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
Patrick Dolan moved to approve the minutes of the February 15, 2017 Executive Board Meeting based on changes made through today’s Executive Board Meeting. Tim Kerns seconded. Motion Approved

3. Immediate Past President’s Report: Tim Kerns
Tim Kerns absent – Tim Kerns reported that he must have the slate ready before the April board meeting. He plans to have the information available for distribution by April 1, 2017.

4. 1st Vice President’s Report: Kathleen Haney
Kathleen Haney deferred to later in the meeting.

5. Treasurer’s Report: Bob Rasmussen
Bob Rasmussen reported on the February 2017 ATSIP and TR Forum account balances. A copy of the Treasurer’s report is appended to the member’s copy of these minutes.

MOTION
Tim Kerns moved to accept the February 28, 2017 Treasurer’s Report as submitted Kathleen Haney seconded. Motion Approved

6. Liaison Reports:

- FMCSA
- FHWA
- NHTSA
- TRB
- GHSA
- ITE
- NSC

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

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

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

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

FMCSA:
Scott Valentine said that FMCSA has no public report at this time.
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.
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.
Bob Rasmussen said that Helms-Briscoe doesn’t negotiate the food and beverage. We pick the menus and get with the hotel to arrive at a cost. The spreadsheet shows typical costs. Rhonda said we should look at those standard costs.

Allen said he will get a small group together to work on these issues.

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

Cory’s recommendations come down to “what makes sense” at this time. For the items Cory recommends, the cost is a bit under $10,000. Those items would serve to make registration and vendor signup easier, as well as automating payment processing. Over time, the hope is that these will pay for themselves.

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

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

MOTION
Kathleen Haney moved to accept the recommendations by Cory and the additional for a total of $11,250
Bob Scopatz seconded
Motion Approved.

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

18. Adjourn
MOTION
Bob Scopatz moved to adjourn
Juliet Little seconded
Motion Approved
Meeting adjourned at 3:05 PM Eastern time

Submitted 3/15/2017 as Draft for Review by Bob Scopatz
Approved as amended by a vote of the ATSIP Executive Board on 04/19/2017
1 Registration System

1.1 Context Sensitive Attend Type Options

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

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

Priority: 3/10

Cost: $925

Value: Mostly user experience. There would be a minimal cost savings where the user requests assistance because they expected to receive a members’ discount because they are a new applicant.

1.2 Membership Application within Registration System

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

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

Priority: 4/10

Cost: $925

Value: Approximate cost savings per year $78

1.3 Simplify the Entering and Editing of Attendee Contact Information

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

Benefits: User and administrative - less end-user confusion when registering would result in fewer calls for support and fewer incomplete registrations. The simplification of entering an agenda in
last year’s forum was successful, no items were overlooked (such as luncheon attendance) because the
system now prevents that.

Priority: 5/10
COST: $1,550
VALUE: MOSTLY USER EXPERIENCE. APPROXIMATE COST SAVINGS PER YEAR $250

1.4 POINT OF CONTACT FOR REGISTRATIONS

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

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

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

Priority: 8/10
COST: $1,550
VALUE: MOSTLY USER EXPERIENCE. APPROXIMATE COST SAVINGS PER YEAR $500

1.5 INVOICE

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

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

Priority: 9/10
COST: $720
VALUE: MOSTLY USER EXPERIENCE – CURRENT PROCESS CONFUSING TO USER. APPROXIMATE COST
SAVINGS PER YEAR $0
1.6 Guest/Spouse Attendee Types

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

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

Priority: 1/10
Cost: $720
Value: Mostly user experience. Unknown if unpaid guest are a problem or not

1.7 Extras: Quantity Selection, Limited Quantities, Decline Option

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

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

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

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

Priority: 1/10
Cost: $920
Value: Mostly user experience. Unknown – Depends on extras to be used in future forums

1.8 Automated Reminder Emails for Incomplete Registrations / Purge Incomplete Registrations

Description: Add a system process that automatically sends an email reminder to users who began but did not complete their registration after a set amount of time. It could then purge
incomplete registrations after another set amount of time. These times could be set in the forum global parameters.

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

**Priority:** 7/10

**COST:** $720

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

### 2 Registration System - Vendors

#### 2.1 Vendor Registration Overhaul

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

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

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

**Priority:** 10/10

**COST:** $1,480

**VALUE:** EXPECTED COST SAVINGS $200

#### 2.2 Vendor Management Screen

**Description:** Currently, all vendor registrations are created by an admin using the same interface as public registrations. A vendor management screen would be more flexible by allowing the administrator to set all the options from a tabular form which would save time and make managing vendors easier.

The administrator would also have more control over system generated emails (receipts / registration confirmations) and utilization of comp codes.

**Note:** Although not necessary, this change should be done along with the change suggested in 1.7 if 1.7 is being considered. This should decrease the combined development time over doing each change separately.
Benefit: Administrative and development - the system was originally designed with the intent that vendors would enter their own registrations into the system. Therefore, entering a vendor registration was set up to be processed in the same way as normal registrations. This was changed so that an administrator would be entering all vendor registrations. To compensate for this, all vendor options were hidden unless being viewed by a signed-in administrator. Vendor registrations are more complex than standard registrations. If this option is chosen, all vendor options would be available on a single screen for an administrator separate from standard registration screens. This will make entering and editing them easier and less time-consuming for the admin and would eliminate the need to incorporate vendors on any further development of the standard registration screens.

Priority: 9/10
COST: $1,020
VALUE: EXPECTED COST SAVINGS $200

3 Membership System

3.1 Overhaul of Membership Invoicing & Renewals
Description: Currently membership invoicing and renewals are handled manually. This change would automate the process. Invoices would be sent by the system on regular intervals. When a member pays dues online the system will automatically update their membership record and send a receipt. If a person pays by another means, when the payment is entered into the system it will automatically update their membership record and send a receipt.

Benefit: Administrative – Automating this process will save administrative time and effort.
Priority: 8/10
COST: $2,750
VALUE: ANNUAL COST SAVINGS EXPECTED: $1,250

3.2 Interface Changes to Improve User Experience
Description: Minor changes made to the layout and user interface to improve ease of use and the overall user experience when using the application.

Benefit: End user – user should find the application more enjoyable and intuitive to use.
Priority: 6/10
COST: $550
VALUE: USER EXPERIENCE ONLY
4 Static Websites

4.1 Redesign atsip.org

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

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

Priority: 3/10

Cost: $3,785

Value: User Experience Only

4.2 Redesign trafficrecordsforum.org

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

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

Priority: 4/10

Cost: $3,785

Value: User Experience Only

4.3 Integration of the Discussion Board with Static Websites

Description: The discussion board is a web application separate from atsip.org and trafficrecordsforum.org. This change would be to integrate it as an inline element into those sites. The styling of the integrated discussion board would be changed to match that of the static sites. The end user would be unaware that it is a separate entity.
Benefit: End users – Integrating the discussion board into the static websites should promote the use of the application. This could be particularly beneficial to forum attendees.

Priority: 4/10

COST: $1,040

VALUE: USER EXPERIENCE ONLY