President’s Message
Andrew Maximous, PE, TE

Dear ITE Southern California Members,

I would like to thank Ms. Rose Casey for her time and coming to our October meeting. Her presentation on the I-405 project and the overview of OCTA’s Highway Program provided valuable insight to a very significant regional project.

Our thoughts and prayers go out to the victims of Hurricane Sandy. As we have seen in the news, the transportation system in the NY/NJ area took a big beating and its effects have rippled across the entire Northeast region. I encourage you all to check with your employers about making contributions to the relief effort. While the storm is a tragedy, it does remind us on how important our roles are as transportation professionals.

I am happy to announce our new Legislative Analyst will be Martin Varona. Martin is the President and Founder of the Cal State Fullerton ITE Student Chapter. He is currently planning to graduate in December 2012, and I am sure he will have is work cut out for him after the election. Be sure to welcome Martin at one of our upcoming meetings.

The UC Berkeley Technology Transfer Program offers FREE Traffic and Pedestrian Safety Assistance. Cities can request a free Traffic Safety Evaluation or Pedestrian Safety Assessment by visiting http://www.techtransfer.berkeley.edu/. The Technology Transfer Program also has several online and in-person training sessions. For a complete list, go to: http://www.techtransfer.berkeley.edu/training/.

I look forward to seeing you at our next meeting on January 16, 2013 in Monterey Park. This will be a joint meeting with City Traffic Engineers Association. I hope you and your families have a wonderful and cheerful Holiday Season and a Happy New Year!
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Brief Look Ahead

November
- Wed 14th, 11:30 AM, ITE So Cal/Riverside-San Bernardino Meeting, The Restaurant at Kellogg Ranch, Cal Poly Pomona (RSVP by Wed 7th, 12:00 PM to Secretary-Treasurer)

December
- Mon 3rd – Wed 5th, US High Speed Rail Association Conference, MTA Board Room next to Los Angeles Union Station, (info: www.ushr.com) (see page 11)
- Thurs Dec 6th, CTCDC Event (Info: Google “CTCDC”)

January 2013
- Wed 16th, 11:30 AM, ITE So Cal/City Traffic Engineers Meeting, Monterey Hill Restaurant

February
- Tues 12th, 11:30 AM, ITE So Cal/Central Coast Meeting, Los Robles Greens, Thousand Oaks

March
- Wed 6th, ASCE Region 9 (California) Infrastructure Symposium (High Speed Rail) at Los Angeles Union Station (Info: Email Ken Rosenfield krosenfield@ci.laguna-hills.ca.us or check www.asce.org/region9 for updates)

April
- Wed 17th, 11:30 AM, ITE So Cal, Monterey Hill Restaurant, Monterey Park

May
- Wed 22nd, 5:00 PM, ITE So Cal/OCTEC, Student Chapter Presentations, North Orange County Location TBD

June
- Wed 19th, 8:30 AM, ITE/ITS So Cal Mini-Workshop/Annual Meeting, Monterey Hill Restaurant, Monterey Park
A new planning effort in Michigan has created an opportunity to design the first true high-speed track in the Midwest.

The Michigan Department of Transportation (MDOT), in partnership with the Illinois, Indiana and United States Departments of Transportation (DOTs), is developing a Master Plan for the Chicago to Detroit Corridor. This 20-year plan builds upon a number of projects that are already underway to improve the reliability and reduce the travel times of the existing Amtrak service.

The plan will focus on designing a new, double-track mainline dedicated to passenger trains running between Porter, Indiana and Chicago, Illinois. These tracks will ultimately serve all routes heading east of Chicago.

Alleviating this longtime bottleneck will have far-ranging impacts for freight and passenger train traffic nationwide. The DOTs must therefore plan for a high-volume, high-performance, dedicated passenger trunk line that eliminates the choke point once and for all. If designed correctly, this could be the first step towards a 220-MPH high-speed line that would connect Chicago and Detroit in less than 2 hours with hourly service.

**Background**

The Michigan Department of Transportation, in partnership with the Illinois, Indiana and United States Departments of Transportation, (DOTs) is preparing a TIER I Environmental Impact Statement (EIS) on the Chicago, Illinois – Detroit/Pontiac, Michigan passenger rail line. This will create a 20-year Master Plan for the corridor.
This plan is expected to build upon the rather substantial upgrades currently underway on the existing line. This work includes the Englewood Flyover in Chicago, new passing sidings in northern Indiana and the reconstruction of the tracks between Kalamazoo, Michigan and Dearborn, Michigan for 110-MPH speeds. Amtrak trains already operate at 110 MPH between Porter, Indiana and Kalamazoo, Michigan.

The DOTs’ collective goal is to reduce travel times to less than 4 hours with nine daily departures in each direction. The project can be split into two distinct segments at Porter, Indiana, a junction 50 miles east of Chicago.

In this EIS, the DOTs will propose additional upgrades to the existing railroad east of Porter to allow additional frequencies. This is a prudent investment. It is the best way to create connectivity to the 14 intermediate cities along the line.

However, the Midwest High Speed Rail Association believes that there should be a very different approach west of Porter.

**A More Aggressive Approach to Chicago – Porter**

Today, Chicago to Detroit trains operate on Norfolk Southern’s very busy Chicago to New York mainline between Porter and Chicago. Several other existing and proposed Amtrak routes also use the Norfolk Southern tracks to access Chicago. It is agreed that a new, double-track, mainline dedicated to passenger trains is needed in this section.

Since new track is required, it should be designed to be the access point for future 220-MPH trains in addition to modernized Amtrak trains. That would mean:

- Zero interaction with freight trains
- Zero highway grade crossings
- The ability to be electrified
- No movable bridges

Though the DOTs are exploring several different routes for this segment, they have expressed a clear preference for building new tracks alongside the existing route between Chicago Union Station and Buffington Harbor in Gary, Indiana.

This routing offers easily obtained rights-of-way and a relatively straight path. However, it has three movable bridges. The bridge over the Calumet River (pictured at right) is one of two that need to clear ocean-going vessels. Additionally, the existing route may present a freight conflict just south of Union Station.

The DOTs should consider these issues as they conduct their planning.

**Current Status**

The draft purpose and need statement limits the planning to 110-MPH speeds. DOT officials have stated publicly that they do not envision 220-MPH trains in the Midwest for the next 20 years. The comment period for statement ended on October 15, 2012. Midwest High Speed Rail Association members submitted over 575 comments requesting that Michigan DOT design the segment to be compatible with 220-MPH trains. The Midwest High Speed Rail Association is looking forward to working closely with Michigan DOT to take advantage of this once in a generation opportunity.

*Rick Harnish is Executive Director of the Midwest High Speed Rail Association ([www.midwesthsr.org](http://www.midwesthsr.org)).*
The Caltrain commuter rail system is a vital part of the Bay Area’s public transportation network. And yet, this aging system has struggled to keep pace with the fast-growing ridership along one of the nation’s most economically productive corridors. With plans to modernize and electrify the system, Caltrain turned to the Bay Area Council Economic Institute (BACEI) to understand the economic impacts. The results helped Caltrain win the support it needed to secure funding for the $1.5 billion project.

MODERNIZATION

Launched by Southern Pacific in 1863, Caltrain has connected communities and guided their growth and development for nearly 150 years. Today, Caltrain supports over 40,000 daily trips, a number that is on the rise along with the fast-growing technology companies of Silicon Valley, the Peninsula, San Jose and San Francisco. However, Caltrain has long recognized that it cannot efficiently or economically serve the growing passenger levels with the conventional diesel equipment that it currently operates.

Since 1999, Caltrain has had official plans to convert to electric power and install an advanced train control system. These upgrades compose the Caltrain Modernization Program, which will enable Caltrain to provide faster, cleaner service; accommodate more riders; and support future high-speed rail.

ECONOMIC IMPACTS

BACEI – a partnership of business with labor, government, higher education and philanthropy – analyzed the modernization project’s short-term and the long-term economic implications. General benefits are as follows:

- In the short run, the sizeable construction expenditures will provide a significant stimulus to the local economy.
- In the long run, the Modernization Program will allow Caltrain to offer faster trip times and/or more frequent service, which will have ongoing positive economic effects. These effects include shorter travel times for passengers, lessened traffic congestion on Highway 101, employer access to a larger labor pool, and increased real estate values near Caltrain stations.
BACEI research showed that the project’s mid-range benefits would amount to $2 billion. This estimate is derived by adding gross regional product, state and local taxes, increases in residential property values, increased property tax collections, and the value of time saved by Caltrain riders. Specific project benefits include:

- Construction can be expected to add 9,581 full-time equivalent job-years to the state economy, with the vast majority (over 90%) being in the Bay Area.
- Construction will increase California’s gross state product, or output, by $951 million.
- State and local tax collections will see an increase of $71 million during the construction phase.

These estimates reflect a considerable short-term economic benefit for the state and the region. Although the Bay Area economy is recovering better than most economies nation-wide, this project will directly benefit sectors of the economy that have been hardest hit by the recession—construction employment and real estate values.

The long-term benefits are also considerable. The primary source of these benefits is from increases in residential property values. Estimates suggest that property values near Caltrain stations could be increased by as much as $1 billion, with accompanying increases in property taxes of up to $59 million over a 30-year timeframe. Accounting for the declines in pollution and noise, net benefits could be as high as $1.1 billion, including increases in property taxes.

In addition to the estimated $2 billion in economic benefits provided statewide, the Caltrain Modernization Program will also act as a catalyst for local transit-oriented development, provide a corridor for future high-speed rail service and ensure the future of a critical transportation artery for an ever-growing region.

Free Educational Resources for Transportation Professionals


Midwest High Speed Rail Association, [www.midwesthsr.org](http://www.midwesthsr.org): Issues pertaining to a proposed Midwest HSR network with Chicago as the hub.

California High Speed Rail Authority, [www.cahighspeedrail.ca.gov](http://www.cahighspeedrail.ca.gov): RFQ's, Meeting Materials, Articles, General California HSR Project Information

Mineta Transportation Institute, [www.transweb.sjsu.edu](http://www.transweb.sjsu.edu): Papers on various Transportation Topics


The Transit Coalition, [http://thetransitcoalition.us](http://thetransitcoalition.us): Transit Agency Links for Los Angeles County Metro, Metrolink, Amtrak, LA DOT, Santa Monica Big Blue Bus, Long Beach Transit, Orange County Transit Authority, San Bernardino Omnitrans, Riverside Transit Agency, Ventura County Transportation Commission

TransForm, [www.transformca.org](http://www.transformca.org): Transportation Legislation, Safe Routes to School, Green TRIP, Safe Routes to Transit, Travel Choice, Healthy Regional Transportation Plans, Bus Rapid Transit, Bay Area Transit Issues
1. **Charlotte Light Rail Transit Fast Track**: The Charlotte Area Transit System (CATS) signed a full funding grant agreement with the Federal Transit Administration (FTA) on Tuesday October 16, 2012 for a 9.3-mile/ $1.16B extension from Ninth Street (uptown) to UNC Charlotte, with a projected opening date of 2017. (Harrison, Steve, “Light-rail extension moves to fast track,” Charlotte Observer, Oct 15, 2012)

2. **Northern Colorado Commuter Rail**: The Northern Colorado Commuter Rail proposes connecting Larimer and Weld counties both together and to Denver via an 8-route $3B system. This is part of a grand vision for a 212.6-mile/94-station system making extensive use of existing freight rail lines. (Widhalm, Shelley, “Northern Colorado Commuter Rail makes next stop,” RH Reporter Herald <dot> com, Oct 13, 2012)

3. **Dulles Rail Line Phase 2 (Washington DC)**: Bechtel Transit Partners, Capital Rail Constructors, Dulles APC Railbuilders, Dulles Metrorail Connectors, and Silver Line Constructors are the 5 shortlisted teams on the $1.5B/11.6-mile Phase 2 from the Phase 1 terminus to northern Virginia’s Dulles International Airport. (Ichniowski, Tom, “5 Teams Shortlisted for Dulles Rail Line’s Phase 2,” Engineering News Record, Oct 17, 2012)

4. **Hollywood Vine Mixed-Use Project**: Construction began last month on a mixed use project at 6201 Hollywood Blvd replacing former parking lots adjacent to the Pantages Theater. The project consists of 500 apartments, 74,000 square feet of retail, and a 1,300-space underground parking facility. (Vincent, Roger, “Major mixed-use development at Hollywood and Vine underway,” Los Angeles Times, Oct 14, 2012)

5. **Honolulu Airport Modernization**: The Hawaii Department of Transportation released a draft environmental assessment for HNL’s modernization. Plans include constructing a mauka concourse, removing the existing interisland terminal, widening selected taxiways, relocating cargo and maintenance facilities, and constructing a new cargo facility. The replacement interisland airline terminal gets constructed east of the Diamond Head concourse. A central car rental facility for all of the car rental companies is also proposed. (Abramson, Mark, “Hawaii details $600M plan for upgrades at Honolulu International Airport,” Pacific Business News, Oct 24, 2012)

6. **L.A.’s 6th St Viaduct**: The existing degraded 6th Street Viaduct (built in the 1930’s) will be replaced by a new cable-stayed bridge consisting of 10 sets of concrete arches connecting Boyle Heights to the Arts District across I-5, the 101, and the L.A. River. The facility will accommodate cars, pedestrians, and bicycles. Stairs to the river and parks underneath will boost connectivity to downtown. (Meinhold, Bridgette, “HNTB Unveils High-Flying Ribbon Bridge to Renovate Los Angeles’ 6th Street Viaduct,” Inhabitat, Oct 25, 2012)

7. **Lincoln Bypass**: Caltrans opened the 12-mile/$292M of the Lincoln Bypass (SR 65) project on Monday, October 8, 2012, diverting 20,000 vehicles a day from the congested Placer County city of Lincoln (pop. 43,000). Caltrans notes this is the “longest stretch of new highway built in California in a decade.” (“Lincoln Bypass opens Monday to traffic,” Appeal Democrat, Oct 6, 2012)

8. **Montana Freight Rail**: Owners submitted an application to the US Surface Transportation Board to construct a $490M/83-mile freight rail line that would carry 20 million tons of coal fuel annually between Miles City and Ashland (home of the 1.5B ton coal reserve to be mined). (Associated Press, “BNSF, Arch Coal seek approval for Montana coal railroad; 83-mile line would cost $490 million,” The Republic (Columbus, Indiana), Oct 17, 2012)

9. **Ohio River Bridge**: The $2.6B Ohio River Bridge Project constructs two new spans between Kentucky and Indiana, and rebuilds downtown interchanges at both ends. (Karman III, John R, “Kentucky, Indiana approve development agreement on bridges,” Louisville Business First, Oct 16, 2012)

10. **San Francisco Doyle Drive**: The final stage of the $1.4B Doyle Drive project (south approach to Golden Gate Bridge) kicked off on October 12, 2012. The consortium consisting of Hochtief AG (Germany) and Meridiam (France) will receive annual payments for maintaining the roadway for 3 decades following opening. (Young, Eric, “Work starts on last stage of $1.4 billion Doyle Drive renovation,” San Francisco Business Times, Oct 12, 2012)

11. **San Francisco Subway**: The $1.6B Central Subway Project recently received $942M in federal funding. The project connects the City’s South of Market neighborhood to Chinatown, a connection deemed by Mayor Edwin Lee as a “vital enhancement of our public transit system, connecting to some of the most densely populated and rapidly developing areas of the City” including the Transbay Redevelopment District. (“Central Subway Project Gets $942M,” NBC Bay Area, Oct 11, 2012)

12. **San Francisco Transbay Tower**: The City Planning Commission approved the 1,070-foot Transbay Tower on Thursday, October 18 (San Francisco’s tallest) as the “crown of the downtown skyline at 101 First St,” and a major element of the Transbay Redevelopment District. The redevelopment is focused on a massive $4.1B multimodal transportation hub deemed the “Grand Central Station of the West,” and the first of its kind in California to accommodate high-speed rail. (Wildermuth, John, “S.F. Transbay Tower plans get final OKs,” San Francisco Chronicle, Oct 18, 2012)

13. **Silver Spring Transit Center**: The $110M Silver Springs Transit Center (Wayne Ave/Colesville Road, downtown Silver Springs Maryland) is slated for opening in the summer of 2013. The project also consists of the Metropolitan Branch Trail on the station’s west side that’s slated for opening in November 2012 for boosted pedestrian access to the Silver Spring Metro station. (Rosa, Kara, “Silver Spring Transit Center to open by September 2013,” Gazette <dot> net, Oct 11, 2012)
1. Why will state and local governments shoulder more of the nation’s multi-trillion-dollar infrastructure backlog? Slow progress in filling federal funding voids means state and local governments should foot the nation’s $2.2T infrastructure backlog. “Political deadlock” and hefty deficits in Washington DC are to blame. Los Angeles and Orange counties have recently implemented local fundraising measures to address local mobility issues. (Halsey III, Ashley, “Burden for rebuilding infrastructure may fall to states,” The Washington Post, Oct 27, 2012)

2. Why has California built so few new miles of highways in decades? The ASCE California Infrastructure Report Card 2012 (www.ascecareportcard.org), notes declining infrastructure spending from 20 cents (50’s/60’s), to a nickel (80’s), to a penny (current) on the dollar. The 12-mile Lincoln Bypass (SR 65) is Caltrans longest new roadway stretch in a decade with significant $6B (latest) Bay Bridge drama and cost overruns delaying this Lincoln project.

3. Why are Los Angeles County infrastructure grades merely “consistently mediocre?” The ASCE Report Card for Los Angeles County Infrastructure (2012) (ASCE Metro Los Angeles Branch) www.ascemlab.org grades Bridges “C,” Streets & Highways “C-,” and Transit “C,” – all “consistently mediocre” due to low funding. Fixes include mass transit expansion to reduce roadway traffic volumes, transit oriented development to reduce vehicle miles traveled, and HOT lanes to better manage existing pavement within limited rights-of-way.

4. What is entailed in navigating a massive space shuttle through Los Angeles? 18 months of “advanced engineering” were needed to route the 122-foot-long, 78-foot-wide, 58-foot-high Endeavor on its 12-mile/48-hour journey between LAX (Oct 12) and the California Science Center (Oct 14). This $10M effort entailed removing 400 trees, temporarily moving traffic signals and overhead power lines, and placing 2,000 steel plates. The initial step was a 3D scan of the route to strategize maintaining an 80-foot horizontal by 60-foot vertical buffer zone. Occasionally the 170,000-pound shuttle was shifted from street centerline for building, power line, and curb obstacle avoidance by inches. Self-propelled modular transporters carried the massive shuttle. (Cho, Aileen, “Engineering Effort Opens Path For Shape Shuttle’s Final Journey,” Engineering News Record, Oct 17, 2012)

5. Is XpressWest the “bargain of the century” or a “taxpayer gamble?” The US High Speed Rail Association (US HSR) (www.ushsr.com) notes HSR investments like the $6B Victorville to Las Vegas XpressWest as “bargains of the century,” addressing mobility, congestion relief (removes 2M annual auto trips), job creation (80K), economic stimulation ($7.8B in economic output), and environmental preservation ($100K barrels of oil annually). Critics question the viability of the feds tapping the Railroad Rehabilitation and Improvement Financing program (RRIF) (established by TEA 21) to lend XpressWest $6B. The next highest RRIF loan is $562.9M (less than 1/10th). “Risk of default and subsequent taxpayer bailout” is a prime concern. (Scott, Dylan, “XpressWest High Speed Rail Line to Las Vegas is a Huge Taxpayer Gamble,” Policymic <dot> com, Oct 19, 2012)


8. What’s behind our recent gas price drop? Repaired transmission lines, extinguished refinery fires, and accelerated winter additives have reduced gas prices. Yet at $4.301, it’s still significantly higher than $3.785 five months ago. (Koring, Paul, “Millions brace for monster storm as Sandy comes to shore,” The Globe and Mail (Toronto), Oct 28, 2012)

9. Why does Washington State Department of Transportation seek out-of-state railway expertise? The Washington State Department of Transportation (WSDOT) is pursuing 21 freight rail projects and overseeing Portland Oregon to Vancouver BC Amtrak Cascades service in the Pacific Northwest Rail
Corridor – one of 11 FRA routes designated as “national high speed and higher speed.” WSDOT awarded Pasadena-based Jacobs Engineering Group a $7M on-call contract for engineering and operations services on these extensive high-profile projects. (Bowen, Douglas John, “Jacobs gets Washington DOT contract,” *Railway Age*, Oct 16, 2012)

10. What are some recent “cleantech” transportation innovations? The Sacramento Area Regional Technology Alliance (SARTA) held a CleanStart showcase at California State University Sacramento on Monday, October 22 featuring 700 delegates, 20 electric vehicles, and 70 exhibits of cutting edge products such as bio-fuels, gas mileage enhancers, and solar-powered transportation and parking innovations. (Turner, Melanie, “SARTA’s CleanStart Showcase highlights energy, transportation trends,” *Sacramento Business Journal*, Oct 21, 2012)


12. What’s behind the recent escalation in California’s new car sales? California new car sales have increased 26.3 percent (vs. 14.3 percent nationally) year-to-date over last year. California New Car Dealers Association President Welch attributes this to “pent-up demand, easing credit conditions, and strong trade-in values.” (Turner, Melanie, “New car sales up in California for 14th quarter,” *Sacramento Business Journal*, Oct 18, 2012)


15. What is Light Rail’s role in the Oregon-Washington Columbia River Crossing (CRC)? Vancouver Washington residents voice concern over a 3-mile extension of Portland’s 52-mile light rail system (LRT) into their city. Yet Washington State Department of Transportation (WSDOT) Secretary Paula Hammond notes LRT’s inclusion is integral to the decade-long federal record of decision (ROD) effort - CRC’s “highway, commuter, and freight bridge with light rail, pedestrian, and bicycle traffic” designation. (Bray, Kari, “Light rail a defining part of CRC plans, says Washington Department of Transportation,” *The Oregonian*, Oct 18, 2012)


17. What are some characteristics of China’s “Car Free” City? Construction begins this fall on the 1.3-square-kilometer, 80K inhabitant Chengdu Tianfu District Great “Car-Free” City outside Chengdu, as a model for future cities to relieve overburdened infrastructure without consuming energy and emitting greenhouse gases. All city locations are accessible within a 15-minute walk. Residents access Chengdu via mass transit in the “Car Free” City’s center. (Jackson, Stanley, “China to create car-free satellite city,” *Construction Digital*, Oct 25, 2012)

18. Why should New York accelerate $1B in projects? New York City Mayor Michael Bloomberg calls for accelerating $1B in “critical” infrastructure projects (bridges, roads, schools, libraries) to capitalize on historically low interest rates, save taxpayers $200M+ in debt service, and generate 8K jobs. (Goldman, Henry, “NYC to Accelerate $1B in Capital Expenditures, Mayor Says,” *Bloomberg*, Oct 17, 2012)

19. What’s urban planning like in 2030? The world’s urban population will balloon from 3.5B (2012) to 4.9B (2030). Much of this growth occurs in suburban China and India. Accommodating population growth while preserving precious farmland and forests concentrates people in urban centers, demanding boosted appeal for the urban built environment. Urban enhancements include parks and open space to boost live-ability while fighting air and noise pollution, urban trees and roof gardens to protect plants and animals, and urban national parks to preserve wildlife. (Doyle, Alister, “Cities can get greener by 2030 as new urban areas built,” *Reuters*, Oct 16, 2012)

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.

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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 starting 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 informed 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 (jay.dinkins@smgov.net) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the November Newsletter is 11:59 PM on Sunday, December 30, 2012. Thank you in advance for your valuable contributions to this great team effort.
Announcements

GENERAL

ITE International on LinkedIn

LinkedIn (www.linkedin.com), the business social media choice for 100M users worldwide, has an ITE group. LinkedIn users, search for “Institute of Transportation Engineers,” join the group, and weigh in on discussions pertaining to international transportation engineering issues.

ITE So Cal Latest Information

www.itesocal.org

ITE So Cal Meeting and Event Photos

http://picasaweb.google.com/itesocal

ITE So Cal on Facebook

Go to: http://www.facebook.com/home.php?sk=group_174132915945907 or search for “Southern California ITE.” Facebook users, please join the group and weigh in on discussions pertaining to local transportation engineering issues.

EMPLOYMENT OPPORTUNITIES

RBF Consulting, a Company of Michael Baker Corporation, has employment opportunities in the following areas:


For job descriptions and application instructions, go to www.rbf.com or www.mbakercorp.com. Click “Careers” and “Job Listings.”

Questions? Contact Lisa Tran (ltran@rbf.com, 949-855-7039).

CONTINUING EDUCATION OPPORTUNITIES

ITS Berkeley/Tech Transfer (510-643-4393, techtransfer@berkeley.edu) Upcoming Courses:

- Traffic Signal Diagnostics and Maintenance: Nov 13: Costa Mesa
- Maintaining Retroreflectivity at Required Levels: Nov 29: Online
- Roundabouts: What You Need to Know: Dec 17-19:Online

EVENTS

High Speed Rail Conference

Joint US High Speed Rail Association (USHSR) (www.ushsr.com), Mineta Transportation Institute (www.transweb.sjsu.edu), California High Speed Rail Authority (www.cahighspeedrail.ca.gov)

Monday December 3 – Wednesday December 5, 2012
Los Angeles Metropolitan Transit Authority Headquarters Board Room next to Union Station

Confirmed Speakers: Congresswoman Laura Richardson; Senator Leland Yee; Assemblymembers Cathleen Galgiani, Fiona Ma, Gilbert Cedillo, and Norma Torres; Mayors Ashley Swearengin (Fresno) and James Ledford (Palmdale); California High Speed Rail Authority Chairman Dan Richard; Mineta Transportation Institute Executive Director Rod Diridon; and Los Angeles Metropolitan Transit Authority CEO Arthur Leahy
Creative Ways to Make the Case for Infrastructure Investment
David M. Schwegel, PE

WHY IS IT IMPORTANT FOR US TO MAKE THE CASE?

Infrastructure investment is the "very lifeblood of our profession," expanding our "toolbox for protecting the public health, safety, and welfare." The completed construction and efficient operation of visible "fixed works" are effective for conveying to the public the transportation engineer's role in protecting their safety and boosting their quality of life.

WHO IS OUR AUDIENCE?

Elected officials and the public formulate and vote on infrastructure funding measures. We must gain their trust (seek us out as resources on infrastructure investment issues) and support (vote "yes" on feasible cost-effective measures and "no" on infeasible non-cost-effective ones).

WHAT MOTIVATES THEM?

They are motivated by logic (priorities, dollars, benefit-to-cost ratios) and emotion (stories illustrating construction successes and conveying practical travel experiences everyday travelers can relate to).

WHAT ARE SOME MOTIVATIONAL TECHNIQUES AND MEDIUMS AVAILABLE?

Logical (motivating by statistics) and emotional (motivating by visualizing and storytelling) techniques may be conveyed through print, video, events, press conferences, and personal discussions (including those on social media).

HOW EFFECTIVE HAVE OUR LOGICAL TOOLS BEEN?

General Infrastructure

The American Society of Civil Engineers (ASCE) (www.asce.org) Region 9 (California) released the ASCE California Report Card 2012 (www.careportcard.org) calling for a $650B investment (including $365B in roads and mass transit, $3B in aviation, and $11B in ports, with the balance toward non-transportation infrastructure) over the next decade. The 96-page publication resonates well with audiences that relate to school report card grades, drawing attention to our state's infrastructure inadequacies and the cost escalation consequences of further delay.

Between 2006 and 2012, "California's Infrastructure GPA" improved from a "C-" to a "C" thanks to increased funding, but the annual investment needs grew from $37B to $65B per year for the next 10 years, thanks to delayed action. Some legislators resonated with Report Card Co-Chair Yaz Emrani's analogy of how investing in infrastructure is like "flossing only those teeth you want to keep." One legislator valued engineer's ethical, objective, non-confrontational approach so much that he proclaimed at the February 29, 2012 Release Event at the Capitol, "If there were more engineers in the legislature, it would be a much better place."

High-Speed Rail

The California HSR Authority (CHSRA) (www.cahighspeedrail.ca.gov) released a 212-page Business Plan - a financial stewardship plan on the $68B project (largest in state history) for legislative buy-in in 2012. This legislature-required document was poured over by legislators between the April release and the July vote. The document was also the source of many public comments at CHSRA meetings.

Californians for High Speed Rail (www.ca4hsr.org) circulated a one-page Declaration of Support among legislators just prior to the vote. This declaration was signed by key transportation, labor, and environmental organizations who support both the project and declaration-specific language. This document, along with letters and visits from nonprofit organizations and professional associations, may have held some swaying power.

While both the Assembly (51-27) and Senate (21-19) approved initial HSR project funding, much of the California tax-paying public still perceives the project as "luxury spending in lean times."

While HSR has made some acceptance headway within the engineering community, HSR advocates are encouraged to sell HSR as: (1) a component of a statewide mass transit and transit-oriented development system vs. a "standalone" development, (2) a transportation mode that enhances roadway and aviation modes vs. competing with them, and (3) a mode that benefits users and non users alike vs. just users.

HOW EFFECTIVE HAVE OUR EMOTIONAL TOOLS BEEN?

From Emotion to Action

In the 21 Irrefutable Laws of Leadership, John C. Maxwell discusses the "Law of Connection." He states, "You can't move people to action unless you first move them with emotion." If he were to speak to our profession, he might ask: "Have you thought about using stories up front to move decision makers with emotion before requesting funding?"

DVD's


The Bridge So Far educated the public on the political battle between the 1989 Loma Prieta Earthquake and the 2005 construction start of the East Span of the Bay Bridge. It resonated well with the public on the bus ride portion of ASCE Sacramento infrastructure tours like Benicia-Martinez Bridge (summer 2006).

The Amazing video helped the public recognize the value engineers play in the lives of California citizens - particularly during emergency situations like reconstructing the MacArthur Maze interchange in Oakland after an overnight tanker fire caused its collapse (summer 2007). The DVD was shown at an APWA Sacramento meeting in 2008 prior to CC Myers presentation on the project emphasizing the importance of treating both the project team and the public with dignity, honor, and respect. Specifically CC Meyers referenced parallels to post-Northridge Southern California freeway reconstruction and his last-minute...
acquisition of engineers and contractors who had been rejected on other projects.

A Span in Time discusses the demolition and replacement of the Oakland Touchdown for alignment with the East Span of the Bay Bridge over Labor Day weekend (2007). This topic was addressed by a Caltrans’ Engineers presentation to ASCE’s Sacramento State Student Chapter in February 2012 as a practical application for their course studies, encouraging their attendance at the ASCE California Report Card (2012) release event later that month.

Mill Valley Film Group’s Angle of Inspiration DVD describes Santiago Calatrava’s Sundial Bridge (Redding) — emphasizing how this McConnell Foundation funded “masterpiece” successfully brought people together despite considerable community concerns that the project would look out of place.

The Voice of Oil vs. Renewable-Powered Transportation

Chris Nelder’s October 19, 2011 Smart Planet article, “Reframing the Transportation Debate,” notes oil-based transportation infrastructure (gas-powered autos, trucks, planes) has 100 times (100X phenomena) the voice as sustainable-based solutions (light rail, HSR), thereby calling for especially creative measures.

Museums

Travel Town (L.A.’s Griffith Park), The California State Railroad Museum (Sacramento) (www.californiastaterailroadmuseum.org), and other museums remind the public of our nation’s rich railroading history, attracting millions of visitors annually. Yet “fast trains” (HSR) struggle to make the spotlight beyond the streamliners of the Great Depression Era thanks to the 100X phenomena described above.

A separate Technology Center with HSR exhibits is planned for the future Sacramento Railyards development that could open by the 2017 completion of the Initial Construction Segment (ICS) (Madera to Bakersfield) of our state’s HSR project. Stay tuned to see how well these resonate with decision makers and the public.

A Book

To bridge the gap between our nation’s rich railroading history and its futuristic “Fast Trains” prevalent in many nations throughout the world, Emy Louie (US High Speed Rail Association’s (US HSR’s) (www.ushsr.com) Director of Public Outreach), Nancy Bolts (CEO of Bolts Creative Communications), Thomas Hart (US HSR’s VP of Government Affairs), and Bruce Johnson (Pulitzer Prize Nominated New York Times Photographer) have teamed up to produce Fast Trains: America’s High Speed Future (www.fasttrainsbook.com). This book compares American roadway and airway journeys with comparable-length HSR journeys overseas without getting political. It came out in September 2012. It is scheduled to be presented to the California High Speed Rail Authority on November 14. Stay tuned to see how well it resonates with decision makers and the public.

HOW EFFECTIVE ARE OUR EVENTS AND PRESS CONFERENCES BEEN?

A Greenwise Event with the Governor

Mayor Kevin Johnson brought sustainability experts to speak in Sacramento in 2010 in his Greenwise Sacramento Initiative (now Greenwise Joint Venture). At the September 30, 2010 Greenwise event with 1,000+ attendees, Governor Arnold Schwarzenegger discussed the greed of the out-of-state oil lobbyists behind Proposition 23 (delay the state’s green regulations until unemployment drops to around 5 percent), resulting in the public voting it down in November. Using high ranking political figures and celebrities proves effective. This approach was also heavily used in The Campaign for High Speed Rail: The UK Experience, that defeated the opposition of 70+ outspoken organizations, got the public on board, and paved the way for the UK’s HS2 from London to Birmingham and points north. (HS1 is the Eurostar route between London and the Chunnel.)

A Rally/Press Conference before a hostile crowd

A rally/press conference, jointly organized by labor, economic, sustainability, and mobility interests, took place before the March 2012 HSR Senate Hearing in Mountain View near the heart of the mid-peninsula opposition — evident among occasional roars of the 600+ member standing-room-only crowd. While the Senate approved initial HSR funding 4 months later, much public re-engagement work remains.

WHAT THEY DO

Personal stories broaden and challenge perspectives. TransForm, Calthorpe Associates, and the California High Speed Rail Authority note HSR is about a statewide system of mass transit and transit oriented development. I use stories to illustrate this connection.

My stories

I share my two-month sojourn in 2007 when transit got me to work and kept me productive (both at work and enroute) when stress and associated health issues kept me from driving. I express how this experience restored an effective work-life balance for me. I worked in route, reframing the elongated travel time perspective of transit travel. I arrived at the office more energized, illustrating the exhaustion of fighting traffic congestion. Transit schedules encouraged boosted productivity and discouraged the former office late nights and all-nighters.

I also share my 6+ mile walk in blazing heat with luggage in June 2012 from the Folsom Light Rail station to my Granite Bay home when a missed bus connection left me without a car, questioning the “Old American Dream” of suburban living. A Historic Folsom residence in a future transit-oriented development (TOD) would have deemed my painful walk unnecessary.

Your stories

Find and share yours and other’s transportation stories in our efforts to “touch a heart before asking for a hand.” Briefly convey them on social media like the ITE and ASCE LinkedIn groups, and our Section’s own Facebook page.

Being objective

Encourage "out-of-the-box" thinking instead of forcing agendas. Maintain objectivity when possible. Discussion topics like “HSR: bargain of the century or financial boondoggle?” invite more participation than “Why must we build HSR now?”

Next Steps

Pay close attention to the effectiveness of different tools resonating with different audiences. Develop your own tools. Promote others. Enjoy boosted resources, respect, and satisfaction in your role as a transportation professional.
### Civil
- Roadways
- Streetscapes
- Bikeways
- Site Development
- Grading
- Drainage
- Utilities

### Highways
- PSRs/PRs/PS&E
- Mainlines
- Interchanges
- HOV Lanes
- Truckways
- Ramps
- Arterials

### Rail
- Safety Studies/PS&E
- Mainlines
- Rail Yards
- Siding/Industry Tracks
- Grade Separations
- Grade Crossings
- Quiet Zones

### Traffic
- Traffic Impact Studies
- TMPs
- Warrant Analysis
- Signing & Striping
- Traffic Signals
- Street Lighting
- Traffic Control

### Transit
- High Speed Rail
- Light Rail Transit
- Commuter Rail
- Heavy Rail
- Bus Rapid Transit
- Stations
- Parking Facilities

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-Camp Pendleton  -San Clemente
-Carquinez Bridge  -Milpitas  -San Luis Obispo
-Chula Vista  -Modesto  -Santa Ana
-Colton  -Novato  -Santa Barbara County
-Davis  -Oakley  -Santa Maria
-Dumbarton Bridge  -Ontario  -Signal Hill
-Fremont  -Pacific Gas & Electric  -Tustin
-Hayward  -Palo Alto  -Tulare
-Huntington Beach  -Palm Desert  -Vallejo
-Lancaster  -Paso Robles  -Vandenberg AFB
-Lompoc  -Pismo Beach  -Ventura
-Watsonville

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November SoCal Meeting

On Wednesday, November 14, 2012
At 11:30 a.m.

Mission Endeavour – Welcome Home
The space shuttle’s final mission through the streets of LA.
by Ray Lau, PE, Transportation Engineer, LADOT

With advance reservation: $30, Students - $10
(Before 4:00 p.m., Wednesday, November 7th)
Additional $5 at the door

FOR RESERVATIONS, please contact:
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SoCal ITE and RSBITE Joint Meeting

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