



INSTITUTE OF TRANSPORTATION ENGINEERS

SOUTHERN CALIFORNIA SECTION

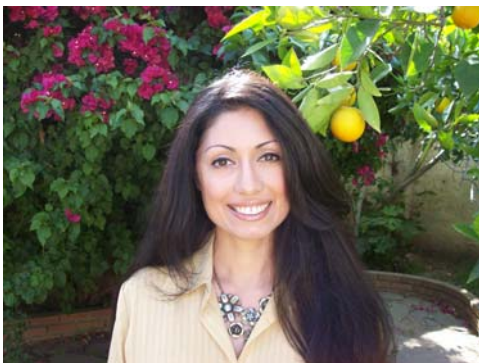
NEWSLETTER

2010 – 2011, Issue No. 5

February 2011

President's Message

Lisa Martellaro-Palmer



Hi Southern California ITE Members,

The New Year is in full swing as we approach the month of February. However, during the month of January, perhaps some of you made a New Year's resolution. I know that for many of us, it is simply a tradition that must be followed.

How to set goals and accomplish them is always a topic of interest. In the January issue of the *ITE Journal*,

International President, Robert C. Wunderlich discusses a Strategic Plan. The article is called a Blueprint for Action. It states that you must have a "mission" followed by a "core purpose" and "core values." Then a series of "goals" can be met to help accomplish your mission. The old adage states, "Anything worthwhile takes time" and many of our goals may take a series of years to accomplish. We should remember that a big goal can be accomplished by a series of little steps.

During the month of January we had several events that took place in our Southern California Section. On Tuesday, January 25, 2011 our Section visited UCLA. Our **Professional Liaisons Neelam Sharma** and **Giancarlo Ganddini** organized the trip. On Thursday, January 27, 2011 **Thong Ngov**, our **Chair of Activities** organized a tour of the Santa Ana Traffic Operations Center. Attendance was permitted by reservation only but we will definitely have more tours during the year.

Our Speaker for January was **John Kerenyi, T.E., PTOE**, for the **City of Moreno Valley**. His speech was "**TRANSIMS Traffic Model**." If you missed John's speech, a power point display is on our website www.itesocal.org.

During the month of February we will celebrate Engineer's Week. Our next meeting will be on **Tuesday, February 8, 2011**. It will be held at the **Plug Nickel Restaurant in Westlake Village** with our **Central Coast Section**. Our first speaker will be **Scott Carlson, Vice President- West Region ITS/Engineering**, from **Iteris** presenting "**Oxnard ITS Master Plan Design**." Our second speaker will be **Darren Kettle, Executive Director Ventura County Transportation Commission** presenting "**Transportation in 2011: Challenges Ahead**." For more details, please check our website www.itesocal.org

I look forward to seeing all of you and celebrating Engineer's Week.

Best Regards,

Lisa Martellaro-Palmer
President of the Southern-California ITE Section, February 2011

Meeting Announcement

Tuesday, February 8, 2011

@ 11:30 a.m.

Plug Nickel Restaurant

717 Lakefield Road, Suite 1
Westlake Village CA 91361-2688
(805) 495-3469

For Reservations Contact:

Andrew Maximous, PE, TE at

Andrew.maximous@smgov.net

By 12:00 pm on Friday,

February 5, 2011

(E-mail preferred)

(Please Specify Menu Choice)

See Flyer for Choices and Details

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ITE is "a community of transportation professionals" providing expertise, knowledge, and ideas. ITE/So Cal serves approximately 800 transportation professionals throughout Los Angeles and Orange Counties.

Brief Look Ahead

February

- Tues 8th, 11:30 AM, Joint ITE So Cal Meeting with Central Coast Section, The Plug Nickel, Westlake Village (RSVP by Fri 4th, 12:00 PM to Secretary-Treasurer)
- Tues 8th – Thurs 10th, US High-Speed Rail Association Summit, Washington DC (www.ushsr.com)
- Tues 8th, CSU Long Beach Student Chapter Meeting (see page 5) (contact: Neelam Sharma)
- Thurs 17th, Move LA, "We Love LA" event featuring Senator Barbara Boxer, Center at Cathedral Plaza, downtown Los Angeles
- Fri 25th, 11:59 PM, March Newsletter Deadline (contact: Newsletter Editors)
- Sun 27th, 4:00 PM, Cal Poly Pomona Student Chapter Traffic Bowl and Pizza Party (see page 5, contact: Neelam Sharma)

March

- Fri 4th, San Francisco Bay Area ITE Modeling Workshop (info: www.sfbayite.org, Abstracts due: Fri, Feb 4) (see page 7)
- Tues 8th, UC Irvine Student Chapter Meeting (see page 5) (contact Neelam Sharma)
- Fri 18th, 10:00 AM, Joint ITE So Cal Workshop & Meeting with San Diego Section, South Orange County

April

- Sun 3rd to Wed 6th, International Technical Conference and Exhibit, Walt Disney World Swan Resort, Lake Buena Vista, Florida, www.ite.org
- Wed 20th, 11:30 AM, ITE So Cal Lunch Meeting at Monterey Hill Restaurant (3700 W Ramona Blvd, Monterey Park)
- Thurs 28th, Cal Poly Pomona Student Chapter Meeting (see page 5) (contact: Neelam Sharma)

May

- Wed 18th, 5:00 PM, Joint ITE So Cal Meeting with OCTEC featuring Student Chapter Presentations, Holiday Inn & Suites, Fullerton

June

- Wed 15th, 8:30 AM, ITE So Cal Mini-Workshop Business Meeting at Monterey Hill Restaurant (3700 W Ramona Blvd, Monterey Park)

July

- Sun 10th to Wed 13th, Western District Annual Meeting, Alaska, www.westernite.org.

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January 2011 Scribe Report

By Clinton M. Quan (LA DOT), ITE So Cal Scribe

The Institute of Transportation Engineers Southern California Section monthly meeting was held on Wednesday, January 19, 2011 at Monterey Hill Steakhouse in the City of Monterey Park. This was our first meeting in 2011 and it was presented by our Southern California Section Vice President, Steven Itagaki (JMD). There were nearly one hundred people who attended the meeting and there were a number of students from colleges including University of California, Irvine and California State University, Los Angeles.

Our guest speaker was **Mr. John Kerenyi**, who is a Senior Engineer for the City of Moreno Valley. The topic of the meeting was "Transportation Analysis and Simulation System (TRANSIMS) Traffic Model – Development of the City of Moreno Valley's Travel-Demand Model." TRANSIMS is a travel modeling and micro simulation analysis tool. It looks at the movement of individual vehicles at the intersection and controls traffic signal operation and gap acceptance at unsignalized intersections.

Moreno Valley submitted a proposal to the FHWA to use TRANSIMS to study the impact on road capacity, structural cross-section, freeway interchanges and routing of traffic to convert 4,700 acres to warehouses.



Delegates learn about TANSIMS



The floor is open for announcements

In 2008, Moreno Valley had been processing large amounts of industrial development projects and Caltrans was concerned about the impact to the local freeways. The new Southern California Association of Governments (SCAG) rendered the Moreno Valley Traffic Model (MVTM) inconsistent and there was no funding to replace MVTM.

With the Federal Highway Administration (FHWA), the Transportation Equity Act for the 21st Century (TEA-21) had funded development of TRANSIMS v4.0 as open-source. As the program matured and stabilized, funding shifted from software development to deployment and the Case Studies Deployment Program was created.

The potential applications of the SCAG/Riverside County Traffic Analysis Model (RIVTAM) dataset include link addition/deletion/change, freeway bottleneck forecasting, operational enhancements (e.g. ramp metering, intersection controls, lane augmentation, and signal operation movements), any application requiring refined time-of-day analysis and tooling.

Legislative Analysis

Sri Chakravarthy, PE, TE (Kimley-Horn)
ITE So Cal Legislative Analyst



The new 2011-12 Legislature has just begun in Sacramento, and they are working on new bills. At this time, the new bills have not been introduced. I will have more to report next month. Signing off for the month of February. Sri

Going Green, Playing Basketball, and Reinventing Transportation Engineering

David M. Schwegel, PE, PTOE

How do we marry transportation engineering and going green?

"You cannot tell me how to play basketball!" Mayor Kevin Johnson jokingly told health celebrity Dr. Oz at the October 2010 Greenwise Sacramento (www.greenwisesacramento.com) meeting. How can he make such a bold request? He played Point Guard for the Phoenix Suns for several years.

What does it mean to "go green?" Embrace environmental preservation practices like recycling, reducing resource consumption (paper, plastics), and consuming renewable energy resources (biofuel, geothermal, solar, wind, and hydropower).

At the November 2010 Greenwise meeting, he mentioned "three intersections" of "going green" and playing basketball. First, it is an "ever changing game." Second, if you are not paying attention, "you'll get clobbered." Third, to be successful, you must "be aggressive."

The ever changing game demands expertise in a once-in-a-generation welcoming of "global thought leaders" between May and December 2010. Former Governor Arnold Schwarzenegger says, "We've got to start on the grassroots level, make it successful there, and let it grow." San Francisco Mayor says, "If you want the real job generator, it's retrofitting buildings. 7,000 jobs...go to the folks in construction who have been hit hardest in the economic downturn." Environmental Activist Robert Kennedy Jr. says "100% of the time, good environmental policy is identical to good economic policy."

Sacramento has already been clobbered twice. First, it missed high-speed rail round one. Johnson's explanation – "Sacramento is home to the California High-Speed Rail Authority and key decisions" - got Sacramento in round 2. Second, elected officials in Washington DC identify Portland, not Sacramento as a "hip" city when it comes to green. That resonates poorly with the mayor that wants Sacramento the "greenest region in the country." So Portland Mayor Sam Adams explained at the December Greenwise meeting that Portland, the West Coast's most affordable city, must be a "living laboratory" to successfully compete against cities twice its size for federal funding. Mayor Adams also emphasized that transportation in Portland has consistently been ahead of the game.

To be aggressive, Mayor Johnson gets elected officials like Congresswoman Doris Matsui rallied behind the Greenwise vision and taps into the latest "green" technologies as soon as they become available. There is lots of competition. At his January 20 State of the City Address, Johnson notes, "the Bay Area is ahead of Sacramento in the "green" race!"

A recent Pacific Gas & Electric (PG&E) workshop emphasizes the importance of "green" business practices. PG&E requires explanations and examples of "green" company practices in its RFP's. They note the ever increasing de-selection rate of firms and contractors failing to embrace such practices. In fact, the de-selection rate of "non-green" suppliers increased from 17% in 2005 to 60% in 2010.

Does it pay for consulting engineering firms to become actively engaged in "green" events? I was pleased that Janet Atkinson of MWH America responded warmly to my invitation to attend the Sacramento Area Regional Technology Alliance (www.sarta.org) "Clean Tech Showcase." MWH was recently ranked the third largest consulting engineering firm in Sacramento.

Does it pay to be a Greenwise Sacramento sponsor and a role-model for "green" business practices? HDR was the only consulting Civil Engineering firm that sponsored Greenwise. John Galloway of HDR's San Francisco office spoke at the January Sacramento Sustainability Forum (www.sacramentosustainabilityforum.com) about the "triple bottom line" – economy, equity, environment. Equity means citizens from all socioeconomic backgrounds have access to the "green" jobs. HDR was recently identified as Sacramento's largest consulting engineering firm. Galloway mentioned Packard Foundations energy reduction measures, Kettle Foods fire grease to biodiesel conversion practices, and Sacramento Municipal Utility District's (SMUD) RJ Walter Home retrofit – the first LEED (Leadership in Energy and Environmental Design) Platinum (highest honor) certified home in Sacramento. Supplying dual monitors, Adobe X Writer, and paper recyclers at our engineering workstations is one avenue for ITE So Cal companies to pursue coveted Business Environmental Resource Center (BERC) Awards for "green" business practices. Start with, 'this action reduces our carbon footprint by this much.' Google carbon footprint calcs.

Former ASCE Society President Blaine Leonard responds to a LinkedIn (www.linkedin.com) post: "What one book must all Civil Engineers read?" Leonard says, read Thomas Friedman's *The World is Flat*. At the September Greenwise Meeting, Friedman pleaded, "Do your part to save Mother Earth! We have just enough time starting now?"

Last June, I expressed to many high-ranking ITE Officers my frustration that our economy is killing our profession especially in the private sector. The consensus – efforts to reinvent the Transportation Engineer as a leader in the new "green" economy must take place heavily at the grassroots level. If Mayor Kevin Johnson can marry "green" to basketball, surely the 800+ of us in ITE So Cal can marry "green" to transportation.

Read "green" action plans such as Greenwise Sacramento (www.greenwisesacramento.com) and educate decision makers on the transportation professional's role in their implementation. For example, note how Transportation Engineers calculate trip generation for innovative "green" solutions like Dutch invented "Eco Housing" projects. Folsom's Leidesdorff Village (www.FolsomEcoHousing.org), is one such project, the subject of February's Sacramento Sustainability Forum (www.sacramentosustainabilityforum.com) meeting and an article in our March newsletter. Remind decision makers that "green" transportation alternatives like light rail, high-speed rail, and bus rapid transit remove billions of pounds of greenhouse gas emissions from the atmosphere. How does 100 billion pounds of removed greenhouse gases equate in real life examples?

Los Angeles Lakers players and fans will be pleased - 20% of Los Angeles' power came from renewable sources in 2010 – per Los Angeles Mayor Antonio Villaraigosa and Los Angeles Department of Water and Power representatives. We are on the right road. Now we must educate elected officials and the public on the roles Transportation Engineers played to make this happen.

Questions and comments may be directed to David Schwegel (davidmschwegel@aol.com, 425-466-5677).

Opportunities for Newsletter Advertising and Sponsorship

Julia Wu, PE, PTOE (Port of Long Beach)

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.

Apr-10	Phoenix Highway Products
May-10	LSA Associates, Inc.
Jun-10	URS Corp
Sep-10	Albert Grover & Associates
Oct-10	South Coast Lighting
Nov/Dec-10	J M Diaz
Jan-11	Minagar & Associates
Feb-11	Itereis
Mar-11	(Available)
Apr-11	(Available)
May-11	(Available)
June-11	(Available)
Sept-11	KHA
Oct-11	Minagar
Nov/Dec-11	Iteris
Jan-12	(Available)
Feb-12	(Available)
Mar-12	(Available)

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. Special thanks to **Willdan** for sponsoring the November 2010 Luncheon.

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 jwu@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 **February 2011**.

Opportunities for Newsletter Content

David M. Schwegel, PE, PTOE

The newsletter is also a perfect venue for keeping the membership apprised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jaydinkins@gmail.com) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the February Newsletter is **11:59 PM on Friday, February 25, 2011**. Thank you in advance for your valuable contributions to this great team effort.

Announcements

ITE So Cal Meeting and Event Photos

Check them out! They are online at:

<http://picasaweb.google.com/itesocal>

Our Transportation Community

There are two consortiums that combine the talents and resources of elected officials, private firms and public agencies towards alleviating congestion in California: www.fastla.org and www.mobility21.com. These two websites have a lot of current and helpful information regarding transportation issues in our area. These are partnerships that are devoted to reducing congestion

and improving safety on our roads - a recommended read for transportation professionals.

We Are Now on Facebook

Follow the link to our Group Page: http://www.facebook.com/home.php?sk=group_174132915945907 or search for Southern California ITE

University Mentoring Visits

Our next student chapter visit for the year will be at Cal State Long Beach on Tuesday, February 8 (see article on page 5). If you would like to attend the meeting and speak to the students for a few minutes please contact our Student Chapter Liaisons: Neelam Sharma at nds@dksassociates.com or Giancarlo Ganddini at Giancarlo@traffic-engineer.com for further information.

New Chair of Activities

Mr. Thong Ngov from LA County is the new Chair of Activities for our Southern California ITE Section. He has also organized activities for our February meeting in celebration of Engineer's Week. Please welcome Mr. Thong Ngov to the ITE So Cal leadership team.

Resumes Online

If you are a Southern California Section ITE member and would like to post your resume on our website, please contact our Webmaster Irina Constantinescu (irina.constantinescu@kimley-horn.com) (818) 227-2790.

Engineer's Week in February

The *Student Traffic Bowl* will be held the last weekend of February. For more details please contact our Student Chapter Liaisons: Neelam Sharma at nds@dksassociates.com or Giancarlo Ganddini at Giancarlo@traffic-engineer.com for further information.

If you can still do an algebra problem, you might win the raffle tickets at our February meeting.

One of our members will be honored as an outstanding engineer during the luncheon meeting. It will be a President's Choice Award. Good Luck!

Speaking Opportunities for our 4th Annual San Francisco Bay Area ITE Modeling Workshop – March 4, 2011: "Modeling for Sustainable Transportation and Land Use Developments"

The San Francisco Bay Area ITE Modeling Workshop takes place **Friday, March 4, 2011**, Location: TBD. A few speaker openings remain. If you would like to speak, abstracts are due Friday, February 4, 2011. For more info: www.sfbayite.org.

Technology for Arterial Traffic Management – Current Research



Jesse Glazer, an ITE So Cal member, is serving as a mentor to David Benoff, a graduate student at UCLA's Institute of Transportation Studies. David is conducting a research study on how ITS technology is being used locally for arterial traffic management. There will be two results from this study: (1) an updated inventory of technologies that have been implemented and are now being implemented locally, and (2) "lessons learned" locally and nationally about problems encountered and best ways to avoid or resolve them. A survey will be distributed to traffic engineers locally in early March. The study results will be distributed in June to everyone who participated. If you want to participate in this study, send an email with your contact info to David at dbenoffa@ucla.edu or to Jesse.Glazer@dot.gov.

Thousand Oaks Decorative Traffic Intersection 2001

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Running Diagnostics on Small Businesses

David M. Schwegel, PE, PTOE

How can small consulting Transportation Engineering firms run business diagnostics to determine how to meet demanding project schedules and have enough time left over to send many of their employees to ITE meetings?

Ten years ago my car ran rough after heavy driving in brutal Seattle traffic. Diagnostics called for spark plug wire replacement.

Last year my operating system crashed and my keyboard malfunctioned. Diagnostics called for hard drive and motherboard replacement.

Two years ago, diagnostics showed we can relieve congestion and retain a two-lane overcrossing at I-5/Hasley Canyon (Exit 173, north of Santa Clarita) by changing the signalized intersections to roundabouts. Drive up there. See what happened. Check out the article in our February 2010 Newsletter (www.itesocal.org).

We can assess the carbon footprint impacts of implementing "green" business practices (see page 13), but what about company time allocation adjustments companies so companies can boost their profitability yet send more personnel to ITE meetings? Organizations like the NFIB (National Foundation for Independent Businesses (NFIB) (www.nfib.com), the Small Business Administration (SBA) (www.sba.com), the Small Business Resource Administration (SBRA) (www.sbra.com), the Service Corp of Retired Executives (SCORE) (www.score.com), and the Small Business Economic Impact Alliance (SBEIA) (www.sbeia.com) are here to help small businesses thrive in this area. Yes transportation consulting engineering firms fit into their pictures. Ann Olson, CE, TE, PTOE and Dana Cota of MRO Engineers (www.mroengineers.com) educated nearly 100 small business entrepreneurs on business practices and traffic engineering solutions at an SBA meeting last month.

How do public agencies and large private consultants fit in? Public agencies serve as clients. The federal government awarded over \$550 billion in contracts in 2008 alone. Federally funded organizations like the Federal Technology Center (www.theftc.org) provide training classes for consultants wanting to contract with the federal government. Large consultants hire smaller firms as sub-consultants to meet their small business participation goals.

One pain point of small businesses is fulfilling numerous responsibilities with small staff. Therefore, effective resource allocation is key. Habit 3 of Steven R. Covey's *7 Habits of Highly Effective People* states "put first things first." He includes a two-by-two matrix with four quadrants – urgent and important (I), not-urgent and important (II), urgent and not-important (III), and not-urgent and not-important (IV). For maximum effectiveness and sustainability, Covey recommends most attention be allocated to Quadrant II activities such as prevention, production capability activities, relationship building, new opportunity recognition, planning, and recreation.

JPMA Financial CEO and SBEIA co-founder Karla Lyngvar is one of the Sacramento region's most respected management consultants. She uses color-coordinated clarity charts to run diagnostics on small business operations. Purple is "core" or "pulse" – mission, vision, core values. Blue is "strategy" or

"planning." Green is "production." Red is "support." Core is the steel reinforcing rod in the center. Strategy, production, and support, allocated in percentages, surround the purple steel rod. Karla attaches hourly rates to these three surrounding elements in her own management consulting business – strategy (\$1,000/hr.), production (\$200/hr.), and support (\$15/hr.). All must be done for the business to flourish, but in what proportions? She used to allocate 10% to strategy, 60% to production, and 30% to support for her own company JPMA Financial. Then she realized significantly increased profitability by allocating 50% to strategy, 40% to production, and 10% to support. While these proportions are specific to her industry and company, she notes businesses consistently over-allocate production and under-allocate strategy resulting in thousands to millions in lost dollars. Clarity charts must be customized to your own industry and business. For a \$10 per year annual membership, members get a clarity chart customizable to their own industry and business along with customization guidance.

How does ITE fit in? ITE and related organizations (see page 11) are a "knowledge vine" for transportation engineering practice. They fall into the \$1,000/hr. strategy category. In our own businesses, do we over-allocate the \$200/hr. production category and under-allocate the \$1,000/hr. strategy category, thereby struggling to get various levels of personnel actively engaged in professional society activities? How will we reallocate our time to get more members to attend this month's ITE So Cal Meeting in Westlake Village? Last year I spent the better part of a day traveling from my home office in Brea to attend the meeting in Westlake Village. It was time well spent. I had a great discussion with a student I was mentoring as I drove them to the meeting. I also

SBEIA meetings feature mastermind sessions where highly-respected business executives mastermind on issues raised by member individuals and organizations. Such issues may include lack of teamwork, poor employee retention and engagement, low business volume, and poor public awareness of the industry. Last month a five-minute mastermind session focused on how ITE So Cal can boost the effectiveness of our monthly newsletter.

What about job seekers? I see numerous LinkedIn (www.linkedin.com) posts from extremely distraught job seekers at all levels. While NFIB indicates small business creates 80% of all new jobs, SBEIA suggests this figure could be as high as 99.2%. Yet few job seekers ever consider active engagement in small business organizations as most career coaching programs focus on interview and resume boot camps instead of helping small businesses thrive.

When invited to serve as a SBEIA officer, I thought 'how can I afford the time?' I'll make it work. Numerous consulting engineering firms have dropped from 75 to 20 employees in one year, especially dire in Sacramento - the nation's third worst job market in June 2010. One key to helping the transportation engineering industry reinvent itself as a leader in the new "green" economy is helping small consulting engineering firms thrive.

Therefore, whether public, large business private, or small business private, let's do our parts to help our transportation engineering industry re-invent itself for the new "green" economy. As SBEIA emphasizes, your competitor's success is your success, because buyers have identified an industry worthy of investment.

Questions and comments may be directed to David Schwegel (davidmschwegel@aol.com, 425-466-5677).

Transportation Projects Nationwide

David M. Schwegel, PE, PTOE

How can we lift the spirits of Transportation Engineers distraught at the lack of transportation projects at home?

We can remind them of the many transportation projects that are either recently completed or under construction, design, or consideration. Newsletters are available online at www.itesocal.org.

Aviation: Construction is well underway on a major expansion at the Sacramento International Airport, tripling the size of the terminal area. The project features a people mover connecting the main concourse to a satellite terminal. Light rail will eventually be extended to serve the airport. Sacramento is currently the only major West Coast city without a commuter rail line to the airport.

Additional aviation projects include the Santa Barbara County Airport (March 2010), Sky Train at Phoenix Sky Harbor Airport (March 2010), Long Beach Airport (September 2010), Orange County Airport Expansion, and a new San Diego Airport Terminal.

Bridges: After nearly two decades of political battles, construction of the East Span of the San Francisco-Oakland Bay Bridge is well underway. ASCE Sacramento shows Professional Engineer's in California Government's (PECG's) Emmy Award Winning *The Bridge So Far: A Suspense Story* on bus trips to the Bay Bridge site. Also check out PECG's *Amazing: The Rebuilding of the MacArthur Maze*.

A major bridge on I-5 is under development across the Columbia River between Oregon and Washington to replace the existing draw bridge that leaves motorists waiting up to a half hour. Widespread frustration over the nation's only draw bridge on the Interstate system was expressed before the Washington State Blue Ribbon Commission on Transportation meeting in 2000.

The current State Route 520 Bridge - a nationally recognized "corridor in crisis" is slated for replacement between Seattle and Bellevue (May 2010)

The new Ambassador Bridge between Detroit and Windsor will stimulate Detroit's economy (currently the worst job market in the nation) and bring welcome relief to motorists traveling across one of the nation's busiest international borders.

The Eleventh Street Bridge project in Washington DC (September 2010) helps alleviate significant congestion, and promises welcome relief to harried commuters.

Tunnels: After years of controversy, the Alaska Way viaduct beneath downtown Seattle may actually move forward. One of the widest boring machines in the world will be used in the construction.

Mixed-Use Developments: A major mixed-use development is under consideration at Hunter's Point in San Francisco.

After years of patience, an extension of Washington DC's Metro Rail to Dulles International Airport is finally underway in connection with the massive Tyson's Corner Mixed-Use Development project – "the largest reshaping of a dense suburban landscape in the USA." According to Coalition for Smarter Growth Executive Director Stewart Schwartz, "this is the largest-scale attempt to remake a traffic choked suburban area." Completion is slated for 2016.

Commuter Rail: Los Angeles Westside Trains that would extend the Wilshire Boulevard Subway between Western Avenue and Brentwood are under consideration. Community meetings are currently taking place for this project that is in the final Environmental Impact Statement process.

"How on earth will we ever access another state driving the H1, H2, and H3 Interstates?" Oahu residents often think. "Federal Government, you're paying 70% of the cost, so we'll call them whatever you want." Now the Federal Government is helping bring congestion relief to Honolulu - currently the nation's 12th most congested city – in a new way. The Federal Transit Administration just approved a \$5.5 billion rail transit system serving the City. Honolulu Mayor Peter Carlisle says, "This (project approval) is one of the most significant milestones for the rail project. We will soon be able to provide residents with a sensible alternative to our congested roads and highways and improve their overall quality of life."

High-Speed Rail: Thanks to funding reallocations from Wisconsin and Ohio, construction of the first leg of the \$46 billion California High-Speed Rail project (identified as one of the world's seven colossal projects, see November 2009 for the other six) between Madera and Bakersfield could begin as early as 2012. Liam Speden's (Autodesk) virtual reality presentation at the US High-Speed Rail Association Conference in Universal City in June 2010 shows how this project brings tremendous economic stimulation to the impoverished and crime infested Central Valley City of Fresno.

A High-Speed Rail project in the Orlando Florida vicinity has right-of-way fully allocated, and is almost ready to launch.

A \$113 billion High-Speed Rail line between Washington DC and Boston, dwarfing the colossal California project in cost, was a key subject at the US High-Speed Rail Association (US HSR) (www.ushsr.com) November 2010 Conference in New York.

A recent email from the US HSR includes this reminder.

"Within 25 years our goal is to give 80% of Americans access to high speed rail!"

Obama's State of the Union Address, January 25, 2011

Let's get elected officials, the public, and professionals at the grassroots actively engaged in this effort!

Past newsletters may be accessed at www.itesocal.org. Comments and questions may be directed to David Schwegel (dauidmschwegel@aol.com, 425-466-5677).

Opportunity Knocks beyond our Borders

David M. Schwegel, PE, PTOE

Why invest in international relations?

How can we network internationally without leaving our country?

How do ITE and the US HSR help our international networking efforts?

Within our borders lie 0% of the high-speed rail miles, 4% of the population, and 25% of the oil consumption and purchasing power in the world.

Beyond our borders lie 75% of the purchasing power, 96% of the population, and 100% of the high-speed rail miles in the world. We also see a significantly increased percentage of the world's skyscrapers and freeway miles beyond our borders.

Formerly impoverished nations like Brazil are stimulating their economies via clean energy solutions. In *Supertrains: Solutions to America's Transportation Gridlock*, Joseph Vranick asks, how will Brazil pay for a Rio de Janeiro to Sao Paulo? In 1991, Brazil was Latin America's largest debtor owing foreigners \$110 billion, and defaulting on numerous financial obligations. Washington consultant Rio Bravo says, "the financing is up in the air, but we're studying solutions. If there's a market in the world, that's it." Since then, thanks to de-carbonization, Brazil is now one of the BRIC prosperity nations. The others are Russia, India, and China.

Despite its huge poverty, Monrovia, Liberia, Africa has become a huge market with solar as the only source of energy for villages disconnected from the power grid who have recently lost hydropower from widespread flooding episodes.

Much innovation lies beyond our borders. The engineering community regards Portland Oregon USA is as the "city that did everything right." Where does Portland get its ideas? Vancouver, British Columbia, Canada to the north – also home to the most extensive transportation planning exercise in Canadian history (January 2010, March 2010).

International connection is key to economic stimulation. For example, international trade is escalating. Total business to consumer commerce sales is growing from \$136.1 billion in 2007 to \$301 billion by 2011 in the US. Non-US is growing from \$229.3 billion in to \$612.6 billion during that same period. Largest export markets for US goods in 2008 were Canada (\$261.4 billion), Mexico (\$151.5 billion), China (\$71.5 billion), Japan (\$67.0 billion), and Germany (\$54.7 billion).

Yet many companies are cautious about international business from perceptions that: (1) exporting is risky, (2) getting paid is tricky, (3) exporting is complex, (4) the domestic market is secure, (5) my company is too small, (6) my product may not sell on foreign soil, and (7) the language barrier and lack of abroad experience prevents my success.

A Basic Guide to Exporting by the US Department of Commerce, International Trade Association alleviates these concerns noting the embracement of beyond border opportunities is key for domestic economic stimulation. The guide notes: (1) Canadian and other export markets are no riskier than the US, and affordable export assistance is now available to alleviate risk. (2) Global banking has evolved to the point where getting paid is easier, especially if bank drafts are used. (3) Minimal paperwork is required, and much of the research can be done online from home. (4) Few markets are static and new markets are constantly opening. (5) In 2005, 42% of all US exporting companies were smaller than 19 employees. (6) If a product or service sells well locally, chances are great it will do well abroad. Help is available to test acceptance in 100+ nations. (7) Respecting the culture and following business etiquette helps you succeed. Tips of the trade may be gathered along the way. Just remember, when dealing with clients abroad: (a) avoid discussing sensitive political, religious, or family issues, (b) embrace flexibility – often great deals are negotiated over lengthy dinners, and (c) avoid badmouthing competitors. The Small Business Administration has numerous resources and programs available to help you succeed.

Considerable knowledge and expertise lies with professionals beyond our borders. Collaboration with them is key, so embrace international networking opportunities. Some may not even require leaving the US. The US High-Speed Rail Association (US HSR) (www.ushsr.com) conferences are great venues for international networking, especially as overseas experts in this area have identified the US as the world's largest untapped high-speed rail market. They are watching high-speed rail activity carefully vying for a piece of the action. They have identified California as the "perfect corridor" for high-speed rail.

ITE International Conventions are also great networking venues. I recall learning about transportation challenges in Mexico City at the ITE International Convention in 2003 in Seattle.

Some ITE Sections near International borders reach out to Sections on the other side. The Oregon, Washington, Vancouver, and Victoria Sections hold an annual Quad Conference, rotating hosting among the four Sections. I took the PTOE Refresher Course at a Victoria Quad Conference to get the Canadian perspective on preparation – Canada's PTOE pass rate is 99%.

Finally, global collaboration is necessary to address global challenges like powering the world by renewables. A recent paper by Mark Z. Jacobson of Stanford and Mark Delucchi of UC Davis notes the entire world's energy infrastructure can be replaced by renewables in 20 years.

A wealth of talent and opportunity exist beyond our borders. Tap into it. Capitalize on international networking opportunities with ITE and other organizations.

Comments and questions may be directed to David Schwegel (davidmschwegel@aol.com, 425-466-5677).

Making a Difference

David M. Schwegel, PE, PTOE

Who are some of ITE So Cal Transportation Engineering allies? What do they do?

The US High-Speed Rail Association (US HSR) (www.ushsr.com) envisions a "17,000-mile national high speed rail system" with 220-mph lines between major cities and 110-mph lines between minor ones for completion by 2030. They hold conferences throughout the US including Florida (March 2010), Universal City (June 2010), and New York (November 2010). Their next conference takes place February 8-9 in Washington DC.

The American Society of Civil Engineers (ASCE) has a Transportation and Urban Development Institute. While an ASCE Seattle member, I attended their meetings featuring topics such as the transportation issues associated with the 2004 Olympics in Athens. This Institute is a great avenue to boost the collaboration of the Transportation Engineering discipline among the other Civil Engineering disciplines.

The Association for Commuter Transportation (January 2011) focuses on transportation engineering issues related to commuters. They have frequent webinars on topics such as mass transit and electric vanpooling.

Headquartered in Washington DC, a few blocks from the White House, the American Road and Transportation Builders Association's (ARBTAs) mission is to "aggressively grow transportation infrastructure investment to meet the public and business demand for safe and efficient travel."

"Standing Up to Powerful Interests," CalPIRG (October 2010) represents Californians on key health and quality of life issues including transportation.

America 2050 is a coalition of "regional planners, scholars, and policymakers" aimed at meeting the infrastructure needs to accommodate 130 million additional Americans by 2050.

"Thinking Outside the Tracks," Smart Growth America emphasizes the importance of providing Americans with a full-range of convenient, affordable intercity travel choices to rival those in Japan and Europe which are currently light years ahead of the US.

Founded in 2005, the mission of the Association for California High-Speed Trains is to "support high speed trains as an important, safe, efficient, and environmentally-friendly form of transportation, and work for the adoption of legislation and regulations that identify and establish the financial resources necessary to facilitate development of high-speed rail systems throughout the State."

Rail LA is a collaboration of the local chapters of the American Institute of Architects and the American Planning Association developing creative and practical solutions associated with developing high speed rail and mass transit in Los Angeles – the "capital of American car culture and urban sprawl."

The American Public Transportation Association (APTA) ensures that "public transportation is available and accessible for all Americans in communities across the country."

Move LA advocates for the "development of a comprehensive, diverse, robust, clean, and financially sound public transportation system for Los Angeles County."

The Transit Coalition helps develop a "safe, integrated, cost-effective and environmentally sound public transportation system" for greater Los Angeles, and encourages government exploration of tangible costs of construction and intangible benefits of implementation including improved health, reduced pollution, reduced travel time, ease of use, and schedule and route coordination.

Founded in January 2009 by downtown stakeholders, Los Angeles County Streetcar, Inc. (LASI) is a public-private partnership modeled after similar successful efforts in Portland and Seattle to pioneer modern streetcar systems. LASI leads fundraising and development efforts including "oversight of all required planning, environmental, engineering, and development processes" to make the streetcar project a reality in Los Angeles.

The Urban Land Institute (ULI) was established in 1936 and has since grown to 40,000 members worldwide. The mission of this non-partisan organization is to "provide leadership in the responsible use of land and in creative and sustaining thriving communities worldwide." ULI is one of "America's most respected and widely quoted sources of objective information on urban planning, growth, and development."

I learned about most of these from the US HSR Conference on June 17-18, 2010 in Universal City – one of the best conferences I have ever attended! In exchange for promoting the conference among Southern California Engineering organizations and working both days, the US HSR allowed me to attend the \$1,200 Conference at no charge – one of the best gifts I received that entire year! This offer was also extended to many UC Irvine student chapter member volunteers. Thank you Student Chapter Liaison Neelam Sharma for getting these students actively engaged in this effort. Thank you students, we could not have pulled this off without you. US HSR Vice-President Member Services Joe Shelhorse emphasized the importance of extensive networking among the volunteers and the numerous delegates from around the world. Therefore, take advantage of extraordinary service and networking opportunities at conferences and enjoy abundant rewards.

Therefore, find your passion and get connected. Attend their meetings. Invite them to ours. Encourage more joint meetings. Expand the list. Collaboration is key (November 2010).

Referenced newsletters are available at www.itesocal.org. Questions and comments may be directed to David Schwegel (davidmschwegel@aol.com, 425-466-5677).



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Oxnard ITS Master Plan Design

By Scott Carlson, Vice President-West Region ITS/Engineering, Iteris, Inc.

AND

Transportation in 2011 Challenges Ahead for Ventura County

By Darren Kettle, Executive Director, Ventura County Transportation Commission

To be held on **Tuesday, February 8, 2011 at 11:30 AM at**

The Plug Nickel Restaurant

717 Lakefield Road, Suite 1
Westlake Village, CA 91361-2688
Phone: (805) 495-3469

\$30 with advance reservation

(Before 12:00 p.m., Friday, February 5, 2010)

\$35 at the door

\$10 for students w/ ID

Cash or Checks Only

Directions:

From US 101 Northbound: Exit US 101 at Westlake Blvd. Turn left onto Westlake Blvd. Turn right onto Townsgate Rd. Turn left onto Lakefield Rd at Executive Center Sign. The Plug Nickel is 300 feet ahead on the right. Parking is available on both sides.



FOR RESERVATIONS, please contact:

Andrew Maximous P.E., T.E.

Secretary-Treasurer for ITE Southern CA

E-mail: andrew.maximous@smgov.net

Please provide your menu choice when making your reservation.

Lunch Menu:

1. BBQ Tri-Tip, with chef's choice accompaniments.
2. Cobb Salad, with diced egg, tomatoes, blue cheese bacon, chicken and avocado on a bed of greens. Ranch or blue cheese dressing.
3. Pasta with fresh vegetables, housemade marinara sauce, and parmesan cheese.

