Dear ITE Southern California Members,

Our February joint meeting with the Central Coast Section was held at the Los Robles Greens Golf Course in Thousand Oaks. Our guest speaker was Fred Luna, Program Manager for Santa Barbara County Association of Governments (SBCAG). Mr. Luna spoke about “Current SBCAG ITS Programs”. Although the weather wasn’t as cooperative, it didn’t dampen the spirits of all those who attended. Our meeting also included the candidate statements of the two nominees for District Secretary-Treasurer. The candidates are Justin Link (Central Coast Section) and Carlos Ortiz (Southern California Section). See the Scribe Report on Page 3. You can also view the photos of this event at our website (www.itesocal.org) under the Photos tab.

As I mentioned above regarding the nominees running for the District Secretary-Treasurer position, I encourage all of you to support our own Section member and Past-President, Carlos Ortiz. Be sure to review Carlos’ brochure at the end of this newsletter.

Our March newsletter is sponsored by Iteris, Inc. We truly appreciate the support of our sponsors who help offset the costs of our events. See Page 9 of this newsletter for information on sponsorship opportunities.

Given the current economic uncertainty, I would like to give notification on a job opening. The California Public Utilities Commission (CPUC) is having an Open House to meet with potential Engineering candidates for several Engineering positions from 11:00am – 2:00pm on March 6th, 2012 at the Junipero Serra State Building in Los Angeles. You are invited to attend and meet with Division representatives to learn about positions available at the CPUC. Please review the attached flyer towards the end of this newsletter.

Our next mini-workshop meeting will be held jointly with the San Diego Section at the El Adobe Restaurant in San Juan Capistrano on Friday, March 23rd at 9:30 AM. Our guest speakers will be:

1. Walter Okitsu, Founder of KOA Corporation & Current District Vice-President, speaking on “Issues in Bikeway Design” and an “Update on the ITE Western District”.
2. John Fisher, Assistant General Manager at LADOT, speaking on the “2012 California MUTCD” including how bicycle design is impacted.
3. Christine Eary, Associate Planner at SANDAG, speaking on “Safe Routes to Transit Regional Plan”.

See the flyer attached towards the end of this newsletter. Please be sure to RSVP with Sri Chakravarthy at Sri.chakravarth@kimley-horn.com before noon on Friday, March 16th. Lunch will be a Mexican Buffet. The buffet includes the following: Mixed green salad with ranch and vinaigrette dressings; Pasta salad with cilantro-pesto dressing; Chicken enchiladas; Shredded beef tacos; Spanish rice and refried beans.

Lastly, don’t forget to mark your calendars for the following upcoming events:

- Complete Streets Conference on Friday, March 2nd at the Kyoto Grand Hotel in Los Angeles
- ITE 2012 Technical Conference & Exhibit from March 4 – 7 at the Pasadena Convention Center

You will find registration information for both events on Page 10.

See you there!
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**In This Issue**

- Scribe Report 3
- Legislative Analysis 4
- UCLA and USC ITE Tour LAX 5
- Transportation Projects in the News 6
- Transportation Issues in the News 7
- Roundabouts – Cost Effective Solution for Interstate 5 Interchange 8
- Opportunities for Newsletter Advertising and Sponsorship 9
- Opportunities for Newsletter Content 10
- Announcements 10
- UK Guidance on Promoting Transportation Systems 11
- Communications and Outreach Perspectives from the California High-Speed Rail Authority, a General Manager, an Engineer, and a Public Outreach Practitioner 12

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**Brief Look Ahead**

**March**
- Fri 2nd, Complete Streets Conference, Kyoto Grand Hotel, Los Angeles (see page 10) (contact: Chair of Activities)
- Sun 4th – Wed 7th, ITE 2012 Technical Conference and Exhibit, Pasadena Convention Center (see page 10)
- Tues 6th, 11:00 AM – 2:00 PM, California Public Utilities Commission Open House, 1st Floor Auditorium, Junipero Serra State Building, 320 W. 4th St, Los Angeles (see flyer)
- Fri 16th, 12:00 Noon, RSVP Deadline for ITE So Cal+San Diego Section Workshop (contact: Secretary-Treasurer)
- Fri 23rd, 9:30 AM, Joint ITE So Cal+San Diego Section Workshop, El Adobe Restaurant, 31891 Camino Capistrano, San Juan Capistrano (see flyer)
- Fri 30th, 11:59 PM, ITE So Cal Newsletter Deadline (contact: Newsletter Editors)

**April**
- Wed 18th, 11:30 AM, ITE So Cal Section Meeting at Monterey Hill Restaurant, Monterey Park

**May**
- Wed 23rd, 5:00 PM, ITE So Cal+OCTEC Meeting+Student Chapter Presentations at Holiday Inn & Suites, Fullerton

**June**
- Wed 13th, 8:30 AM, ITE So Cal Mini Workshop Business Meeting at Monterey Hill Restaurant, Monterey Park

**August**
- Sun 12th – Wed 15th, ITE International Annual Meeting & Exhibit, Atlanta Georgia

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**ITE Southern California Section**  
www.itesocal.org
The Institute of Transportation Engineers Southern California Section and Central Coast Section monthly meeting was held on Tuesday, February 7, 2012 at the Los Robles Green Golf Course in Thousand Oaks. The program topic was “ITS Plan and Implementation Program.” It was presented by Fred Luna, Program Manager of Santa Barbara County Association of Governments (SBCAG). The SBCAG is a regional planning agency comprised of Santa Barbara County and eight incorporated cities within the county.

The mission of the SBCAG is to provide collaborative leadership, planning, projects and services that serve regional and local needs to improve mobility and promote sustainable communities in Santa Barbara County. The primary emphasis of the SBCAG is transportation which includes regional planning, airport planning, programming of regional funding (state and federal gas tax funds, local transportation sales tax funds and federal and state programs) and implementing projects funded by the Service Authority for Freeway Emergencies (SAFE) which includes the Freeway Service Patrol, Call Box Program and other motorist aid uses.

The emphasis areas are highway improvements partnered with Caltrans and local agencies, passenger rail project improvements, regional transit services within Santa Barbara County and from Ventura County to San Luis Obispo County, traffic solutions (rideshare, employer programs, van pools and flex work programs) and Intelligent Transportation System (ITS) projects.

The 101 in Motion corridor study is the planning linchpin for Highway 101 improvements for the SBCAG. It provides for a multi-modal and operational management approach. The purpose of the project was to develop an action plan with short term and long term solutions to reduce congestion on Highway 101 in the Ventura – Santa Barbara County Corridor.

The Central Coast ITS Plan was completed in 2007 to guide ITS project development throughout District 5. The emphasis areas includes traffic management and safety (network surveillance, street and freeway control, TMC’s and field units, regional traffic control, incident management, road weather information), transit management, traveler information, commercial vehicle operations and emergency management and enforcement.

The Caltrans projects for the Central Coast ITS Plan include the US Highway 101 Detection, ramp meters, changeable message signs, Closed Circuit Television (CCTV) and Highway Advisory Radio (HAR). Other agency identified projects include transit Automated Vehicle Location (AVL), traveler information site, small call boxes and regional arterial traffic control.

The Phase I implementation includes a traveler information site which is scheduled for launch in Spring 2012. The State Street Transit Signal Priority is scheduled for completion in Spring 2012. The signal synchronization on Carrillo Boulevard from Chapala Street to San Andres was completed in June 2011. There are a total of seven intersections at US 101 ramps and the signals are synchronized for AM, PM and mid-day traffic patterns. As a result of the synchronization, the total corridor travel time improved by 14%, stops decreased by 18% and total delay decreased by 13%. 

The 101 in Motion corridor study is the planning linchpin for Highway 101 improvements for the
The following is an update of transportation-related bills.

### Legislative Bill Updates

**Assembly Bill No. 1574 (Galgiani)**
**Keywords:** high-speed rail
**Status:** Introduced February 1, 2011

What this Bill will do:
The California High-Speed Rail Act (CHSRA) approved by voters on November 4, 2008, created the 9 member, High-Speed Rail Authority (Authority) with specified powers and duties to development and implement the high-speed rail system. In addition, the Authority is required to adopt and submit to the Legislature a business plan every 2 years, to establish an independent peer review group, and provides for the issuance of $9.95 billion in bonds, in addition to other requirements. This bill would repeal and replace these provisions of the CHSRA and limit the responsibilities of the Authority. The bill will place the Authority within the Business, Transportation, and Housing Agency and authorize the Authorities to serve at a more limited capacity.

**Assembly Bill No. 1645 (Norby)**
**Key Words:** State highway; naming and designation by the Legislature
**Status:** Introduced February 13, 2012

What this Bill will do:
This bill would transfer from the Legislature to the California Department of Transportation, California Transportation Commission the authority to name certain districts, state highways, bridges, pathways and other public infrastructures.

**Assembly Bill No. 2128 (Cook)**
**Key Words:** automated traffic enforcement systems
**Status:** Introduced February 23, 2012

What this Bill will do:
This bill proposes several new driving maneuver restrictions, but more importantly, it would require local governmental agencies that operate automatic traffic enforcement system to extend the yellow light interval one second beyond the minimum required pursuant to the Manual on Uniform Traffic Control Devices and to invalid citations if the yellow light length interval is not met.

**Assembly Bill No. 2277 (Hueso)**
**Key Words:** Adopt a Highway Program; courtesy signs
**Status:** Introduced February 24, 2012

What this Bill will do:
When posting the "Adopt-a-Highway" clean up signs, this bill would require the California Department of Transportation (Caltrans) to notify and obtain approval from local agencies with jurisdiction over the area the sign is to be posted. In addition, this bill would require Caltrans to post on its Internet Web site the application where an agreement with a person or a group enters with Caltrans regarding the sponsorship of litter abatement.

**Assembly Bill No. 2045 (Blumenfield)**
**Key Words:** high-occupancy toll lanes
**Status:** Introduced February 24, 2012

What this Bill will do:
This bill will exempt vehicles that meet the California's enhanced technology partial zero-emission standard from toll charges imposed on single-occupant vehicles in lanes designated for tolls.

**Senate Bill No. 985 (La Malfa)**
**Key Words:** transportation bonds
**Status:** Introduced January 30, 2012

What this Bill will do:
Voters approved Proposition 1A, also the Safe, Reliable High-Speed Passenger Train Bond Act, on November 4, 2008, to provide for the issuance of $9.95 billion in bonds for high-speed rail related purposes. This bill would halt the sales of bonds and to redirect the net proceeds to date if this bill is approved for purposes of retiring the debt incurred from the issuance and sale of those bonds.

**Senate Bill No. 1061 (Walters)**
**Key Words:** professional engineers
**Status:** Introduced February 13, 2012

What this Bill will do:
Essentially, this bill will elevate the status and recognition of certain branches of engineering by strictly forbidding such practice to any person who is not licensed in the specified disciplines such as agricultural, chemical, traffic and other specified disciplines.

More information on any particular bill can be found at the following website and entering the bill number:

http://www.leginfo.ca.gov/bilinfo.html.
On Friday, February 24th, the UCLA and USC ITE Student Chapters took a field trip to the Los Angeles International Airport (LAX), featuring many LAX components including the Tom Bradley International Terminal. The tour provided perspectives on current airport construction and gave the students a sense the daily operations of one of the world’s largest airports. The tour was organized through UCLA’s Chapter Advisor, Pat Gibson, of Gibson Transportation. Looking past the historic rivalry between the two schools, UCLA ITE invited seven future Trojan transportation engineers along for the trip.

The tour was hosted by Bob Werner, whose 21 years of experience at the airport includes leading both airport operations and land development. Mr. Werner took the students and Mr. Gibson out on the tarmac in a small bus, just yards from the jetliners. The first ten minutes of the tour were spent weaving through a surprising amount of field traffic—both gas and kerosene-powered—much to the excitement of the students, who jumped at the opportunity to take photos of the new Qantas Airbus A-380s from this unique vantage point.

The biggest take-away - there is much more to LAX than simple takeoffs and landings. Mr. Werner showed the group the construction of taxiways Sierra and Tango and provided an up-close look at the construction of the expanded Tom Bradley International Terminal. According to Mr. Gibson and Mr. Werner, the cost of building the150-yard taxiway Sierra was equivalent to building 25 miles of four-lane highway! Mr. Werner also discussed the challenges of excavating forty feet below existing grade for the new terminal while maintaining a daily operation of about 1800 daily takeoffs and landings. Additionally, the group also toured the remote west field area and the central utilities plant and learned about the north field development, a project of Mr. Gibson’s firm. The best part about having Mr. Werner as a tour guide was hearing all his operations knowledge.

Mr. Werner described the effort of accommodating Air Force One (a GOP White House tends to be a lot quieter for LAX) and why/when the control tower reverses the direction of takeoff (95% of the time planes take off over the Pacific Ocean). It was very interesting to hear how the the airport works with airline manufacturers to plan for the operation in terms of wheel bases and turning radii of new jetliners like the A350, A380 and extended Boeing 747.

The two student chapters hope to organize more tours like this together in the future. Both UCLA and USC ITE appreciate any and all support from fellow ITE members whether it is in the form of cash donations, office and technical tours, or guest speakers. Please contact us at iteuscg@gmail.com and ite@ucla.edu for more information on how you or your company can help the budding transportation professionals at USC and UCLA ITE!
Transportation Projects in the News

David M. Schwegel, PE

AVIATION

1. Salt Lake City: A 10-year, $1.8 billion rebuild is being conceived, says International Airport Executive Director Maureen Riley – at the nation's 26th busiest. This rebuild is primarily inspired by main tenant Delta Airlines due to the seismic risk of the aged buildings, with a complete seismic retrofit deemed unmanageable (Jared Page, Deseret News, Feb. 21, 2012).

2. Fort Lauderdale: Plans are underway for a $790 million, 8,000-foot runway, six stories above grade, passing over Florida East Coast Railway tracks and all lanes of U.S. 1. This project, the most heavily debated in Broward County chambers in the last 10 years, broke ground on Monday, January 23, 2012. Operation is slated for September 2014.

BRIDGES

1. Tappan Zee Bridge (New York): New York State is replacing the 56-year-old Tappan Zee Bridge with a $5.2 billion dual-span bridge to be fast-tracked using design-build (Lohud <dot> com, Feb 12, 2012).

2. Tokyo Dinosaur Bridge (Japan): This 2,618-meter-long "dinosaur-shaped" bridge opened the weekend of February 11-12, 2012 after a decade of construction in the world's largest metropolis, halving travel times to Tokyo Bay container terminals and delivering $246 million in annual economic benefits (Bloomberg, Feb. 9, 2012).


MIXED-USE PROJECTS AND MULTI-MODAL CENTERS

1. I-395 (Washington DC): A $1.3 billion, 2.2 million square-foot mixed-use office/residential project is planned across Interstate 395, reconnecting the Capitol Hill and East End neighborhoods that were disconnected when the freeway was constructed in the 1960’s (“A Washington Connection,” by Maura Webber Sadovi, Wall Street Journal, Feb. 22, 2012).

2. Sacramento: 2.3 miles of Union Pacific Railroad (UPRR) track is being relocated to accommodate the 240-acre Sacramento Railyards project – among the nation’s largest infill projects – to accommodate mixed-use development, a multi-modal center (serving Amtrak, light rail, bus, and future high-speed rail), and a possible Sacramento Kings’ Arena (“Transportation secretary talks jobs at rail relocation; arena renderings held back,” by Melanie Turner, Sacramento Business Journal, Feb. 9, 2012).

ROADWAY

1. Houston Loop Project: Texas DOT is progressing on this “Grand Parkway” project - a 180-mile beltway – nation’s longest – serving 7 counties and encircling the 45-mile I-610 and the 88-mile State Route 8 loops (“Houston Loop Project Moves to Next Phase,” by Gail Delaughter, Transportation Nation, Feb. 16, 2012).


3. Golden Gate Bridge Approach (San Francisco): The San Francisco County Transportation Authority is scrambling for an additional $60 million, so Golden Link Partners can move forward with the second phase of a $1.1 billion project to replace the existing dangerous Doyle Drive approach to the Golden Gate Bridge (San Francisco Chronicle, Feb. 2012).

TRANSIT


2. Florida Commuter Rail: The proposed 61-mile Sunrail project, serving Volusia, Seminole, Orange, and Osceola (Orlando metropolis), was approved last month by Governor Rick Scott. Representative John Mica notes, “There is no more cost-effective solution to provide near-term relief to the region's increasing highway congestion.” (“$1.3-Billion Florida Commuter Rail Set to Start Construction” by Scott Judy, Engineering News Record, Feb. 13, 2012).

3. BART: San Jose Extension: Valley Transportation Authority receives $100 million in federal funds on March 12 with an additional $150 million for fiscal year beginning October 2012, for a 10-mile, $2.1 billion extension from Fremont to San Jose’s Berryessa region (“BART extension to San Jose getting $250 million in federal funds – more than expected,” by Gary Richards of San Jose Mercury News, Feb. 13, 2012).

TUNNEL

1. Gotthard Base Tunnel (Swiss Alps): This 57 km (world’s longest, longer than Japan’s Seikan) train tunnel beneath the Swiss Alps is slated for opening in 2016, shaving an hour off of Zurich-Milan and 100 minutes off Zurich-Longo journeys (“Building the world’s longest train tunnel” from Rediff <dot> com, Feb. 13, 2012).

Transportation Issues in the News
David M. Schwegel, PE

AIR QUALITY

1. Electric Vehicles: Do electric vehicles spare the air or pollute the environment? China researchers note gas-powered vehicles spare the air more than electric ones because the considerable coal used to power the electric grid pollutes the air ("Electric cars in China bigger polluters, upi <dot> com, Feb. 13, 2012).

2. Fuel: Should America move forward with the Keystone Pipeline project that brings oil from Alberta Canada to Texas US to create thousands of jobs and reduce the cost of oil, or should America focus its attention on technologies such as electric transportation including wind and solar-powered solutions? ("GOP revises pipeline push in highway bill" by Ben Geman, E^2 Wire, Feb. 13, 2012).

AVIATION

1. Funding: On Monday, January 31, 2012, the Senate passed a four-year, $63-billion aviation bill through 2015, heavily emphasizing satellite navigation. How does aviation fit into a balanced transportation system? How can high-speed rail be incorporated into short-haul aviation journeys like in Germany’s Luftphans Airlines? San Francisco to Los Angeles is America’s busiest short-haul aviation market with 25% of flights delayed by 1+ hour(s). ("Bill Financing F.A.A. Passes, Ending Years of Stopgap Steps" by Ashley Southall, New York Times, Feb. 6, 2012, California High-Speed Rail Authority Draft Business Plan, November 2011)

2. Alternatives: Where should we strike the balance among road, high-speed rail, and aviation investment? The car, in many cases is most conducive to journeys up to 100 miles, high-speed rail for journeys of 100-600 miles, and aviation for journeys greater than 600 miles.

FUNDING

1. Congress: To what extent should gas-tax revenue be used for mass-transit projects? ("Transit backers bash GOP plan to gut funding," by Jeremy Smerd of SMERD, Feb. 6, 2012)

2. HSR: Financial Feasibility: To what extent should cash-strapped California be investing in a $100 billion high-speed rail system? Some note how Franklin D. Roosevelt’s heft infrastructure investment served as the helping hand out of the Great Depression. California’s Legislative Analyst Office (LAO) notes the riskiness in bond sales.

3. HSR: Public-Private Partnerships: To what extent can we use public-private partnerships to fund high-speed rail projects? Should private investment kick in – before or after environmental clearance? ("Surface Transportation & High Speed Rail Summit News Release by US High Speed Rail Association, February 2012)

HIGH-SPEED RAIL (HSR):

1. Support: High-Speed Rail is the only viable option for meeting California’s mobility needs in 2050 when California adds the equivalent population of New York State. Expanding roadways and airports achieve the same carrying capacity costs twice as much, spurs farmland-encroaching single-family development growth, and pollutes the environment. Gas prices continue to escalate.

2. Opposed: The project cost has doubled since 2008 and California is in much worse financial shape. China’s mega system had recent fatalities. True high-speed rail (186.4-mph+) has never been tried in the US.

PLANNING

1. Hollywood: What’s the correlation between transit-oriented development and property values? Move LA notes the recent Hollywood Boulevard closure was not from gang, slumlord, liquor store, and “no-tell motels” takeover of the 1980’s, but construction of transit-oriented development (TOD). LA City Councilmember Jackie Goldberg led Hollywood’s revitalization effort, and property values have increased six-fold over the last decade (Move LA Conference Promotion, Feb. 2012).

2. HSR: Transit-Oriented Development: The US High Speed Rail Association (www.ushsr.com) notes high-speed rail (HSR) is the “catalyst for the next new real estate boom, revitalizing city centers.” A February 12, 2012 Californian’s for High-Speed Rail (www.ca4hsr.org) led tour of San Francisco’s Transbay Terminal (www.transbaycenter.org) notes mega attractive hi-rises (including a soon-to-be tallest in San Francisco) going in adjacent to a long-narrow rectangular opening (soon to be the “Grand Central Station of the West”) in downtown San Francisco. (US High-Speed Rail Association Los Angeles June 2010 Conference, Californians for High-Speed Rail)

3. Multi-Modal Centers and Sports Team Retention: Are Sacramento’s multi-modal center plans aggressive enough to convince the Maloof’s to keep the Kings in Sacramento? How is San Francisco’s progress on the “Grand Central Station of the West” putting pressure on Sacramento to move forward? How will a new Kings Arena help Reno/Tahoe the 2022 Winter Olympics bid? ("Arena, transpo facility renderings expected; LaHood to Speak" by Melanie Turner, Sacramento Business Journal, Feb. 9, 2012)

ROADWAY

1. Rally for Roads: How shall we proportion transportation spending among roads, transit/high-speed rail, and aviation? UK “All Pounds for Roads,” and US “Rally for Roads” (hosting the nation’s largest transportation funding advocacy rally on Tuesday, March 20 with doubled participation anticipated over last year’s 500 supporters) advocates have their views. ("Second Annual ’Rally for Roads’ Advocates for Transportation Funding, construction pros <dot> com, Feb. 13, 2012)

2. Roundabouts: This new and expensive intersection geometry and control mode, the subject of numerous YouTube "how-to" videos, offers interesting benefits. University of Wisconsin-Madison Civil and Environmental Engineering Professor and Traffic Operations and Safety (TOPS) Laboratory Director David Noyce says: “In typical traffic engineering, there’s a trade-off between safety and operations. Our research has shown roundabouts offer benefits in both of these.” ("Roundabouts emerge as the ideal intersection" from RAI Magazine, Feb 6, 2012).

ITE Southern California Section
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With the birth of the State Transportation Improvement Program (STIP) process, the City of Anderson (City) sought an affordable means to improve access to the southern portion of the city—a region ripe for commercial growth. It was then that the City first retained OMNI-MEANS (Consultant) to develop alternatives, acceptable to Caltrans, to increase and enhance access to this area from Interstate 5.

Several concepts were identified to meet Caltrans and Federal Highway Administration (FHWA) requirements for conventional interchange modifications to the cost-prohibitive tune of $30-$35 million. Recently, the City and Consultant were approached by Caltrans, who suggested exploring a roundabout solution in this location.

The City followed Caltrans’ suggestion, and the Consultant evaluated roundabouts at the ramp terminals plus a new northbound off-ramp—both vital to the community’s economic growth. A feasibility analysis noted the considerable merit of this approach, especially in terms of cost savings, to the feasible tune of $8-$9 million—a savings of 75%, attributed to:

- Requiring fewer entry and exit lanes due to their significantly more efficient operations, which
- Greatly reduced queuing, thereby
- Eliminating, the need to widen the freeway structures to accommodate additional approach lanes, thus
- The bridge reconstruction was rendered unnecessary,
- Savings millions of dollars, which represents the single most significant cost reduction.

The first four tasks (below) are complete, with final project documents underway:

- Formation of an AB1600 Traffic Impact Fee District to fund a major portion of the cost of these roundabouts;
- Preparation of a Project Study Report/Project Report (PSR/PR), and
- Caltrans roundabout approval - Concept Approval Report (CAR), and
- Project Approval and Environmental Determination (PA-ED),
- Plans, Specifications and Estimates (PS&E) at 90%

CONCLUSION
The use of roundabouts to solve traffic congestion and safety problems at older freeway interchanges can be an extremely cost effective solution, as evidenced in the case described above. The consultant is currently involved in five (5) freeway interchange "roundabout" projects, along State routes 99 and 198 as well as Interstate 5 and Interstate 80.

The "Complete Streets" approach is gaining favor and roundabouts also work well in this environment. We are now developing roundabout corridors in the California cities of Rocklin in the Sacramento Area and Cotati in the San Francisco Bay Area. For more information on this or the other roundabout interchange projects, or our "Complete Streets" approach, visit us at www.omnimeans.com, or call me at (888) 535-5935.
The newsletter is a perfect venue for advertising your products and services, as it is circulated nine (9) times a year to approximately 800 ITE recipients all over Southern California. Advertisements are priced reasonably for the benefit of our members.

There is no charge for brief job announcements or course announcements (about 100 words) that would be of interest to our members. Free announcements may be edited or condensed as necessary, though. Only ads that are of direct interest to our members will be accepted. The costs are as follows:

- Sponsorship full page Ad: $300 per month
- Full page Ad: $200 per month
- Half page Ad: $125 per month
- 1/4 page Ad: $75 per month
- 1/8 page (business card) Ad: $50 per month

If you are interested in sponsoring the newsletter, the price is $300. The sponsoring company ad is displayed prominently in the newsletter.

For an additional $50 per month, companies can also include the same advertisement on our section web-page. The web advertisement will be on the page for the entire month.

In addition to Newsletter Sponsorship opportunities, we also have lots of Luncheon Sponsorship Opportunities at $100 per meeting. This is an extraordinary opportunity to educate one of the West Coast’s largest Transportation Engineering communities on your organization. Some other Sections charge $200 or more for lower profile meeting sponsorship opportunities. At $100 per meeting, this is an extraordinary value.

The Newsletter Editors must receive your ad by the 3rd Friday of the month prior to the following month’s newsletter. Thank you in advance for your contribution to the ITE Southern California Section.

Please contact Julia Wu at (562) 283-7882 or juwu@polb.com if you have questions or if you would like to submit an ad or sponsor a newsletter.

On behalf of our Newsletter committee, I, Julia Wu, would like to thank you, all currently-committed sponsors, for your support. Your help in sharing the production costs is what makes the newsletter distribution possible and allows us to increase our student support. I hope the advertisements in our newsletter have contributed to raising your profiles in the local transportation industry. Please note that with the electronic newsletter, the ads are now full-page and in color.

To our prospective sponsors, I encourage you to make your company better known in the community. We have sponsorship vacancies in January, 2013. We also have the sponsorship ($300) and co-sponsorship ($150) open for the Annual Steak Fry in August. First come first serve. Look forward to hearing from you!
The newsletter is also a perfect venue for keeping the membership apprised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jaydinkins@gmail.com) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the February Newsletter is 11:59 PM on Friday, March 30, 2012. Thank you in advance for your valuable contributions to this great team effort.

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Opportunities for Newsletter Content
David M. Schwegel, PE

The newsletter is also a perfect venue for keeping the membership apprised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jaydinkins@gmail.com) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the February Newsletter is 11:59 PM on Friday, March 30, 2012. Thank you in advance for your valuable contributions to this great team effort.

ITE Southern California Section
www.itesocal.org

Announcements

ITE So Cal Latest Information:
www.itesocal.org

Meeting and Event Photos:
http://picasaweb.google.com/itesocal

We Are Now on Facebook
http://www.facebook.com/home.php?sk=group_174132915945907 or search for “Southern California ITE”

ITE 2012 Technical Conference & Exhibit:

- Sun March 4, 2:00 PM – Wed March 7, 2012, Noon
- Pasadena Convention Center, 300 E. Green Street, Pasadena
- Registration: http://www.ite.org/conference/

Exceed expectations with ITE March 4–7 in Pasadena, CA at the 2012 ITE Technical Conference and Exhibit. The conference is designed to support transportation engineering, planning and multidisciplinary professionals responsible for management and operations of transportation systems. The meeting content will address the application and performance of multimodal transportation management strategies to exceed customer expectations within today’s budgetary constraints. The program will also seek to link transportation operations with livability, sustainability and economic competitiveness.

Labels: Transportation Engineering, transportation operations, Transportation planning, multimodal transportation management

Event Organizer: Albert Karoly (Transportation Engineer, Vermont Agency of Transportation)

Complete Streets Conference:

- Friday, March 2, 8:00 AM
- Kyoto Grand Hotel, 120 South Los Angeles Street, Los Angeles
- Registration: http://www.regonline.com/completestreets2012

As the support behind the complete streets movement continues to evolve, exemplary on-the-ground projects are steadily growing in strength and in numbers. What are recent accomplishments that have made appearances on the horizon of this movement, how have these efforts fared in their objectives to redefine and repurpose streets as public spaces? What are promising new approaches and strategies for implementing complete and living streets in California and in the U.S.? The second UCLA Complete Streets conference will present speakers from academia and practice to share observations and findings about recent accomplishments and explore new research and complete streets implementation examples

Selected Panels:
- What should be the role of complete and living streets in the transportation network?
- Safety and Equity Considerations
- Redefining Street Performance Metrics

Selected Confirmed Speakers:
- Reid Ewing, Professor, University of Utah
- Regina Freer, Los Angeles City Planning Commission
- Eran Ben-Joseph, author Rethinking a lot (forthcoming) Professor, MIT
- Jackie Douglas, Executive Director Live-able Streets
- Jose Luis Moscovich, Executive Director, San Francisco Transportation Authority
On January 9, 2012, the United Kingdom (UK) Government green-lighted a 250-mph (faster than anywhere else in Europe, shattering their 125-mph HS1 ceiling) High-Speed Rail (HSR) (HS2) system linking London, Heathrow International Airport, Birmingham, Manchester, and Leeds, overcoming 70 fiercely opposed groups (“HS2 go-ahead sees mixed reaction,” BBC News, January 10, 2012). In a February 8, 2012 webinar (Winning hearts and minds for high speed rail: Lessons from Great Britain), sponsored by the US High-Speed Rail Association (USHSR) (www.ushsr.com), James Bethell and Lucy James described the 3-step Campaign (www.campaignforhsr.com), and offered guidance to the US.

THREE-STEP CAMPAIGN

**Step 1: Case:** The Campaign streamlined the “HS2 = Jobs + Mobility” message through a “jumble of opposing arguments,” with HS2’s objective of “modernizing Britain’s railways and revolutionizing the way people travel.” Key messages included: (a) more trains (current railways at capacity, more seats for commuters and inter-city travelers, affordable fares), (b) more jobs (“44 billion pounds of economic benefits, competitiveness with Chinese 12,000 km network, “linking with Europe’s growing HSR network”), and (c) boosting the north (uniting Britain, accessing “new markets,” and “encouraging investment”). Specialized messages included: (a) “Yes to Jobs” (on bus), (b) “Make London a suburb of Birmingham” (on a whiteboard held by a high-ranking politician), and (c) “High-Speed Rail will mean more jobs for my son” (on a sign picturing a father and his young son).

**Step 2: Rebuttal:** Rebut the: (a) business (not affordable in a recession), (b) environmental (noise, view-sheds), (c) civic (“transportation program of own creation”), (d) safety (recent China crash), and (e) car lover (“all pounds to roads” and “green peas prefer trains to cars”) opposition from a small, yet powerful number of well-off Nimbys (not in my back yard) (Tea Party equivalent) through a myth-busting document (“10 myths: Bringing balance to the debate about high-speed rail”). Specific rebuttals: (a) Heavy investment starts in 2017, long after recession conclusion, and is “spread over two decades,” with only 10% of the total transportation budget, and an annual investment similar to London’s current Crossrail project; (b) While HS2 business plan assumes 1.4% annual passenger growth, long distance inter-city travel volumes experienced 5% annual passenger growth, doubling between 1994 and 2010; and (c) HS2 is the “rising tide that floats all boats,” enhancing commuter, light, and vacation rail systems, stimulating growth in lots of cities, not just those with HS2 stations. The key question: “Their (well off Nimbys) lawns or our jobs?”

**Step 3: Coalition:** Build alliances among supporting groups (“businesses, rail industry, civic leaders, parliamentarians, trade unions, economists, public”), with each group communicating how HS2 benefits them. Put forth appropriate group to convey needed message: (a) “High-speed rail link must be built” (economists), (b) “Britain needs 32 billion pound HS2 go-ahead now” (rail union leaders), (c) “High-speed rail project will boost economy” (civic leaders). Coalition is 70% of the campaign effort. Figure 45 days of hard-core message conveyance for penetration.

**US GUIDANCE**

**Opposition:** Rebut the opposition to “normalize the debate.” US opposition groups: (a) Ideological (Freedom Works, Reason), (b) Civic (Ohio Governor John Kasich, California Republican Congressman Jeff Denham), (c) Environmental (“High-speed rail’s coming battle: Powerful land owners” Orange County Register), and (d) Business (Exxon Mobil, Chevron, Koch Industries Inc). Publish a weekly, “we rebut the lies” circular from Washington DC.

**Structured Case:** Make the case in a “more structured way,” and tailor it to specific audiences in a “language they understand”: (a) Treasury (pay-back), (b) local politicians (jobs), (c) environmentalists (pristine landscape preservation, air pollution reduction, minimal noise), (d) business community (employment, opportunity), and (e) labor unions (employment, opportunity).

**RITE SO CAL TAKE-AWAYS**

In Chapter 6 of the ITE Traffic Engineering Handbook (5th Edition), Patricia B. Noyes reminds transportation engineers that “effective public involvement” is essential on transportation projects. Regardless of one’s position on HSR, the UK HS2 Campaign experience offers take-aways across modes (road, water, aviation, bicycle, pedestrian, transit).

**Three steps:** (1) Case (clear and simple message on overall mobility and economic benefit to society), (2) Rebuttal (proactive anticipation of opposition groups’ arguments and preparation of clear and simple rebuttals before opposing arguments emerge), (3) Coalition (“baiting the hook to suit the fish/support group type,” and putting the appropriate supporting group forward to convey the message needed at the time).

**Delivery:** Have highly respected politicians and celebrities convey clear and simple messages to appropriate groups, such as a mayor holding a sign or an Oscar winner using the system.

The UK Campaign for High-Speed Rail speaks at the USHSR Summit in Washington DC this week. Check www.ushsr.com later this month for post-event coverage. Formulate take-aways of your own. Convey them in your articles, presentations, and networking discussions at forthcoming transportation events.

Direct questions and comments to David M. Schwegel (davidmschwegel@aol.com, 425-466-5677).
Communications and Outreach Perspectives from the California High-Speed Rail Authority, a General Manager, an Engineer, and a Public Outreach Practitioner
David M. Schwegel, PE

CALIFORNIA HIGH-SPEED RAIL AUTHORITY

At the Thursday, February 2, 2012, California High-Speed Rail Authority (www.cahighspeedrail.ca.gov) meeting at Sacramento City Hall, Deputy Director for Communications Lance Simmons noted in his “Statewide Communications Restructuring” written report the need to “push as strongly as possible in staffing up in an expeditious manner to handle the storm clouds that we know lie ahead.” This is needed for “the upcoming surge (of opposition) that will accompany the release of the final business plan and the push to get shovels in the ground before year’s end.”

“Communications & Outreach” is a hot-topc, especially for new expensive transportation technologies like High-Speed Rail. Experts equate outreach efforts to those of the Interstate Highway System efforts of the Eisenhower Administration. In the communications restructuring, the Authority will take the lead instead of giving lead responsibilities to a PR firm. Regional outreach specialists will be retained by specific section as follows: KS Communications (San Francisco to San Jose); Circlepoint and Apex Strategies (San Jose to Merced); Mike Lynch Consulting and Circlepoint (Merced to Fresno); Mike Villines, the Forham Co, and Gene Tackett Consulting (Fresno to Bakersfield); Endicott Communications, Mike Lynch Consulting, and Circlepoint (Merced to Bakersfield); Gene Tackett and Chapman Public Relations (Bakersfield to Palmdale), Consensus, VMA Communications, and Chapman PR (Palmdale to Los Angeles), Consensus (Los Angeles to Anaheim); and Arellano Associates and Katz & Associates (Los Angeles to San Diego).

Two-minute public comments are a major part of Authority Board meetings. There were 40 public presentations (38 of which supported the project). In my presentation, I noted three messages Communications & Outreach staff must convey:

1. Economics: The US High Speed Rail Association (USHSR) (www.ushsr.com) predicts the California High-Speed Rail project will be the “most profitable rail line in America and a top 5 in the world.”
2. Technology: High-Speed Rail through the Silicon Valley stimulates new high-tech industries.
3. Quality Productive Time: Even if transit takes twice as long as driving, it’s all “quality productive time,” because reading Derailed (Joseph Vranich) while driving “derails” many.


PERSPECTIVE 1: GENERAL MANAGER PAT MULROY (SOUTHERN NEVADA WATER AUTHORITY)

1. Conveyance: Don’t underestimate the power of electronic tools (like social media) in the hands of the opposition as they convey their objections.
2. Consistency: Get the public involved early and consistently to minimize delays, reduce change orders, and lower the risk of project denial.

PERSPECTIVE 2: ENGINEER JOHN ECONOMIDES (SAN DIEGO COUNTY WATER AUTHORITY)

1. Perspectives: Engineers are highly technical and skilled at what they do, and need to proactively invite other perspectives to the table to improve the team’s ability to respond to a wide array of public issues.
2. Budget: Include budget line items for outreach, and recognize that even if government reviews entailing outreach are not required, effective outreach up front actually saves money by reducing project opposition and unexpected circumstances later on.
3. Dialogue: Make it easy for stakeholders to carry on a dialogue preferably through electronic means like email links and social media posts. Respond to each.

PERSPECTIVE 3: PUBLIC OUTREACH PRACTITIONER AND EXECUTIVE VICE-PRESIDENT PATRICIA TENNYSON (KATZ & ASSOCIATES)

1. Diversity: Have diversity in your team. Include planners, engineers, environmental assessors, and inspectors as well as financial and communication professionals among others.
2. Humility: Be humble. Resist the temptation to wait until the work product is fully completed and perfected before presenting it to the community. Instead, present your partially completed homework to them with un-made decisions. They want to help you with your homework by weighing in on decisions.
3. Consistency: Convey clear and consistent messages repeatedly, as different groups come to the table that may or may not pass on information to each other.

TAKE-AWAYS FOR ITE SO CAL

1. Context: A “Context Sensitive Solutions for Transportation Applications” course taught at the American Society of Civil Engineers (ASCE) 2006 Annual Conference in Chicago reminds us to at least hear all parties out even if we don’t agree with them. Parties who feel they’ve been heard are less likely to stifle sharp opposition later than those who don’t. Respond in writing to each written comment.
2. Lifecycle: Getting the public involved early and often throughout the project lifecycle reduces the pains of rescuing a project when public sentiment turns sour midstream.
3. Sensitivity: Seattle Radio Commentator David Ross reminds us of the strong public sensitivity to transportation projects, especially as they relate to congestion and safety. Ross said to a Women’s Transportation Seminar (WTS) group in 2004: “you plan, design, and operate the systems my listeners complain about.”

Direct questions and comments to David M. Schwegel (davidmschwegel@aol.com, 425-466-5677).
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www.cpuc.ca.gov
Carlos Ortiz, PE, TE, PTOE

CANDIDATE FOR

ITE WESTERN DISTRICT
SECRETARY-TREASURER
Carlos Ortiz, PE, TE, PTOE

As a member of ITE for over twenty-years, Mr. Ortiz has served in two ITE Sections as President, as well as in other board positions. This experience has provided him with invaluable knowledge of the Western District and how it functions at the national and local levels. Mr. Ortiz is committed to ITE and eager to serve the organization in a leadership role. If appointed to the Secretary-Treasurer position, Mr. Ortiz’s goal is to proactively work with the District Board on setting ambitious goals and evaluating the best near- and long-term interests of the ITE Western District membership.

**Primary Goals as Secretary-Treasurer:**

- Increase ITE exposure locally, nationally, and internationally
- Control spending and maintain a healthy budget
- Foster increased membership and participation in local sections
- Encourage sponsorships by private firms and vendors/manufacturers
- Encourage members to support local engineering universities
- Increase participation in Annual District Meetings
- Continue support of the Student Endowment Fund
ITE Southern California Section
- Member, 1989 - 1996 and 2001 - Present
- President, 2008 - 2009
- Vice President, 2007 - 2008
- Secretary-Treasurer, 2006 - 2007
- Committee Chair for Awards to Universities, 2011
- Annual Presentation to California State Polytechnic University, Pomona for the Past 10 Years
- Presentation to Cal Poly Pomona ITE Student Chapter, 2002 - Present
- Presentation to University of California, Los Angeles, ITE Student Chapter, February 2012
- Planned Presentation to University of Southern California, ITE Student Chapter

ITE Riverside-San Bernardino Section
- Member, 1996 - 2001
- President, 2001 - 2002
- Vice President, 2000 - 2001
- Secretary-Treasurer, 1999 - 2000
- Assisted in Development of Section Logo/Branding

Western District
- Attendance at Western District Annual Meetings for Past 15 Years
- 2002 Annual Meeting, Palm Desert, California Local Arraignment Committee – Transportation Chair
- Presented at 2006 Annual Meeting, Hawaii

National
- Member, Transportation Consultant Council
- Member, Management and Ops/ITS Council
- Member, Traffic Engineering Council
- Attendance at ITE Annual Technical Conference
Experience

- 22 Years Professional Experience
- 20 Years at RBF / Baker
  - Manage Traffic Engineering Group
- Professional Licenses:
  - PE Civil (California and Arizona)
  - TE (California)
  - PTOE
- Served 2 Years as Intern at Caltrans
- Served as As-Needed Traffic Engineer for Various Agencies in Southern California

Professional Societies

**Orange County Traffic Engineers Council (OCTEC)**
- Member, 1989 - Present
- President, 2005 - 2006
- Secretary, 2004 - 2005
- Treasurer, 2003 - 2004
- Membership Coordinator, 2002 - 2003
- Member, Protected-Permissive Signal Technical Group, 1993

**American Society of Civil Engineers (ASCE)**
- ASCE Student Presentation, January 2012
- Member, 1989 - Present
- Member, Orange County ASCE Transportation Technical Group
- Young Member Forum, Orange County Branch, President

**ITS California**
- Member, ITS Southern California, 2009 - Present
- Attendance at ITS California Annual Meeting and Exhibition
- Attendance at ITS America Annual Conferences