



Transportation Professional Certification Board

Strategic Plan-2019-2021

Mission

To be the preeminent organization certifying the competence of professionals working in the disciplines and sub-disciplines of transportation engineering, transportation planning and road safety.

Vision

The TPCB certifications will be widely recognized as denoting the professional competence of transportation engineers, transportation planners and roadway safety professionals and sought after by those practicing in these fields.

Overarching Goals:

To achieve the vision, the TPCB has the following goals:

- 1. Maintain a suite of certification programs that meet the peer-identified needs of individuals working in the transportation engineering, transportation planning and road safety professions.**
- 2. Ensure that each certification program supports the ability of credential holders to contribute to the safe and efficient mobility of all users of the surface transportation system.**
- 3. Achieve broad awareness and acceptance of the value of TPCB's certification programs by transportation professionals and their employers.**
- 4. Ensure the programmatic and financial sustainability of the TPCB.**

I. Professional Transportation Operations Engineer (PTOE)

Objectives: Maintain a PTOE renewal rate of 90% or more. Extend the PTOE certification to a higher percentage of practicing professionals by increasing the annual number of applicants by 25% (to 250/year) by 2021.

- A. Maintain PTOE Exam– A Job Task Analysis was completed in 2017 and the current exam debuted in June, 2018. The relevancy of the existing exam will be monitored during the period of this Strategic Plan, but no significant update would be expected until the 2022-2023 time period.
- B. Market the PTOE Certification – With approximately 3,500 certificants the PTOE is well established, but there remains room to grow. The number of applicants has been holding steady at approximately 200/year in recent years. A targeted marketing strategy is needed to reach and convince more practitioners to pursue the PTOE and more organizations to require or give preference to the PTOE-holder.

II. Professional Transportation Planner (PTP)

Goals: Increase the PTP renewal rate to 90%. Raise awareness of the existence of the PTP and its new focus and increase the annual number of applicants by 50% by 2021 (to 90).

- A. Maintain the PTP Exam - A Job Task Analysis was completed in 2017 and the current exam debuted in June, 2018. Given that the exam was refocused on active and sustainable transportation, the relevancy of the existing exam will be monitored closely and there is some potential for updating during the period of this Strategic Plan. However, a full-scale update would not be expected until the 2022-2023 time period.
- B. Market PTP Certification – With only slightly over 400 certificants the PTP has not achieved the level of acceptance expected or desired. The number of applicants has been holding steady at approximately 60/year in recent years. While the exam was refocused on active and sustainable transportation this is not widely known in the marketplace. A broad marketing strategy aimed at raising the awareness of the PTP and branding it as “the” certification for professionals working in the active and sustainable transportation space is needed.

III. Roadway Safety Professional

Goals: Create awareness of the RSP-1 and attract a broad set of initial RSP-1 applicants; complete development of and launch the RSP-2.

- A. Maintain the RSP-1 Exam – The Job Task Analysis was completed in 2018 and the exam will debut in October, 2018. The exam will need to be closely monitored in the early years of its offering and adjustments made as necessary until the exam reaches steady state. There is the potential need to do a second round of development in 2020 or 2021 depending on results from initial exams. More likely is a full scale update in 2024.
- B. Market RSP-1 Certification – As a new certification, the RSP-1 will need significant and continuous marketing. The target audience is very broad and involves a wide range of organizations beyond ITE. The Steering Committee is an avenue to many of these organizations, but well thought-out marketing strategies and materials will be needed to raise awareness, highlight early certificants, lay the groundwork for preference given to certificants, etc._Complete the RSP-2 Exam and Launch – The Job Task Analysis will be completed in 2019 and the exam is expected to debut in October, 2019. Considerable effort will be involved in assembling the subject matter experts, managing the development, and conducting the initial launch marketing.

- C. Maintain the RSP-2 – The Job Task Analysis is expected to be completed in 2019 and the exam will debut in October, 2019. The exam will need to be closely monitored in the early years of its offering and adjustments made as necessary until the exam reaches steady state. There is the potential need to do a second round of development in 2021 or 2022 depending on results from initial exams. More likely is a full scale update 2025.
- D. Market RSP-2 Certification – As a new certification, the RSP-2 will need significant and continuous marketing. With two specialties – infrastructure and behavior – different audiences will need to be addressed appropriately. The Steering Committee will be an avenue to some of the organizations that can be targeted, but well thought-out marketing strategies and materials will be needed to raise awareness and educate potential applicants and organizations on the intent and value of the RSP-2 and to differentiate it from the RSP-1.

IV. TPCB Administration

Goal: Acquire and maintain NCCA Accreditation; Improve TPCB financial sustainability working toward a financial reserve of 75% of the annual operating budget.

- A. Achieve NCCA Accreditation – Properly document TPCB processes and procedures in accordance with NCCA standards. Prepare the necessary application documents to achieve NCCA standards starting with the PTOE in 2019 and following with the PTP in 2020. Seek accreditation for the RSP as soon as it is appropriate, likely in the 2021-2022 time frame.
- B. Maintain NCCA Accreditation – Once accreditation is achieved, ensure that the mechanisms to maintain this accreditation are in place. An action associated with maintaining the exam is included under each certification. Staff will be responsible for coordinating with NCCA and advising the Board on any policy or process changes needed.
- C. Enhance TPCB Financial Sustainability – Continue to improve the TPCB financial sustainability by appropriately setting testing, certification and renewal fees, planning for timely updates of each certification, and building the TPCB reserve funding toward the goal of 75% of the annual operating budget.