Hello ITE Southern California Members,

Our September meeting formally kicked off the 2011-2012 fiscal year at the Monterey Hill Restaurant in Monterey Park. Our guest speakers were Peter Valk, President of Transportation Management Services, and Clare Look-Jaeger, Principal at Linscott, Law & Greenspan. Their topic was “What Transportation Engineers Need to Know About Transportation Demand Management (TDM)?” TDM is playing a more important role in addressing congestion, mobility, parking, and environmental concerns. Peter and Clare’s presentation focused on how managing travel demand is occurring because communities are not able to easily build new/modify existing facilities or make operational improvements that move more vehicles due to limitations on right-of-way, funding, and an unwillingness by many residents to deal with more traffic.

As you may already know, there are two Western District Board positions for which candidate nominations are solicited every year. One of these is the Secretary-Treasurer position. This year, the District is looking for two candidates from Sections in California for this position. I encourage anyone interested in serving the Western District in this capacity. More information about the positions, their duties, and the requirements for candidates can be obtained on the Westernite website at http://westernite.org/leadership-resources/candidateelection-items/. Please forward any nominations to Dalene Whitlock at dwhitlock@w-trans.com to ensure the necessary steps are taken to move the nomination forward.

There are a few upcoming events worth noting. Once again, TSA/OCTEC will be hosting their 2011 Vendor Show and Social Night on Tuesday, October 25th at 4:00 PM. This event is normally held in Fountain Valley at the Mile Square Golf Course. However, this year it will be held in Diamond Bar at the Diamond Bar Golf Course. Please see the attached flyer towards the end of the newsletter. There is one invite for attendees and one invite that is vendor specific.

Another upcoming event is the ITS California Annual Meeting on November 13th to 15th. This year, the meeting will be held in Long Beach. Please visit their website at http://www.itscalifornia.org/index.php/meetings/annual-meeting for more information. Our own SoCal members, John Lower, Alan Clelland, Jane White, and Arti Gupta, will also be moderating sessions of this event.

In an effort to boost jobs and speed the path to construction, President Obama on Monday put 14 national infrastructure projects on a fast track for approval. Four are in California, including a wind-energy plant in San Bernardino County and a light rail line through South Los Angeles. The move dramatically shortens the permitting and environmental review processes. In a statement, White House officials described it as "an important next step in the administration’s efforts to improve the efficiency of federal reviews needed to help job-creating infrastructure projects move as quickly as possible." The Crenshaw Line, an 8.5-mile light rail that will run from the Expo Line at Exposition Boulevard to the Green Line near Los Angeles International Airport, will now receive extra help from the Federal Transit Administration "to shorten the approval time for this project by several months," according to the release. The Cleghorn Ridge Wind Project, meanwhile, is an effort to build up to 52 wind turbine generators along a ridge line in the San Bernardino National Forest. It will now take as little as 18 months for federal agencies to complete their reviews, compared to the three years originally estimated. Los Angeles County Supervisor and transportation official Mark Ridley-Thomas praised the announcement and said millions of dollars could be saved for the Crenshaw line as a result. "What we know is time is money," Ridley-Thomas said. "The fact of the matter is, as soon as this is done, the sooner people can get to work building this project. Expediting is really about jobs." Ridley-Thomas said the announcement also increases the possibility that funding will be available for an extra stop on the Crenshaw Line at Leimert Park Village.

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

(Continued on Page 2)
October 2011
- Wed 12th, 12:00 PM, ITE So Cal Oct Meeting RSVP Deadline (contact: srikanth.chakravarth@kimley-horn.com)
- Fri 14th, 5:00 PM, WTS Orange County Scholarship Deadline (see page 9)
- Wed 19th, 11:30 AM, ITE So Cal Meeting at Knott’s Berry Farm Resort (7675 Crescent Ave, Buena Park)
- Tues 25th, TSA/OCTEC 2011 Vendor Show and Social Night, Diamond Bar Golf Course (see flyer)
- Fri 28th, 11:59 PM, ITE So Cal November Newsletter Deadline (contact: Newsletter Editors)

November 2011
- Sun 13th – Tues 15th, ITS California Annual Meeting and Exhibition, Hilton Long Beach & Executive Meeting Center (www.itscalifornia.org)
- Wed 16th – ITE So Cal+Riverside-San Bernardino Meeting at Restaurant at Kellogg Ranch (Cal Poly, Pomona)

January 2012
- Wed 18th, 11:30 AM, ITE So Cal+City Traffic Engineers Meeting at Monterey Hill Restaurant (Monterey Park)

February 2012
- Tues 7th, 11:30 AM, ITE So Cal+Central Coast Meeting at Plug Nickel (Westlake Village)

March 2012
- Fri 23rd, 10:00 AM, ITE So Cal+San Diego Workshop (South Orange County location to be determined)

April 2012
- Wed 18th, 11:30 AM, ITE So Cal Meeting at Monterey Hill Restaurant (Monterey Park)

May 2012
- Wed 23rd, 5:00 PM, ITE So Cal+OCTEC Meeting+Student Chapter Presentations at Holiday Inn & Suites (Fullerton)

June 2012
- Wed 13th, 8:30 AM, ITE So Cal Mini Workshop Business Meeting at Monterey Hill Restaurant (Monterey Park)

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President’s Message (continued)

Our next luncheon meeting will be held at the Knott’s Berry Farm Resort Hotel on Wednesday, October 19th at 11:30 AM. Our guest speaker will be Chuck O’Connor, Southwest Regional Manager, Rhythm Engineering. Mr. O’Connor will be presenting on the Performance of Adaptive Traffic Control Systems. See the flyer attached towards the end of this newsletter. Please be sure to RSVP with Sri Chakravarthy at srikanth.chakravarth@kimley-horn.com with your menu choice before noon on Wednesday, October 12th. See you there!
The Institute of Transportation Engineers Southern California Section monthly meeting was held on Wednesday, September 14, 2011 at the Monterey Hill Restaurant in Monterey Park. The program topic was “What Transportation Engineers Need to Know about Transportation Demand Management.” It was presented by Peter Valk, President of Transportation Management Services and Clare Looke-Jaeger, Principal of Linscott, Law & Greenspan.

Transportation Demand Management (TDM) is a change in demand for personal and vehicular travel. Its goal is to reduce congestion, improve mobility, increase accessibility and reduce environmental impacts. TDM has become the law. There are local TDM ordinances, congestion management programs, the California Complete Streets Act of 2008, the California Global Warming Solutions Act and the South Coast Air Quality Management District Rule 2202.

TDM is proven to work based on national report cards from the United States Department of Transportation (USDOT) and the Federal Highway Administration (FHWA). Also, the Southern California Air District has compiled 15 years of data to show the success of TDM. A case study at Microsoft in Redmond, Washington has shown that 60% of the 40,000 employees do not drive with TDM. At Russell Investments in Seattle, a firm with 900 employees, 70% are taking transit after the move.

There are many possible actions to TDM including public policies, facilities, transportation services, scheduling, marketing & communications and traveler information. A TDM study was conducted for the City of Los Angeles and there were about 200 possible actions. There are better results when the actions are combined and it must be tailored to local conditions. TDM has different roles for local jurisdiction, property owners, developers, property managers and tenants.

TDM should also be part of Traffic Information Systems (TIS). The analysis should account for TDM measures and credit should be given for TDM measures. Financial credits should be allowed by agencies and public recognition promotes participation.

The effectiveness of TDM relies on a number of operational factors. It must be renewable which requires regular attention. It must be dynamic meaning it needs to anticipate and respond to changing behaviors. It must be measurable with regular monitoring and reporting. Also, it must overcome stakeholder skepticism. It needs supporting data and there should be remedy and penalty provisions.

Analytical tools and models help estimate high level effects, but have limits in representing reality. Models are better at showing effects of hard measures such as direct incentives, but they are not as good as showing results of soft measures such as preferred car/vanpool parking. Models are also less sensitive to showing effects of support such as promotions. Local conditions can have a significant impact on effectiveness.

Remedies and penalties are critical to results for TDM. It is important to obtain commitments upront, to identify problems, to provide flexibility in responding, to define the time frame for making remedial actions work and to re-measure and take action. In terms of penalties, there should be fees and fines for non-compliance.

Support and participation are vital to the success of TDM which means active management and a commitment to results. The best chance for success is when there is a problem to solve.

I hope everyone had a great summer and ready to tackle the rest of the year with enthusiasm. I greatly enjoyed the previous newsletters’ legislative analysis style and format. As the current Legislative Analyst, I hope to build on and expand the utility of this section with several formatting changes to help readers better absorb contents. The new format will include the latest transportation-related development and impacts to the field of transportation at the legislative level. I’ve began including keywords to help readers find the legislative bills of interest.

California MUTCD 2011 Final Draft Comments

All official traffic control devices used in California needs to comply with the CA MUTCD. The Federal Highway Administration (FHWA) released the latest edition of the National MUTCD dated December 16, 2009. California and other states can chose to adopt the National MUTCD or have two years to adopt an in-state MUTCD that is in substantial compliance with the National MUTCD. A call for public comments for the final draft of the CA MUTCD was released and comments due by October 10, 2011. The new edition of the CA MUTCD is expected to be adopted early in 2012 and will replace the current edition of the CA MUTCD dated January 21, 2010. You can review the final draft and the collection of comments at the following links respectively:

- [http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca_mutcd2011_comments.htm](http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca_mutcd2011_comments.htm)

The CA MUTCD final draft is more stringent than the National MUTCD in the placement, selection, and usage of traffic control
and temporary traffic control devices. Being more stringent is not always definitely better as this position have the added disadvantage (or advantage if you are in the litigation business) of increasing tort liability. Though the CA MUTCD states "criteria for position, location, and use of traffic control devices in the figures are furnished solely for guidance, understanding and information, and are not a legal standard", numerous traffic accident involving traffic control devices center on the “standard of care” as provided by the CA MUTCD. Some of the more stringent additions in the CA MUTCD include the intensity of the lighting level used during nighttime temporary road work and the requirement for an Engineering and Traffic Survey to reduce speed limits at work zones.

Other areas of the CA MUTCD reflect too much of the CA Department of Transportation’s internal policies and procedures. As is, the document is over 1,300 pages. Including only information that affects the traffic engineering practice and applicable to all agencies who uses the CA MUTCD can help trim the CA MUTCD and make this document more manageable to digest.

Legislative Bill Updates

**Assembly Bill No. 147 (Dickenson)**  
Keywords: Subdivisions  
Status: Approved on September 6, 2011

What this Bill will do:  
This bill authorizes local agencies to enact fee subject to the Mitigation Fee Act as a condition for final map approval or as a condition of a building permit. This fee will help offset the actual or estimated cost of constructing transportation facilities such as pedestrian, bicycle, transit, and traffic-calming facilities which means more funding for transportation facilities.

**Assembly Bill No. 345 (Atkins)**  
Keywords: Vehicles, traffic control device uniform standards, advisory committee  
Status: No yet adopted

What this Bill will do:  
Currently, the California Department of Transportation is required to consult with local agencies prior to adoption specifications for the uniformity of official traffic control devices used on public roadways. This bill will require that the Department consult with additional interest groups representing motorist and non-motorist road users in addition to the existing requirement.

**Assembly Bill No. 529 (Gatto)**  
Key Words: vehicles, speed limits, downward speed zoning  
Status: Not yet adopted

What this Bill will do:  
This bill would require the California Department of Transportation (DOT) to revise the CA MUTCD as it read on January 1, 2012 to require the DOT and local agencies to round speed limits to within 5 miles per hour of the 85th-percentile speed of free-flowing traffic. Speeds can be rounded down to the nearest 5 miles per hour increment, but prohibited from reducing the speed limit any further for any reason. This bill will become operative only if both this bill and AB 345 become effective on or before January 1, 2012 and this bill is chaptered later than AB 345.

**Assembly Bill No. 890 (Olsen)**  
Key Words: Environment, CEQA exemption, roadway improvement  
Status: Not yet adopted

What this Bill will do:  
The California Environmental Quality Act (CEQA) requires a lead agency to prepare and certify an environmental impact report or to adopt a negative declaration certifying that a project will have little to no environmental impact. This bill would allow city, county, or city and county undertaking exemption of CEQA requirements for roadway improvement projects or activities that is undertaken by a city, county, or city and county.

**Assembly Bill No. 1008 (Cook)**  
Key Words: Vehicles, automated traffic enforcement systems  
Status: Not yet adopted

What this Bill will do:  
This bill will restrict and/or eliminate the usage of automated traffic enforcement system (ATES) under certain requirements. This bill would prohibit local agencies from installing ATES beginning January 1, 2012. Existing ATES usage can continue only if the local agency begins conducting a traffic safety study on or before February 28, 2012 for the intersections ATES are in use. Furthermore, by January 1, 2015, ATES usage would be terminated if the traffic safety study fails to shows that the ATES did not reduce the number of traffic accidents at that intersection.

**Senate bill No. 691 (Lieu)**  
Key Words: Vehicles, engineering and traffic survey  
Status: Not yet adopted

What this Bill will do:  
This bill would revise the current definition of "engineering and traffic survey" to specify conditions that are considered as not readily apparent replacing the existing description of "consideration of, among other things, highway, traffic, and roadside conditions not readily apparent to driver”.

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](http://www.leginfo.ca.gov/bilinfo.html).
SACRAMENTO - The Governor has signed and vetoed legislation for this legislative session. Here at TransForm, we are already celebrating victories and licking our wounds from some of his decisions.

We are thrilled that the Governor signed two bills TransForm worked hard to pass. AB 147 will allow many more cities and counties to use the transportation fees they get from new development projects for things like bike lanes, sidewalks, and bus stops instead of just widening roads. AB 516 will help ensure low-income communities are able to bring Safe Routes to Schools programs to their schools. These programs identify and address some of the specific bike/pedestrian infrastructure problems near schools, plus work with students and parents to increase the number of kids walking and biking to school.

Sadly, the Governor vetoed AB 650, which would have established a statewide task force to conduct a much-needed assessment of and plan for public transportation. He also vetoed SB 582, which would have brought commuter benefits to many more Californians. Commuter benefits allow employees to deduct part of their paychecks (before taxes) to apply towards public transportation and bike commuting expenses – with employees saving up to 40% on commuting costs.

These vetoes are why TransForm is building a powerful, statewide movement as part of our new Invest in Transit campaign. We need everyone – transit riders, workers, health advocates, environmental groups, businesses, and of course transportation engineers! – to show our leaders why new policies and funding in support of sustainable transportation are so essential.

I hope you’ll help us do this by signing the petition at www.InvestinTransit.org. You can also read more about the legislation that passed, was vetoed, or is already on deck for next year at www.TransFormCA.org/ca-federal/ca-legislation.

TransForm is an award-winning nonprofit organization and the leading advocate statewide for world-class public transportation and walkable communities in California. We have offices in Sacramento, San Jose, and Oakland. Learn more at www.TransFormCA.org.
Thermal Traffic Cameras for
Detection of Vehicles and Cyclists
David Lee (Flir Systems Inc)

Glare from sun and headlights, shadows, underpasses, wet streets, snow, and myriad other imaging challenges can all blind conventional video cameras and confuse the analytics software that controls traffic lights, causing false calls and missed calls.

Thermal cameras have been growing in popularity because they solve all of these imaging challenges, giving traffic monitoring operators 24-hour uninterrupted detection of motorized vehicles and pedestrians regardless of the amount of light available.

But another benefit has recently thrust them into the spotlight of public attention: bicycle detection.

A recent law that has passed through the California legislature has mandated the detection of people riding bicycles that are in the intersection approach area 24-hours a day. Many people contend that thermal cameras offer the only technological solution to meet these new laws reliably and affordably, and concerted testing is now under way.

Because they can see clearly regardless of lighting or weather conditions, thermal cameras are the most efficient, cost-effective way to improve traffic flow, automatically determine traffic volume, monitor and control signals.

Also, thermal cameras can easily differentiate between the heat signatures given off by cyclists, cars, and pedestrians.

Thermal cameras make clear, high contrast images from heat not light, so they’re impervious to all of the common imaging challenges that plague traffic monitoring and control systems that use visible light imaging technologies.

This makes thermal cameras immune to direct sunlight (even at sunrise and sunset!), nighttime headlight glare, reflections off wet surfaces, deep shadows, smoke, and dust. In short, virtually any imaging challenge you can imagine can be overcome with thermal cameras.

CalTrans recently installed a thermal camera to monitor the roadway under a bridge with particularly troublesome shadows. These shadows kept existing video monitoring cameras from detecting vehicles. According to Cindee Feaver of the CalTrans District 11 Traffic Signal Operations Unit, vehicle detection has improved dramatically with the addition of a thermal camera.

And it’s not just large vehicles. “Bikes, motorcycles, cars,” said Feaver. “The camera hasn’t missed one. We’re just not having any problems.”

Because they can look directly into the sun and still detect vehicle, pedestrian, and bicycle traffic, thermal cameras let engineers position them wherever they’ll be the most effective without regard of sun, shadow, or other factors that could reduce imaging efficacy, maximizing safety and traffic detection.

Feaver also commented on how the thermal camera “...integrated right into our existing system. It’s an easy replacement.” As drop-in replacements for the vast majority of existing visible-light CCTV cameras, and with robust imaging performance that you have to see to believe, thermal traffic detection and monitoring cameras are easy to install and integrate, making them the pivotal piece of any effective Intelligent Transportation System.

 Thermal traffic detection and monitoring cameras replace for existing CCTV traffic detection cameras mechanically, electrically, and in terms of data interoperability. They use the same mechanical hardware, mounting arms, cabling, and processors that currently installed on your poles. Because they use standard power forms and output a standard analog video signals, thermal traffic detection and monitoring cameras work with existing video detection and analytic systems as well as Ethernet based video transmission and VOIP installations. This interoperability means that crews can keep using the software packages they are familiar with, and agencies save the cost of retraining. Even better, thermal cameras require no periodic maintenance and have no optical lens to keep clean.

Beyond traffic flow control and monitoring, thermal cameras are also used for incident detection, wrong-way vehicle detection, vehicle counting, tunnel safety, pedestrian detection, construction zone safety, and much more.
Reid Keller of Gibson
Transportation Speaks for USC
ITE’s First General Meeting
Sam Levy (Vice-President USC ITE)

The newly-formed chapter of ITE at the University of Southern California hosted Reid Keller of Gibson Transportation on Wednesday, September 7th. Over pizza and soda, Reid addressed a throng of interested students about the life of a transportation consultant. Reid’s talk brought together a diverse crowd of graduate and undergraduate students hailing not only from the USC Sonny Astani Department of Civil Engineering but also from the USC Epstein Department of Industrial Engineering and the USC School of Policy, Planning, and Development.

Astani department chair Dr. JP Bardet and USC ITE chapter advisor Professor Eric Shen spoke to the students about the importance and inherent multidisciplinary nature of the modern transportation industry and about the value of joining USC’s newest student organization.

Mr. Keller, a USC alumni himself, was taken aback by the sheer size of the audience (he admitted to expecting no more than 20 students!), but still managed to present an insightful lecture. Mr. Keller stressed the values of non-technical communication skills, reminding the students that “a consultant is perennially looking for a job.” He also spoke to the significance of going out and personally interacting with stakeholders on his company’s transportation projects. During the question and answer session, students asked Mr. Keller about the importance of further education as well as his favorite career projects.

The USC chapter of ITE, formed by four graduate students under the direction of Professor Shen, recently had its Constitution approved during the Western District Conference in Anchorage this past summer. The chapter consists of both graduate and undergraduate transportation enthusiasts across several USC schools. This small, but fast-growing chapter appreciates any and all support from fellow ITE members whether it is in the form of cash donations, office and technical tours, or guest speakers such as Mr. Keller. Please contact us at iteusc@gmail.com for more information on how you or your company can help the USC chapter of ITE!

In addition to Mr. Keller’s thought-provoking presentation and question/answer session, Sonny
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. 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) 590-4152 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 after January 2012.

The newsletter is also a perfect venue for keeping the membership appraised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jaydinkins@gmail.com) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the February Newsletter is 11:59 PM on Friday, October 28, 2011. Thank you in advance for your valuable contributions to this great team effort.
Announcements

ITE So Cal Latest Information: www.itesocal.org

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

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

Ports of Los Angeles and Long Beach Tour:
On September 1, 2011, Southern California ITE members attended a tour of the ports of Los Angeles and Long Beach. This tour was conducted on the Angelina II on one of her last tours before being decommissioned later this year. Members who attended include students and professionals representing local colleges, transportation industries, and government agencies. Tour participants got a first-hand view of the workings of the Ports including the facilities critical to the transportation of goods from these ports and into the American households. Together these Ports handle more than 40% of the nation’s total containerized cargo and over 24% of the nation’s total export. SoCal ITE would like to thank Julia Wu, Port of Long Beach, and Sue Lai, Port of Los Angeles, for quickly arranging this informative tour with such short notice.

WTS Orange County Scholarship Opportunity:
Women’s Transportation Seminar (WTS) is an international organization with more than 4,000 members. WTS is committed to excellence in the transportation industry and provides opportunities for member career advancement through the exchange of information, ideas, and experiences.

To encourage women pursuing careers in transportation, the Orange County Chapter of WTS will be offering multiple graduate and undergraduate scholarships this year to women in Southern California. In 2010, WTS Orange County awarded six $5,000 scholarships; three to undergraduate and three to graduate students. The number of scholarships and the amounts for the 2011-2012 academic year will be determined following a review of the applications received, but it is anticipated that a similar level of funding will be available to be distributed to exceptional applicants.

Scholarship applications are available for download at www.wtsinternational.org, under ‘Chapters’, ‘Orange County’, and ‘Scholarships’ or via the links above. Please complete the application, scan the entire application packet (including attachments) and send as a PDF document to: wtsocscholarship@gmail.com

Please send any questions to the email address above, or call Lydia La Point, WTS OC Scholarship Chair at (310) 561-0065.

Applications must be scanned and e-mailed to the Scholarship Committee no later than 5:00 p.m. on Friday, October 14, 2011.
Here are ten principles to start the conversation:

1. **Triple Bottom Line**: People, Planet, Profits: Provide the maximum health, safety, mobility, employment, and quality of life benefits for people across socioeconomic backgrounds. Minimize the City’s carbon footprint by minimizing the need for automobile use through the seamless connection of other modes – Alameda County Transit, Caltrain, Muni, Golden Gate Transit, SamTrans, Greyhound, BART, WestCAT, bus rapid transit, ferry, and HSR. Minimize the building’s footprint by layering the modes either above or below grade. Maximize the profitability for public and private companies both affiliated with and in and around the project.

2. **Four-Mile Radius**: Multi-modal centers serve as the “new fireplace of downtown,” bringing in a mass influx of passengers into one concentrated area, then dispersing them heavily within a four-mile radius, potentially warranting massive changes within this four-mile radius sphere of influence. Use road diets to encourage “complete streets” within the region. Replace signalized intersections with roundabouts wherever right-of-way constraints and topographic conditions permit, to minimize through lanes needed between intersections. Use the salvaged right of way to accommodate pedestrians, bicycles, street cars, and neighborhood electric vehicles (NEV’s) among others. Beyond the four-mile radius, encourage extended mass transit including 110-mile-per-hour commuter rail to suburbs. Suburban rail stations transform a half to one-mile radius of the suburban city center. The idea is not to get all suburban and downtown vehicles off of the road, but to balance this mode more appropriately among others. The idea is also to make commuting by mass transit a convenient and popular trend – much needed in our So Cal Section that continues to attract only a small percentage of commuters. We are learning about transit from Beijing China, while Beijing is learning about handling the mass influx of cars from us. Keep in mind, despite your extraordinary promotion, planning, and design capabilities, some extremely stubborn commuters will not give up their cars. A June 2010 Fullerton Rotary Club presentation by the USHSR reminds us the removal of cars off freeways and roadways lightens eases their own automobile commute.

3. **Access**: Similar to airports, make the centers accessible directly from freeways so the influx of out-of-town “ingressing” (in-bound) and “egressing” (out-bound) automobiles has minimal impact on the downtown grid. Consider routing freeways underground (like in the Boston “Big Dig” and the Seattle Alaska Way Viaduct) or diverting them away from downtown (like what was done in Portland Oregon in the 1980’s). For the multi-modal centers themselves, assess the feasibility of upper level departures, mid level bus and taxi, and lower level arrival driveways with the fact that check-in procedures for represented multi-modal center modes are far less cumbersome than aviation. Due to space limitations, make driveways linear and one-way, on one side of the building, not curved around the building. Of course, clear signage is key. For an interesting tale of freeways through cities, note the history of I-5 routing through the Sacramento region. In the 60’s, both Sacramento and West Sacramento fought bitterly to have I-5 run through their city centers. Now I-5 separates downtown Sacramento from Old Sacramento and other waterfront districts requiring major infrastructure revisions, like a lid over the south portion of I-5 and major tunnel and related under-freeway innovations to bring a sense of connectedness between downtown and the waterfront. Meanwhile West Sacramento is elated that it did not get I-5, with the planning and design of a massive mixed-use development around the Raley Field baseball stadium well underway.

4. **Sustainable Development**: David Letterman’s 10 Principles for Sustainable Development Around Transit are as follows: (a) Make it better with a vision. (b) Apply the power of a partnership. (c) Think development when thinking about transit. (d) Get the parking right. (e) Build a place, not just a project. (f) Make retail development market-driven, not transit-driven. (g) Mix uses, but not necessarily in the same place. (h) Make buses a great idea. (i) Encourage every price point to live around transit. (j) Engage corporate attention.

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**Urban Transportation Planning Principles In and Around High-Speed Rail Stations**

David M. Schwegel, PE

So you saw Maria Ayerdi-Kaplan’s presentation on the Transbay Joint Powers Authority (TJPA) Multi-Modal Center in San Francisco in June 2010 at both the US High-Speed Rail Association’s (USHSR) (www.ushsr.com) Los Angeles Conference and the ITE Western District San Francisco Annual Meeting, and you just surfed the internet for the latest information (http://www.mtc.ca.gov/projects/transbay/) on this massive $4.185 billion project – the first of its kind in California to accommodate High-Speed Rail (HSR) – one of 9 transportation modes accommodated under one roof. You have consulted other authorities on the multi-modal center topic including Katherine Aguilar Perez (Executive Director for the Los Angeles Section of the Urban Land Institute), Huw Thomas (Foster & Partners), and Cecilia Ribalaygua Batalla (Universidad de Cantabria, Spain). You have also researched many such centers in Europe and Asia. Now the USHSR asks you to come up with urban transportation planning principles in and around high-speed rail stations for use by numerous consultants nationwide. You recognize that unlike many European cities, most American cities were not laid out with HSR and massive multi-modal centers in mind. Where do you start?

ITE Southern California Section

www.itesocal.org
5. **Features**: Provide "everything for the traveler" within walking distance. Such features include: (a) airport transit, ticketing, concierge (b) dining, (c) shopping, (d) lodging, (e) convention center, (f) visitor’s bureau, (g) currency exchange, (h) entertainment, (i) work spaces with high-speed wireless internet, and (j) pedestrian skywalks and tunnels to adjacent buildings.

6. **People Mover**: Provide a people mover system similar to the one opened at Sacramento International Airport Terminal B on October 6, 2011 to access major traveler features within a one-mile radius of the multi-modal center. The challenges of retrofitting city centers not originally designed with high-speed rail in mind are "mindboggling" at best. Multi-modal centers and associated transit oriented development (TOD) may need to be located at the outskirts of downtown similar to the Sacramento Railyards project – one of the nation’s largest infill projects. Use a people mover system as an additional and complementary mode for transporting passengers between the massive multi-modal center and the center of downtown. Also consider installing streetcar systems for cities that do not already have them. For ideas, research what the City of Portland Oregon did for their system installed in 2004. Also check out plans for shuttling passengers between West Sacramento and the State Capitol via streetcar.

7. **Parking**: The Anaheim Regional Transportation Intermodal Center (ARTIC) proposes an 18,000- stall parking structure significantly larger than Mickey and Friends 11,000-stall structure at Disneyland. Parking facilities should be commensurate with the transportation characteristics of the region. San Francisco’s already capacity constrained freeways and streets and geographic barriers may not lend themselves as well to such a massive parking structure. Therefore, seamless connectivity of modes is especially critical in a region that does not lend itself well to automobile commuting. On the other hand, provide sufficient parking to accommodate diverse vehicle types and purposes including zip cars, electric vehicle charging stations, neighborhood electric vehicles (NEV’s), rental cars, and private automobiles. Make it possible to pay for parking using Fastrak™.

8. **LEED Certification**: Make buildings LEED (Leadership in Energy and Environmental Design) Platinum if possible. (a) Maximize use of natural light. (b) Provide a walk-able rooftop park. (c) Maximize power by renewable energy sources such as solar (both photovoltaic (electric) and thermal) and wind. (d) Include water features that complement the movement of buses.

9. **Integration**: Maximize integration into existing infrastructure and street grid to minimize knocking down buildings and tearing up streets.

10. **Virtual Reality**: Require consultants to present virtual reality presentations to simulate the economic and traffic impacts of the center and the surrounding downtown grid. Use programs such as Autodesk, SimTraffic, TRAFFIX, and other tools. Since cities have unique characteristics, have consultants view one another’s presentations. Google the California High-Speed Rail Authority and note how the project transforms cities. Pay particularly close attention to Fresno, one of California’s first cities projected to see High-Speed Rail, with an especially pronounced transformation in a City that has extremely limited transit and residential condominiums in downtown.

What ideas do you have regarding urban transportation planning principles in and around HSR Stations? Please email them to davidmschwegel@aol.com for inclusion in an upcoming newsletter.

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**Principles for Marketing Professional Services**

*David M. Schwegel, PE*

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So you are suffering from “death by proposal preparation.” You have submitted 20 proposals all eloquently worded with elegant graphics for publicly advertised opportunities. None have landed jobs. You explain to your boss the detrimental impacts of the preparation and submission efforts to your bottom line. Your boss says – “write up principles for marketing professional services.”

Here are 10 to start the conversation:

1. **Resonance**: Form strong networking relationships with decision makers, clients, and end users. The best proposals in the world are virtually meaningless without a strong networking relationship with a decision maker focused specifically on addressing their needs. Be a chameleon, so you can resonate with diverse clientele.

2. **Analysis**: Barbara Lopez of Brightfarm Introductions (www.brightfarmintroductions.com) has a four-part “farm” formula for introducing your business to a client: (a) Find their pain point. (b) Answer their problem. (c) Reasons why you are different. (d) Make them want more.

3. **Uniqueness/Efficiency**: Know what you do and do not do. Do not try to be a “Jack of all trades.” Know what makes you different. What sets you apart from your other 19 competitors? Back up your uniqueness with a consistent track record of accurate, on-time, and on-budget performance with the proper level of refinement and quality control. Do not run 100 iterations with +/- 1 when 10 iterations with +/- 10 is acceptable. Do not run your work products through 50 ineffective rounds of quality control when 5 effective rounds will do. Avoid internal bickering on minute details that have virtually no effect on the product. Your efforts and clients dollars are better spent elsewhere. Do not miss deadlines as liquidated damage penalties are steep. Instead, as time management expert Eric Lofholm says, “focus on
4. **Competition:** Recognize that your competition’s success is also your own because they have successfully demonstrated that your market is worth investing in. Also recognize that all engineering disciplines – civil, mechanical, electrical, agricultural, industrial, metallurgical, chemical, control systems, fire protection, nuclear, petroleum, traffic, and others are integral to project success. Badmouthing your competition degrades your credibility far more than theirs. We are all in this together. According to the Small Business Economic Impact Alliance (SBEIA) ([www.sbeia.org](http://www.sbeia.org)) – “a rising tide floats all boats.” As an exercise, determine which role each of the engineering disciplines above plays in the California High-Speed Rail project.

5. **Repeat Business:** According to Dun and Bradstreet, it is five times as labor intensive to attract new clients as it is to retain existing ones. Make every effort to generate repeat business from your existing clients by resonating with their needs and maintaining a track record of accurate, on-time, on-budget performance.

6. **Caring:** Thrivent Financial Executive Gregg Knudten says, “They don’t care how much you know until they know how much you care.” Therefore, show them up front how much you care about their needs, and they will more likely care about your qualifications and expertise. Provide “extra mile” service where feasible. In *21 Irrefutable Laws of Leadership*, John C. Maxwell says, “a leader touches a heart before asking for a hand.”

7. **Adaptability:** Adapt quickly to the ever-changing economy. Feedback from other professions suggests that engineers struggle to reinvent themselves on the fly for changing circumstances and economic conditions. Today’s economy is characterized by sustainability. High-speed rail is on the horizon having potential to redefine the practice of transportation engineering in our nation. Perform the appropriate research now and gear up on talent and expertise. Join ITE’s Committee on Sustainability. International President Steven Hofener has been telling us since a 2003 President’s Message the role transportation engineers play in sustainability and health in the planning and design of mixed-use communities. Make time to read your *ITE Journal* and other publications.

8. **Media:** While it is helpful to get copies of the winning proposals after projects are awarded, some clients may not want to go to the expense of advertising an opportunity, pouring through numerous proposals, conducting numerous interviews, and selecting a winner. Therefore, also consider tapping the “hidden job market” where competition is less intense. To tap this market, use media like the newspaper and internet to identify emerging trends. Then approach clients accordingly. For example a recent *Sacramento Bee* article notes Sacramento has the third fastest growing new car market in the nation. If your firm plans and designs transportation systems for auto malls in Northern California, proactively approach some of the suburban municipalities of the Sacramento region with the idea of developing auto malls. Do not wait for an agency to publish a request for proposals (RFP) for the auto mall. By then it may be too late. Also, some media sources actually help businesses with marketing plans. The *Sacramento Bee* for example helps 4,000 businesses every year. What media sources help businesses in Los Angeles and Orange Counties?

9. **Sustainability:** Agencies like Pacific Gas & Electric (PG&E) are requesting documentation of sustainable business practices. The de-selection rate for non-complying companies is ever increasing. Consider getting your business certified as a “sustainable business.” For tips, see the Business Environmental Resource Center ([www.berc.org](http://www.berc.org)) for your region. Few businesses as certified. More are recognizing the tremendous economic benefits of certification and the continued execution of sustainable business practices.

10. **Solution:** Market transportation engineering services as solutions to society’s problems, and make time to testify before agencies like the California High-Speed Rail Authority on your solutions. Society problems include mobility, safety, stress, economy, and health. Note how transportation engineers design systems to expedite the movement of goods and services. Indicate how transportation planners perform collision analyses and recommend corrective measures. Note how transportation professionals coordinate signal systems and design lane additions reducing commute time and exposure to gridlock conditions. Note their role in transportation innovations including high-speed rail, allowing commuters to work enroute rather than drive. Past-President Hofener reminds us of our planning and design roles in mixed-use live-able, walk-able, master-planned 20-minute communities that, according to the California Pan Ethnic Health Network ([www.cpehn.org](http://www.cpehn.org)), have a significantly higher job creation per dollar than traditional strip development. Also note how such communities encourage walking, running, and cycling, thereby improving health and reducing cases of Type II Diabetes, saving considerable health care costs to society.

What ideas do you have for marketing professional services? Please email them to davidmschwegel@aol.com for publication in an upcoming newsletter. For ideas, visit the Society for Marketing Professional Services (SMPS) ([www.smpps.org](http://www.smpps.org)).
2011  Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles

2010  Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles

2009  Winner of the ASCE’s Outstanding Private Sector Civil Engineering Project in Metropolitan Los Angeles

2009  Winner of the Caltrans’ 2009 Excellence in Transportation Award in the State of California

2007  Winner of the ASCE’s Outstanding Public/Private Sector Civil Engineering Project in Metropolitan Los Angeles

2005  Winner of the APWA’s Best Traffic Congestion Mitigation Project of the Year in Southern California

2004  Top Nominee of Transportation Foundation’s Highway Management Program in the State of California

2003  Winner of the PTI’s Best Transportation Technology Solutions Award in the United States

2002  Winner of the ITS-CA’s Best Return on Investment Project Award in the State of California

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E-mail: sri.chakravarthy@kimley-horn.com

Directions:

Interstate 5 (Santa-Ana Freeway):
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Proceed five blocks until you reach Beach Blvd. and Crescent Ave. and make a right.

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2011 TSA Vendor Show and Social Night
In Diamond Bar

It’s time for our annual TSA Vendor Show and Social Event. This year we picked a location that is more centrally located to accommodate the Inland Empire and La areas. The participation of the Institute of Transportation Engineers Southern California and Riverside San Bernardino Sections and OCTEC has helped make this the largest show of its kind in Southern California. It is a great opportunity to meet potential customers. This Vendor Show has always been a big success. We are expecting a great turnout this year. There will be plenty of hors-d’oeuvres served from 4:00 until 8:00. This year’s event will start at 4:00 PM and end with the gala prize raffle starting at about 7:00 PM. Of course, drinks will be available for purchase. There is plenty of parking, a nice big room with plenty of space for each vendor and MORE vendors! FOOD THIS YEAR SPONSORED BY OCTEC!!

Vendor Information:

When:  Tuesday – October 25th, 2011
Where:  Diamond Bar Golf Course
         22751 E. Golden Springs Drive
         Diamond Bar, Ca 91765
Time:  Set-up Time - Starts at 1:00 PM
         Social Hour & Vendor Show - 4:00PM till 8:00PM
Cost:  $300.00 per table*. Each table is 8 ft draped
         Electricity will be available at or near each table space
         Bring your own extension cords and outlet strips

For reservations and questions call Dan Eichmann @ 714-321-7513; FAX 909-606-2576. Please fill out the form below and return with payment. PAYMENTS MUST BE RECEIVED BY THE SHOW!

We are also accepting donations for raffle prizes.
Thank You!

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Vendor Registration Form

Company Name:___________________________________________________________________________
Address:__________________________________________________________________________________
Phone:_______________________  Email:____________________________ Fax:_____________________
Names of Representatives:_____________________________________________________________________

# OF Tables @ *300.00 each __________  Total Amount enclosed:_____________________

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           ➡ Practice exam questions covering three main areas of traffic engineering -- planning, design, operations.  You’ll receive the materials prior to the class.

Schedule:  One-Day Course offered at two locations (subject to change and cancellation)  
           ➩ Northern CA:  Sat., Oct 1, 2011, 9 am-6 pm.  Lunch included.  
                       Pleasant Asian Cuisine, 5901 Owens Dr, Pleasanton, CA.  (925) 847-6081  
                        CH2M Hill, 6 Hutton Centre Drive, Suite 700, Santa Ana, CA.  (714) 435-6020

              ➩ Philip Ho, PE, TE, PTOE.  Wrote TE exam questions for CA Board.  Taught TE Review Courses in 2009 and 2010 (UC Berkeley Tech Transfer).  

Fee:  ✤ Registration fee is $260.  Refund in full if course is cancelled.  
      ✤ Early bird discount of $25 per person if register by Sept 24, 2011.  
      ✤ Unemployed engineers only pays $130.  (EDD paperwork is required.)

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