

Evaluation Summary Report 2016 ITS Heartland Annual Meeting

What follows is a summarization of evaluation form responses for the *ITS Heartland Annual Meeting* held April 25-27, 2016 in West Des Moines, IA. It includes responses received through May 12, 2016 and reflects a 15% response rate.

Total Number of Conference Attendees (cancellations and no-shows removed): 227
Total Number of Vendors: 34

GENERAL CONFERENCE FEEDBACK

Conference participants were asked to rank the following using a scale of 1 star to 5 stars. The number shown is the average ranking over all respondents.

1. Conference Facilities

- a. **Facility:** 4.1
- b. **Food:** 3.8
- c. **Hotel (sleeping) Accommodations:** 4.1
- d. **Amenities:** 3.8

Comments received:

- Couldn't have been any better.
- The space was fine. Disappointed with running low on lunch and delivering breaks on time.
- Poor service on the food lines. Food was cold at times, silver service ran out, salad and chicken ran out at one meal.
- Lack of attention by the catering staff was obvious.
- Great location! Comfortable temperatures during meetings!
- Food was not great. Meat was dry.
- Getting old. Microphones did not work the best.
- Food quality below average.
- Good venue
- Didn't eat or sleep at facility
- Couldn't figure out the TV, paying for wifi was not good, kind of odd to have the bathrooms nowhere near the meeting rooms
- Hotel was a little dated, but comfortable. Location wasn't the best as not much to walk to.

2. Staffing

- a. **Registration Desk:** 4.9
- b. **Session Assistance:** 4.8
- c. **Overall Assistance:** 4.9

Comments received:

- Conference staffing were great and got us to where we needed to be. Rounding up people for the technical tours was a little like herding cats...but, they got the job done.
- MNW is awesome!

- As always a well run and smooth conference. The Northwest staff is friendly, helpful, and prompt.
- Meeting consultant is very professional
- Plastic sleeve for badges needs to be provided. My badge broke off and I know several others that had the same problem. My commendations to the staff for having binder rings available to repair broken badges. Maybe having those pre-installed from the start would allow the paper badges to be used without the plastic sleeves. But that is a time issue.
- Meetings Northwest is superb!
- Amy Lucke was super helpful! She puts on a great show.

3. Program

- a. **Overall Program:** 4.4
- b. **Speakers:** 4.4
- c. **Moderators:** 4.5
- d. **Presentations:** 4.3
- e. **Technical Tours:** 4.7

Comments received:

- Technical Tours were top notch...very informative. More coordination on lining people up for transportation could be improved on but, it all worked out and greatly appreciated.
- Well organized program.
- Love to see it live and in action!
- Good presentations with good content. This is always a difficult challenge and I think the planning group did a good job.
- Iowa TMC and staff were impressive. Many of the sessions were dominated by consultants.
- I looked in on a few of the sessions, and then presented at my own. Attendance on Tuesday afternoon was around 20 in my session. Typical for a long day when presenting at the end. Computer and monitor and audio were all good.
- Some presentations from consultants were a bit more sales pitch than informative/instructional.
- Willy Sorenson's presentation was GREAT!

PRE-CONFERENCE SESSIONS

TIM Training. Six (6) of the survey respondents also attended the TIM Training. They rated the training as a 4.6 (on the same scale of 1 star to 5 stars that was used above).

Operations Symposium. Eleven (11) of the survey respondents attended the Operations Symposium. They rated this session as a 4.2 (on the same scale of 1 star to 5 stars that was used above).

Comments received:

- Great speaker, great networking at the Operations Symposium

SOCIAL EVENT

Monday Night Social at The Tavern II. Fourteen (14) of the survey respondents attended the Monday Night Social. They rated this activity as a 4.3 (on the same scale of 1 star to 5 stars that was used above).

Comments received:

- Awesome!
- Well attended. Cramped space.
- Food was only so-so. Some said bartenders did not honor their drink requests.
- Music was a little loud for discussion.
- A bit crowded, but a nice gathering of meeting attendees.
- Little tight, but good entertainment!
- Good time, small venue
- Venue seemed too small for the group. Musician was very talented but we felt bad for the guy because nobody paid attention to him.
- I like this format from the last two years. Just a nearby bar with some tickets.

CONFERENCE APP and Paperless

Yapp App and paperless option at future conference. See comments below.

Did you download the Conference App? If yes, did you find it useful?	ITS Heartland would like to reduce paper at future events. How do you feel about eliminating paper publications such as the agenda and replacing the paper version with a digital version and the app?
Yes and yes. I thought there would be more postings from the event coordinators. Would suggest having Conf. Apps at all future events.	I myself, would say go digital/app but, consideration needs to be there for those who have not made the leap to digital. Someday we'll get there.
Yes, but did not know how to set up the App.	
Yes. Having the session info on my phone was much better than carrying around the program.	Do it!
Yes. It was useful and we could provide feedback.	OK
No, but I do usually find conference apps very beneficial.	Great idea!
No	I would be okay with that, but it might be helpful to have the agenda somewhere (on a board)
	That is a great idea.
No	Great idea
Yes. I did find it useful.	I like the idea of a paper copy for records management, particularly with regards to PE registrations.

Yes. I appreciated this type of app so I don't have to carry and refer to a paper copy. I had to turn off notifications over and over on my phone. It was annoying that I received an alert for every picture posted.	Agree.
Yes, it was nice.	Really liked Yapp
Yes, I like Yapping	Let's give a \$5 Starbucks gift card to app users.
Yes VERY good addition	Great idea if it saves money,

General Comments

Survey participants were given the opportunity to provide general comments related to the conference (shown below).

- Very nice & informative.
- Excellent job by Amy and Autumn.
- Let's bring back the Vendors' Reception and move the vendor showcase to Tuesday PM, just before the reception.
- Silent auction for scholarships, etc.?"
- Would like to see the vendors go in order of booth number and state their booth number at the end of their brief company overview.
- I think you should list preregistered delegates on the app so I can review who is attending at the beginning of the meeting. Receiving this information once I am back home only identifies the opportunities I missed because I didn't know someone attended the meeting.
- Needed to be more sessions
- We need to host a vendor reception on Tuesday evening from 4:30-6:00
- Encourage more DOT/public participants, DOT/Public presentations, and government interaction. I feel we are losing our conference to consultants. I also believe the President of ITS heartland should NEVER be a consultant.
- Overall a very good conference. Good turnout and a good number of vendors.
- Had a lot of fun. It was my first ITS Heartland. I found it to be a fun energetic group more than most conferences I've attended. Keep up the good work.
- As a vendor, I was disappointed in the layout of the room. Booths on the outside in the far right (where Iteris was), were too far away from drinks and the food for anyone to venture over there. It would be better for a venue like that to have the vendors in the middle, and force attendees to walk past their booths to get to the food and drinks. Keeps the traffic flowing past the booths, rather than putting vendors at what ended up being a dead-end. Happy to explain this further over the phone.
- Excellent meeting, well done!
- Helpful hint, have vendors tell how many years they've participated in ITSH."
- I like Matt's idea of having a short social in the vendor room Tuesday after presentations before people go to dinner.

Survey participants suggested the following locations for future ITS Heartland Conferences (multiple votes are in parenthesis).

Kansas City (4)
Tulsa, OK (3)
Oklahoma (2)
Oklahoma City (2)
Omaha, NE (2)
Springfield, MO (2)
Ames, IA
Minneapolis, MN
Wisconsin
Wichita
Jefferson City
St Louis, MO
Lincoln, NE
Norman
Manhattan

VENDOR SHOW FEEDBACK (Attendees)

1. Attendees were asked if they wanted more, less or the same time with vendors?

Results:

Ten (10) respondents wanted more time with vendors.
Nine (9) respondents wanted the same amount of time.
Zero (0) respondents wanted less time.

2. Attendees were asked if having meals/breaks in the vendor area was beneficial or distracting?

Results:

Fifteen (15) respondents felt it was beneficial.
One (1) thought it was distracting.
Four (4) had no opinion.