

Transportation Professional Certification Board Strategic Plan 2022-2024

Mission

To certify the expertise of transportation professionals working in traffic operations, transportation planning, and safety.

Vision

To be the preeminent certifying body for transportation professionals.

Values

- Professionalism – The TPCB will operate with professionalism and expect the same from its certificants,
- Leadership – The TPCB will be a leader in transportation certification,
- Ethical Conduct – The TPCB will uphold the highest ethical standards,
- Fiscal Responsibility – The TPCB will operate its programs in a fiscally responsible manner,
- Customer Service – The TPCB will support its certificants with the highest level of customer service.

Strategic Goals

- Maintain a suite of certifications that meet the peer-identified needs of professionals working in traffic operations, transportation planning, and roadway safety,
- Identify and pursue emerging certification needs in the transportation field,
- Ensure that the TPCB meets or exceeds industry standards in the development and delivery of its programs and exams,
- Achieve and/or maintain broad awareness and acceptance of TPCB certifications within the transportation profession,
- Ensure the programmatic and financial sustainability of the TPCB and its certification programs.

This Strategic Plan identifies strategies for enhancing each of the three existing certifications – Professional Traffic Operations Engineer (PTOE), Professional Transportation Planner (PTP), Road Safety Professional (RSP) – as well as a set of crosscutting strategies advancing TPCB as a whole.

I. Professional Transportation Operations Engineer (PTOE)

The PTOE is the oldest of the TPCB certification programs, having been established in 1999. It has a 92% renewal rate. It is widely recognized throughout the United States and to a much lesser extent in Canada. Over the next three years, the focus will be to ensure the exam is current and relevant in terms of material and assures required certificant knowledge, maintains a strong renewal rate (90%+), and continues to grow the certification in the US and Canada. Two primary strategies will be pursued:

- A. Update PTOE Exam– The last Job Task Analysis was completed in 2017, and the current exam debuted in June 2018. A second exam form and minor update were completed in June 2020. A Job Task Analysis and full update are planned for 2022. This will ensure that the PTOE reflects the most current traffic operations knowledge and practices.
- B. Grow the PTOE Certification – With approximately 3,500 certificants, the PTOE is well established, but there remains room to grow. The number of applicants increased by approximately 10% during the last three years (2019-2021) to 250 annually. A survey of existing PTOE certificants, ITE Traffic Engineering Council, Consultant Council, and Public Agency Council members will be conducted to understand better why practicing professionals choose or do not choose to pursue the PTOE. The results of this survey will be used to update TPCB and PTOE certificant-support and to develop a targeted marketing strategy to encourage more practitioners to pursue the PTOE and recommend that more employers require or give preference to the PTOE-holder.

II. Professional Transportation Planner (PTP)

The PTP was established in 2007 and has an 80% renewal rate. The current certificants are almost exclusively US-based. The focus for the next three years will be to update the exam while identifying opportunities to strengthen the focus on active transportation and public health and raise awareness and interest in the PTP through a broad outreach, both within and outside of ITE. Two primary strategies will be pursued.

- A. Enhance the PTP Exam– The most recent update was completed in 2018. This shifted the focus of the PTP from US planning regulations to an active transportation emphasis. A Job Task Analysis and full update are planned for 2023. As part of this update, a reexamination of the active transportation focus will be undertaken, and opportunities to strengthen the linkages to public health will be identified. This will ensure that the PTP has a clear, relevant focus and reflects the most current transportation planning knowledge and practices.
- B. Grow the PTP Certification – With fewer than 500 certificants and an 80% renewal rate, the PTP has significant room for growth and significant hurdles to overcome in terms of the recognition and acceptance of the PTP among transportation planning professionals.

A focus-group approach drawing from PTP-certificant-holders, the ITE Planning Council, Association of Metropolitan Planning Organizations (AMPO), National Association of City Transportation Officials (NACTO), and American Public Health Association (APHA) will be used to inform actions to enhance the awareness and acceptance of the PTP.

III. Roadway Safety Professional (RSP)

The RSP emerged in 2018, having been identified by the TPCB as an area of need through an industry survey in the early 2010s. The RSP is a multi-level certification, with the RSP-1 focused on the general transportation professional and the RSP-2 focused on the transportation safety specialist. The RSP was developed with a North American – US and Canada – focus.

Two specialty areas are available for the RSP-2. The RSP-2I covers infrastructure safety, and the RSP-2B addresses behavioral safety.

The RSP-1 debuted in October 2018 and has more than 600 certificants. The RSP-2I and RSP-2B launched in October 2019. The RSP-2I has nearly 100 certificants, while the RSP-2B has fewer than 20.

In 2021 the RSP-Saudi Arabia (RSP-SA) was developed, providing regionalized versions of the RSP-1 and RSP-2I. The first RSP-1SA exams were given in June 2021.

As a young certification with the primary focus for RSP over the next three years will be on continuing to raise awareness of the certification in the US, Canada, and Saudi Arabia. A particular target in the US and Canada will be those working outside of the infrastructure safety arena. Toward the end of the period, the update cycle for the RSP exams will begin.

- A. Grow the RSP Certifications – As a new certification, the RSP will need significant and continuous marketing. The target audience is very broad and involves a wide range of organizations beyond ITE. Still, a survey of ITE Safety, Public Agency, and Consultants Councils can provide an easy avenue to better understand the market penetration and why or why not individuals seek and organizations support the RSP-1 and RSP-2I. A parallel engagement with organizations such as Governors Highway Safety Association (GHSA), Lifesavers, Canadian Association of Roadway Safety Professionals (CARSP), etc., will be needed to guide efforts to expand the RSP-2B. Collectively, these engagements can be used to inform and guide RSP marketing efforts.
- B. Update the RSP-1 Exam – A first update to the RSP-1 exam is planned for 2024. This will provide an opportunity to integrate any observations or feedback from the initial set of exams and conduct a Job Task Analysis to ensure that the exam reflects the most current transportation safety knowledge and practices.

IV. TPCB Administration

The TPCB seeks to support and serve its existing certificants, stay current with practices and procedures in the certification field as evidenced by accreditation from the National Commission for Certifying Agencies (NCCA), and ensure TPCB's sustainability. Four strategies will be pursued:

A. Support TPCB Certificants – Provide TPCB certificants with the information needed to maintain their certification(s) in good standing and gain value from being certified. We need to maintain a strong web presence, provide online access for applications and renewals, and provide certificants with the latest TPCB information through regular distribution of the TPCB newsletter.

B. Maintain NCCA Accreditation – NCCA accreditation was granted in 2020 for the PTOE. Reaccreditation will not be due until 2025. During these three years the focus will be on maintaining TPCB processes and procedures in alignment with NCCA accreditation guidelines.

C. Ensure TPCB Sustainability – Efficiently manage TPCB resources by appropriately setting testing, certification, and renewal fees; planning for timely updates of each certification; and building TPCB reserve funding to ensure the long-term sustainability of the TPCB.

D. Identify Future Growth Opportunities – During the window of this Strategic Plan, the TPCB will engage with existing certificants, prospective certificants, and partner organizations to assess the need for any additional certification programs – either extensions of existing certifications or new certifications – to ensure that the TPCB is fulfilling its vision of being the preeminent certifying body for transportation professionals.