



# INSTITUTE OF TRANSPORTATION ENGINEERS

## SOUTHERN CALIFORNIA SECTION

# NEWSLETTER

2017 – 2018, Issue No. 1

September 2017

## President's Message

*Dean Lehman, PE*



Dear ITE Southern California Members,

I am proud and honored to serve as your Section President this year. We have a great Board leading us this year with **Joshua McNeil** as our Vice President, **Sowmya Chandrasekhar** as Secretary, **Ed Alegre** as Treasurer, **Jay Dinkins** as First Past President and **Giancarlo Ganddini** as Second Past President. We also have a dedicated group of Chairs this year which help to keep the Section running smoothly. I want to thank each one of you for dedicating your time and expertise to keep our Section professional and providing relevant events to our membership throughout the year. Additionally, please welcome **Nora Chin** and **Hassan Ahmed** as our new Professional Activities Chairs.

Many of our Section members attended the Western District Meeting in San Diego and/or the International Annual Meeting in Toronto. At the Western District Conference our Section accepted the Activities Award for Large Sections, Membership Award for the highest membership gained and won the Professional Traffic Bowl at the Western District Conference.

We were back at the Police Academy Rock Garden for our Annual Steak Fry on August 23<sup>rd</sup>. This was one of our best attended Steak Fries in several years. Thank you to Kimley-Horn & Associates and Sensys Networks for your meeting sponsorship. Our next Section Meeting will be at the Monterey Hill Restaurant on **September 27<sup>th</sup>**.

### Next Meeting

**Wednesday, September 27,  
11:30 AM**

**Southern California Section  
Meeting**

**Monterey Hill Restaurant**  
3700 West Ramona Boulevard  
Monterey Park, CA 91754

[http://itesocal\\_september\\_2017  
.eventbrite.com](http://itesocal_september_2017.eventbrite.com)

See 2017-2018 Calendar for  
Upcoming Section Meetings

## Brief Look Ahead

### September 2017

- Monday 18<sup>th</sup> to Wednesday 20<sup>th</sup>, ITS California Annual Conference and Exhibit, San Francisco, CA  
<http://itscalifornia.org/meetings/annual-meetings/2017>

### October 2017

- Sunday 15<sup>th</sup>, 5:00 PM, Deadline for Abstracts for National Travel Monitoring Exposition and Conference,  
<http://natmec.org/abstracts>

### June 2018

- Sunday 10<sup>th</sup> to Wednesday 13<sup>th</sup>, National Travel Monitoring Exposition and Conference, Irvine, CA  
<http://natmec.org>
- Sunday 24<sup>th</sup> to Wednesday 27<sup>th</sup>, Western District Annual Meeting, Keystone, Colorado, [www.westernite.org](http://www.westernite.org)

### August 2018

- Monday 20<sup>th</sup> to Thursday 24<sup>th</sup>, International Annual Meeting and Exhibit, Minneapolis, Minnesota, [www.ite.org](http://www.ite.org)

**ITE Southern California Section**  
[www.socalite.org](http://www.socalite.org)

## 2017-2018 Southern California Section Officers

**President**

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**Vice President**

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**Secretary**

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**Treasurer**

Ed Alegre  
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**First Past President**

Jay Dinkins  
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**Second Past President**

Giancarlo Ganddini  
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## 2017-2018 Southern California Section Chairs

**Sponsorship Coordinators**

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**Professional Activities Chairs**

Hassan Ahmed  
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**Section Administrator**

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**FTA/FHWA Liaison**

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**Student Chapter Liaisons**

Saly Heng  
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*Student Chapter Co-Liaison  
 Volunteer Needed*

**Technical Coordinator**

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*Iteris, Inc.*  
[bkl@iteris.com](mailto:bkl@iteris.com)

**Social Media Administrator Chairs**

Matthew Redmond  
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Marc Violett  
*Michael Baker International*  
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 wow



## The Case for Civic Engagement among Engineering Professionals

*David M. Schwegel, PE (Precision Civil Engineering)*

Engineers holding public office was a hot topic at the August 25, 2017 ASCE ([www.asce.org](http://www.asce.org)) California Region Board of Governors Meeting in Oakland. Special thanks to the numerous engineering professionals serving in public office including the following:



*Arun Goel, Dublin City Council (Left); Chris Vierra, Mayor, City of Ceres (Center); and, Jimmy Lin, Mayor, City of Diamond Bar (Right)*



*Fred Minagar, Mayor, City of Laguna Niguel (Left); and, Anthony Cannella, Senator, 12<sup>th</sup> Legislative District - Modesto/Ceres (Right)*

"If there were more engineers in the Legislature, it would be a much better place." This was a remark by one of the Legislators at the Statewide Infrastructure Report Card ([www.ascecareportcard.org](http://www.ascecareportcard.org)) Release Event at the Capitol on February 29, 2012. Even if engineering professionals are unable to hold public office, they have plenty of opportunities for civic engagement such as participating in public comment at agency meetings, submitting written comments on game changing developments, and presenting on civic engagement topics at academic institutions.

Here are five reasons why civic engagement is so important among engineering professionals:

1. **Misplaced Priorities:** At \$650 billion annually, the US leads the world in defense spending – about the same as the next ranked 14 nations combined. The US also "spends less of its per capita GDP on transportation than many third world countries" (Former US Transportation Secretary Anthony Foxx). A direct Federal investment of \$20 billion in

our Statewide High-Speed Rail Project ([www.hsr.ca.gov](http://www.hsr.ca.gov)), per the advocacy of the US High Speed Rail Association ([www.ushsr.com](http://www.ushsr.com)), is less than what our nation spends on defense in only 12 days.

2. **Resilient Infrastructure:** Superstorms Sandy and Harvey and warped tracks at New York's Penn Station are ever present reminders that our infrastructure lacks the resilience that's seen in most other industrialized nations.
3. **26-Year "Dry Spell":** When Los Angeles hosts the 2028 Summer Olympics, it will break a 26-year "dry spell" since the US last hosted an Olympics in 2002 in Salt Lake City. Our infrastructure investment has failed to keep pace with other nations, thereby diminishing our competitiveness for showcasing world-wide expositions.
4. **SB1 Implementation Expertise:** High-level decision makers will be reaching out to engineering associations for advice on how best to implement SB1. This piece of legislation is a "game changer" as it marks the end of a quarter-century-long era of "kicking the can down the crumbling and pothole ridden road".
5. **Transportation Innovation Expertise:** When ITE Members testified before Roseville City Council in March 2013 in favor of the Oak/Washington Roundabout, it swayed the public and City Council opinion to overwhelmingly positive, expediting approval and completion.

Please see the separate article on the ASCE California Transportation Committee for advice from Transportation Secretary Brian Kelly on the next Statewide Infrastructure Report Card, guidance from Transportation California ([www.transportationca.com](http://www.transportationca.com)) on what the implementation of SB1 means for the citizens of California, and what Senator Cannella's "yes" vote on SB1 means for his District.

The next Statewide Infrastructure Report Card comes out in 2019. Between now and then, let's see what we can do to ramp up our civic engagement. As Michael Kehs (Hill & Knowlton) mentioned in our newsletter back in 2010, "As California goes, so goes the nation."

If you would like to submit a technical article for the ITE SoCal Newsletter, please contact David Schwegel ([davidmschwegel1@gmail.com](mailto:davidmschwegel1@gmail.com)) or Dina Saleh ([dzs@iteris.com](mailto:dzs@iteris.com)).



## ITE Western District Annual Meeting in San Diego

*Walter Okitsu, PE, PTOE, PTP (KOA Corporation)*

The Western District of ITE held its Annual Meeting at the San Diego Hilton Resort in June 2017.

The Southern California Section will continue to be well-represented at the International and District levels. **Carlos Ortiz** was elected to the International Board of Direction for a 2018 to 2020 term, joining **Walter Okitsu** (2016-2018 term) on the Institute's Board of Directors. **Neelam Dorman** was elected to Vice President of the Western District.



The Southern California Section won the annual Traffic Bowl, coming out on top in a nine-team "Jeopardy"-formatted competition. Team members were **Dean Lehman, Erik Zandvliet, Rock Miller, and Walter Okitsu**.



*Ray Davis (center), Traffic Bowl emcee and former Southern California Section President, presents the Traffic Bowl trophy to Dean Lehman, Walter Okitsu, Erik Zandvliet, and Rock Miller (left to right)*

The Western District's Student Endowment Fund met its target goal of a half million dollars this year. Contributions are still strongly encouraged, as student-related programs are being expanded. Future District annual meetings will be held in Keystone, Colorado 2018, Monterey, California 2019, Honolulu, Hawaii 2020, Portland, Oregon 2021, Palm Springs, California 2022, and Boise, Idaho 2023. The 2018 Keystone Meeting will be held jointly with the Texas District, while the 2021 Meeting in Portland will be a joint International Meeting.

## ITS California Launches Young Professionals Group

*Dina Saleh (Iteris, Inc.)*

ITS California proudly introduces the ITSCA Young Professionals Group (YPG), a new opportunity for young professionals in transportation technology to get involved with ITS California.



The mission of ITS California's YPG subcommittee is to foster a community of future leaders in transportation technology by providing a forum for continued education, knowledge sharing, networking, and professional development for young or new professionals in the intelligent transportation industry. YPG provides a friendly environment for all those working in transportation technology. The organization plans to host a variety of events for professionals in the private and public industry.

Currently the Los Angeles YPG Chapter has been formed. Other regional chapters will be convened based on interest and local support. Get connected with the Chapter on Facebook and LinkedIn to find out about future events!

## Career Opportunity

W-Trans is at the forefront of the future in transportation and we are hiring! We are looking for Assistant, Associate and Senior Engineers and Planners for our Santa Rosa or Oakland offices. W-Trans specialize in projects that balance the technical needs and functionality of traffic with the desire to create more complete streets and sustainable transportation systems. Are you up to the challenge?! If so, please e-mail a letter of interest, resume, writing sample and references to Hiring Manager Corinne Rasmussen (crasmussen@w-trans.com). Please visit our website at [www.w-trans.com](http://www.w-trans.com) for more information about W-Trans!

## June 2017 ITE SoCal/ITS CA Workshop

*Nora Chin (LA DOT)*

On Wednesday, June 14, 2017, ITE Southern California and ITS California hosted a joint forum about automated vehicles at Monterey Hill Restaurant. Speakers from the public and private sectors discussed technical implementations and policies that address the forthcoming automated vehicle technologies. This event was attended by over 80 professionals.

The forum featured many great speakers including a morning panel discussion with:

- **Bill Valle** (City of Chula Vista), Vision for the Future
- **Carlos Ortiz** (Advantec), Coachella Valley ITS Master Plan – Steps to Smart Region
- **Low Gaskell** (Siemens), The Triangle that ties the Smart City Digitalization
- **Ray Cheung** (City of Los Angeles Department of Transportation), Public-Private-Partnership Models for Funding Smart Cities
- **Jay Dinkins** (City of Santa Monica), Communication Fundamentals Enabling Smart Cities

Lunch Keynote speaker:

- **Dr. Randy Butler** (CDM Smith), Planning for Smart Cities – The Columbus Example

Of note, **Bill Valle**, City Engineer for the City of Chula Vista presented “San Diego Regional Autonomous Vehicle Proving Ground.” Mr. Valle provided some background on how San Diego’s street design and urban planning is ripe for automated vehicle implementation. He noted that the City of Chula Vista has been proactive in guiding the direction of AV implementation and policy. Some strategies include: forming a consortium of strategic partnerships among affiliates, stakeholders, and private corporations to garner industry feedback; readily adapting connected vehicle technologies such as expanding and upgrading adaptive traffic controls, expanding the fiber optic network; forming a telecommunications working group; and addressing AV technologies in their Traffic Signal Communications Master Plan.

**Jay Dinkins** presented on “Communication Fundamentals of Enabling Smart Cities.” He noted the five phases of automation and highlighted ways in which the City of Santa Monica was preparing for these technologies. He specifically emphasized the need for negotiating and working with telecommunications companies in order to ready Santa Monica for a data and internet intensive environment.

Overall, the forum’s amazing speakers touched on strategies, best practices and case studies transportation engineers and planners could use in order to lay the foundation for automated and smart technologies within a city.



*Attendees at the 2017 June ITE-SoCal/ITS-CA Joint Workshop*

The workshop concluded with the ITE SoCal Annual Business Meeting wherein the election results for 2017-2018 were announced. Congratulations to **Ed Alegre** (Metro) for being elected the Treasurer for the Section! Further, **Frank Barnes** (City of Santa Monica) was awarded Classic Engineer of the Year, and **Sowmya Chandrasekhar** (Iteris, Inc.) received the Young Transportation Engineer of the Year award. Congratulations Frank and Sowmya!

Lastly, thank you to our event sponsors – **Advantec Consulting Engineers**, **Cambridge Systematics**, **Iteris** and **Stantec**!

## August 2017 ITE SoCal Steak Fry

*Sandhya Perumalla (Stantec)*

ITE Southern California Section held its Annual Steak Fry Event on Wednesday, August 23rd, 2017 at the Police Academy Rock Garden in Los Angeles, California.

We are excited to be back at this location after four years during which the venue underwent major renovations. It’s the first event after summer under the Section’s new President **Dean Lehman**.

The meeting began with announcements from **Walter Okitsu**, Western District International Director, and **Neelam Dorman**, Western District Vice President. The Western District Traffic Bowl Award was presented to the SoCal Section by **Rock Miller**, **Walter Okitsu**, and **Dean Leahman**, followed by a note from our event sponsors **Kimley-Horn** and **Sensys Networks**.



*Rock Miller, Dean Lehman, and Walter Okitsu with the Western District Traffic Bowl Trophy (left to right)*

There were over 60 attendees. It was a fun evening filled with good food, drinks and networking. Over all, participants enjoyed catching up with old friends and making new friends.

### **ASCE California Transportation Committee Meets with High-Level Decision Makers at the State Level**

*David M. Schwegel, PE (Precision Civil Engineering)*

On Wednesday, June 14, six engineering professionals from the ASCE ([www.asce.org](http://www.asce.org)) California Region Transportation Committee met with high-level decision makers to discuss some of the latest innovations and developments taking place at the State level.



*From left to right: Gyan Sinha (Kimley-Horn), Kenneth Rosenfield (City of Laguna Hills), David Schwegel (Precision Civil Engineering), Elizabeth Ruedas (CNC Engineering), Darwin Vargas (Caltrans), Josue Vaglienty (HNTB)*

Here are five takeaways from the event:

1. **State Transportation Secretary Brian Kelly** ([www.calsta.ca.gov](http://www.calsta.ca.gov)) noted that Caltrans has shown remarkable efficiency over the past decade, delivering numerous projects statewide while losing 4,000 personnel from declining funding. Use this among the talking points to convince decision makers of the “reform” (efficiency) school of thought that infrastructure funds are being used wisely, and much more funding is needed. Bipartisan Legislatures nationwide have passed major transportation funding packages recently. The efficiency issue is an especially hot topic here in California. For the 2019 Report Card ([www.ascecareportcard.org](http://www.ascecareportcard.org)), it was suggested that indications be provided on whether or not the trends have been moving in the right direction since the 2012 publication.
2. **Transportation California Executive Director Roger Dickinson** noted that his organization ([www.transportationca.com](http://www.transportationca.com)) will be reframing its messaging techniques from getting SB1 passed to what the passage of SB1 means for the public in terms of mobility and quality of life enhancements. It is imperative that professional associations become experts on this topic, so that they can provide guidance to decision makers.
3. **Ofelia Alcantara of the California High Speed Rail Authority** and other engineering and communications staff emphasized the unique engineering challenges of building a 23-mile-long tunnel, 2,700 feet beneath the Tehachapi Mountains in connection with America’s First True High-Speed Rail Project ([www.hsr.ca.gov](http://www.hsr.ca.gov)). While limited SB1 funds are going to the actual HSR program, \$400M is going to extending the Altamont Corridor Express (ACE) ([www.acerail.com](http://www.acerail.com)) commuter train to Modesto (Senator Anthony Cannella’s District – the only Republican who voted yes on SB1).
4. **Janet Dawson, Consultant to Assemblymember Jim Frazier** ([www.asm.ca.gov](http://www.asm.ca.gov)) underscored the importance of transportation professionals communicating to decision makers that they are already doing the “Grand Challenge” of “reducing the lifecycle cost of infrastructure by 50% by 2025.” Specifically, they are taking a system-wide approach to addressing congestion instead of fixing one choke point only to push the congestion “bottleneck” further downstream. Factors contributing to the successful passage of SB1 included the: (1) “No Blank Checks” Initiative, (2) winter storms, and (3) Oroville Dam Failure. Messaging from



professional associations on the escalating cost of infrastructure neglect also contributed to the bill's successful passage.

5. **Susan Bransen of the California Transportation Commission** [www.catc.ca.gov](http://www.catc.ca.gov) emphasized that the CTC will be looking to professional associations like ITE for expertise on how best to implement SB1. Specifically, such associations can provide guidance on how to set targets, identify performance measures, and determine how assets are defined in the lifecycle cost analysis within the Asset Management Plan per SB 46 (2014). Therefore, associations should calendar in upcoming CTC meetings, and provide guidance during the public comment portion.

For more information on the importance of civic engagement among transportation professionals during this new and exciting era of transportation funding, please see the article on "The Case for Civic Engagement."

**Save the Date!**

**August 2018 ITE International Annual Meeting at the Hilton in Minneapolis**



### Sponsorship Opportunities

*Jonathan Hofert (LA Metro) and Meghavardhan Govindu (Gunda Corporation)*

ITE Southern California Chapter is currently seeking sponsors for 2017-2018! We have updated our sponsorship packages this year to offer discounts and to best suit your needs. These were designed in an effort to save you time and money and to offer you the most benefit for your contribution. Please review package options below and see which one will work for you. There is always the option to sponsor the newsletter and events individually with the standard a la carte pricing. The Section Board encourages taking advantage of this opportunity to help maintain SoCal ITE as a strong and vibrant organization with meaningful events that offer informative presentations and valuable connection opportunities with top-notch professionals in our industry. Thank you for your continued support of SoCal ITE! Please contact Jonathan Hofert at [HofertJ@metro.net](mailto:HofertJ@metro.net) or Meghavardhan Govindu at [mgovindu@gundacorp.com](mailto:mgovindu@gundacorp.com) for more information.

### NEWSLETTER/LUNCH MEETING COMBINED PACKAGE

	A la Carte price	PLATINUM PACKAGE#	A la Carte price	GOLD PACKAGE#	A la Carte price	SILVER PACKAGE#
Newsletter	\$1,250	• Full page ad • Three half page ads	\$500	• Two half page ads/or one full page ad	\$250	• One half page ad
Lunch Meeting*	\$500	• Display table • 2 attendee lunches (\$60) • 4 minute presentation during lunch	\$500	• Display table • 2 attendee lunches (\$60) • 4 minute presentation during lunch	\$500	• Display table • 2 attendee lunches (\$60) • 4 minute presentation during lunch
Value	\$1,750	<b>PACKAGE PRICE</b>	\$1,000	<b>PACKAGE PRICE</b>	\$750	<b>PACKAGE PRICE</b>
Package Discount	(\$180) 10% off	<b>\$1,570</b>	(\$50) 5% off	<b>\$950</b>	(\$40) 5% off	<b>\$710</b>

\*In addition, the package sponsors get their company logo (clickable) posted on our website for the entire year.

\*Price is for 1 of our 8 monthly regular meetings; pricing for Holiday Mixer/Workshops/Student Chapter Night is not included in the package and will be provided separately a month prior to the event.

### NEWSLETTER VOLUME DISCOUNTS

	Base Price**	Two Newsletters**	Three Newsletters**	Four or More Newsletters**
Full Page Ad	\$500	-	\$475	\$450
Half Page Ad	\$250	\$240	\$225	\$215
1/4 Page Ad	\$125	\$115	\$110	\$100

\*\*Pricing is PER NEWSLETTER; ITE-SoCal Section issues ten (10) newsletters in a year.

## The Value of Student Chapter Engagement

*Saly Heng (Kimley-Horn)*

Seeing how everyone is scrambling for traffic counts, it must be September and the school session must have started for the 2017-2018 academic year! Good luck to all ITE student chapters looking to recruit and build their campus' organization. It is the students who will be contributing to the future and innovation of transportation. SoCal ITE is committed to helping expose students to the professional world of transportation engineering and encouraging them to participate in our section's meetings, activities, and events. In addition, SoCal ITE hosts two student-coordinated events: the ITE SoCal Section Student Traffic Bowl, and the ITE SoCal OCTEC joint Student Presentation Night.

The Student Traffic Bowl is a Jeopardy-style, transportation trivia competition for local student chapters that is hosted during each Winter. The competition is held on-campus at a local student chapter's university. The winners are given monetary awards. The SoCal Student Traffic Bowl provides a taste of what to expect at the annual Western District Meeting where all student chapters will compete for a chance to compete and win the Collegiate Traffic Bowl Grand Championship held at the ITE International Meeting. The **University of Southern California (USC)** placed 1<sup>st</sup> in the 2017 ITE SoCal Student Traffic Bowl Competition.

The SoCal OCTEC joint Student Presentation Night is a joint event held in Spring that showcases local student chapter efforts on their transportation-related projects. Local student chapters are encouraged to prepare a project presentation that showcases their technical skills in transportation whether it is through geometric design, traffic engineering, and/or transportation planning. Based on how well each chapter's participants present their project study, findings, design, and recommendations, they will receive a monetary reward. All award earnings will be used for general student chapter expenses and travel accommodations for the Western District Meeting. **Cal Poly Pomona (CPP)** received 1<sup>st</sup> place in the 2017 ITE SoCal OCTEC joint Student Chapter Presentation Night Competition with their project on the Metro Gold Line Foothill Extension.



*Attendees at ITE SoCal Student Chapter Night, June 2017 (Photo Credit: Eric Shen)*

Based on each student chapter's involvement and participation throughout the academic year, they may receive recognition at the annual Western District Meeting. **Cal Poly San Luis Obispo** received the Student Chapter Award and took home 1<sup>st</sup> place at the Western District Student Traffic Bowl in San Diego, CA, and the ITE International Collegiate Traffic Bowl in Toronto, Ontario, Canada. Locally, **Cal Poly Pomona's** student chapter received the 2017 Western District Student Chapter Website award. You can have a look here at CPP's ITE Student Chapter website: <http://www.itecpp.com/>.



# 2017-2018 CALENDAR

INSTITUTE OF TRANSPORTATION ENGINEERS  
SOUTHERN CALIFORNIA SECTION



<p><b>AUGUST 2017</b></p> <p><b>ITE Annual Steak Fry</b> <b>Wed. Aug 23, 2017</b> Dinner – 5:30pm</p> <p>Police Academy Rock Garden, Los Angeles</p>	<p><b>SEPTEMBER</b></p> <p><b>Regular ITE Meeting</b> <b>Wed. Sept 27, 2017</b> Lunch – 11:30am</p> <p>Monterey Hill Restaurant, Monterey Park</p>	<p><b>OCTOBER</b></p> <p><b>Joint Meeting with OCTEC</b> <b>Thurs. Oct 26, 2017</b> Lunch – 11:30am</p> <p>Orange County Mining Company, Orange</p>
<p><b>NOVEMBER</b></p> <p><b>Joint Meeting with Riverside- San Bernardino Section</b> <b>Wed. Nov 15, 2017</b> Lunch – 11:30am</p> <p>The Restaurant at Kellogg Ranch, Cal Poly Pomona</p>	<p><b>DECEMBER</b></p> <p><b>Holiday Mixer with RSB ITE &amp; OCTEC</b> <b>Wed. Dec 6, 2017</b> Appetizers – 5:30pm</p> <p>Los Coyotes Country Club, Buena Park</p>	
<p><b>JANUARY 2018</b></p> <p><b>Joint Meeting with City Traffic Engineers</b> <b>Wed. Jan 17, 2018</b> Lunch – 11:30am</p> <p>Monterey Hill Restaurant, Monterey Park</p>	<p><b>FEBRUARY</b></p> <p><b>Joint Meeting with Central Coast Section</b> <b>Tues. Feb 6, 2018</b> Lunch – 11:30am</p> <p>City of Thousand Oaks Municipal Service Center</p>	<p><b>MARCH</b></p> <p><b>Joint Meeting with San Diego Section</b> <b>Fri. March 9, 2018</b> 10:00a – 2:00p Workshop, 12:00p Lunch</p> <p>El Adobe Restaurant, San Juan Capistrano</p>
<p><b>APRIL</b></p> <p><b>Regular ITE Meeting</b> <b>Wed. April 11, 2018</b> Lunch – 11:30am</p> <p>Caltrans District 7, Los Angeles</p>	<p><b>MAY</b></p> <p><b>Student Chapter Night</b> <b>Co-sponsored by OCTEC</b> <b>Wed. May 16, 2018</b> 5:30p Student Job Fair, 6:30p Dinner</p> <p>Knott's Berry Farm Resort Hotel, Buena Park</p>	<p><b>JUNE</b></p> <p><b>Mini-Workshop/Annual Business &amp; Joint Meeting with ITS SoCal</b> <b>Wed. June 13, 2018</b> 8:30a – 12:00p Workshop, 12:00p Lunch, 1:00p Business</p> <p>Monterey Hill Restaurant, Monterey Park</p>

NOTE: Some information is subject to change. Last Updated – September 5, 2017.

INSTITUTE OF TRANSPORTATION  
ENGINEERS



P R E S E N T

Our September Lunch Meeting  
at

Monterey Hill Restaurant  
3700 W Ramona Boulevard  
Monterey Park, CA 91754

W E D N E S D A Y

09.27.2017

11:30 AM

## SAFE MOBILITY SANTA ANA - A VISION ZERO PLAN

**MR. CORY WILKERSON**

ACTIVE TRANSPORTATION COORDINATOR  
CITY OF SANTA ANA

**EARLY REGISTRATION ENDS ON WEDNESDAY 9/20**

Please register online at [https://itesocal\\_september\\_2017.eventbrite.com](https://itesocal_september_2017.eventbrite.com)

For questions, please contact:

Sowmya Chandrasekhar, P.E., T.E., PTOE

Secretary

ITE Southern California Section

[scx@iteris.com](mailto:scx@iteris.com)

Early Registration \$30 | Late Registration \$35 | Students \$20

*We are looking for a Meeting Sponsor! If interested, please contact:  
Megh Govindu ([mgovindu@gundacorp.com](mailto:mgovindu@gundacorp.com)) or Jonathan Hofert ([hofertj@metro.net](mailto:hofertj@metro.net))*



## traffic data collection

# WE can help you with your traffic data collection needs.

Unsurpassed customer service. High-quality vehicle counts.  
Together, they add up to unmatched traffic data collection  
from a southern California industry-leader – **Counts Unlimited**.

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### Our services include:

- Turning Movement Counts
- Entering Volume Counts
- Directional Volume Counts
- HD Video Documentation
- Classification/Speed Counts
- Radar Speed Surveys
- Parking Surveys
- GPS Travel Time Surveys

To learn more about these and other data collection services, contact us at:  
**counts@countsunlimited.com 951.268.6268**





**NaTMEC**  
NATIONAL TRAVEL MONITORING  
EXPOSITION AND CONFERENCE  
June 10-13, 2018  
IRVINE, CALIFORNIA

**Call for Presentation Abstracts**

Submit by October 15, 2017

Sponsored by Pacific Southwest Region University Transportation Center (PSR UTC)

Co-sponsored by FHWA, AASHTO, ASCE

The bi-annual National Travel Monitoring Exposition and Conference (NaTMEC) provides travel monitoring professionals and transportation data users from around the world opportunities to share knowledge and good practices, exchange ideas, revisit fundamental concepts, learn new processes, procedures and techniques, and see the latest advancements in policy, technology, and equipment.

The goal of the conference is to increase the efficiency and effectiveness of multimodal traffic monitoring programs covering motorized, bicyclist, and pedestrian movements to enhance data driven decisions in areas of performance management, planning and design, asset management, safety, and program administration. In addition to the indoor vendor area, an outdoor demonstration area will be available for vendor use.

**Call for Abstracts:** If you have a project in any of the areas outlined, you are encouraged to submit an abstract for consideration as a presentation or poster.

**Submitting an Abstract:** To be considered for inclusion, abstracts must be submitted using the form at <http://natmec.org/abstracts>. Please note that abstracts:

- must be submitted by 5pm PDT on October 15, 2017;
- should not exceed 400 words (figures and tables excluded from limit)
- may be submitted as text or as a PDF file

For more information about presenting at the conference, please contact:

**Dr. Craig Rindt**, Assistant Director for Research Coordination, ITS

University of California, Irvine

Phone: (949) 824-1074

Email: [crindt+natmec2018@uci.edu](mailto:crindt+natmec2018@uci.edu)

**Vendors:** To participate as a vendor at the Expo, please contact:

**Dr. Victoria Deguzman**, Associate Director, PSR UTC

University of Southern California

Phone: (213) 821-1025

Email: [VictoriV@usc.edu](mailto:VictoriV@usc.edu)



Please visit - <http://natmec.org>

# Presentation Topic Areas

## Traffic Data Collection

Innovations related to traffic monitoring equipment, field fundamentals, technology, maintenance, and data collection methods for motorized, bicyclist or pedestrian traffic:

- Traffic Volume, Travel Time/Speed, Vehicle Classification and Vehicle Weight (Weigh-in-Motion WIM) and Per Vehicle Formatted (PVF) Data
- Travel Mode, Travel Purpose and Origin Destination
- Equipment and Technologies
- Hot Topics:
  - Non-intrusive (video and others)
  - Low volume roadways
  - Portable WIM
  - Connected and autonomous vehicles for collecting data

## Traffic Data Tools

Best practices related to traffic data analysis, quality assurance, reporting, storage, and presentation methods, including software and specialized products for motorized, bicyclist or pedestrians:

- Data Integration, Analysis, and Quality Assurance
- Data Visualization
- Data Reporting
- Vendor tools and technologies
- Hot Topics:
  - Big data analysis
  - Geospatial analysis techniques
  - Open data and portals
  - Using third party data

## Traffic Data Applications

Utilizing traffic data in various applications:

- Highway Performance Monitoring System (HPMS)
- Asset Management and Infrastructure Design
- Performance Management and Measurement
- Program Administration, Operations, Planning and Safety
- Freight Movement
- Air Quality/Conformity
- Hot Topics:
  - Connected and autonomous vehicle traffic data
  - Travel Time Reliability
  - Bicyclist and Pedestrian Facility Planning
  - National Performance Management Research Data Set (NPMRDS)

## Traffic Data Utilization

Shared experiences, innovations, and best practices using motorized, bicyclist or pedestrian traffic data:

- Federal Programs
- State Programs
- Metropolitan Planning Organization (MPO) Programs
- Local Programs
- Non-Governmental Agencies
- Hot Topics:
  - Interactive mapping
  - Congestion management
  - Data sharing between agencies

## Registration Fees

	Early Bird By March 15 2018	After March 15 2018	Onsite
General	\$550	\$625	\$700
Presenter	\$500	\$575	\$650
Student	\$200	\$250	\$300
One Day	\$275	\$325	\$325
Exhibitor (Additional)	\$550	\$625	\$700

Conference Venue:  
Hotel Irvine  
17900 Jamboree Rd  
Irvine, CA 92614  
866.396.4201  
[HotelIrvine.com](http://HotelIrvine.com)

