



August 2020
Board Meeting Documentation

ITS Georgia Monthly Board Meeting
 August 25, 2020
 9:30 - 11:20 AM
 Via Audio/Video Conference

ITS GEORGIA BOARD OF DIRECTORS

Officers / Directors (2020–2021):

Winter Horbal, *President*
Temple

Tom Udell, *Vice President*
Jacobs

Marc Start, *Secretary*
AECOM

Tom Glueckert, *Treasurer*
Kimley-Horn

Jenny Johnson, *Past President*
Kimley-Horn

State Chapter Representative:

Michael Holt
Stantec

✓ *Indicates present at meeting*

Other Attendees Present:

Bill Wells, ITS GA
 Dino Pampolina, Jacobs
 Steven Sheffield, WSP

Directors (2020–2021):

Rachel Cohen
360ns

Dee Taylor
AECOM

Brook Martin
Cobb County

Matt Glasser
GDOT

Ex-Officio:

Greg Morris
FHWA

Directors (2019–2020):

Kofi Wakhisi
ARC

Kristin Phillips
Gwinnett County

Derrick Crowder
City of Roswell

Whitney Nottage
Q-Free

Billy Stalcup
360ns

Keith Rohling
Clayton County

Issues Discussed	Action
<p>Welcome</p> <ul style="list-style-type: none"> • A motion to approve meeting minutes for the July 29, 2020 meeting (motion by Glueckert, Taylor support) – the motion was approved unanimously. 	
<p>Budget/Financials</p> <ul style="list-style-type: none"> • 2020 budget: Glueckert provided an update. The bank balance was \$182,000 at beginning of the month. • Director and Officer (D&O) Insurance: Glueckert finalized the D&O insurance policy, and he is waiting for Hartford to deliver an updated contract. The insurance is in effect. 	
<p>Committee Updates</p> <ul style="list-style-type: none"> • Program: Nottage reported that October’s meeting will be held jointly with GA ITE. The December event could include a tour and/or training. Feedback from the Board indicated that tour options should be postponed for now. The training topic options included connected vehicles (including standards development) and data analytics applications. Feedback from the board indicated that data analytics would be preferable (and might also include connected vehicle elements). If the training is virtual, it may be delivered as 1-hour sessions over the period of a few weeks. In addition, the topic “COVID behavior and public safety” was suggested. • Membership and Finance: Sheffield reported that the paid membership stands at 71. • Networking/Social Activities: The committee is working on Annual Meeting tasks. • Student Chapter and Scholarship: Glasser is coordinating with the Boys & Girls Club. • Legislative: No discussion. • Communication and Outreach: The ITS Georgia website is taking donations to support laptop purchases for children. • Past Presidents and Awards Committee: The election nominees are: Shannon Fain, Yancy Bachmann, Steven Sheffield, Gautam Mistry, Keith Rohling, Dino Pampolina, Natalie Smusz-Menglekoich, Emily Dwyer, and Hadi Daryadel. Motion to approve the slate (Motion by Horbal, Johnson support) – the motion was approved unanimously. Awards continue to be open for nominations. 	<p><i>Every board member is to send Nottage three topic ideas regarding 2021 lunch meetings.</i></p> <p><i>Glasser to formalize mentorship program for the Board’s review.</i></p> <p><i>Horbal to include Legislative Committee chair on the agenda for next month.</i></p> <p><i>Forward all media inquiries to Bill Wells.</i></p> <p><i>Send project photos, press releases, and/or new hire info to Wells for the GA Engineering magazine; send articles to Wells for ITSA newsletter, Momentum.</i></p>

Issues Discussed	Action
<ul style="list-style-type: none"> • Education/Outreach/Service Committee: No discussion. • ITSA Liaison: No discussion. <p>2020 ITSGA Annual Meeting (Jekyll Island), Sept 27 - 29, 2020. Pampolina reported regarding the safety measures that have been put in place: no staff will enter your room; attendees will sign a liability waiver; there is a TV channel set up to broadcast to the rooms; and all social events are outside. Currently, there are 40 registered as in-person, and 16 are registered as virtual. There are 27 total speakers, and 9 will be in-person. For reference, the virtual monthly meeting attendance has ranged from 80 to 110, which is greater than previous in-person meetings. GDOT staff may not attend, which may further reduce in-person attendance.</p> <p>The Board discussion led to an outcome where the conference will be virtual in most all respects. The committee should inform the exhibitors and sponsors. The Hotel remains supportive of the event despite the low number of in-person attendees.</p> <p>Motion to close in-person registration today; provide accommodations for virtual exhibitors rather than in-person exhibitors; inform that in-person accommodations at the hotel are still available (motion by Horbal, Taylor support) – the motion passed unanimously.</p> <p>2021 ITS America Meeting (Atlanta), May 17 – 20, 2021.</p> <p>2021 ITSGA Annual Meeting (Savannah), Sept 19 - 21, 2021. Horbal defined the options: Option A, ITS Georgia is held separately; and Option B, ITS Georgia is a combined conference with ITS America. Motion to move forward with option A (Motion by Nottage, Johnson support) – the motion passed unanimously.</p> <p>2022 SE ITS Summit (Atlanta): Holt is starting to solicit committee volunteers.</p> <p>ACEC awards banquet: The event is scheduled for Saturday, Aug 29; Horbal will notify the event that there will not an ITS Georgia representative unless she receives a board member response within 24 hours.</p>	<p><i>Contact Tolson if you would like to be a speaker at an upcoming Georgia Tech ITS student chapter meeting.</i></p> <p><i>Board members should register for the conference (virtual conference registration is open).</i></p> <p><i>Pampolina and committee to convert the conference to effectively virtual.</i></p>
<p>Closing Remarks</p> <ul style="list-style-type: none"> • Horbal closed the 8/25 board meeting. • Next board meeting is Wednesday, September 16, 10 AM. 	



2020 ITS Georgia Board Meeting

August 25, 2020 at 9:30 AM
Zoom Video Conference Call

ITS GEORGIA BOARD OF DIRECTORS

Officers/Directors (2020-2021):

Winter Horbal, President
Tom Udell, Vice President
Marc Start, Secretary
Tom Glueckert, Treasurer
Jenny Johnson, Past President

Directors 2019-2020:

Whitney Nottage
Billy Stalcup
Keith Rohling
Kristin Phillips
Kofi Wakhisi
Derrick Crowder - X

Directors 2020-2021:

Rachel Cohen
Dee Taylor
Brook Martin
Matt Glasser

State Chapter Representative

Mike Holt

Ex-Officio

Greg Morris, FHWA

AGENDA

9:30 Get on the call (Zoom video conferencing)

- Note: Please be prepared based on the agenda below as we would like to keep each committee update at a 5-minute max.
- Approve 2020 Board Meeting Minutes from July - **MOTION**
- Financial Report (Glueckert)
 - 2020 Budget/insurance – update
- Committee Statuses
 1. Program Committee (Nottage/Taylor/Wakhisi)
 - a. September: No monthly meeting (Annual Meeting)
 - b. October: - EV Demand, Trends, and Charging Infrastructure Needs - set to have in-person component at City Springs and is a joint meeting with GA ITE – what about GPA (Daniel @ ARC)? Looking for a Sponsor...
 - c. November: Awards at Maggianos Cumberland location – in-person component, Sponsor – Jenny mentioned Wavetronics has in the past?
 - d. December Training: training ideas requested from the board, and input on two training ideas. **ACTION**
 - e. Topic ideas for 2021 - **ACTION**
 2. 2020 ITSGA Annual Meeting – September 27-29, 2020, Jekyll Island, GA
 - a. All committee chairs are tweeting and finalizing things
 - b. Sponsorship is working on a big push for more
 - c. Technical and A/V are working together on the in-person and virtual programs
 - d. The Westin is working on a TV Channel so you can tune in the conference in your room
 - e. The numbers have not change at the Westin still 75
 - f. To date we have 42 in-person, 60 virtual
 - g. Any Questions, Comments, Next Steps... **ACTION**
 3. ITS America items/2021 AM (Holt – Also, Johnson/Glueckert/Start/Udell/Horbal)
 - a. Executive Summary (please review before the meeting)
 - b. 2019 ITSA Conference Program and 2021 ITSA Combined Conference Option (please review before the meeting)
 - c. ITSGA 2021 Conference Comparison (please review before the meeting)
 - d. Additional Information - Facts/Concerns/Comments per subcommittees multiple meetings (please review before the meeting)
 - e. **BOARD COMMENT/VOTE**



4. 2022 Southeast (SE) ITS Summit - (Holt)
 - a. Continuing monthly coord. calls with 5 participating chapters
 - b. Hyatt Regency site visit scheduled for Wed., 8/26
 - c. Holt will work with Glueckert on event insurance (not urgent now)
 - d. Still working with ITSC on participation expectations
 - e. Ready to start soliciting committee volunteers – Budget, Communication, Exhibitors, Golf, Key Speakers, Local Arrangements, On-Site, Marketing, Registration, Sponsors, Technical Speakers
 5. Membership & Finance (Martin/Sheffield/Phillips/Glueckert/Wells)
 - a. Membership Update – currently 71 paid (July = 70)
 - b. Action Item: 2020 membership goal = 105 (Budget Goal 80 large & 15 small)
 6. Networking/Social Activities (Cohen/Thumaty/Volunteer - Shafik w/Arcadis)
 - a. No update currently. Cohen is working on annual meeting items
 7. Student Chapter and Scholarship Committee combined – (Glasser/Tolson/ volunteers: Morris, Stalcup, Start, Taylor and others outside board)
 - a. Horbal followed up with B&G club, where there seems to be interest and is passing on to Glasser. They just started back up and are at 75% virtual which puts us in a little bit of a holding pattern due to their current focus.
 8. Educational/Outreach/Service (Rohling/Crowder)
 - a. Horbal spoke to B&G group re: Scholarship request from last meeting
 9. Past Presidents and Awards Committee (Johnson/ Horbal/ Morris)
 - a. Elections and award nomination are open
 - b. Please submit nominations and encourage others to submit!
 10. Communications & Outreach (Wells/Horbal)
 - a. Annual Meeting Registration/ Award Nomination/ Elections
 - b. Laptop Donation Program
 - c. Action item: Reach out to people about upcoming virtual meetings!
 - d. Action items: Send project photos, press releases, and/or new hire information to Wells for the GA Engineering magazine; send articles to Wells for ITSA newsletter, Momentum
 11. Legislative Committee (Udell)
 - a. Action item: why are we part of ITSGA and why others should join?
 - b. Action item: Need to find someone with interest to run with this committee
 12. Concerns
 - a. ITSGA Vote vs. Survey/Preference
 - b. Media – Bill Wells will be the go-to if any of us are approached by the media
 - c. Other?
- Schedule at a glance (Horbal)
- **Next Board Meeting – suggest a virtual board meeting in September – Wednesday, September 30th at 10 AM?**
 - September 27th – 29th Annual Meeting – 2020 Vision – Westin @ Jekyll Island, In-Person and Virtual
 - October 28th (Wed) Monthly Meeting – EV Demand, Trends, and Charging Infrastructure Needs - City Springs: 1 Galambos Way Sandy Springs, GA – In-Person and Virtual Components
 - November 18th Awards Banquet
- Adjourn Meeting ~ 11:15 AM (Horbal)



MISSION

We believe that ITS is a valuable tool for improved management of any transportation system, regardless of the inherent complexity of the system. ITS can help operate, manage, and maintain the system once it has been constructed.

We believe that ITS should be systematically incorporated into the earliest stages of project development, especially into the planning and design of transportation projects.

We believe the best way to achieve this systematic incorporation into the process is through a coordinated, comprehensive program to “get out the word” on ITS to constituencies that might not otherwise consider the relevance of ITS to their transportation system.

GOALS

1. Provide forums to share and coordinate ITSGA member missions and experiences
2. Educate our members of national directions and technologies
3. Develop a broader ITS constituency
4. Educate policy makers (e.g., agency administrators, county commissioners, mayors, planning commissions, etc.) on benefits of continued operations and maintenance and how ITS can help.



Committee

2020 Committee Chair

2020 Board Manager

Program Committee

Nottage/Taylor/Wakhisi

Start/Stalcup/Horbal

This committee is responsible for planning the monthly chapter luncheons and for coordinating other workshops and ITS-related activities in Georgia.

Past Presidents and Awards

Johnson/Horbal/Morris

The Past President's Committee is comprised of ITSGA Past Presidents and will communicate to the Board of Directors through the Immediate Past-President, who will also serve as Chair of the Committee. Direct responsibilities of the committee include administering the chapter's annual recognition awards program, facilitating the chapter's annual elections process, providing advice and leadership to the Board of Directors upon their request or whenever the Committee feels this is appropriate, and assisting the Board in governing the Association based on past practices. The Committee is encouraged to meet at least once a year

Communications and Outreach

Wells/Horbal

This committee is responsible for preparing a communications plan for the year and implementing that plan. The committee coordinates outreach activities of the other committees.

Elections

Johnson/ Horbal

This committee is responsible for identifying and drafting a slate of candidates for the Board of Directors and Executive Committee and for administering the annual elections.

Legislative

Udell/EOS committee?

This committee is responsible for keeping track of key issues with policy makers that may affect the organization and its members.

Membership and Finance

Sheffield

Martin/Phillips

This committee is responsible for identifying and recruiting new organizations and individuals. It will also work with the Treasurer to encourage members to pay dues in a timely manner.

Networking/Social Activities

Thumaty

Cohen

This committee is responsible for organizing special programs to enhance member professional and personal growth.

Student Chapter and Scholarships

Tolson

Glasser(Morris/Stalcup/Start/Taylor)

This committee is responsible for advising and coordinating with the GA Tech ITS Student Chapter. Additionally, this committee is responsible for administering the Wayne Shackelford Scholarship program.

Education/ Outreach/ Service

Crowder/Rohling

Definition:

ITS Georgia 2020 Budget Outlook
8/25/2020

2019 YE	
Starting Balances	Checking = \$ 11,520.13
	Savings = \$ 160,672.52
	Savings Interest = \$
	WebPay N/A
	Payroll = \$ 7,221.09
	\$ 179,423.74

2019 Items	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	2020 YE
	\$ 11,520.13	\$12,477.27	\$10,010.14	\$13,909.88	\$15,161.07	\$19,589.17	\$19,271.17	\$18,809.67					\$18,809.67
	\$ 160,672.52	\$160,676.60	\$160,680.42	\$150,684.31	\$140,687.99	\$140,691.56	\$140,694.94	\$140,696.13					\$140,696.13
	\$ 4.08	\$3.82	\$3.89	\$3.68	\$3.57	\$3.38	\$1.19						\$1.19
	\$ 7,221.09	\$10,888.37	\$13,477.23	\$563.18	\$1,068.10	\$12,438.14	\$9,358.26	\$23,312.06					\$23,312.06
	\$ 179,423.74	\$184,042.24	\$184,167.79	\$177,411.82	\$166,723.60	\$172,718.87	\$169,324.37	\$182,817.86	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

CATEGORY	DESCRIPTION	BUDGET			
		INCOME	EXPENSE	NUMBER	TOTAL
Administrative					
Membership Dues	Small (Public/Private)	\$ 150.00		15	\$ 2,250.00
Membership Dues	Large (Public)	\$ 350.00		15	\$ 5,250.00
Membership Dues	Large (Private)	\$ 400.00		65	\$ 26,000.00
Membership Dues	Affiliate/Retiree	\$ 25.00		3	\$ 75.00
	Subtotal				\$ 33,575.00
Annual Meeting					
Registration		\$ 63,225.00		1	\$ 63,225.00
Sponsorship		\$ 47,500.00		1	\$ 47,500.00
Exhibitors		\$ 13,200.00		1	\$ 13,200.00
	Subtotal				\$ 123,925.00
Monthly Meetings					
Monthly Meeting Fees	Registration	\$ 1,800.00		10	\$ 18,000.00
Monthly Meeting Sponsors	Lunch meeting sponsors	\$ 500.00		10	\$ 5,000.00
	Subtotal				\$ 23,000.00
Donations					
COVID-19 Relief	For Digital Learning Equipment				
	TOTAL INCOME =	\$ 180,500.00			

Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Summary
\$600.00	\$150.00	\$450.00				\$150.00						\$1,650.00
\$2,000.00	\$350.00	\$1,050.00		\$200.00								\$3,500.00
\$6,000.00	\$2,950.00	\$1,600.00	\$1,400.00	\$1,600.00	\$1,200.00		\$800.00					\$17,200.00
\$8,600.00	\$3,450.00	\$3,100.00	\$1,400.00	\$1,800.00	\$1,200.00	\$150.00	\$800.00	\$0.00	\$0.00	\$0.00	\$0.00	\$24,550.00
								\$13,430.00				\$13,430.00
								\$10,500.00				\$10,500.00
								\$2,250.00				\$2,250.00
								\$26,180.00				\$26,180.00
	\$1,670.00											\$1,670.00
	\$ 500.00		\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00				\$3,000.00
\$0.00	\$21,700.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,670.00
				\$563.18	\$1,068.10							\$1,631.28
			\$2,463.18	\$3,368.10	\$1,700.00	\$650.00	\$1,300.00	\$26,180.00	\$0.00	\$0.00	\$0.00	\$57,031.28

EXPENSES

Administrative					
Wells Communication Inc	Bill Wells' contract	\$ 2,600.00		12	\$ 31,200.00
General Admin Expenses	Marketing, administrative, etc.	\$ 2,000.00		1	\$ 2,000.00
	Annual fee for web/domain reg. (paid every 3 years, next payment = 2023)	\$ 89.89		1	\$ 89.89
Website fee		\$ 350.00		12	\$ 4,200.00
Inuit/Paypal fees	CC and reader usage fees	\$ 1,104.00		1	\$ 1,104.00
ACEC Administrative Agreement	Administrative fee and magazine	\$ 30.00		1	\$ 30.00
Secretary of State	Corporate registration	\$ 1,108.00		1	\$ 1,108.00
Insurance	Hartford liability + D&O	\$ 1.00		1	\$ 1.00
Taxes	Filed by ITSGA Treasurer (DUE MAY 15th)	\$ 500.00		1	\$ 500.00
ITSA memberships	Membership dues	\$ 100.00		5	\$ 500.00
ITSGA member rebates	Assume 5 requested	\$ 2,500.00		1	\$ 2,500.00
Networking/social committee	Networking activities	\$ 1,000.00		1	\$ 1,000.00
Training	Webinars, ITSA workshops, etc.	\$ 1,000.00		1	\$ 1,000.00
Past President's Committee	Immediate Past President's discretion	\$ 500.00		1	\$ 500.00
Miscellaneous	President's discretion	\$ 500.00		1	\$ 500.00
	Subtotal				\$ 45,731.89
Annual Meetings					
Bill Wells Comps	Comps for 2020 AM attendance	\$ 1,000.00		1	\$ 1,000.00
Comps	Comps for 2020 AM (speakers, public agency, etc.)	\$ 3,422.00		1	\$ 3,422.00
The Westin Jekyll (Hotel Contract)	Rent / food & beverage / etc.	\$ 66,681.00		1	\$ 66,681.00
GA Sea Turtle Conservatory	Sunday night entertainment	\$ 882.75		1	\$ 882.75
Villa Osip Contract	Monday night reception (off-site)	\$ 1,426.00		1	\$ 1,426.00
Beachview Tent Rental	Monday night reception (off-site)	\$ 9,700.00		1	\$ 9,700.00
Jekyll Island Museum - Historian	Monday night entertainment (off-site)	\$ 161.00		1	\$ 161.00
Lighthouse Trolleys	Monday night transportation (off-site)	\$ 328.00		1	\$ 328.00
2020 Miscellaneous	Speaker gifts, shirts, prizes, etc.	\$ 20,500.00		1	\$ 20,500.00
Future AM Deposits	Deposits for 2021 AM (JW Marriott Savannah)	\$ 7,500.00		1	\$ 7,500.00
Future AM Planning	Site visits for future 2022 Summit	\$ 500.00		1	\$ 500.00
	Subtotal				\$ 712,700.75
Monthly Meetings					
Constant Contact	Web hosting for registration	\$ 70.00		12	\$ 840.00
Monthly Meetings	Room Rental + Catering	\$ 2,500.00		10	\$ 25,000.00
Speaker travel	Travel expenses	\$ 500.00		2	\$ 1,000.00
	Subtotal				\$ 26,840.00
Sponsorships/Scholarships					
ACEC GA Engineering Awards Sponsorship	Sponsorship (includes 2 tickets to dinner)	\$ 500.00		1	\$ 500.00
Collegiate Student Chapter(s) Sponsorship(s)	Monthly meeting reimbursements	\$ 100.00		6	\$ 600.00
GT Exploring Engineering Academy	EEA Student Scholarship (Golden Eagle)	\$ 1,000.00		1	\$ 1,000.00
TIME Sponsorship	Sponsorship for TIME conference	\$ 600.00		1	\$ 600.00
GDOT's Innovation Day	Sponsorship	\$ 5,000.00		1	\$ 5,000.00
Georgia Municipal Association	Conference registrations / expenses / etc.	\$ 2,000.00		1	\$ 2,000.00
Scholarships	Student scholarships/outreach (ITS/TEOF)	\$ 15,000.00		1	\$ 15,000.00
Awards	ITSGA awards & scholarship plaques	\$ 1,200.00		1	\$ 1,200.00
	Subtotal				\$ 25,900.00
	TOTAL EXPENSE =	\$ 210,572.64			
	BUDGETED NET INCOME =	\$ (30,072.64)			

\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)	\$ (2,600.00)					\$ (20,800.00)
\$ (1,359.91)			\$ (75.99)	\$ (14.99)	\$ (14.99)	\$ (269.99)							\$ (1,735.87)
\$ (165.67)	\$ (146.77)	\$ (79.60)	\$ (37.10)	\$ (56.40)	\$ (69.90)	\$ (269.64)	\$ (20.00)						\$ (269.64)
	\$ (371.50)					\$ (371.50)							\$ (987.01)
								\$ (625.00)					\$ (743.00)
													\$ (625.00)
		\$ (500.00)											\$ (500.00)
\$ (4,125.58)	\$ (3,618.27)	\$ (2,679.60)	\$ (2,713.09)	\$ (2,671.39)	\$ (2,684.89)	\$ (3,922.70)	\$ (3,245.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (25,660.52)
\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)						\$ (560.00)
	\$ (1,460.26)								\$ (800.02)	\$ (1,100.00)			\$ (3,360.28)
\$ (70.00)	\$ (1,530.26)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ (70.00)	\$ -	\$ (800.02)	\$ (1,100.00)	\$ -	\$ -	\$ (3,920.28)
													\$ (500.00)
													\$ (1,000.00)
													\$ (10,371.99)
\$ (1,000.00)	\$ (500.00)			\$ (10,371.99)									\$ (11,871.99)
\$ (5,195.58)	\$ (5,648.53)	\$ (2,749.60)	\$ (13,155.08)	\$ (2,741.39)	\$ (2,754.89)	\$ (3,992.70)	\$ (3,315.00)	\$ -	\$ (800.02)	\$ (1,100.00)	\$ -	\$ -	\$ (41,452.79)
													ACTUAL NET INCOME = \$15,578.49



Executive Summary:

In the attached documents, please find a comparison for a stand-alone ITS Georgia conference (option 1) and a combined conference with ITS America (option 2). The combined conference concept is illustrated in the attached diagrams, based on early discussions with ITS America. (Note: the 2019 conference was used as a base, since the 2020 conference planning has not yet produced a schedule.)

The Board needs to vote on a direction for the conference due to an approaching scheduled payment related to the JW Marriott contract. Understandably, the status of COVID and the economy in 2021 is a consideration that is very difficult to quantify with respect to anticipated attendance and other factors. The cancellation fee for the JW Marriott contract associated with Option 2 is \$22,800. Beyond that, the revenue impacts related to the options have not been estimated at this time. The combined conference (option 2) transfers risk factors to ITS America, however it also substantially reduces the potential for revenue associated with the stand-alone conference (option 1).

Option 1 (stand-alone ITS GA conference in September 2021): if a vaccine is available by mid-2021, then we expect a normal conference attendance, however economic conditions may persist that suppress attendance for some public sector employees. The JW Marriott has recently provided updated contract language that provides greater clarity regarding the conditions under which the contract could be cancelled at no cost to ITS GA, such as if state-directed COVID rules continue to require avoiding assemblies, etc. The JW Marriott has also verbally expressed a willingness to work with us on lowering minimums if social distancing restrictions are still in place.

Option 2 (combined conference with ITS America in May 2021): the ITS GA registration (\$395) within the ITSA conference is that ITS GA registrants would have full access to ITSA events during the period of Weds morning through Thurs noon (1.5 days); the full ITS America conference is 4 days. “Full access” means that ITS GA registrants may attend other ITSA technical sessions, the exhibition hall, and tech demos during the 1.5 days. ITS GA staff would select the content for the ITS GA-specific technical sessions.

Marc Start
AECOM
404.357.6631

2019 ITSA Conference (Washington, DC)

Times	Tuesday 6/4	Wednesday 6/5	Thursday 6/6	Friday 6/7			
8:00am - 8:30am	State Chapters Strengthening Workshop	Sessions - 8:15am to 9:30am	Sessions - 8:15am to 9:30am	Women's Breakfast & Sessions 8:00am to 9:15am			
8:30am - 9:00am					Keynote 9:45am to 11:00am	Keynote 9:45am to 11:00am	Exclusive Hall Hours & Breakfast 9:15am to 10:15am
9:00am - 9:30am							
9:30am - 10:00am	Sessions - 12:30pm to 1:45pm	Sessions - 12:30pm to 1:45pm	U.S. DOT Plenary 11:45am to 1:00pm				
10:00am - 10:30am				Sessions - 2:00pm to 3:15pm	Sessions - 2:00pm to 3:15pm	State DOT Roundtable 2:00pm to 4:30pm	
10:30am - 11:00am							Sessions - 3:30pm to 4:45pm
11:00am - 11:30am	Exhibitor Welcome Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm				
11:30am - 12:00pm				World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	
12:00pm - 12:30pm							World Congress 2020 Reception 5:00pm to 6:00pm
12:30pm - 1:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm				
1:00pm - 1:30pm				World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	
1:30pm - 2:00pm							World Congress 2020 Reception 5:00pm to 6:00pm
2:00pm - 2:30pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm				
2:30pm - 3:00pm				World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	
3:00pm - 3:30pm							World Congress 2020 Reception 5:00pm to 6:00pm
3:30pm - 4:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm				
4:00pm - 4:30pm				World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	
4:30pm - 5:00pm							World Congress 2020 Reception 5:00pm to 6:00pm
5:00pm - 5:30pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm				
5:30pm - 6:00pm				World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	World Congress 2020 Reception 5:00pm to 6:00pm	
6:00pm - 6:30pm							World Congress 2020 Reception 5:00pm to 6:00pm

For reference purposes only

2021 ITSA Combined Conference Option

Times	Mon, 5/17	Tues, 5/18	Weds, 5/19	Thurs, 5/20			
8:00am - 8:30am	State Chapters Strengthening Workshop	Sessions - 8:15am to 9:30am	Sessions - 8:15am to 9:30am	ITS GA Breakfast (Sponsored)			
8:30am - 9:00am					Keynote 9:45am to 11:00am	Exclusive Br 9:15am to 9:30am	
9:00am - 9:30am							ITS GA Tech Sessions
9:30am - 10:00am							
10:00am - 10:30am	U.S. DOT 11:45am to 12:00pm						
10:30am - 11:00am		Shared events					
11:00am - 11:30am			Exclusive Lunch - 11:30am to 12:30pm				
11:30am - 12:00pm				Sessions - 12:30pm to 1:45pm			
12:00pm - 12:30pm	Sessions - 2:00pm to 3:15pm						
12:30pm - 1:00pm		Sessions - 2:00pm to 3:15pm					
1:00pm - 1:30pm			Sessions - 3:30pm to 4:45pm				
1:30pm - 2:00pm				State DOT 2:00pm			
2:00pm - 2:30pm	Shared events						
2:30pm - 3:00pm		Best of ITS Showcase Reception 5:00pm to 6:30pm					
3:00pm - 3:30pm			Exhibitor Welcome Reception 5:00pm to 6:00pm				
3:30pm - 4:00pm				World Congress 2020 5:00pm to 6:00pm			
4:00pm - 4:30pm	ITS GA Social Event Opportunity (Sponsored)						
4:30pm - 5:00pm		ITS GA Dinner + Entertainment Opportunity (Sponsored)					
5:00pm - 5:30pm							
5:30pm - 6:00pm							
6:00pm - 6:30pm							

For discussion purposes only

2021 ITS Georgia Conference Comparison

August 21, 2020

Topic	Option 1: ITS Georgia Annual Meeting (Separate from ITS America)	Option 2: ITS Georgia Combined with and Nested Within the ITS America Event	Comments
Arrangements			
Dates	September 19-21 Sun evening – Tues noon	May 19-20 Weds morning – Thurs noon	
Location	JW Marriott, Savannah	Georgia World Congress Center, Atlanta	
Attendance	Typically 175 attendees	Typically 2,000 attendees for ITS America event	
Registration Cost	\$395 (preliminary)	\$395 for ITS GA component (Weds morning – Thurs noon only); approximately \$1,100 (TBD) for 4-day ITS America event (Mon – Thurs).	Option 2: ITS GA registration cost is revenue exclusively for ITS America
Hotel	\$239 at the JW Marriott	Working with ITS America for hotel room block; attempting to get a block of rooms for public sector at ½ price; prices not yet determined	Option 2: room block to be provided by ITS America at the Omni Atlanta Hotel
Elements			
Technical Programs	Typically 5 sessions of ITS Georgia-selected content.	Approximately 4 sessions of ITS GA-selected content; ITS GA attendees can also visit ITS America events.	Option 2: ITS America will fund and provide presentation rooms
Exhibition Hall	Typically 20-25 vendor booths.	ITS GA attendees may also visit the ITS America exhibition hall and technical demonstrations; no ITS GA-specific exhibition space.	Option 2: ITS America will fund and provide exhibition hall and technical demonstration space
Sponsorship	Typically 20+ companies, typically approximately \$40K in revenue.	ITS America will allow ITS Georgia to conduct sponsorship for ITS Georgia activities.	Competing with ITSA for sponsorships
Meals	All meals included in registration.	Suppers not included in registration; possibly an ITS GA sponsorship and event opportunity.	
Evening Events	Normally included in the program.	Normally company-sponsored events.	
Contingencies			
Force Majeure	A Force Majeure event is triggered by COVID if “(viii) federal, state, or local government advisories recommending persons self-quarantine, shelter-in-place or avoid assemblies and which advisories apply to a majority of those who	100% responsibility of ITS America	Option 1: currently working with JW Marriott to update contract language to apply Force Majeure to more specific events, which is a benefit to ITS Georgia.

Topic	Option 1: ITS Georgia Annual Meeting (Separate from ITS America)	Option 2: ITS Georgia Combined with and Nested Within the ITS America Event	Comments
	would otherwise be expected to attend the Meeting..”		
Cancellation	Cancellation fee is \$22,800 until 9/18/2020, then the fee doubles; minimum revenue requirement of \$87,000 for the hotel, by contract.	100% the responsibility of ITS America	Cancellation applies to Option 2 only.
Reschedule	Hotel contract language applies (“The parties will work together in good faith to try to reschedule the Meeting...”).	100% the responsibility of ITS America	Option 1: currently working with JW Marriott to improve contract language.
Reduced size	Hotel contract language applies (“The Hotel may then elect to proceed to host the Meeting...”).	100% the responsibility of ITS America	Option 1: JW Marriott has indicated they will work with us on minimum room and food cost amounts.
ITS GA Section Considerations			
Financials	If vaccine is available, attendance may be normal (175 persons); the typical net financial benefit of an ITS GA Annual Meeting is \$35K- \$45K.	Requires cancellation of the JW Marriott contract (\$22,800). Sponsorship for ITS GA is limited to sponsorships. The sponsorship funds would also fund dinner and evening events (if exercised).	
Networking	100% of attendees will stay overnight, increasing networking opportunities.	Less than 100% of attendees will stay overnight, reducing networking opportunities.	
Public sector attendance	Agencies where the conference + travel budget has been reduced due to COVID will not send as many staff.	The conference site is local to the majority of the ITS GA membership, and may improve attendance in response to reduced budgets.	Not all public sector agencies have budget reductions; GDOT has budget reductions. For either option, agencies could be granted require financial assistance.
Private sector attendance	The recession may reduce private agency attendance.	The recession may reduce private agency attendance.	

Option 1: Stand-Alone ITS Georgia Annual Meeting

2021 ITS Georgia Annual Meeting in Savannah (JW Marriott); September 19-21

Background: During a typical year, the ITS Georgia Annual Meeting typically attracts approximately 175 attendees and generates approximately \$35,000 - \$45,000 in net revenue annually.

Logistics

- ITS America will be held in Atlanta in 2021, and their conference is different than the typical ITS Georgia conference. One example is ITSGA provides the local networking that an ITS America conference does not provide.
- We have a contract in place with JW Marriott. ITS Georgia was able to get a great deal because we signed a contract before they opened, since we were willing to “invest” in their start-up.
- JW Marriott Contract Addendum: Johnson had Mark R. reach out to the JW Marriott regarding concerns about numbers and accountability, the hotel quickly responded by issuing an updated Force Majeure clause. They have indicated a willingness to work with ITS Georgia.
- Volunteer support for conferences scheduled approximately 4 months apart.
 - ITS Georgia explained to ITS America that we are already under contract for our own 2021 Annual meeting and will require volunteer efforts, however we would help where needed.
 - ITS America’s event partner, Reed, plans and executes their conferences, so the demand for ITS Georgia volunteer efforts would be less than for previous ITS America conferences.

Financial Considerations

- Attendance will most likely be lower than normal.
 - COVID19 concerns may continue to be an issue in September 2021.
 - Potential financial cuts specifically for conferences due to economic conditions, especially for the public sector (similar to this year)
- We will be competing with the ITS America conference (May 2021).
 - To improve the quality of the ITS Georgia events, ITS Georgia requested that ITS America assist with attracting keynote speakers and top technical speaker talent for the 2021 ITS Georgia Annual Meeting event. If both ITSA and ITS Georgia conferences are held in 2021, then attracting top speaker talent will be critical to maximize conference interest and attendance.
 - Given the much higher registration cost of ITS America conference, it is more likely that ITS Georgia members will attend the ITS Georgia conference.
 - ITS Georgia occurs later in the year than ITS America, which makes it more likely that a vaccine is available.

Option 2: ITS Georgia Combined with and Nested Within the ITS America Event

2021 ITS America at the Georgia World Congress Center; May 17-20

Logistics

- COVID19 concerns may continue to be an issue in May of 2021.
- Summary of preliminary discussions with ITS America about a co-hosting opportunity.
 - ITS America is just beginning to initiate the technical committee meetings and the program has not been developed.
 - ITS Georgia would be working/coordinating more with their event partner (Reed) and weaving in the ITS Georgia “track” into the ITS America program, so ITS Georgia would be waiting on that schedule/program from Reed.
 - ITS America would take all registration money but did state they would be okay with using our registration cost (~\$395) for those who only wanted to attend the ITS Georgia “track.” ITS Georgia registrants may also attend other ITS America technical sessions, the exhibition hall, and tech demos during the 1.5 days.
 - ITS America would provide ITS Georgia with event space and breakfast/lunch.
 - ITS Georgia would select the content for the ITS GA-specific technical sessions.
 - ITS America will not contribute toward the financial penalty regarding ITS GA will have due to cancelling our contract with JW Marriott.
- ITS Georgia would need to go under contract quickly to secure evening event locations, requiring additional contracts.

Financial

- The JW Marriott contract would need to be cancelled. ITS Georgia paid a \$3K deposit in 2019, and the cancellation fee currently is \$22,800 in advance of September 18, 2020. In total, ITS Georgia would have a loss of \$25,800 before considering the costs associated with the combined event.
- The only revenue source for ITS Georgia is sponsorship, and ITS Georgia would be competing with ITS America for sponsorship money. The amount of sponsorship funds would need to cover the loss of \$25,800 and the cost of evening social events.
- ITS Georgia would likely seek to set up evening social events. These events would compete with ITS America evening events (typically high-quality events).
- There is a concern that people will not come out for the evening events, but rather go home. In a related matter, some of the local agencies (including GDOT) will not reimburse their employees for hotel costs at a local hotel site.
- The 2022 ITS Summit meeting is in Atlanta, so the net result is two conferences in Atlanta in back-to-back years.