

Minnesota Guidestar/ ITS Minnesota Outreach

2006 NRITSC

Big Sky, MT

Wednesday, August 16, 2006

by

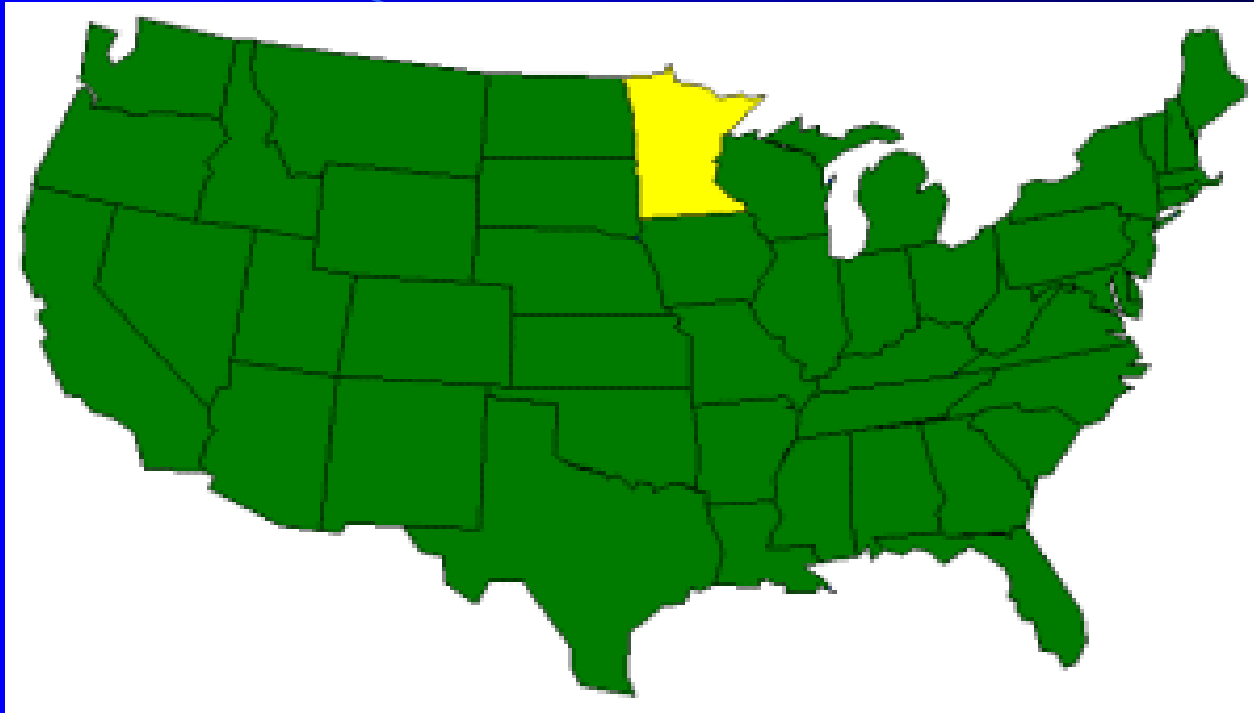
Dennis L. Foderberg, P.E.



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Minnesota: Land of 10,000 Lakes

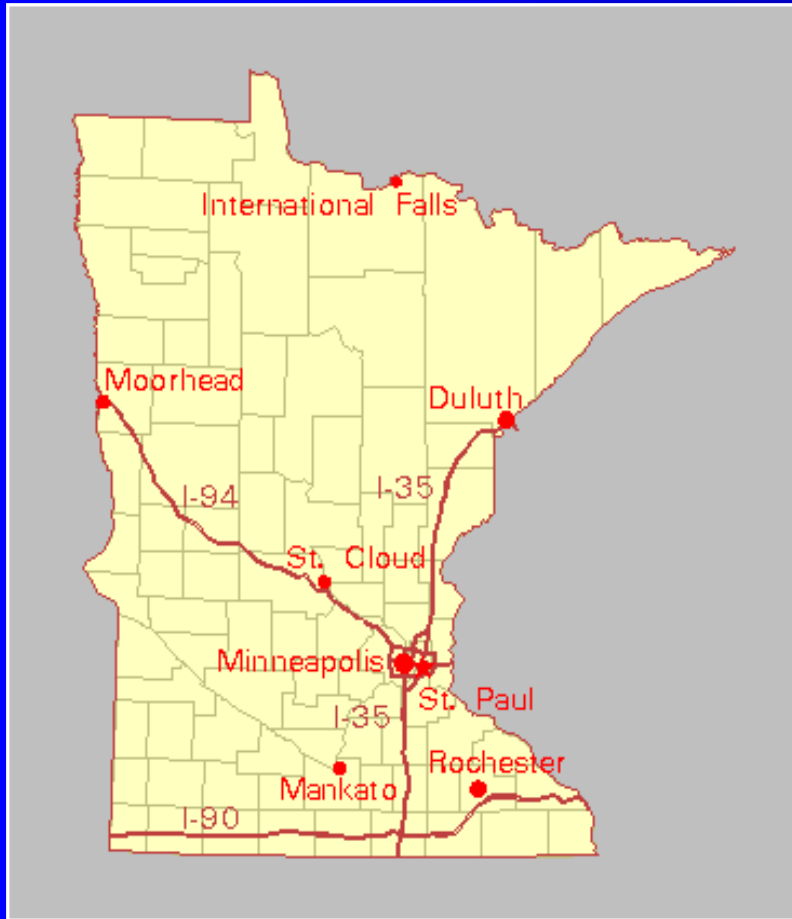


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Minnesota Statistics



- **Population: 4,919,479**
 - Twin Cities: 2,669,769
- **131,100 miles of road**
 - 11,900 state roads
- **48.5 billion vehicle miles traveled**
- **99 public transit systems**
- **4 major waterway ports**
- **4,606 miles of RR track**
- **2 international airports**

Background:

First a word about MN Guidestar



- Guidestar was initially organized in 1991 as an umbrella program for Minnesota's ITS activities (public/academia)
- In 1995, the Guidestar Board became a public/private/academia partnership body
- Guidestar Board now serves in an advisory capacity to the Minnesota transportation community, and in particular, the Minnesota Department of Transportation (Mn/DOT)



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ITS MN – Created for Outreach

- Formed in 1995 – one of the 1st State Chapters of ITSA
- Purpose
 - Facilitate outreach to promote the knowledge of ITS technologies and benefits of deploying these technologies
 - Functions as the outreach arm of Minnesota Guidestar
- ITS Minnesota is an organization of organizations, no individual members

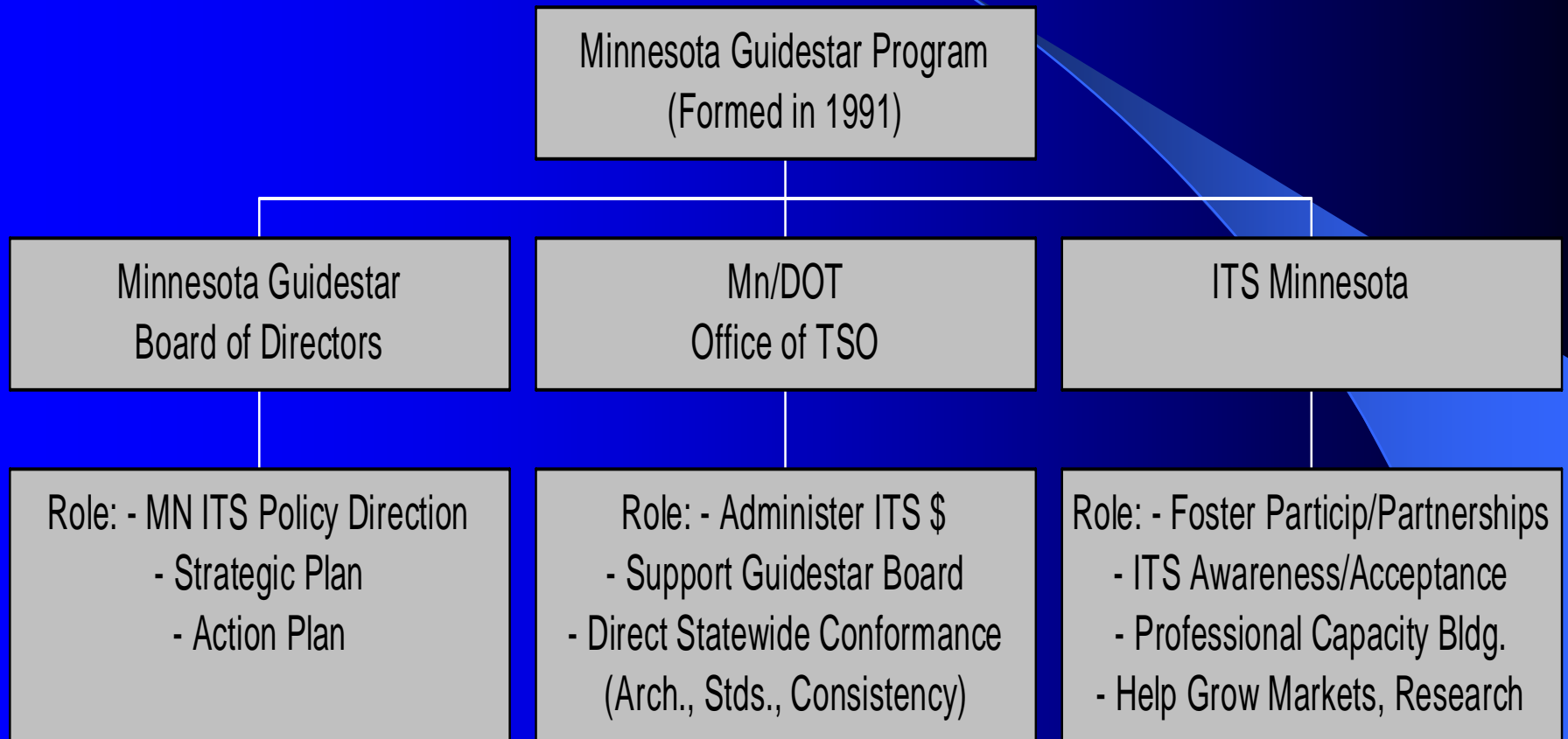


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Minnesota ITS Organizational Structure



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Liaison / Outreach Committee

- Coordination point between ITS MN and MN Guidestar Board of Directors
- Goal
 - Foster grass roots ITS support / participation through advocacy / broad-based networking
- Membership
 - Mn/DOT (OTSO, State Aid), State Patrol, Private Sector, Public Citizens, County, City
 - Includes 5 MN Guidestar Board of Directors

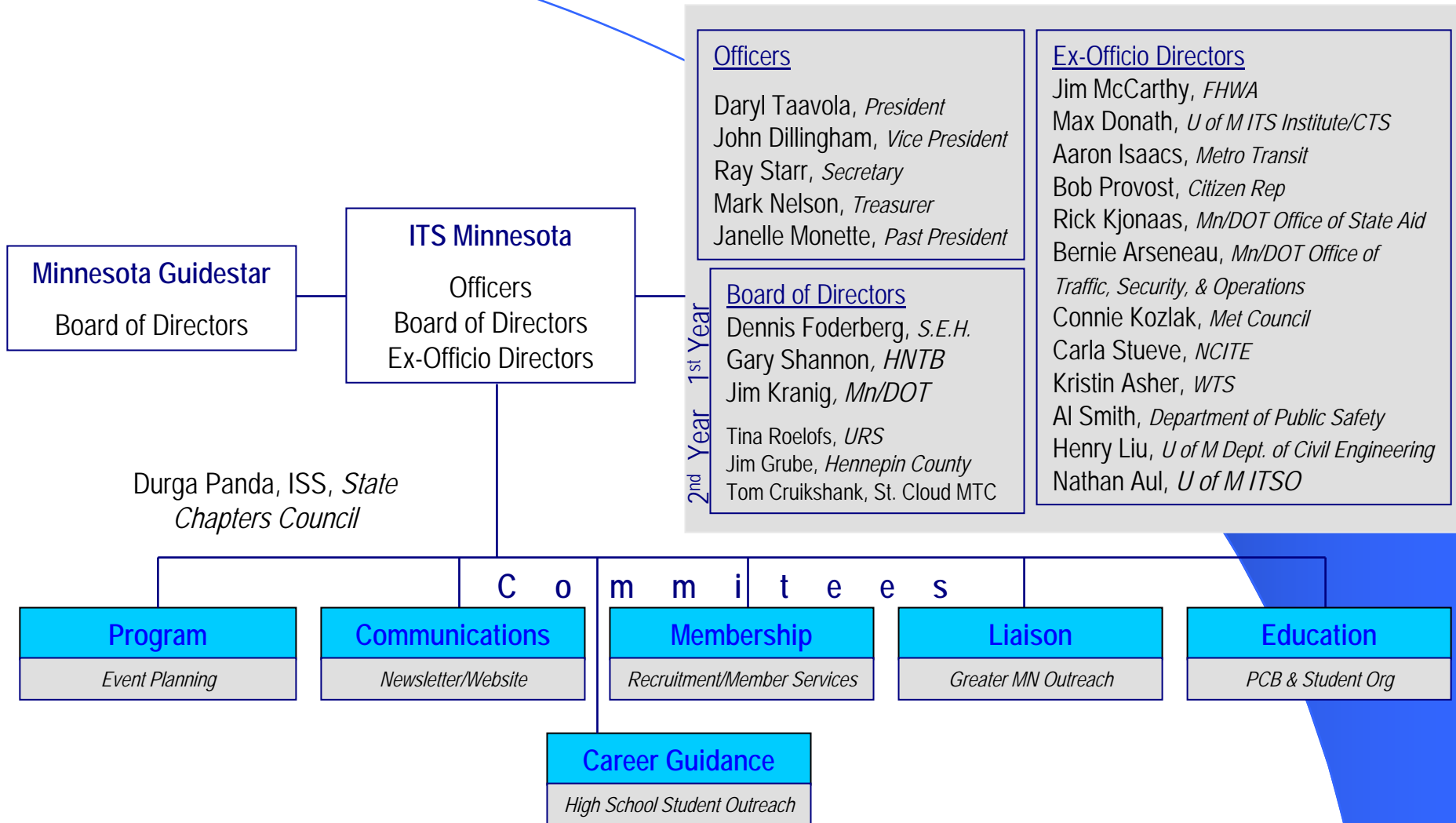


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2006-2007 ITS Minnesota Organizational Structure



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ITS MN Membership

- November 1996
 - 24 member organizations
- Today
 - 67 member organizations
- Targeting more city and county membership



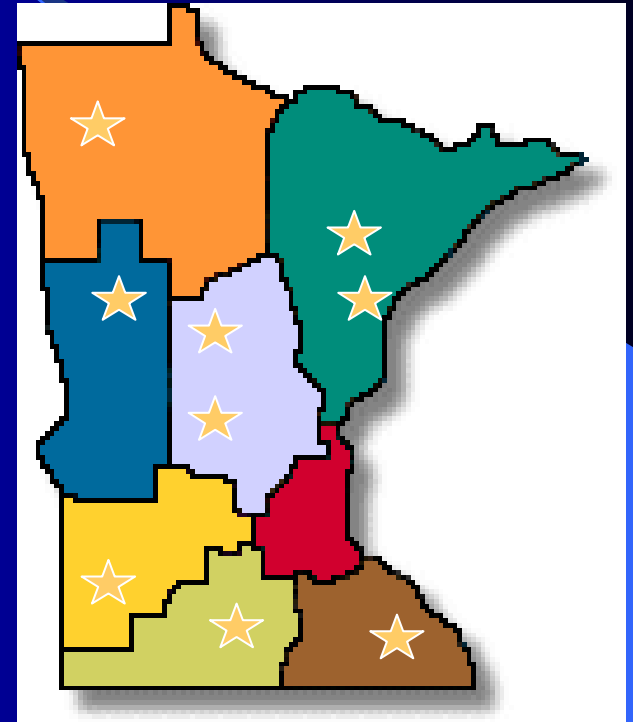
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Chapter Commitments

- Awareness and advocacy
- Education and training
- Research and student involvement
- Initiatives resulting in significant saving of lives, time and money



Evolving / Proactive Outreach Program

- Plan includes outreach to state-wide local entities and exploring opportunities to reach audiences at the grass roots level.
- Plan also includes:
 - Forums, Quarterly Luncheons, Technical Tours, and legislative education



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Forums: Foundation Events

- 1995, ITS Minnesota conducted its first ITS Information Exchange Forum in conjunction with Mn/DOT and Minnesota Guidestar.
- In subsequent years this forum became part of the ITS Minnesota Annual Meeting.
- ITS Minnesota has also instituted an ITS Industry Forum to specifically showcase the products and services of ITS private sector.



Technical Tours

- Outreach includes presentations, hands-on show-and-tell, as well as technical tours when possible
- Technical tours include:
 - RTMC
 - Transit Center
 - Others



State-wide Outreach

- “Bringing the Message” Sessions
 - 1/2 day seminars (started in 1995)
 - Rochester, Duluth, Mankato, St. Cloud, Detroit Lakes, and Brainerd
 - Targeted at transportation professionals, business leaders, general public, local media

We feel that support for ITS will wane if the focus is on the metro area only.



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State-wide Outreach

- Examples of ITS technology are brought to the events for “show-and-tell” when possible
- Technologies are showcased from Minnesota companies such as
 - 3M, Image Sensing Systems, ADDCO, C3 and Others



Targeting Business Communities

- ITS Minnesota outreach program makes presentations targeted at service clubs such as the Rotary, Lions, and Kiwanis
 - On the average, 3+ such events are conducted per year; 11 events between 2003-2005, 4 events in 2006
- Attendance ranges from 50 to over 200 participants.
 - Typically, members of these service clubs tend to be civic and business leaders of their community
- And the presentations have been greeted enthusiastically
 - Lead front page story in Thief River Falls



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Business Community Focus

- Outreach presentations include service clubs as near and far as:
 - Detroit Lakes Duluth
 - Rochester Thief River Falls
 - Willmar Bemidji
- Outstate gets preference but metro is also included:
 - >400 participants at Minneapolis Rotary, Roseville Kiwanis, Golden Valley Rotary
 - Planned: St. Paul Rotary
- Alerted and invited
 - Local media
 - Local transportation professionals and elected officials (state, county and city)



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Outreach to Local Elected Official and Transportation Professionals

- Custom tailored program for local officials concentrates on the benefits of incorporating ITS in local transportation projects to save lives, time and money
- In 2003, organized a special “Local Government Day” at the ITSA AM that was attended by 65 professionals from city and county government
- Importantly, local transportation professionals and elected officials are also invited to the luncheons for the local business professionals



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Media Relations

- ITS Minnesota conducted a media relations campaign
 - This was an effort to meet with representatives of every print and broadcast media outlet throughout Minnesota
- The Media outreach resulted in contacts with
 - 134 weekly newspapers,
 - 26 daily newspapers,
 - 22 radio stations and
 - six television stations.



Outreach to Legislature

- ITS Minnesota organizes testimony before the Minnesota Legislature by its members
- Presentation to Legislature aims to provide information relative to the economic and safety benefits of developing and implementing ITS
- Participated in several congressional and state legislative outreach activities with the University of Minnesota and Mn/DOT
 - Presentations to the House and Senate transportation committees
 - Hosted congressional staff tour



Quarterly Luncheons on Broad ITS Topics

- ITS Minnesota conducts three quarterly luncheons per year on broad topics:
 - Joint with ITE and WTS Chapters
 - Each draws 85 to 150 attendees
- Held in conjunction with the MN Guidestar Board
- Recent topics and presenters include:
 - ITS in local public transportation by Metro Transit
 - Nation-wide ITS technology applied to safety programs, by ITE leadership
 - Application of ITS in local law enforcement by State Patrol official



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ITS Minnesota has added a **JOB POSTINGS** section to the website. Check it out periodically for new listings.
<http://www.itsmn.org/jobs.html>
or click the new link on the left side of each page.

ITS MINNESOTA
Intelligent Transportation Society of Minnesota

what's new calendar members about ITSmn join ITSmn www.itsmn.org

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- Produce a quarterly web-based newsletter highlighting ITS topics and broadcast electronic links to audiences within as well as outside Minnesota
- Started an advocacy initiative called the “Small Business Spotlight” and providing “Job Postings”
- Introduced a Professional Capacity Building program starting with 6 2-hour teleconference sessions in 2003

Outreach to Students

- Sponsor the Interdisciplinary Student Transportation Organization (ITSO) at the University of Minnesota and provide \$2000 annual support
- Provide annual student awards to raise awareness
 - Graduate - \$1250
 - Undergraduate - \$750
- Supported an endowed professorship in Transportation Engineering at the University of Minnesota



New: Career Guidance Committee

Resulting Public Acceptance

- Outreach created interagency relationships to break down institutional barriers
- Public sees benefits
 - 9 Transportation Operations and Communication Centers
 - ITS Deployment in all Districts
 - Statewide 511 System



Initiatives Resulting in Significant Savings of Lives, Time and Money

- ITS Minnesota member organizations support Mn/DOT



Conclusion

- ITS Minnesota celebrates its 12th Anniversary in 2006
- Our program started small but each year we add new innovations
- Our primary motivation is “Getting the Word Out” so that the true benefits can be enjoyed by the traveling public
- ITS saves lives, time and money!



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Guidestar/ITS Minnesota: *a transportation partnership*



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Thank You!

For more information go to:

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or

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