Cory said that he wants to show value/benefit to the attendees and sponsors as we increase the fees. He said that the Board should be responsible for making that decision. Dan Magri said that last time we held the Forum in New Orleans, the State gave ATSIP a check for \$62,000. The group agreed that we are not likely to lose money there. Allen Parrish pointed out that we don’t formally approve a Forum budget. We could, as a board, decide how much money could be spent on this. He said it’s a problem that these decisions fall onto one person (the program chair).

**MOTION**  
**Bob Scopatz moved that we give Cory Hutchinson authority to negotiate an increase in the 2017 room block up to a maximum of 1000 room nights.**  
**Patrick Dolan seconded.**  
**Motion Carried**

Discussion: Cory will coordinate with the conference organizer for the

197 SAASHTO conference and Helms-Briscoe.

198  
199 Rhonda Stricklin said that the Forum website needs to be updated. Kellee asked  
200 for the new graphics to use for updating.

201  
202 **b. Forum Fee Structure (Cory Hutchinson)**

203 Cory Hutchinson said that he reviewed budgets from recent forums. Looking at  
204 registration fees versus conference costs, we do lose money per registered  
205 attendee. We haven't had a fee increase in years. The costs are increasing for  
206 meals and AV, and we haven't offset that with registration. Cory said his  
207 committee reviewed the member and non-member registration fees. The proposal  
208 is now to go from \$380 to \$425 for members, and up from \$430 to \$495 for non-  
209 members. The one-day registration would go from \$150 to \$175. The late fees  
210 would go to \$475 for members and \$550 for non-members, and \$200 for daily.  
211 These fee increases will still not cover all the costs (would still lose over \$50 per  
212 person estimated). In New Orleans, the food costs are \$45/person for lunch.

213  
214 Dan Magri said that we could have saved money by working with folks in the  
215 state who are planning related conferences. SAASHTO was in New Orleans and  
216 they could've helped us out working with the hotel.

217  
218 Cory said we really do need a fee increase.

219  
220 **MOTION:**

221 **Bob Scopatz moved that we approve the fee increases to \$425 for members;**  
222 **\$495 for non-members; \$175 for one-day; and late registration fees of \$475**  
223 **(members), \$550 (non-members), and \$200 (one day).**

224 **Chris Osbourn seconded**

225 **Motion Approved**

226  
227 Discussion: Ralph Zimmer asked if there was a student registration discount. The  
228 discussion was that there has never been a student discount and we don't really  
229 have enough draw among students to make this an interest area.

230  
231 Chris Osbourn said that he would like to have more posters. It's been really  
232 uneven in the number of posters each year, but the maximum has been 11.

233  
234 Patrick Doyle asked if the vendor fees will cover the gap between costs and  
235 registration costs. Cory said the registration fees do still fall short, but we hoping  
236 to get a little closer. Many conferences don't cover the full costs through  
237 registration alone.

238  
239 **c. Sponsorships (Karla Houston)**

240 Already covered earlier

241

242 **d. Best Practices (Chris Osbourn, Juliet Little)**

243 Chris Osbourn said that we will have two sessions this year, one for the three best  
244 practices and the other for the three best visualization. This will help with those  
245 folks to help them justify the travel costs. Patrick Dolan asked if the split will

246 decrease the number of votes. Chris said that there was some discussion of  
247 concerns over a single agency or state can swamp the voting.

248  
249 e. **Awards (Eric Tang)**  
250 Eric said that the materials for the awards and best practices need to be updated  
251 on the website as well.

252  
253 Also, we need to make decisions on the budget to help with travel.

254  
255 **9. Future Forums**

256 a. **2018 Forum (Chris Osbourn)**

257 Chris said we are working on the save the date cards.

258  
259 b. **2019 Forum (Allen Parrish)**

260 Allen Parrish said that he is gearing up to begin the process of developing a short  
261 list of potential locations. Potential cities are: Hartford, Nashville, Denver,  
262 Seattle, Portland, Boise, Memphis, Akron, Detroit, Austin, Oklahoma City. The  
263 group agreed that we should reach out to the potential host states to see if they are  
264 interested and can help support the Forum before we submit a short list to Helms-  
265 Briscoe.

266  
267 **10. TSASS Contract**

268 Kellee Craft and Tim Kerns presented information about the 2017 contract renewal.  
269 Kellee said that the current contract ends at the end of January. TSASS submitted a  
270 proposal to keep the base support at \$60,000. There will be about \$10,000 left from the  
271 current year. There are some options proposed including redesign of the static websites  
272 and some other items.

273  
274 The tasks and costs included in the base have not changed for 2017 from the 2016  
275 (current) contract.

276  
277 **MOTION**

278 **Rhonda Stricklin moved to accept the Base contract now**

279 **Chris Osbourn seconded.**

280 **Motion Approved with one abstention (Kellee Craft)**

281  
282 **11. Membership Committee (Bob Rasmussen)**

283 Prior to today's meeting, the Executive Board voted to admit Hilda Hardy at the member  
284 level. That vote was finalized via email on December 21, 2016

285  
286 **12. Future Strategies**

287 a. **Strategic Planning (Allen Parrish)**

288 Allen Parrish shared a brief description by Tim Kerns that discussed the "three-  
289 legged stool" of Policy, Programs, and Data. The view is that the TRCC (and  
290 Data) are the glue that bring everything together and includes the relevant  
291 stakeholders. Allen said Rhonda Stricklin is leading an initiative to reach into that  
292 TRCC community. This also dove-tails with the upcoming discussion of the  
293 Executive Director position.

294

295 Luke Johnson said that it would be important to look into the work that has  
296 already been done. The Roundtables at the Forum definitely touch on those core  
297 groups of people (the TRCCs and the data integrators). We should take advantage  
298 of those efforts. We also have to grow the awareness of traffic records—get  
299 people involved in ATSIP and in their TRCC.

300  
301 **b. Executive Director (Kathleen Haney)**

302 Kathleen Haney reported on the group she’s leading to examine the costs and  
303 benefits of ATSIP establishing an Executive Director position. Our current  
304 structure relies exclusively on volunteers and, for most of the Officer-level  
305 positions, rely on one-year elected roles. The group discussed and approved a  
306 recommendation to set up a 2-year funded position of Executive Director, with  
307 the expectation that the position would become self-funding thereafter. We  
308 recommend hiring the person as a contractor, and not an employee. We consider  
309 this a half-time appointment at between \$30,000 to \$40,000 per year. The ED  
310 would take on responsibilities related to the traffic records forum to provide  
311 continuity and the elected program chair would serve to *assist* rather than be the  
312 responsible person for all of the forum. We think this person would also take on  
313 communications, outreach, marketing, planning roles. The sub-committee  
314 considered the skill set that the person should have including association  
315 management and the various communications/marketing roles. We think ATSIP  
316 should hire this person before the Forum in New Orleans. We also discussed  
317 having a base salary plus incentives for bringing in more money (i.e., bonus pay  
318 based on a percentage of new funding secured). Cory Hutchinson emphasized that  
319 the position should be self-funding, and that we will set expectations of  
320 performance (e.g., increase Forum participation by 1/3 over two years). Cindy  
321 Burch asked if there might be some responsibilities such as grant writing. Luke  
322 also suggested that funders would accept some reasonable level of overhead that  
323 the organization might charge.

324  
325 Kathleen said that the person would have to have a good understanding of ATSIP  
326 financing and have some input into financial decisions. The person would be  
327 supervised by the Officers of the ATSIP Executive Board. Kathleen asked if the  
328 Board would support.

329  
330 The working group would be charged with developing the position description,  
331 posting the job, interviewing, and recommending the person to hire. Thereafter,  
332 the Officers would serve as the person’s supervisor.

333  
334 **MOTION**

335 **Chris Osbourn moved to approve the Working Group’s proposal to define**  
336 **the duties and responsibilities of an Executive Director, post the position, and**  
337 **recommend candidate(s) to the Officers of the ATSIP Executive Board.**

338 **Eric Tang seconded.**

339 **Motion approved.**

340  
341 Rhonda Stricklin and Chris Osbourn said that this person will need to have  
342 responsibilities to work with our Executive Board, TSASS, NHTSA, and others.  
343 The position description will be submitted to the ATSIP Executive Board for

344 review. Chris asked if there are any potential conflicts of interest that might  
345 exclude someone from consideration. Luke Johnson said that the working group’s  
346 discussion was centered on a set of skills related to association management and  
347 not necessarily drawn from our existing community. The group also discussed  
348 seeking a person who is local to the DC area. They wouldn’t have the TR  
349 background, but they would have the fundraising and marketing skills that our  
350 Board members do not have.

351  
352 Cindy Burch said that we need to be very explicit with our job description. We  
353 need to also be specific about who they report to.

354  
355 Dan Magri asked if the working group has considered the differences between  
356 “grow the organization” versus “grow the Forum”. Based on his experience with  
357 other professional organizations, this person would have to be able to work with  
358 this organization and others that we should be part of. Luke and Kathleen  
359 referenced our Strategic Plan which clearly puts our focus on the Forum as our  
360 clearest emphasis.

361  
362 Ralph Zimmer pointed to a section of the Constitution that supports creation of  
363 this position.

364  
365 Rhonda Stricklin asked if we have considered travel expenses allocated to the ED.  
366 Chris Osbourn suggested that as we vote for the motion on the table, we should  
367 assume that they will have support for Forum attendance and travel for that  
368 purpose and that we will separately consider other travel expenses on a case-by-  
369 case basis. Luke said that we are also assuming that the person would be tasked to  
370 attend meetings with our sponsoring agencies in the DC area, and attend the  
371 meeting in person during TRB each January. We expect that the person will have  
372 flexibility to ramp their hours up and down depending on how much activity is  
373 going on with relation to the Forum and their other duties.

374  
375 **c. Newsletter (Jack Zogby, David Bozak)**

376 Eric Tang said that the Newsletter could take on a focus aimed at the same folks  
377 that are being engaged through the TRCC outreach (see next item).

378  
379 The discussion centered on the concern that the example newsletter sent by Dave  
380 Bozak was too long. It should be a short communication. We can use that content  
381 over several newsletters.

382  
383 **d. TRCCs (Rhonda Stricklin)**

384 Rhonda Stricklin said that her committee is focused solely on TRCC Outreach.  
385 Members are Luke, Karla Houston, Juliet Little, Sladjana Oulad Daoud, Cory  
386 Hutchinson, and Rhonda. They plan to hold quarterly conference calls and invite  
387 TRCC chairs and TR Coordinators from around the country. They are hoping to  
388 foster a network of TRCCs. This should also help with outreach to grow the TR  
389 Forum.

390  
391 The committee has met via teleconference twice so far. They sent out a save-the-  
392 date notice to the past Roundtable participants, and a second mailer to the TRCC



393 chairs who had not already attended a past Roundtable. The subcommittee is  
394 planning the first conference call with the TRCC chairs and traffic records  
395 coordinators. They are planning to hold that call in February. The call is planned  
396 to last about 1 hour. Each call will include hot topics and, in the first year, help to  
397 promote the Forum. One question Rhonda asked: Can someone provide a call-in  
398 number.

399  
400 There will also be a data integrators roundtable. This is going to be a separate  
401 group/committee. Similar design as this effort, but it needs to be separate.

402  
403 **MOTION**

404 **Approve Rhonda Stricklin to establish a GoToMeeting account for ATSIP**  
405 **use and ATSIP will cover associated costs.**

406 **Cory Hutchinson seconded.**

407 **Motion Approved**

408  
409 **13. National Safety Council (Deborah Trombley and Ken Kolosh)**

410 Ken Kolosh said that National Safety is looking for opportunities to re-engage with  
411 ATSIP and they have no pre-defined structure in mind. The hope would be to work  
412 together to promote traffic safety.

413  
414 Deb Trombley wanted to share the NSC’s “Road to Zero” partnership. NSC is partnered  
415 with FHWA, NHTSA, and FMCSA on this national coalition to reach zero fatalities  
416 within 30 years. There is \$1Million in grants administered by NSC ([nsc.org/roadtozero](http://nsc.org/roadtozero)).  
417 Grants are available to coalition members. It’s free to join the coalition. Grants for unmet  
418 needs, innovative projects linking behavioral, roadway, and vehicles. The grant should  
419 include a research methodology. Grants are due midnight February 3<sup>rd</sup>. Target amounts  
420 are \$50,000 to \$200,000. Applicants must be non-profits.

421  
422 Deb said that NSC often gets questions that they could use expert input/opinion/advice on  
423 and which perhaps ATSIP could assign people to serve as conduits and advisors. There  
424 are lots of issues related to human factors and technology.

425  
426 **Good of the Association**

427 Rhonda Stricklin asked about the email that Luke shared from the AAMVA newsletter.  
428 Allen said he would take another look.

429  
430 **14. Next meeting, February 15th via teleconference.**

431  
432 **15. Adjourn**

433 **MOTION**

434 **Rhonda Stricklin moved to adjourn**

435 **Patrick Dolan seconded**

436 **Motion Approved**

437  
438 Meeting adjourned at 3:19 PM Eastern time



441    Approved by a vote of the ATSIP Executive Board on 2/15/2017