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Welcome to the 2010 ITS Georgia Annual Report. This is our sixth report to members and provides a record of our many accomplishments during the past year. It also highlights the hard work of our member organizations and individuals in carrying out our mission of supporting the use of intelligent transportation solutions to improve the safety and efficiency of Georgia's transportation system.

In 2010, we reached record membership numbers and had the highest average monthly meeting attendance in memory. We also reduced the cost to attend our meetings. We recognized the Cobb County TMC as project of significance at our annual meeting where we also heard from the leadership of the Georgia Department of Transportation and ITS America. We also continued our support of transportation higher education in Georgia by contributing to the Transportation Engineers of the Future program and sponsoring the second annual Wayne Shackelford ITS Georgia scholarship. I am also pleased to report that ITS Georgia received a certificate of excellence for our outreach and advocacy in 2010 from ITS America.



Marion Waters
ITS Georgia President
2010 — 2011

I want to issue a special thanks to our board of directors, committee volunteers and our sponsors who make all of this possible. I also want to welcome returning Chapter Directors Kenn Fink and Bayne Smith.

I also want to thank Bayne and his team at URS along with Carla Holmes and Jim Tolson for organizing our 2010 annual meeting, which by all measures was a total success.

OUR GOLD SPONSORS



Our mission is to promote and support expanded intelligent transportation system technology deployment, operation and use as a means to improve the safety, efficiency and productivity of Georgia's transportation system. ITS Georgia also provides a forum for networking, advocacy and for learning more about ITS solutions and future technologies.

Chapter Overview:

In 2010, ITS Georgia celebrated 13 years of continuous service as the state's organization dedicated to improving the safety, efficiency and productivity of Georgia's transportation networks, through the deployment of ITS solutions. We were incorporated in 1997 by a diverse group of public, private and research sector organizations after GDOT, supported by FHWA, and a host of private sector firms, deployed the state's showcase ITS system to support the 1996 Olympics.

Since its inception, the chapter's goals have been to support the continued expansion, enhancement and maintenance of Georgia's world-class ITS network. To support that goal, the chapter adopted these objectives:

- Develop a broader ITS constituency
- Educate policy makers on the benefits of ITS
- Educate our members about national directions and technologies
- Provide forums to share experiences

Priorities in 2010 included improving members networking experiences and professional development, updating on critical transportation funding initiatives and providing opportunities to communicate with decision makers.

In 2010, we held nine monthly chapter meetings and an annual conference and exhibition.

Chapter Governance:

ITS Georgia is a active organization driven by its energetic membership, diverse board of directors and experienced officers. Our board of directors represents federal, state, regional and county government in addition to strong private sector representation.

We had seven standing committees in 2010: membership, activities, annual meeting, communications, awards, scholarship and elections. Our bylaws, which were updated in 2009 by vote of the membership, are published on our web site. We are strong believers in transparency. Our board meetings are open to members. Minutes of board meetings are available online for all to read, and our annual report to members details chapter activities and provides a full view of the chapter's finances.

We actively support our national organization and fellow state chapters. The ITS Georgia bylaws provide that at

least half of all officers of the organization be members of ITS America. Our ITS America State Chapter Representative, Kenneth Voorhies, is one of the longest serving members. An update on ITS America activities is part of each ITS Georgia annual meeting, including a presentation by ITS America President Scott Belcher in 2010. We proudly display the ITS America logo on each page of our web site. We also reached across state lines and were a co-sponsor of Transpo 2010 with ITS Florida.

Even during the difficult economic times of 2010, the importance of organization is reflected in the growth in our membership which grew from 67 organizations to a record 74. The membership of ITS Georgia reflects today's local, national and international ITS communities.

The chapter's financial health allows it to support a number of activities including student scholarships at graduate level. We have, and continue to, support the Transportation Engineer of the Future Scholarship at Georgia Tech with an annual \$2,000 endowment.

The year 2010 also marked the second annual presentation of the ITS Georgia Wayne Shackelford Scholarship. The award is named in honor of ITS Georgia's founding chairman, former GDOT Commissioner and AASHTO president Wayne Shackelford, an early adopter and long-time supporter of ITS technology. The annual award is designed to promote the study of ITS technology by our best and brightest university students and give them real world exposure to the ITS profession. Finalists are given all expense-paid trips to the ITS Georgia Annual Meeting and an opportunity to present their abstracts to a Chapter meeting and have them published in *Georgia Engineer* magazine.



ITS Georgia 2010 Wayne Shackelford Scholarship Committee Chair Ronald Boodhoo (Left), Scholarship finalists Danjue Chen, Alek Pochowski and winner Dwayne Henclewood with ITS Georgia President Marion Waters.

Our financial strength also allows us to support other organizations that share common goals, such as the Georgia Engineering Alliance and the Traffic Incident Management Enhancement (TIME) Task Force. These and other activities are supported wholly by our member organizations through their dues, ITS America membership fees and various sponsorship and exhibit opportunities. In 2010, 55 member organizations – 75% of total membership -- took advantage of sponsorship and exhibit opportunities.

The ITS Georgia 2010 Annual Meeting saw record revenue and robust attendance. Two of the state's transportation officials presented their vision for the future role of ITS. ITS America president Scott Belcher provided the record 135 registered attendees a national industry perspective on the strategic direction of ITS.

Networking, Outreach, and Advocacy:

One of the key services provided by the ITS Georgia chapter is the opportunity to network. We provide monthly meeting and annual conference formats for public and private sector members to share experiences and present solutions to problems. The meetings also provide a valuable showcase for our members to highlight their products and capabilities to potential customers through sponsorships and exhibits. Our monthly meetings are routinely sponsored by firms demonstrating new, innovative ITS solutions.

Our chapter president writes a column devoted to promoting ITS solutions and our state chapter in *Georgia Engineer* magazine. The magazine is published six times a year by the Georgia Engineering Alliance and has a circulation of over 10,000 including professionals in public and private sector engineering, government and universities. ITS Georgia is also represented on the editorial board of the magazine, assuring that ITS solutions are featured on a regular basis.

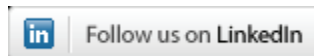
The Internet continues to be one of the more important venues to reach out to constituents and the traveling public. In 2010, more than 14,000 unique visitors created more than 211,624 hits on itsga.org. We provide a wealth of information regarding ITS solutions, our chapter activities and those of our members on our web site. Two of the more popular features are our activities section and the online Knowledgebase. The Knowledgebase has been cited in research papers. Its presentations and documents are in heavy demand and it is one of the more highly visited section of the ITS Georgia web site.

In 2010, the chapter launched several social media projects including facebook, LinkedIn and continued to expand its twitter presence. Our facebook page allows members to post job openings, images and news regarding their organizations that then populate our other social media

sites. If you don't already follow us, click on the images below to follow us on one or more sites.



twitter



ITS Georgia officers, directors and individuals serve in key roles at agencies that affect transportation policy and funding. Key groups include the Atlanta Regional Commission Transportation Coordinating Committee. ITS Georgia members participate in several related organizations, such as the TIME Task Force, ITE, and other ITS state chapters. ITS Georgia is also an active member of the Georgia Engineering Alliance Legislative Coalition.

Organizational and Professional Development:

In 2010, we held nine monthly chapter meetings, seven on the campus of Georgia Tech, attended by about 653 people and our annual meeting drew 135 registrants, 27 sponsors, 20 exhibitors and 19 speakers. Our monthly meetings feature the latest in ITS technology, case studies of applications in the field and important public policy updates that affect funding and future deployment. Our annual meeting provides national, regional, state and local perspectives from the public and private sectors.

Topics covered in our monthly meetings in 2010 included: Georgia Tech's use of ITS to enhance its student transit service, legislative, federal and state policy updates, the latest in wireless and fiber optic technologies for delivering ITS services and improving arterial efficiencies with ITS.

Our annual conference is an excellent educational, networking and experience sharing venue. At our 2010 meeting 135 attendees, 20 exhibitors and 28 sponsors were on hand. The conference theme is HIGHLIGHTING INTELLIGENT TRANSPORTATION SOLUTIONS.

Five sessions covered topics including: ITS Research/Future Developments, ITS Role in Responsible Driving, Effective Management of Arterial Routes, Navigating NaviGator II, ITS Applications Outside Metro Atlanta. Additionally, several individuals and projects of significance were recognized and new directors were announced.

Our monthly and annual meetings are designed to help our members grow professionally. Attendance at an ITS Georgia meeting is worth one Professional Development Hour. Reference Rule 180-11-03(4)(d), Georgia Board of Professional Engineers and Land Surveyors. To promote the benefits of ITS, presentations, when available, are posted to our Internet Knowledgebase.

To support our member organization's expertise, or mission, we make member profiles available on our web site, and new members get high profile space on our home page as a means of introduction to the organization. We provide sponsorship opportunities to support the organization to keep our member's names in the public eye. In 2010, we had 47 members, and non-members, as annual meeting sponsors and exhibitors.

In addition to scholarships, we also actively support student involvement in our chapter activities by providing free access to students at chapter meetings and the annual conference. We hold most of our 2010 monthly meetings on the campus of Georgia Tech to provide easy access to students.

2010 Awards:

ITS America Smart Solution Spotlight: GDOT's Regional Traffic Operations Program (RTOP), which is tackling the region's most congested corridors by installing new technology that improves traffic signal operation..

Project of Significance Award: Cobb County TMC

Outstanding Public Member Agency Award: Gwinnett DOT

Outstanding Private Member Agency Award: Gresham Smith & Partners

Innovation: Outside the Box Award: Regional Traffic Operations Program (RTOP)

Outstanding Volunteer Award: Patrece Keeter

By the Numbers

Meeting	Attendees
January	74
February	69
March (w/ ITE)	114
April	65
May	79
June	64
July	71
August	65
Sept. (Annual)	135
October	52

2010 Officers and Directors

President

Marion Waters, Gresham Smith

Vice President

Mark Demidovich, GDOT

Secretary

Kristin Turner, Wolverton

Treasurer

Christine Simonton, Delcan

Immediate Past President

Anthony Bradford, GDOT

State Chapters Representative

Kenny Voorhies, Cambridge Systematics

Ex Officio

Lokesh Hebbani, FHWA

Jamie Pfister, FTA

Directors

Marwan Abboud, Arcadis

Ronald Boodhoo, GDOT

Susie Dunn, ARC

Shaun Green, GRTA

John Hibbard, PBS&J

Carla Holmes, Gresham Smith

Patrece Keeter, DeKalb County

Shahram Malek, Iteris

Scott Mohler, URS

Tom Sever, Gwinnett County

Taylor Stukes, Iteris

Committees

Activities Committee - Patrece Keeter

Annual Meeting - Bayne Smith

Awards Committee - Carla Holmes

Communications Committee - Shaun Green

Elections Committee - Carla Holmes

Membership Committee - Scott Mohler

Scholarship Committee - Ron Boodhoo

2010 Year-End Financial Analysis ITS Georgia

BALANCE SHEET

ASSETS	2009 Balance Forward	<u>\$65,662.02</u>	
	2010 Year End Balance	<u>\$72,980.52</u>	
	Checking Account	\$38,124.17	
	Savings Account	\$34,856.35	
	Total	<u>\$72,980.52</u>	
	Change in Assets		\$7,628.13
LIABILITIES & EQUITY	<i>Liabilities</i>	\$ -	
	<i>Equity</i>	<u>\$72,980.52</u>	
	Total Equity	<u>\$72,980.52</u>	

REVENUE STATEMENT

INCOME	Activities Committee	\$13,554.28	
	Administration	\$4,270.49	
	Annual Meeting	\$65,364.90	
	Communications	\$ -	
	Membership Dues	\$18,545.00	
	Savings Account Interest	\$309.63	
	Total	<u>\$102,044.30</u>	
EXPENSES	Activities Committee	\$10,514.39	
	Administration	\$11,260.42	
	Annual Meeting	\$47,450.67	
	Communications	\$25,300.32	
	Membership Dues	\$-	
	Total	<u>\$94,525.80</u>	
	Gain / (Loss)		<u>\$7,518.50</u>

Christine Simonton, Treasurer

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