Dear ITE Southern California Members,

Now that spring is in full swing, it reminds me we will have only one newsletter remaining for the 2011-2012 term. Time flies, and so did the month of April. Our last meeting held at the Monterey Hill Restaurant in Monterey Park was almost at full capacity. It was also great to see so many of our Student Chapters in attendance. Our guest speaker was Mark Christoffels, ACE Construction Authority Deputy CEO/Chief Engineer, who spoke on “Alameda Corridor-East Project Update.” 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.

We also had our annual OCTEC/ITE Southern California Golf Tournament on Friday, May 11th at the Green River Golf Club in Corona. Through the coordinated efforts of Ron Keith and Jim Sommers, this event was a great success with over 100 in attendance. I’d like to also thank our members, OCTEC members, and vendors for participating in this joint annual event. You can also view photos of this event at our website under the Photos tab.

As a reminder, we have two nominees running for the District Secretary-Treasurer position. I encourage all of you to support our own Section member and Past-President, Carlos Ortiz. Please see Carlos’ brochure towards the end of this newsletter.

Our May newsletter is sponsored by Minagar and Associates, Inc. We truly appreciate the support of our sponsors who help offset the costs of our events. See Page 8 for information on sponsorship opportunities.

It is also time for our Section elections to begin. Ballots will be mailed out soon with candidate details and voting instructions. Be sure to update your mailing address and contact information on the ITE website, http://www.ite.org/. You can also cast your vote at our June 20th meeting in Monterey Park. You can view our candidates towards the end of this newsletter.

Our next meeting will be at the Holiday Inn & Suites Fullerton on May 23rd at 5:00 pm. This will be a joint meeting with OCTEC where we will have our Student Chapter Presentations from 7 local universities. 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, May 18.

I am saddened to announce the departure of our current webmaster, Irina Constantinescu. She will be leaving with her husband on a new employment venture in Maui. Irina has been instrumental on keeping our website updated to provide our members the latest information since 2010. We will miss Irina and bid her a gracious “Aloha and Mahalo”. However, I am also pleased to introduce Vikas Sharma as our new webmaster. Please help me welcome Vikas at our future events.

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

· ITE Western District Annual Meeting in Santa Barbara, June 24-27, at the Fess Parker Doubletree Resort. Please go to the following link for more information: http://westernite.org/santa-barbara-2012/.

~Continued on Page 2
### 2011-2012 Southern California Section Officers

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<th>Role</th>
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### President’s Message (continued)

Join us in Santa Barbara on June 23rd from 3-5 PM for the next installment of the MiteY Race. This year’s MiteY race is presented in conjunction with the 2012 Western District Annual Meeting as a fundraiser for the Student Endowment Fund. The race is modeled after the hit television series “The Amazing Race,” and will take racers along the Santa Barbara waterfront by following clues and completing challenging but fun tasks. Visit our website [http://westernite.org/santa-barbara-2012/mitey-race-2012/](http://westernite.org/santa-barbara-2012/mitey-race-2012/) for more information and follow us on Facebook [http://www.facebook.com/pages/MiteY-Race/306849469377389](http://www.facebook.com/pages/MiteY-Race/306849469377389). We will be periodically posting photo clues and team pictures on our Facebook page.

See you there!
April 2012 Scribe Report
John Dorado, PE
ITE So Cal Scribe

The ITE Southern California Section monthly meeting was held on Wednesday, April 18, 2012, at the Monterey Hill Restaurant in the City of Monterey Park. The topic of this meeting was “Alameda Corridor-East Project Update”. Our guest presenter was Mark Christoffels, ACE Construction Authority Deputy CEO/Chief Engineer.

**ALAMEDA CORRIDOR-EAST  San Gabriel Valley**

Mark started the presentation with the challenges that we will face over the years with the increase in cargo, rail and vehicular traffic:

- 40% of all US water borne trade goes through the Ports of LA and LB
- Cargo traffic to increase over next two decades with trains getting longer and more frequent
- Rail traffic to increase by 60%
- Vehicle congestion/delays at the San Gabriel Valley’s grade crossings expected to increase by as much as 300%

And what is our solution to overcome these issues...

- Study the impacts
- Identify mitigations
  - Safety improvements,
  - Grade separations
- Seek funding
  - Federal, State, Local
- Construct improvements

Based on the results of the studies and mitigations, ACE Construction Authority has determined the following will improve mobility and safety by:

- Constructing safety improvements at 39 crossings
- Constructing grade separations at 22 rail crossings, resulting in 24 grade crossing eliminations
- Reducing the amount of time Valley residents spend waiting at rail crossings

Mark indicated the following projects have been completed:

- Corridor Safety Upgrade (39 grade crossings)
- Nogales St./Valley Blvd. Grade Separation
- Reservoir St. Grade Separation
- East End Ave. Grade Separation
- Ramona Blvd. Grade Separation (Cypress St. vacated)
- Brea Canyon Rd. Grade Separation
- Sunset Avenue Grade Separation
- Orange Avenue Grade Separation

**CONSTRUCTION IN 2012**

In addition, the following projects are in or ready for construction:

- Temple Ave. Train Diversion/Fourth Mainline Track
  - Temple Ave.
  - Pomona Blvd.
- Baldwin Ave. Grade Separation
- Nogales St. Grade Separation
- San Gabriel Trench Grade
  - Separations:
    - Ramona St.
    - Mission Rd.
    - Del Mar Ave.
    - San Gabriel Blvd.

Each of these projects is projected to create approximately 1,400 to 8,900 jobs.
On to Phase II...Mark started with an overview of forecast average daily vehicular and rail traffic from year 2009 to 2025...And surprisingly vehicular traffic slightly increases, but rail traffic increases from 150% to 300%, which = $$$ for improvements, which = jobs! These improvements include the following grade separation projects:

- Fullerton Road (LA Sub.)
- Greenwood Avenue (LA Sub.)
- Hamilton Boulevard (Alhambra/LA Sub.)
- Fairway Drive (Alhambra Sub.)
- Turnbull Canyon Road (LA Sub.)
- Fairway Drive (LA Sub.)
- Puente Avenue (Alhambra Sub.)
- Durfee Avenue (LA Sub.)

Thank you Mr. Christoffels for the update, we look forward to the next!

Legislative Analysis
Thong Ngov, PE (Los Angeles County DPW)
ITE So Cal Legislative Analyst

Caltrans is offering training and overview classes for updates on the California MUTCD adopted January 13, 2012. The target audience includes traffic control device practitioners in both the public and private sectors.

For a list of available classes, please visit the following website at:
http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/training.htm

The following bills will be heard in the May’s Assembly and Senate sessions.

Legislative Bill Updates

Assembly Bill No. 819 (Wiechowski)

Key Word(s):
Bikeways

Status:
Introduced February 17, 2011; Amended January 11, 2012

What this Bill will do:
This bill will allow the California Department of Transportation to establish procedures for cities, counties, and local agencies to request approval from the Department the use of nonstandard features in the construction of or experimental use of traffic control devices for bikeways and roadways where bicycle travel is permitted.

Senate Bill No. 1464 (Lowenthal)

Key Word(s):
Vehicles
Bicycles
Passing Distance

Status:
Introduced February 24, 2012; Amended April 24, 2012

What this Bill will do:
This bill addresses the safety of overtaking and passing of bicycles in the same direction as the vehicle. This bill would prohibit the overtaking and passing of a bicycling on a highway from a passing distance of less than three feet between the any part of the vehicle and any part of the bicycle. In addition, this bill would prohibit the crossing of a vehicle over a double solid white lines except as permitted by law similarly to crossing for double yellow solid lines, but will allow the crossing of the double yellow or while lines to pass a person operating a bicycle in the same direction.

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 Wednesday, April 11th, USC ITE students took advantage of a spectacular opportunity to go on a window tour of the Expo Line Light Rail three weeks before it opened to the public on April 28th. Because the three USC stations aren’t yet in service, the ITE students took the DASH bus to the 7th Street/Metro Center station to board their own private, three-car train. The students rode the train all the way out to La Cienega station, alighted to snap some pictures and smell the sweet scent of See’s Candy peanut brittle (the factory is a block from the station), and then rode the train back to 7th/Metro. The hour-long trip was the first time USC students have had an opportunity to ride the Expo Line, which has been under construction on their doorstep for the last three years.

The tour was led by Jackie Martinez from LA Metro’s rail safety program. Ms. Martinez has spent over a year preparing every school and church within a 1.5-mile radius of the tracks for the new train line. Consequently, she has an encyclopedic knowledge of the Expo line and the neighborhoods through which it runs. This made her an excellent host for the USC ITE students, who had plenty of questions about design, construction and the implications to USC on fall football game days. One of the most unique design features, courtesy of the Flatiron-Flour-Parsons design-build team, consists of the split platforms at Vermont, Western, Crenshaw, and Farmdale Avenues. These special stations take up less right-of-way than would conventional side platform stations. This also lets Metro create far-side or near-side stops to optimize signal timing along the Exposition corridor.

The Expo Line will be a great new addition to USC student mobility and the benefits extend far beyond the ten new stations. On a campus where parking can cost up to $414 per semester, the Expo Line will make it a lot easier for USC students to travel regionally without a car. With three USC stations at Exposition and Vermont, Exposition and Trousdale, and Jefferson and Flower, students will be a 15-minute ride from Target (and the See’s Candy factory) at the La Cienega station, and a mere 10 minutes from 7th Street/Metro Center in Downtown LA. There, students can transfer to the Blue Line to Long Beach, or the Red Line subway to get to a WTS-Los Angeles program luncheon, Hollywood, or Union Station. From Union Station, students can board trains and buses that will take them just about anywhere in the region.

The USC ITE chapter would like to give a special thanks to Ms. Martinez, Ms. Barbara Burns, who helped arrange the tour, and Mr. Doug Failing, who helped the chapter get in contact with key personnel in Metro. The popular tour helped USC ITE grow its membership and gain more recognition in the USC Engineering community.

The USC chapter of ITE was founded in the spring of 2011 by four USC graduate students under the guidance of Professor Eric Shen. The chapter consists of both graduate and undergraduate transportation enthusiasts pursuing programs across several USC schools, including the Viterbi School of Engineering, the Price School of Public Policy, and the Marshall School of Business.

This small, but fast-growing chapter appreciates any and all support from fellow ITE members, whether it is in the form of cash donations, guest speaker appearances, or office and technical tours such as this Metro trip. Please contact us at iteusc@gmail.com for more information concerning how you, your company, or your agency can connect with the USC chapter of ITE.
Fort Bragg continually strives to improve its bicycle and pedestrian infrastructure. The City applied for and was granted Bicycle Transportation Account (BTA) funds to design and construct two significant sections of Class II/Class III bicycle facilities with associated striping and signage pursuant to the California Manual of Uniform Traffic Control Devices (CA MUTCD) standards and Caltrans Highway Design Manual (HDM), Chapter 1000. The objective of this project was to connect cyclists from the Pacific Coast Bike Route on Highway 1 to destinations in Fort Bragg. It included portions of the City's proposed bicycle routes that are included in their Bicycle Master Plan.

Since all bikeway projects using BTA funding shall be designed per the CA MUTCD and HDM standards, the City was looking for a firm that had recent and substantial experience designing and engineering bicycle facility plans and specifications. DP Engineering Transportation Design (Consultant) was contracted by the City of Fort Bragg to prepare the plans, specifications, and cost estimates (PS&E's) for this Bike Facilities Improvement Project. The project included the design of Class II bike lane facilities on Franklin Street and Elm Street, Class II/Class III bike facilities on Oak Street, Class III bike route facilities on Dana Street, and modifying two traffic signals on State Route 1 to include bicycle detection on the side streets. In addition, the project included Caltrans coordination and an encroachment permit. The City was very pleased with the Consultant’s project PS&E’s, knowledge, and attention to detail. Final PS&E’s were completed in November 2011 and construction was completed in March 2012.

Direct questions to Dawn Penman (DP Engineering Transportation Design, 530-672-2546, dpengineering@att.net, www.dp-eng.com).
Transportation Sustainability Innovations
David M. Schwegel, PE

The Case

Did you know, a 2009 ASCE Committee on Sustainability public opinion poll shows that the "public does not see civil engineers as leaders in a sustainable world?"

Did you know that ITE is taking active steps to change this worrisome trend? For starters, we have a Committee on Sustainability with conference calls the last Wednesday of the month around 11:00 AM (PST) featuring transportation professionals throughout the US and Canada. Go to www.ite.org for more information. If you can't wait until the month-end conference calls, and have to know right now what some of the hot transportation sustainability topics are, pull up the ITE group on LinkedIn (www.linkedin.com). Read the sustainability-related topics. Post new ones.

Here are some highlights from the Wednesday, April 25 call and other sources:

Energy

The US High Speed Rail Association (USHSR) (www.ushsr.com) poses the question – How easy is it to completely retrofit different modes of transportation (cars, planes, high-speed rail) to be 100% powered by renewable energy, Cars and planes may take decades. High-Speed Rail may take weeks. For California, construct the system for renewables right from the outset. Have farmers install wind turbines and solar panels on farms. Sell the power to the California High-Speed Rail Authority (CHSRA). For more information, go to www.cahighspeedrail.ca.gov and check out the CHSRA Strategic Energy Plan (Dec 2011).

Urbanism in the Age of Climate Change

Check out Peter Calthorpe's presentation "Urbanism in the Age of Climate Change" on the USHSR website, www.ushsr.com. Calthorpe notes how Portland households living in the transit oriented developments (TOD) save 10,000 vehicle miles traveled (VMT) and $10,000 per year. Calthorpe’s graph of Portland VMT's after TOD implementation vs. the nation as a whole showed a sharp drop for Portland vs. a continued climb for the nation. Many regions throughout the nation have caught onto this VMT reducing TOD trend vs. a continued climb for the nation. Many regions throughout the nation have caught onto this VMT reducing TOD trend vs. a continued climb for the nation.

The Sacramento Area Council of Governments (SACOG) and Southern California Association of Governments (SCAG) recently released Sustainable Communities Strategies (SCS). SACOG finalist projects include: (1) West Sacramento around Raley field and along the Sacramento River (50 years after losing the I-5 freeway battle to Sacramento, West Sacramento is overjoyed that the freeway’s absence lends itself well to TOD development), and (2) Midtown along R Street and the Light Rail Transit (LRT). Check out SCAG to find out recent developments in a neighborhood near you.

Green Roads

The construction of roads with recycled materials such as rubberized tires was a hot topic at ITE's recent conference in Pasadena.

Certification/Sustainability Rating System

We have LEED (Leadership in Energy and Environmental Design) certification for buildings, but what about a certification system for transportation systems? Check out the Transportation Research Board (TRB) website – www.trb.org.

Sustainability Measures at Transit Stations

Check out the latest developments by the Toronto Transit Council.

Neighborhood Electric Vehicles

Our June 2011 Newsletter includes an article on Lincoln’s project – the first California city to pass an ordinance allowing Neighborhood Electric Vehicles (NEV’s) on roadways up to 35 MPH with designated “NEV” lanes. Now at least 25 cities have authorized new development of NEV infrastructure. Benefits include: (1) elderly not needing to drive a full-sized vehicle, (2) easy integration into planned golf/resort communities, and (3) shopping local for economic stimulation.

Copper Theft from Streetlighting Systems

Honolulu recently spent $3M and San Jose recently spent $160K replacing copper wire stolen from streetlighting systems. Is it time to consider more solar-powered streetlights and signals to combat this trend? See the March 2011 Newsletter article on "The Case for Transportation Systems powered by Renewables" for information on a solar-powered signal in Folsom. A parking lot near CSU Sacramento has a solar-powered lighting system with modules (panels) attached to the poles.

Vandal-Proof Pull Boxes

Stealing the entire pull box or the copper wire from a pull box is also a hot topic. Thieves can actually steal entire pull boxes using a jacking system appearing like the getaway car is changing a tire.

Intelligent LED Streetlights

LED streetlights are now available with intelligent software pre-programmed for the City by lunar dawn and dusk cycles.

Intelligent LED Signs

One building energy efficiency measure is motion sensor lights in buildings as well as light levels that adjust with daylight levels from windows and skylights. LED signs on roadways that illuminate with oncoming cars are under consideration.
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.

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 (jay.dinkins@smgov.net) and David Schwegel (davidschwegel@aol.com) by the deadline. The deadline for the May Newsletter is 11:59 PM on Friday, May 25, 2012. Thank you in advance for your valuable contributions to this great team effort.
Tech Transfer Professional Development Courses

The Technology Transfer Program (Tech Transfer), the continuing education and professional development branch of the Institute of Transportation Studies (ITS) at UC Berkeley, is pleased to offer the following courses for Traffic Engineering and Transportation Planning professionals:

Multimodal Level-of-Service Analysis (TE-36)
May 22-23, Online, 6.0 AICP-CM credits
https://registration.techtransfer.berkeley.edu/CourseStatus.awp?~~1240TE360522

Traffic Operations and Highway Capacity Analysis (TE-05)
May 30-31, Berkeley
https://registration.techtransfer.berkeley.edu/CourseStatus.awp?~~1240TE050530

Fundamentals of Traffic Engineering (TE-01)
June 4-7, Costa Mesa
https://registration.techtransfer.berkeley.edu/CourseStatus.awp?~~1240TE010604

Synchro and SimTraffic (TE-13)
June 13-14, 2012, Los Angeles
https://registration.techtransfer.berkeley.edu/CourseStatus.awp?~~1210TE130613

Roundabouts: What You Need to Know (TE-38)
July 23-25, Online, 7.5 AICP-CM credits
https://registration.techtransfer.berkeley.edu/CourseStatus.awp?~~1210TE380723

Info: 510-643-4393, courses@techtransfer.berkeley.edu

US High Speed Rail Association Conference

Tues May 22 – Thu May 24
1 Market St, San Francisco

Technical Sessions
Bringing High Speed Rail to America
Bringing High Speed Rail to California
Federal Policy & Transportation Funding
21st Century Transportation for America
High Speed Rail Around the World
Transit Oriented Development & Station Architecture
High Speed Rail in America Update
Building High Speed Rail with Public-Private Partnerships
Legal, Policy, & Legislative Issues
Media, Messaging, & Advocacy for High Speed Rail

Additional Highlights
Transbay Center Technical Tour
Siemens Technical Tour
Evening Networking Receptions

Registration:
http://www.ushsr.com/events/california2012.html

Move LA Conference – “LA’s Got New Mojo”

Wednesday June 13
5:30 to 8:30 PM

Fred Minagar, City of Laguna Niguel Planning Commission

Fred Minagar, PE (F) was recently elected by a unanimous vote as the Chairman of the City of Laguna Niguel Planning Commission. With 17 years of continuous service, he is the longest serving Commissioner in this beautiful coastal south Orange County City. He has been re-appointed/re-elected to the Planning as well as Traffic & Transportation Commissions serving as chairman over half a dozen times. Fred is the President of Minagar & Associates, Inc. in Irvine. He is a recognized national authority in the areas of ITS, traffic engineering & transportation planning. Fred has over 29 years of real world practice and teaching experience. He has engineered, managed and administered over 100 ITS and 376 traffic engineering & transportation planning projects in 16 states across the United States. He previously served as the WesternITE Newsletter Technical Editor and also ITE Metropolitan Section of New York & New Jersey Newsletter Editor and Publisher.

MiteY Race at the Western District Annual Meeting in Santa Barbara

Join us in Santa Barbara on June 23rd from 3-5 PM for the next installment of the MiteY Race. This year’s MiteY race is presented in conjunction with the 2012 Western District Annual Meeting as a fundraiser for the Student Endowment Fund. The race is modeled after the hit television series “The Amazing Race,” and will take racers along the Santa Barbara waterfront by following clues and completing challenging but fun tasks. Visit our website http://westernite.org/santa-barbara-2012/mitey-race-2012/ for more information and follow us on Facebook (http://www.facebook.com/pages/MiteY-Race/306849469377389). We will be periodically posting photo clues and team pictures on our Facebook page. We hope to see you all there!

Cathy Leong, Endowment Fund Committee Chair and MiteY Race Coordinator

Job Opportunity: Principal Engineer, RK Engineering Group, Newport Beach

Civil Engineering PE with 10-years of experience in traffic engineering design, transportation planning, and traffic operations (Experience in Environmental Engineering in the areas of air quality and acoustical engineering also desirable). Familiarity with AutoCAD, Synchro, Traffic, HCS, and the California MUTCD. To apply, email Rogier Goedecke (rg@rkengineer.com).

Fall 2012 Civil Engineering PE Exam Review Course

Date: Tuesday and Thursday evenings starting Tues Aug 28
Time: 6:00 – 10:00 PM all evenings
Location: Cal Poly Pomona (specific campus location TBD)
Fee: $850 (includes manual)
Content Emphasis: Breadth of topics
Info/Registration: Professor Jia Xudong, PhD, PE (jxia@csumonona.edu, 909-869-4312)
Educating Elected Officials and the Public on Sustainable Communities

David M. Schwegel, PE

The Disconnect

In “Urbanism in the Age of Climate Change,” (see www.ushsr.com for presentation) Peter Calthorpe notes the positive correlation between home values and walkable urbanism, citing that the Stapleton (formerly Denver International Airport) Sustainable Community home values were most profitable in all of Denver. “We’ve already over built single-family large lots,” says Calthorpe, citing 2006 as the start of the real estate value realignment. Calthorpe also notes the 10,000 vehicle mile travel (VMT) and $10,000 cost reduction per household per year for the "Vision California" C2 (Smart Growth/Green Future) vs. A1 (Business as Usual) Scenario.

Organizations like Transform (www.transformca.org) cite sustainable community benefits in terms of walk-able urbanism, transit access, transit oriented development (TOD), commute stress reduction, and boosted access to healthcare (especially among the elderly population) among the benefits.

Transform also notes the disconnect between the TOD benefits and the ability to pass legislation favoring their development. SB 375 (Sustainable Communities Strategy) recently passed encouraging Regional Transportation Plans (RTP’s) to incorporate Greenhouse Gas (GHG) reduction strategies. AB 441 is in the works encouraging transportation and land use developments to include “health and equity criteria,” promoting clean air and water, safe buildings and streets, healthy public spaces, walking/bicycling, transit use, and a walk-able lifestyle to fight obesity. We’re making progress on legislation. Check out our Legislative Analysis regarding bicycles. Much more is needed.

Evaluation

Evaluate “sustainability” projects based on the “triple bottom line” - people (of all races, ages, and socioeconomic backgrounds), planet (environmental preservation practices), profits (maximized for stakeholders, agencies, and end users).

Economic


Health

Kathy Robertson’s Sacramento Business Journal article “Study: Trimming obesity could save Sacramento region $260M“ (March 19, 2012) notes the Sacramento region alone could save $260M in annual health care costs if the region could trim its 23.6% obesity rating down to 15% (Centers for Disease Control and Prevention target) and $717M by bringing it down to 0%.

The national incremental health cost per obese person (diabetes, heart attack, high blood pressure, depression, high cholesterol) is $1,429.

ITE International President Steven Hofener (2003) notes sustainable commutes fight obesity by encouraging walking.

Stress

The Sacramento Business Journal article “Sacramento ranked as No. 8 most stressful city,” (March 23, 2012) cites Sperling’s Best Places study. High unemployment, an 11.2% divorced population, a 27.5 minute one-way commute, and 478.1 violent crimes per 100,000 people contributed to Sacramento’s ranking.

No. 28 San Francisco is a major innovator in walk-able urbanism. No. 42 Orange County is known for master-planned villages.

Commute

A May 1, 2011 “Odd News Blog” notes 5 M workers “call in sick because they cannot face the commute,” costing organizations 8.7% of their annual payroll. Workforce Institute Director Joyce Maroney notes the strong correlation between employee’s day-in/day-out commute experience and job satisfaction.

Sustainable communities reduce commute distances and divert commuters to higher productivity (transit, commuter rail, high-speed rail) and exercise intensive (walking, bicycling) modes.

Other Considerations

Target communities with access to transit (including bus rapid transit) and recreation (parks, class I (path) bicycle facilities), and without freeway divisions.

Our Roles

Walk the halls of the Capitol and resonate with elected officials by indicating how sustainable communities benefit residents in their districts.

Compare the benefits of building sustainable communities (job creation, health and economic stimulation, commute and crime reduction) verses doing nothing.

Note the benefits to broad population demographics (including children, poor, elderly, and communities of color).

Study walk-able community success stories and best practices such as those of Dan Burden.

Empower groups such as labor, health, economic, environmental, and transportation organizations to discuss with their own people how sustainable communities benefit them.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Region</th>
<th>Divorced</th>
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<th>Unemployed</th>
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<td>Orange Co</td>
<td>9%</td>
<td>28.7</td>
<td>9.3%</td>
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</table>

Additional California regions of interest are as follows:
Two High-Speed Rail Hearings

David M. Schwegel, PE

General

Assembly (9:30 AM) and Senate (4:00 PM) High-Speed Rail (HSR) Hearings took place at the Capitol on Wednesday, April 18, for decision makers to deliberate before they make their critical June decision (approve $2.7B in State funds to match the $3.5B in Federal funds to fund the 130-mile Initial Construction Section (ICS) between Madera and Bakersfield). The format included a presentation by California High-Speed Rail Authority (CHSRA) (www.cahighspeedrail.ca.gov) Chairman Dan Richard (former BART Chair) and ViceChair Thomas Hartnett (a financial expert); concerns by the Legislative Analyst Office (LAO), Peer Review Group (PRG), and elected officials; addressed concerns by CHSRA; and public comment. CHSRA summarized the “better” (Amtrak use of ICS, early investment in the Bay (SF) and Basin (LA) “bookends”), “faster” (accelerated Bakersfield to Palmdale gap closure and “bookends” benefits), “cheaper” (“blended” – use of existing right of way in “bookends” drops price from $98.4 to $68.4B in year of expenditure) Business Plan. LAO noted high construction emissions (14x that of airports, 7x that of roadways per “What is the Carbon Footprint of HSR?” in our January 2012 Newsletter) between now and 2020 fails to achieve AB 32 (www.cahighspeedrail.ca.gov) Nitrogen Oxides between Madera and Bakersfield). The format included a presentation by California High-Speed Rail Authority (CHSRA) Chairman Dan Richard (former BART Chair) and ViceChair Thomas Hartnett (a financial expert); concerns by the Legislative Analyst Office (LAO), Peer Review Group (PRG), and elected officials; addressed concerns by CHSRA; and public comment. CHSRA summarized the “better” (Amtrak use of ICS, early investment in the Bay (SF) and Basin (LA) “bookends”), “faster” (accelerated Bakersfield to Palmdale gap closure and “bookends” benefits), “cheaper” (“blended” – use of existing right of way in “bookends” drops price from $98.4 to $68.4B in year of expenditure) Business Plan. LAO noted high construction emissions (14x that of airports, 7x that of roadways per “What is the Carbon Footprint of HSR?” in our January 2012 Newsletter) between now and 2020 fails to achieve AB 32 Compliance (1990 emission levels by 2020). LAO also noted the limited availability of cap and trade funding. PRG noted the risk of the “stranded investment” in the Central Valley if future dollars do not allay themselves. CHSRA noted: (1) AB 32 specifically mentions HSR, (2) future dollars would not be needed until 2017, (3) cap and trade funds would be available, and BART (a $55B system if built today) began construction not knowing where all the money was coming from. The overall HSR system is divided into discrete “standalone” projects. A project will not commence until full project funding is in place. While the ICS won’t be completed until 2017, CHSRA is calling for full funding now instead of incremental funding over 5 years.

Assembly

The Assembly Hearing had a low-stress congenial tone with Assemblymember Betsy Butler (El Segundo) expressing support while other elected officials and the public expressing support and opposition. The Governor is developing a sister agency to Caltrans that includes HSR, and the associated program (general) and project-level (specific) EIR activity prioritized by section. Support public comment came from CalPIRG, the California Alliance for Jobs, California Labor Federation, Operating Engineers, LA County MTA, and the American Council of Engineering Companies (ACECA), citing job creation, environmental preservation, economic stimulation, stewardship, and transit oriented development (TOD) around stations among the benefits. Opposed public comments came from agricultural interests, Citizens for High-Speed Rail Accountability, and MidPeninsula (Menlo Park, Atherton, Palo Alto) residents citing farmland encroachment, right-of-way acquisition, and no luxury spending in lean times. Assembly decision makers are primarily on-board.

Senate

The Senate Hearing, presided by Senators Joe Simitian, Mark DeSaulnier, and Alan Lowenthal, had a high-stress noncheerleading tone. The CHSRA was grilled by pointed questions: (1) Why start in the low ridership Central Valley? (2) Why can’t we have more say in where our own State funds are spent? (3) Why did CHSRA commit to State funds in the bid without first running it by the Senate? and (4) What will we have to show for our $2.7B if future funds don’t allay themselves? The CHSRA replied: (1) The Central Valley, the fastest growing part of the state most heavily battered by the recession, permits 250-mph testing (actual top operating speeds are 220 mph), (2) Wisconsin, Ohio, and Florida’s desire to use funds for their own selfish interests resulted in their revocation and redistribution, (3) We acted on good faith in a quick decision where they felt it was in the State’s best interest to acquire the $3.5B Federal funding, and (4) The lack of future funds means we have significantly improved Amtrak San Joaquin service [5th highest ridership in the nation] on HSR tracks. Support and opposed public comments resembled those of the Assembly Hearing. Joining the Support was Ryan Heller, a Cognitive Sciences student at UC Merced, leading the “I Will Ride HSR” alliance on-campus as well as CSU Bakersfield and Fresno, and UC Berkeley and Davis, among other institutions. Heller noted the responsible investment in this new mode of transportation that defines the Millennials (born since 1982). Generation whose students are graduating into the worst job market since the Great Depression, and are extremely impatient waiting for the project to break ground. The Senate is undecided. It will be a close call, 51% to 49% on the part of each of the Senators including those who were instrumental in getting Prop 1A on the ballot in 2008 and have historically been champions for infrastructure funding.

Our Role

While we engineers are improving in our public comment participation, the elected officials and the public are still confused regarding where we’ve been and where we stand. On the one hand, we produce 100+ page report cards calling for infrastructure funding. On the other hand, our report cards are silent on HSR. Engineering organizations in certain geographic regions of the State like San Diego are neutral toward HSR. Serving our clients and serving our profession continues to be a tough balance. LinkedIn discussions on ‘how many hours do you work?’ suggest that ‘60-80 hour work-weeks solely serving clients’ is the way to go. CEO’s may want to consider modeling a healthy balance in serving clients and the profession, giving clients a vested interest in the success of company employees serving the profession. Empower employees to testify. Conduct workshops for clients on the company’s role in addressing critical transportation issues. Note specifically how the company’s service to the profession benefits the clients.

When preparing and delivering two-minute testimonies, extract “gold nuggets” from Carmine Gallo’s 10 Simple Secrets of the World’s Greatest Business Communicators and Dale Carnegie’s Quick and Easy Guide to Effective Speaking. Formulate talking points from wise counsel from experts like US High Speed Rail Association (USHSR) (www.ushsr.com) President & CEO Andy Kunz. Prepare the testimony during the actual hearing, extracting talking points relevant to the elected officials’ comments and concerns. “Grab ‘em, keep ‘em, leave ‘em wanting more.” “Toss the script.” Close with a clear and concise statement indicating what action you want them to take and how it will benefit them.

When time allocation and testimony protocol challenges seem daunting, be encouraged by Bob Lasley of the State Economic Business Council at the ASCE Statewide Infrastructure Report Card release last February. He thanks engineers for their expertise, and notes ‘with a higher concentration of engineers, the Legislature would be a better place.’
High-Speed Rail: Media, Messaging, Marketing

David M. Schwegel, PE

USHSR

The US High Speed Rail Association (USHSR) (www.ushsr.com) is the nation’s only nonprofit advocating exclusively for a nationwide High-Speed Rail (HSR) network of 220-mph trains between major cities and 110-mph trains between minor ones, by 2030. The Washington DC-based organization holds conferences nationwide. Over the past two years, the USHSR has held conferences in Florida, Washington DC, New York, and Los Angeles attracting delegates worldwide. They come to San Francisco (1 Market St) May 22 (Tue) – 24 (Thu). A popular conference session is “Media, Messaging, Marketing” as advocating for HSR is a Herculean effort resembling the Eisenhower Interstate Highway efforts of the 50’s.

Media

Media refers to the news conveyance channels (newspaper, radio, television, internet, social media). In her “How to get your name in the News” class, Candace Kovner Bel-Air defines “news” as “new, different, of interest to the local community.” Challenges include: (1) making your “media advisories” (calendar announcement of an upcoming event noting the who, what, where, when, why, and how) and “press releases” (specifics of an event around the corner) stand out above the thousands received and (2) driving traffic to your story. Kovner Bel-Air emphasizes “apt:” (1) angle (differentiator), protocol (oral and written communication format), and telephone (follow-up to written correspondence). Resonate with the assignment desk editor who decides on the fly what the media will cover for that day. Hold large press conferences with crowds of diverse groups of people to attract media and public attention.

Messaging

Convey a clear, simple, and inclusive message repeatedly. This is especially challenging for engineers. According to Eva Kaplan Leiserson’s “Consistently Mediocre” article from NSPE’s (National Society of Professional Engineers) PE Magazine (July ’07), doctors and lawyers speak in terms of their profession as a whole, while engineers speak in terms of their specialties. Consequently the public lacks a clear message on what an engineer does. HSR advocates typically focus on mobility, economic, and environmental benefits. One HSR message – “HSR meets mobility needs of 60M Californians and 24M jobs in 2050, creates 600K jobs, and removes 3M tons of CO2 emissions annually.”

Marketing

Marketing refers to getting decision makers and the public to buy into the message. Swiss Avenue Partners (www.swissavenuepartners.com) reminds us to “resonate” (connect benefits to pain points), not “spray and pray” (provide a major information dump hoping a few points stick, ultimately doing more harm than good).

Define the pain points of each group. Politicians want a legacy. Business wants economic stimulation. Labor wants jobs. Students want a defining transportation mode for their generation. Transportation organizations want multi-modal mobility.

Empower each group to convey a message that resonates with their people. Governor Jerry Brown discusses HSR as his legacy as the State Water Project was his father Pat Brown’s legacy. Business discusses cooperation among chambers, leadership groups, and councils to bring new technologies to the region. Labor discusses putting construction laborers (among the hardest hit by the recession) back to work. Students discuss how HSR defines how they will get to employment and vacation destinations. Transportation organizations discuss how HSR stations integrate “regional and commuter rail, metros, buses, bicycles, and walkable urbanism.”

Our Role

In testimonies before elected officials and the public, note “engineers protect the public health, safety, and welfare.” Then note specifically how transportation professionals accomplish this. Discuss HSR’s role in a balanced transportation system. Note how HSR: (1) dominates the market for 150-600 mile trips, and (2) benefits roadway (<150 mi) and airplane (>600 mi trips) modes. Madrid to Seville Spain resembles Los Angeles to San Francisco in length and topography. Note how HSR actually generates many new trips as 150-600 mile trips such as from Los Angeles to a day at the Capitol require significantly less planning and travel time.

Discuss the safety benefits by citing National Highway Traffic Safety Administration (NHSTA) (www.nhtsa.org) statistics of how California loses 2,715 lives annually from roadway collisions. Note causes, predominant collision patterns, and locations. To what extent would HSR travel and induced compact walk-able urbanism address these collisions? Note how the Japanese Shinkansen has carried 10 billion passengers over half a century without a fatality.

Discuss the productivity benefits. You’re working in downtown Los Angeles at 12:30 PM, when you find out you need to be at a 4:00 PM meeting in San Francisco. Catch the 1:00 PM train at Union Station. Spend the 4 hour 40 minute journey preparing your Powerpoint™ on a mode offering 100% quality productive time. Arrive at San Francisco’s Transbay Center at 3:40 PM.

Discuss the congestion relief benefits by citing Texas Transportation Institute (TTI) statistics noting congestion costs Californians $19B annually in wasted fuel and lost productivity. A $20B HSR system starting operation in 1980 would have already returned over $600B in congestion relief benefits by today.

At public meetings in the Central Valley, convey sensitivity to enhancing California’s multi-billion agricultural industry (3rd largest in world). Note French mitigation techniques for fairly compensating farmers whose farms are divided by track. Note 1 track has comparable carrying capacity to a 10-lane freeway. Note the California High-Speed Rail Authority’s (CHSRA) Strategic Energy Plan (Dec 2011) for powering the system by 100% renewable energy. Note the benefits of installing solar modules and wind turbines on farms and selling the power to CHSRA.

The public seeks our “health, safety, and welfare” expertise on this new mode of transportation.

Hope to see you in San Francisco later this month.
I would be honored to serve you as Vice President for 2012-2013 for our Southern California ITE Section and thank you for the opportunity to serve you as the Secretary/Treasurer for this past year. I have been involved in ITE for over 9 years now, eight of those in Southern California, and I've always had a special appreciation for our organization because of the support and encouragement it provides its members and our professional community.

As Vice President, I would like to continue accomplish the following:

- Continue our successful and long standing tradition of introducing and empowering the next generation of professionals, leaders, and new members and highlight the mutual benefits that our Section has to offer.
- Coordinate with our Officers, Chairs, and Members to identify, educate, and introduce upcoming, innovative technological advancements that will enter our profession.

Over the past several years, I have had the opportunity to serve our Section in various roles including:

- ITE Southern California Secretary/Treasurer, 2011-2012
- ITE Southern California Legislative Analyst, 2010-2011
- ITE Southern California Legislative Analyst, 2010-2011
- ITE Southern California Scribe, 2009-2010
- ITE Southern California Membership Coordinator, 2009-2010

I have also been fortunate to be a part of another organization, City Traffic Engineers (CTE) Association, for over three years serving as:

- CTE Chair, 2011, 2012
- CTE Secretary/Treasurer, 2009-2011

I have also had the opportunity to publish or present five technical papers in various journals related to our profession. Two of the papers were presentations at the ITE District 6 Annual meeting in Hawaii in 2006. The topic for one of the ITE technical paper presentations was about Traffic Engineering Safety and the other was about ITS Demonstration Projects.

I believe that I could utilize my experiences and I would like to continue to serve our ITE Southern California Section. I know that we have a great ITE family here in Southern California and I would like to do my part in serving this prestigious institution.

I look forward to your valuable support.
**Neelam Sharma, TE**  
**Secretary-Treasurer Candidate**  
**Southern California Section**

I am honored to be nominated as a candidate for the Secretary/Treasurer position for the ITE Southern California Section. ITE is an important part of my engineering career, and I value every opportunity it has given me to expand my knowledge and build relationships with my peers. I look forward to continue serving the organization and to hopefully help this organization serve many others in the industry.

I’ve been a member of ITE since my undergraduate career at UC Irvine where I served as the Student Chapter President. I had the opportunity to become the Student Chapter Liaison for the SoCal Section in 2008 and have worked with our local student chapters since then. I am happy to say that we have two new student chapters this year and hope that we keep reaching out to promote ITE and transportation engineering to our students. In my time as Student Chapter Liaison, we began the now annual Student Traffic Bowl held during Engineers Week at one of our seven student chapter campuses. I have enjoyed my time as Student Chapter Liaison and will bring my experience in organizing the Traffic Bowl and Student Presentations Night meetings to the Secretary/Treasurer position. I have worked closely with the SoCal Section leadership as the Student Chaper Liaison and have come to understand what would be required of me in the role as Secretary/Treasurer. I understand that the position of Secretary/Treasurer is demanding on a daily basis, and believe that I am more than capable to serve the members and officers of our section.

In addition, I have been a part of the Western District Annual Meetings since 2007. My Western District involvement includes:

- Volunteer at the Anaheim and San Francisco meetings
- MiteY Race Marshall at the San Francisco meeting
- Traffic Bowl coordinator at the Anchorage meeting
- MiteY Race and Traffic Hero coordinator for the upcoming 2012 Santa Barbara meeting
- Student Traffic Bowl Task Force panel to help plan the new guidelines for the district level student traffic bowl competition.
- Appointed to Career Guidance Chair for the 2012-2014 term

I currently work for URS in Santa Ana and am glad to have had their full support in my current ITE activities as well as their support to pursue the Secretary/Treasurer position. My experience lies in the area of traffic signal timing, transportation planning, traffic engineer, travel demand modeling, and corridor analysis.

I look forward to serving our Southern California Section and hope that I will have your support and vote. Thank you!

---

**John Dorado, PE**  
**Secretary-Treasurer Candidate**  
**Southern California Section**

It’s an honor be nominated for Secretary/Treasurer of our Southern California ITE Section. I’ve been a member of ITE for thirteen years and have served as our Section’s Co-Scribe since 2008. I take great pride in our organization which allows us the opportunity to network and learn from our fellow colleagues and professionals throughout our industry. It is a small community, and one of my favorite things about ITE is the people, and developing relationships. This has allowed me to grow personally and professionally throughout the years. It would be a great honor to be able to continue the tradition and contribute the success of our section and serve as your Secretary/Treasurer. Your support is extremely appreciated.

If elected as your Secretary/Treasurer I will proudly carry out all of the duties for this position, and will go above and beyond to ensure our section’s meetings, members and activities have continued success. I will be dedicated to keep up will all records and activities including membership and sponsorship opportunities.

I have over 13 years of experience in the field of transportation planning/traffic engineering. My interest in our profession began as intern for the City of Anaheim. From then on I’ve worked as a consultant and have had the opportunity to work on various projects to improve the quality of our “transportation” lives. In addition, I have worked closely and have been directly involved with the section’s chairs and officers since 2008. I’ve attended several ITE meetings and conferences throughout the years, and have created and given several presentations as well. With that said, I have an understanding of the dedication and time it takes to be involved and I am willing to put forth the highest level effort.

I’m looking forward to serving as your Secretary/Treasurer. I look forward to your support © Please vote for me! Thanks!
Carlos Ortiz, PE, TE, PTOE
CANDIDATE FOR
ITE WESTERN DISTRICT
SECRETARY-TREASURER
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
- Past 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
- Past 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
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<tr>
<td>2010</td>
<td>Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles</td>
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<tr>
<td>2009</td>
<td>Winner of the ASCE's Outstanding Private Sector Civil Engineering Project in Metropolitan Los Angeles</td>
</tr>
<tr>
<td>2009</td>
<td>Winner of the Caltrans' 2009 Excellence in Transportation Award in the State of California</td>
</tr>
<tr>
<td>2007</td>
<td>Winner of the ASCE's Outstanding Public/Private Sector Civil Engineering Project in Metropolitan Los Angeles</td>
</tr>
<tr>
<td>2005</td>
<td>Winner of the APWA’s Best Traffic Congestion Mitigation Project of the Year in Southern California</td>
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<td>2004</td>
<td>Top Nominee of Transportation Foundation’s Highway Management Program in the State of California</td>
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<td>2003</td>
<td>Winner of the PTI’s Best Transportation Technology Solutions Award in the United States</td>
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<td>2002</td>
<td>Winner of the ITS-CA’s Best Return on Investment Project Award in the State of California</td>
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<td>Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles</td>
</tr>
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INSTITUTE OF TRANSPORTATION ENGINEERS

Present
A Special Dinner Meeting this May

STUDENT PRESENTATION NIGHT

Featuring technical presentations from the talented students of Cal Poly Pomona, Cal State Fullerton, Cal State Long Beach, Cal State Los Angeles, UC Irvine, UCLA, and USC

To be held on:

Wednesday, May 23, 2012
from 6:00 PM to 9:00 PM
Dinner: Buffet style

Holiday Inn & Suites Fullerton
2932 East Nutwood Ave
Fullerton, CA 92837
Phone: (714) 579-7400
*parking is free

$30 with advance reservation, $10 for students w/ID. At the door - add $5 (Before 12:00 p.m., Friday, May 18th)
(Cash or checks only, payable upon check –in)

FOR RESERVATIONS, please contact:
Sri Chakravarthy
Secretary-Treasurer, ITE Southern CA
E-mail:sri.chakravarthy@kimley-horn.com

DIRECTIONS

Take CA-57 Orange Freeway
Exit Nutwood Ave (Exit #7)
• From 57 North - turn RIGHT
• From 57 South - turn LEFT
Turn RIGHT into first driveway
Hotel is located behind Denny’s Restaurant