



ATSIP Executive Board Meeting
Via Teleconference

March 15, 2017 2:00 Eastern, 1 PM Central, Noon Mountain, 11 AM Pacific

ATTENDANCE:

Allen Parrish, President, USN Academy, university researcher
Kathleen Haney: 1st Vice President, Minnesota, State DPS
Cory Hutchinson: 2nd Vice President, Louisiana, university researcher
Bob Scopatz, Minnesota, Secretary, consultant
Tim Kerns, Maryland, Immediate Past President, university researcher Patrick Dolan,
Tennessee Department of Safety and Homeland Security
Kellee Craft, Ohio, TSASS consultant
Juliet Little, Connecticut, State DOT
Chris Osbourn, Tennessee, Department of Safety and Homeland Security
Rhonda Stricklin, Alabama, university researcher
Shane Bates, Kentucky, State Law Enforcement

ABSENT:

Joe McCarthy, Colorado, consultant
Sladjana Oulad Daoud, California, DMV
Eric Tang, Virginia, (consultant)

Non-voting attendees:

Ralph Zimmer, Co-Parliamentarian
Luke Johnson, NHTSA
Bob Rasmussen, Treasurer
Bob Pollack, FHWA
Scott Valentine, FMCSA
Pete d'Oronzio
Karla Houston
Jill Hall, Ohio, TSASS consultant
Lloyd Jones, Ohio, TSASS consultant
Maribeth Wojenski
Dave Bozak

1. Call to Order, Attendance/Quorum, Introduction

Bob Scopatz announced a quorum at 1:04 PM Central Time
Allen Parrish called the meeting to order at 1:07 PM

2. Approval of Minutes from February 15, 2017 Executive Board Meeting

Bob Scopatz asked if anyone on the call could provide the missing number from the report by Deb Trombley (NSC) and from the 2017 Forum report by Cory Hutchinson regarding vendor-related attendance. The missing information issues were resolved.

MOTION

48 **Patrick Dolan moved to approve the minutes of the February 15, 2017 Executive**
49 **Board Meeting based on changes made through today’s Executive Board Meeting.**
50 **Tim Kerns seconded.**
51 **Motion Approved**
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53 **3. Immediate Past President’s Report: Tim Kerns**

54 Tim Kerns absent – Tim Kerns reported that he must have the slate ready before the April
55 board meeting. He plans to have the information available for distribution by April 1,
56 2017.

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58 **4. 1st Vice President’s Report: Kathleen Haney**

59 Kathleen Haney deferred to later in the meeting.
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61 **5. Treasurer’s Report: Bob Rasmussen**

62 Bob Rasmussen reported on the February 2017 ATSIP and TR Forum account balances.
63 A copy of the Treasurer’s report is appended to the member’s copy of these minutes.
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66 **MOTION**

67 **Tim Kerns moved to accept the February 28, 2017 Treasurer’s Report as submitted**
68 **Kathleen Haney seconded.**
69 **Motion Approved**
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71 **6. Liaison Reports:**

72 FMCSA FHWA NHTSA TRB GHSA ITE NSC
73

74 **FHWA:**

75 Bob Pollack said that FHWA is going to put out “prompt questions” on what a state should
76 include on the strategies for collecting and maintaining the MIRE data elements. The plan is due
77 from the States July 1, 2017 as part of the Traffic Records Strategic Plan. The actual data does not
78 need to be available until 2026.
79

80 Kathleen Haney asked if that plan has to be part of the States’ Traffic Records Strategic Plan. Bob
81 Pollack said that is correct and the State DOT should have the details about it.
82

83 Rhonda asked when the questions would go out. Bob said that the prompt questions are going to
84 go out to the FHWA Division Offices soon.
85

86 **NHTSA:**

87 Luke Johnson said that the TR Program Assessment Advisory edits are continuing and the
88 process is going well. The MMUCC 5th edition is heading toward completion. NHTSA is
89 watching the ANSI D16 update as well. The request for DOT submissions for the 2017 Forum is
90 going on. Have not heard yet who will be the new NHTSA Administrator. There are some things
91 on hold until that announcement.
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93 **FMCSA:**

94 Scott Valentine said that FMCSA has no public report at this time.
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7. **ANSI D16 (Jill Hall and Joan Vecchi)**

Joan Vecchi reported that Jill attended the ANSI class on standards activities. Joan said she is waiting for the final MMUCC diagrams to include in ANSI and Sarah Weissman Pascal has said that she will send them soon. Other than that, the new draft is close to final and ready to send to ANSI.

8. **2017 Forum**

a. **2nd Vice President’s Report: Cory Hutchinson**

Cory Hutchinson said that things are going smoothly. We have 21 people registered for the conference. Still hoping to hit 400 people. Karla Houston and Cory went to the hotel to discuss the food plan. The agenda is set and they are working on getting the presentations lined up into sessions. We have two Platinum sponsors but no Gold or Silver yet. Karla said we are at \$28,500 from sponsorship now. Karla is following up with past sponsors to encourage more to participate. We are getting A/V services bids now.

Bob Rasmussen asked if there will be a pre-conference meeting with the hotel on the Friday before the Forum. Cory said that he will set that up. He will be there on Friday and can schedule that meeting.

Rhonda Stricklin asked about the need for more presentations since the call for abstracts is still open. Cory said he is working now with folks they reached out to as presenters. He said they are still working on Sunday workshops. Rhonda asked about the Wednesday session. Luke said that yes, it will happen and will be a discussion of the MMUCC data elements related to Autonomous Vehicles. We may also move the TRCC Roundtables to Sunday and then have another session during the week (e.g., Tuesday).

9. **Membership**

- a. There is one new member application to vote on: Rosa L Rodriguez-Acosta, Ph.D.

MOTION

Bob Scopatz moved to accept Rosa Rodriguez-Acosta at the member level

Cory Hutchinson seconded.

Motion Approved

10. **Best Practices (Chris Osbourn, Juliet Little)**

Chris Osbourn said that we have not received any best practices applications yet. Rhonda Stricklin asked if we are doing it the same as we did last year with a separate application And/or a check box on the abstract submission. The answer was yes.

11. **Awards (Eric Tang)**

Eric was absent – no report.

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12. Executive Director (Kathleen Haney)

Kathleen said that the group is meeting on Monday March 20th and will report back to the Executive Board after that meeting.

13. Newsletter (Dave Bozak)

Dave Bozak said that the first newsletter went out. Dave said that he is in touch with Cory Hutchinson about using the next issue to promote the Sunday workshops at the Forum.

14. TRCC

Rhonda Stricklin said that Karla Houston sent out an email to TRCC coordinators. The group will try to meet before the April Board meeting and provide a report at that time.

15. Future Forums

a. 2018 Forum (Chris Osbourn)

No report.

b. 2019 Forum (Allen Parrish)

Allen Parrish discussed the spreadsheet supplied by Helms-Briscoe. There are several places that meet our basic requirements. Rhonda Stricklin said that some of the locations where the room rate is higher than the Government per diem are not marked as “too high” so we may want to explore that to be sure we don’t select a venue where the rate is above what is reimbursable.

Shane Bates said that he thinks the highlighted locations are generally good in terms of air access at reasonable rates. Rhonda said that some of these places are very far from the airport so ground transportation might be prohibitive.

Allen said that there a few in Texas with acceptable costs and relatively easy access. Kansas City might work.

Cory Hutchinson asked if perhaps we should consider setting up a rotation between the small number of states/venues where we get support. Cory also said that he’s hearing that it’s helpful to get the local people involved in the negotiations. If we settled on a smaller number of states, we can get the local agencies’ help with negotiating rates and food costs.

Rhonda Stricklin said that we need to look at all the cost factors when we decide—should look at room rate, food costs, parking, and everything else that we see in the cost proposals. She also said that we need to get the negotiation done well in advance.

Cory said that it would be very useful to have an executive director to provide that continuity. Luke Johnson agreed.

191 Bob Rasmussen said that Helms-Briscoe doesn't negotiate the food and beverage.
192 We pick the menus and get with the hotel to arrive at a cost. The spreadsheet
193 shows typical costs. Rhonda said we should look at those standard costs.

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195 Allen said he will get a small group together to work on these issues.
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199 **16. TSASS IT Contract**

200 Cory Hutchinson circulated a summary report of the proposed work in advance of the
201 meeting. The document is appended to the member copy of these minutes. Cory said that
202 the report he circulated describes the problems that would be addressed by each item, and
203 whether there will be cost savings based on reducing the staff time devoted to doing those
204 things manually now.

205

206 Cory's recommendations come down to "what makes sense" at this time. For the items
207 Cory recommends, the cost is a bit under \$10,000. Those items would serve to make
208 registration and vendor sign-up easier, as well as automating payment processing. Over
209 time, the hope is that these will pay for themselves.

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211 Rhonda Stricklin said that there was a suggestion from Jill Hall that would add two more
212 items and the total cost would be \$11,250 if we adopted all of those suggestions.

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214 Cory Hutchinson said that he wasn't sure how necessary those latter two items are. Lloyd
215 Jones from TSASS said that the items would put the application process in as part of the
216 registration process so we lose fewer potential member applications.

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218 **MOTION**

219 **Kathleen Haney moved to accept the recommendations by Cory and the additional**
220 **for a total of \$11,250**

221 **Bob Scopatz seconded**

222 **Motion Approved.**

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224 **17. Next meeting, April 19th via teleconference at 2PM EDT.**

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226 **18. Adjourn**

227 **MOTION**

228 **Bob Scopatz moved to adjourn**

229 **Juliet Little seconded**

230 **Motion Approved**

231 Meeting adjourned at 3:05 PM Eastern time

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233 Submitted 3/15/2017 as Draft for Review by Bob Scopatz

234 Approved as amended by a vote of the ATSIP Executive Board on 04/19/2017

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237 **1 REGISTRATION SYSTEM**

238 **1.1 CONTEXT SENSITIVE ATTEND TYPE OPTIONS**

239 **Description:** Currently the system offers all attendance options to every registration system user. This
240 change would have the system cross-reference the attendee with the ATSIP members' database and
241 only offer the discounted rates to active members. All others would see the full price registration
242 options, they could also be offered the discounted membership rate if they apply for membership.

243 **Benefits:** End users - this could avoid confusion by limiting the amount of options available to them. In
244 the past, there have been many options such as student discounted rates along with standard forum
245 rates and member rates. The ability to offer discounted rates for a user who applies for membership as
246 an incentive to apply could be turned on or off as needed.

247 **Priority: 3/10**

248 **COST: \$925**

249 **VALUE: MOSTLY USER EXPERIENCE. THERE WOULD BE A MINIMAL COST SAVINGS WHERE THE USER**
250 **REQUESTS ASSISTANCE BECAUSE THEY EXPECTED TO RECEIVE A MEMBERS' DISCOUNT BECAUSE THEY**
251 **ARE A NEW APPLICANT.**

252 **1.2 MEMBERSHIP APPLICATION WITHIN REGISTRATION SYSTEM**

253 **Description:** Currently the system allows a user to pay for a new ATSIP membership and provides a link
254 to the new membership application in the membership system. This change would add the steps to
255 complete a membership application inside the registration system when a user choses to pay for a new
256 membership.

257 **Benefits:** Administrative - saves time tracking down people who chose to pay for membership but did
258 not apply.

259 **Priority: 4/10**

260 **COST: \$925**

261 **VALUE: APPROXIMATE COST SAVINGS PER YEAR \$78**

262 **1.3 SIMPLIFY THE ENTERING AND EDITING OF ATTENDEE CONTACT INFORMATION**

263 **Description:** This **would** change the way a user enters and edits contact information into more user-
264 friendly steps rather than a single screen where all items are entered at once, similar to what was done
265 with entering an agenda last year. The goal would be to reduce confusion and make sure nothing is
266 missed by the user.

267 **Benefits:** User and administrative - less end-user confusion when registering would result in fewer calls
268 for support and fewer incomplete registrations. The simplification of entering an agenda in

269 last year's forum was successful, no items were overlooked (such as luncheon attendance) because the
270 system now prevents that.

271 **Priority: 5/10**

272 **COST: \$1,550**

273 **VALUE: MOSTLY USER EXPERIENCE. APPROXIMATE COST SAVINGS PER YEAR \$250**

274 **1.4 POINT OF CONTACT FOR REGISTRATIONS**

275 **Description:** Currently the system assumes that the main registrant is also an attendee. This change
276 would make the main registrant a point of contact with stored contact information and who will receive
277 the receipt and registration confirmation but will be separated from the attendees. The user would be
278 given the option to make the point of contact an attendee with a simple check box.

279 **Note:** Although not necessary, this change should be done along with the change suggested in 1.3 if 1.3
280 is being considered. This should decrease the combined development time over doing each change
281 separately.

282 **Benefits:** User and administrative - there has been a lot of confusion in the past on this issue. Someone
283 from a company is responsible for registering someone else but will not be attending themselves. There
284 is a workaround to make this work but it was not designed with the intention to do it that way. The
285 workaround can lead to more confusion with the end user and more administrative time than should be
286 necessary. Also, if the workaround is applied contact information for the main registrant who is not
287 attending is not gathered.

288 **Priority: 8/10**

289 **COST: \$1,550**

290 **VALUE: MOSTLY USER EXPERIENCE. APPROXIMATE COST SAVINGS PER YEAR \$500**

291 **1.5 INVOICE**

292 **Description:** Currently the system generates and sends a receipt for all completed registrations whether
293 they are paid or not. This change would only send receipts to paid registrations, unpaid registrations
294 would be sent an invoice.

295 **Benefits:** End user and administrative - this change would help eliminate confusion for both the end
296 user and in accounting.

297 **Priority: 9/10**

298 **COST: \$720**

299 **VALUE: MOSTLY USER EXPERIENCE – CURRENT PROCESS CONFUSING TO USER. APPROXIMATE COST**
300 **SAVINGS PER YEAR \$0**

301 **1.6 GUEST/SPOUSE ATTENDEE TYPES**

302 **Description:** Currently guests/spouses are created as an add on to a registration and therefore are not
303 checked in or accounted for as having attended, and the system is not set up to provide selections for if
304 the guest will attend luncheons or has special meal requirements. This is currently manually tracked by
305 the administrator. With this change the system would create an attendee record for each guest/spouse
306 that can be checked in and accounted for like any other attendee, and count them in the attendee
307 luncheon numbers.

308 **Benefits:** Assist in obtaining more accurate meal counts, as well as, record keeping - guests would be
309 more easily tracked and accounted for. Special meal requests for guests would also be included.

310 **Priority: 1/10**

311 **COST: \$720**

312 **VALUE: MOSTLY USER EXPERIENCE. UNKNOWN IF UNPAID GUEST ARE A PROBLEM OR NOT**

313 **1.7 EXTRAS: QUANTITY SELECTION, LIMITED QUANTITIES, DECLINE OPTION**

314 **Description:** Extras were added for the 2016 forum, it gives the ability for up to 3 additional options to
315 be available to forum attendees when registering. In 2016 attendees who registered early could select a
316 size for a complimentary shirt.

317 Currently the system allows you to create up to 3 groups of extras, each group can have as many
318 selections as needed. Each selection can have an early price, a late price, the date when the late price
319 goes into effect, an option to only be available before the early date, and a second date when it will
320 become unavailable.

321 This change would add a quantity option for each item. For example, if only 10 large shirts are available,
322 they system would track how many have already been chosen and make it unavailable when the limit is
323 reached. An option will allow a user to select more than one item and can set a maximum amount that
324 can be selected. There would also be an option to decline the item.

325 **Benefit:** End user, administrative, and flexibility – This update should accommodate any type of add-on
326 that may be included in future forums.

327 **Priority: 1/10**

328 **COST: \$920**

329 **VALUE: MOSTLY USER EXPERIENCE. UNKNOWN – DEPENDS ON EXTRAS TO BE USED IN FUTURE**
330 **FORUMS**

331 **1.8 AUTOMATED REMINDER EMAILS FOR INCOMPLETE REGISTRATIONS / PURGE**
332 **INCOMPLETE REGISTRATIONS**

333 **Description:** Add a system process that automatically sends an email reminder to users who began but
334 did not complete their registration after a set amount of time. It could then purge

335 incomplete registrations after another set amount of time. These times could be set in the forum global
336 parameters.

337 **Benefit:** End user, administration, and record keeping – The end user would be reminded that they
338 haven't yet completed the registration and be given instructions on how to do so. Administrators would
339 not have to manually track and remove incomplete registration records.

340 **Priority:** 7/10

341 **COST:** \$720

342 **VALUE:** *MOSTLY USER EXPERIENCE. WOULD PROVIDE MORE TIMELY REGISTRATIONS. MINIMAL*
343 *SAVINGS.*

344 **2 REGISTRATION SYSTEM - VENDORS**

345 **2.1 VENDOR REGISTRATION OVERHAUL**

346 **Description:** Currently, a vendor registration is handled like any other registration type. The main
347 registrant email address is used for the vendor registration type. Attendees are then added using the
348 standard registration types (i.e. full forum). If the main registrant is also going to be attending the
349 forum, his/her email address cannot be used to create the attendee registration because it is already in
350 use for the vendor registration.

351 The overhaul would involve separating a vendor registration type into its own data table detached from
352 standard registration types. This would allow the primary registrant email address to be used for both a
353 vendor and attendee registration.

354 **Benefits:** Vendors and administrative - this change would eliminate the need to create fake email
355 addresses when the vendor POC is also an attendee. This will help keep cleaner records and ease the
356 administrative burden of using this workaround.

357 **Priority:** 10/10

358 **COST:** \$1,480

359 **VALUE:** *EXPECTED COST SAVINGS \$200*

360 **2.2 VENDOR MANAGEMENT SCREEN**

361 **Description:** Currently, **all** vendor registrations are created by an admin using the same interface as
362 public registrations. A vendor management screen would be more flexible by allowing the administrator
363 to set all the options from a tabular form which would save time and make managing vendors easier.
364 The administrator would also have more control over system generated emails (receipts / registration
365 confirmations) and utilization of comp codes.

366 **Note:** Although not necessary, this change should be done along with the change suggested in 1.7 if 1.7
367 is being considered. This should decrease the combined development time over doing each change
368 separately.

369 **Benefit:** Administrative and development - the system was originally designed with the intent that
370 vendors would enter their own registrations into the system. Therefore, entering a vendor registration
371 was set up to be processed in the same way as normal registrations. This was changed so that an
372 administrator would be entering all vendor registrations. To compensate for this, all vendor options
373 were hidden unless being viewed by a signed-in administrator. Vendor registrations are more complex
374 than standard registrations. If this option is chosen, all vendor options would be available on a single
375 screen for an administrator separate from standard registration screens. This will make entering and
376 editing them easier and less time-consuming for the admin and would eliminate the need to incorporate
377 vendors on any further development of the standard registration screens.

378 **Priority: 9/10**

379 **COST: \$1,020**

380 **VALUE: EXPECTED COST SAVINGS \$200**

381 **3 MEMBERSHIP SYSTEM**

382 **3.1 OVERHAUL OF MEMBERSHIP INVOICING & RENEWALS**

383 **Description:** Currently membership invoicing and renewals are handled manually. This change would
384 automate the process. Invoices would be sent by the system on regular intervals. When a member pays
385 dues online the system will automatically update their membership record and send a receipt. If a
386 person dues by another means, when the payment is entered into the system it will automatically
387 update their membership record and send a receipt.

388 **Benefit:** Administrative – Automating this process will save administrative time and effort.

389 **Priority: 8/10**

390 **COST: \$2,750**

391 **VALUE: ANNUAL COST SAVINGS EXPECTED: \$1,250**

392 **3.2 INTERFACE CHANGES TO IMPROVE USER EXPERIENCE**

393 **Description:** Minor changes made to the layout and user interface to improve ease of use and the
394 overall user experience when using the application.

395 **Benefit:** End user – user should find the application more enjoyable and intuitive to use.

396 **Priority: 6/10**

397 **COST: \$550**

398 **VALUE: USER EXPERIENCE ONLY**

399 **4 STATIC WEBSITES**

400 **4.1 REDESIGN ATSSIP.ORG**

401 **Description:** Redesign and rebuild atsip.org using HTML 5 and CSS 3 to modernize the site. HTML 5 and
402 CSS 3 components will be used to take advantage of current web technologies. The most important of
403 these is that it will adjust automatically to the device and screen orientation being used to view the site
404 (computer, mobile phone, tablet). It will also utilize a clean modern style, be more adaptable to
405 accessibility devices (such as screen readers), and better optimized for search engines.

406 **Benefit:** End user and future development – The website will be easier to navigate and more useful to
407 the end user, regardless of the device being used to access it. Switching to modern standards will make
408 it easier to incorporate any future developments.

409 **Priority: 3/10**

410 **COST: \$3,785**

411 **VALUE: USER EXPERIENCE ONLY**

412 **4.2 REDESIGN TRAFFICRECORDSFORUM.ORG**

413 **Description:** Redesign and rebuild trafficrecordsforum.org using HTML 5 and CSS 3 to modernize the
414 site. HTML 5 and CSS 3 components will be used to take advantage of current web technologies. The
415 most important of these is that it will adjust automatically to the device and screen orientation being
416 used to view the site (computer, mobile phone, tablet). It will also utilize a clean modern style, be more
417 adaptable to accessibility devices (such as screen readers), and better optimized for search engines.

418 **Benefit:** End user and future development – The website will be easier to navigate and more useful to
419 the end user, regardless of the device being used to access it. This may be particularly useful for people
420 attending the forum who are using their phones. Switching to modern standards will make it easier to
421 incorporate any future developments.

422 **Priority: 4/10**

423 **COST: \$3,785**

424 **VALUE: USER EXPERIENCE ONLY**

425 **4.3 INTEGRATION OF THE DISCUSSION BOARD WITH STATIC WEBSITES**

426 **Description:** The discussion board is a web application separate from atsip.org and
427 trafficrecordsforum.org. This change would be to integrate it as an inline element into those sites. The
428 styling of the integrated discussion board would be changed to match that of the static sites. The end
429 user would be unaware that it is a separate entity.



- 430 **Benefit:** End users – Integrating the discussion board into the static websites should promote the use of
- 431 the application. This could be particularly beneficial to forum attendees.
- 432 **Priority: 4/10**
- 433 **COST: \$1,040**
- 434 **VALUE: USER EXPERIENCE ONLY**