



INSTITUTE OF TRANSPORTATION ENGINEERS

SOUTHERN CALIFORNIA SECTION

NEWSLETTER

2012 – 2013, Issue No. 1

September 2012

President's Message

Andrew Maximous, PE, TE



Dear ITE Southern California Members,

On behalf of all the Board members, thank you for all of your support and votes in this past election. We are all looking forward to serving you this upcoming year. Congratulations to our newest Board member, Neelam Sharma, who was elected Secretary/Treasurer.

The Board is currently working on bringing in the speakers for this year and hope to provide you with informative topics and a good opportunity to network with colleagues from around the region. Another one of our main tasks is to update the Section Bylaws. Thankfully, we have a lot of support in this effort from our past presidents, Erik Zandvliet and Monica Suter. In the next few months, the revised bylaws will be sent to all the members for a vote.

Meeting Announcement

Wednesday, September 19, 2012

11:30 AM

Monterey Hill Restaurant

3700 W Ramona Blvd

Monterey Park CA

(323) 264-8400

For Reservations Contact:

Neelam Sharma, TE, at

Neelam.sharma@urs.com

By 12:00 pm on Monday,

September 17, 2012

See Flyer for Details

Like many of you, I was fortunate to attend the ITE Western District Annual Meeting in Santa Barbara this past June. Southern California Section had a lot of representation at the meeting. Several of our members were elected to new positions within ITE or presented with awards at the meeting. Congratulations to:

- Walter Okitsu – Western District President
- Carlos Ortiz – Western District Secretary-Treasurer
- Neelam Sharma – Western District Career Guidance Committee Chair
- Sam Morrissey – Young Professional Achievement Award
- Cal Poly Pomona – Student Chapter Web Site Award
- Southern California Section – Membership Award (Highest Number Gain)

Also, special congratulations to Cal Poly Pomona who won the 2012 ITE Western District Student Chapter Award based on its annual report, which ranked first out of 21 reports received from student chapters across the Western District. The team received a \$300 prize, a plaque, and \$1,000 in travel funds for members to attend the meeting. The SoCal section will continue to work to support our local student chapters.

The section currently is in need of a new Legislative Analyst. If you, or someone you know is interested in this ITE SoCal committee chair position, please let one of the Board members know.

Be sure to check out our website for additional information and updates, www.itesocal.org.

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Brief Look Ahead

September

- Wed 19th, 11:30 AM, ITE So Cal Meeting at Monterey Hill Restaurant, 3700 W Ramona Blvd, Monterey Park (see flyer)
- Thurs 27th, 6:00 PM, 15 Years of "TransForming" the Bay Area & California, 425 Market St, 33rd Floor, San Francisco (info: www.transformca.org) (see page 5)
- Sun 30th, 11:59 PM, ITE So Cal Newsletter Deadline (contact: Newsletter Editors)

October

- Sun 14th – Wed 17th, Rail~volution National Conference, Loews Hollywood Hotel, 1755 N. Highland Ave, Hollywood (info: www.railvolution.org) (see page 5)
- Tues 17th, ITE So Cal Meeting at Knott's Berry Farm
- Tues 23rd, 4:00 PM, LA/OC TSA, OCTEC, ITE Vendor Show and Social Night, Diamond Bar Golf Course, 22751 Golden Springs Dr, Diamond Bar (see page 5 and flyer)

December

- Mon 3 – Wed 5, US High Speed Rail Association Conference, Union Station, Downtown Los Angeles (info: www.ushsr.com) (see page 5)

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Positioning Yourself on the Leading Edge of Transportation Developments

John Lower, FITE, PTP, Associate Vice-President, Iteris, Inc.

Our transportation industry is ever changing. How can transportation professionals keep abreast of the latest development in best practices? As an ITE member, you can join ITE Councils, and help achieve the *ITE Strategic Plan's* "Big Audacious Goal" to bring together transportation's body of knowledge and professional voice for the benefit of society. Membership in two Councils is free, with one from the employer-type category (Public Agency, Transportation Consultant, and Transportation Education) and one Council from the technical category.

Among the nine technical Councils is the Management & Operations/ITS Council. This Council actively spotlights best practices for consideration by members. The Council mission is to promote dialogue and innovation in deployment of transportation solutions that maximize the use of existing infrastructure to benefit society. The goal is to be a professional voice in marketing M&O/ITS so that it is viewed as equal in importance with project design and construction. Council members are positioned on the leading edge of issues through newsletters and special mailings that cover emerging trends, proposed legislation and regulation, as well as participate in Internet discussion groups and other council sponsored activities.

For example, the Fall newsletter will summarize the recent National Conference of State Legislatures report, "*ON THE MOVE – State Strategies for 21st Century Transportation Solutions*". This report lauds Transportation Management & Operations, as it explores innovative surface transportation reform laws, policies and programs to take the nation's transportation system well into the 21st century. And it includes information that M&O/ITS professionals can use as we seize our opportunities to be the professional voice.

Talking points are presented on ways that M&O/ITS can be linked to promoting fiscal and environmental sustainability; facilitating affordable, safe and accessible transportation choices; and achieving shared benefits such as improved public health and economic development. Members are positioned to use this report to communicate how M&O/ITS:

- Enhances system performance for both motorists and transit users, without costly new construction.
- Enables low-cost, low-impact and easy to implement solutions, with high benefit-cost ratios and both short- and long term benefits.
- Delivers improved day-to-day performance by managing travel demand and system access.
- Reduces recurring traffic jams through highway management and use of ITS advanced technologies.
- Mitigates occasional congestion due to traffic accidents, work zones, weather and special events.
- Streamlines freight transportation through relevant technologies.

Recommended best practices will be featured through Council sponsored sessions at the March 3 – 6, 2013 Technical Meeting in San Diego. An ideally timed session is preliminarily titled "*Integrated Corridor Management – Going Live in San Diego*". This session is proposed to spotlight the multimodal integration of traffic management along arterial and freeway corridors, which is scheduled to "go live" around our conference time frame. Under consideration is a tour where participants ride light-rail from the Convention Center to Interstate 15, transfer to a bus and ride the HOV/HOT lanes of I-15, and exit a Transitway interchange to one of the transit centers built to encourage transit mode shift. This session would also address the travel time information sharing that will enable informed travel choices in San Diego, and that can be considered for replication in other regions.

You are a part of the transportation profession. Bring your expertise and sharpen your expertise through participation in ITE Councils, and be a professional voice for the benefit of society.

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.

Sept-12	Sensys Networks
Oct-12	Iteris
Nov/Dec-12	JMD
Jan-13	(Available)
Feb-13	(Available)
Mar-13	(Available)
Apr-13	(Available)
May-13	(Available)
June-13	(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.

The Newsletter Editors must receive your ad by the 3rd Friday of the month prior to the following month's newsletter. Thank you in advance for your contribution to the ITE Southern California Section.

Please contact **Julia Wu** at **(562) 283-7882** or juwu@polb.com if you have questions or if you would like to submit an ad or sponsor a newsletter.

On behalf of our Newsletter committee, I, Julia Wu, would like to thank you, all currently-committed sponsors, for your support. Your help in sharing the production costs is what makes the newsletter distribution possible and allows us to increase our student support. I hope the advertisements in our newsletter have contributed to raising your profiles in the local transportation industry. Please note that with the electronic newsletter, the ads are now full-page and in color.

To our prospective sponsors, I encourage you to make your company better known in the community. We have sponsorship vacancies in January, 2013. We also have the sponsorship (\$300) and co-sponsorship (\$150) open for the Annual Steak Fry in August. First come first serve. Look forward to hearing from you!

Opportunities for Newsletter Content

David M. Schwegel, PE

The newsletter is also a perfect venue for keeping the membership apprised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jay.dinkins@smgov.net) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the May Newsletter is **11:59 PM on Sunday, September 30, 2012**. Thank you in advance for your valuable contributions to this great team effort.

Announcements

GENERAL

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"

EMPLOYMENT OPPORTUNITIES

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

- Bridge Section Manager (Irvine)
- Civil Engineer I (Irvine)
- Environmental Planning Department Manager (San Diego)
- Natural Resources Biologist (Irvine)
- Project Engineer, Traffic Engineering (Irvine)
- Project Manager, Surface Water (Irvine)
- Project Manager, Traffic Engineering (Irvine)
- Senior Coastal Engineer/Scientist (Irvine)
- Transportation Manager – Inland Empire (Ontario)

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

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

EVENTS

11th Annual Southern California Transportation Summit We're All in This Together

Join us for the largest one-day transportation conference in the state. It's the only place where you can mix and mingle with every transportation CEO in Southern California, policy makers and nationally-known transportation experts. We're planning for an action-packed day of breakouts, provocative presentations and an exciting expo hall. With record attendance last year, nearly 1,000 transportation leaders convened in downtown Los Angeles. We expect this year's event to attract over 1,000 transportation, business and political leaders!

Friday, Sept. 28, 2012
8 a.m. to 4 p.m.
Disneyland Hotel
Anaheim, Calif.

<http://mobility21.com/>

"TransForming" the Bay Area & California

TransForm (www.transformca.org) - California's largest transportation nonprofit - is holding a 15 Year Anniversary Celebration called "TransForming" the Bay Area & California

Thursday, September 27, 2012
6:00 PM
425 Market Street, 33rd Floor, San Francisco

Info/RSVP: www.transformca.org

Rail~Volution National Conference

Rail~Volution (www.railvolution.org) –an organization of citizen activities, developers, business leaders, planners, local elected officials, transit operators, and government officials, etc. focused on "building live-able communities with transit" - is hosting a National Conference:

Sunday, October 14 Wednesday, October 17, 2012
Loews Hollywood Hotel, 1755 N. Highlands Ave, Hollywood

Info/RSVP: www.railvolution.org

LA/OC TSA, OCTEC, ITE Vendor Show and Social Night

The Los Angeles and Orange County Chapters of the Traffic Signal Association (TSA), the Orange County Traffic Engineering Council (OCTEC) and the Southern California and Riverside-San Bernardino Sections of ITE are hosting an Annual Vendor Show and Social Night

Tuesday, October 23, 2012
4:00 – 8:00 PM
Diamond Bar Golf Course (22751 Golden Springs Dr, Diamond Bar)

Questions/RSVP: Dan Eichman (714-321,7513p, 909-606-2576f)

See Flyer

US High Speed Rail Association Conference

The US High Speed Rail Association (USHSR) (www.ushsr.com) – the nation's "only nonprofit advocating for a nationwide High Speed Rail network to be constructed in phases between now and 2030" – is holding a Southern California Conference

Monday December 3 – Wednesday December 5, 2012
Los Angeles Union Station

USHSR held June 2010 Los Angeles and May 2012 San Francisco Conferences. Governor Jerry Brown signed initial California High Speed Rail Project (www.cahighspeedrail.ca.gov) funding into law in July 2012. Now what? The December 2012 Conference sheds some light on this subject.

California High Speed Rail is a "go." Now what?

David M. Schwegel, PE



In July, Governor Jerry Brown signed initial funding for the California High Speed Rail project (www.cahighspeedrail.ca.gov) into law after Assembly (51-27) and Senate (21-19) approval. Now what? The project is California's largest ever infrastructure endeavor and America's largest infrastructure endeavor since the Interstate Highway System.

Is this still the "Great White Pumpkin Charlie Brown?"

Project supporters are sometimes viewed as "Linus," (waiting all night with Sally for an extraordinary magical pumpkin that never came) preaching about a "pipe dream" that won't happen. The July 6, 2012 *Sacramento Bee* front page shows Senate President Pro Tem Darrell Steinberg's relieved yet exhausted reaction: "With all 15 Republicans and 4 of the Democrats opposed, there was no room to spare...had to get everybody else," in the toughest vote of his career - successful in securing initial funding (\$6 B between Madera and Bakersfield plus \$2 B in Bay Area and Los Angeles "bookends")

Do "storm clouds" still lie ahead?

Voters approved Proposition 1A (HSR project) in November 2008 based on a \$45 B quote. Yet a recent field poll shows, if given a re-vote today, the vast majority would vote it down due to cost escalation. The November 2011 *Business Plan* ballooned the quote to \$98.5 B. The April 2012 *Business Plan's* "blended system" reduced the quote to \$68.4 B. Yet across the board State budget cuts still make voters wonder "Is the Governor's legacy HSR project luxury spending in lean times?"

Does the message need re-crafting prior to the Prop 30 Vote in November?

In his efforts to pass Proposition 30 (tax increases to reduce the budget deficit from \$14 B to \$8 B) in November in the wake of signed HSR legislation, Governor Brown is viewed as "the father who lets his children starve while he buys a Cadillac" ("A lot riding on California dream of high-speed rail," by Daniel Woods, *Christian Science Monitor*, August 21, 2012). Re-crafting the message as "the Golden Opportunity for the Golden State to stimulate our economy" entails demonstrating immediate benefits in the San Francisco (Caltrain electrification) and Los Angeles Basin (Metrolink upgrades) "bookends." Governor Brown also needs strong performance on Construction Package 1 (Ave 17 (Madera) to East American Ave (Fresno)) currently being bid on by 5 pre-qualified design-build enterprises: California Backbone Builders (www.californiabackbonebuilders.com), California High Speed Rail Partners (www.chsrpartners.com), California High Speed Ventures (www.highspeedventures.com), Dragados/Samsung/Pulice (www.dragados-samsung-pulice.com), and Tutor Perini/Zachry/Parsons (www.tutorperiniparsons.com). Unsuccessful bidders are free to pursue Packages 2 (East American Ave (Fresno) to Lansing Ave (between Hanford and Corcoran)), 3 (Lansing Ave (between Hanford and Corcoran) and Perkins Ave/Elmo Hwy (north of Wasco)), 4 (Perkins Ave/Elmo Hwy (north of Wasco) to Bakersfield – variable length depending on how far funding goes), and 5 (rails along entire length). The "paved paradise and put up a parking lot" message of the 60's (20% of California's budget spent on infrastructure) degraded our profession's prestige so much that by the 80's, only 1% of California's budget went to infrastructure (*ASCE California 2012 Report Card*). ASCE (www.asce.org) discovered that 100+ page infrastructure report cards alone are not enough to re-ignite heavy infrastructure spending (\$470 B in unmet transportation needs in California over the next 10 years), so they are soliciting success stories.

Is this just about HSR?

At the US High Speed Rail Association (USHSR) (www.ushsr.com) May 2012 San Francisco Conference, in his "Statewide TOD Vision" (www.visioncalifornia.org) presentation, Peter Calthorpe noted that HSR is the "backbone that knits all these (transportation choices) pieces together."

Is this anti cars and planes?

HSR is about a “balanced transportation system,” with passenger cars and flex-cars playing an important role beyond the Transit Oriented Development (TOD) station-to-door service, and planes as a principal carrier for journeys greater than 600 miles. San Francisco International Airport (SFO) is a strong HSR strongest supporter with the SFO HSR station improving passengers’ ability to get to the airport to take higher profit margin long-haul (greater than 600 miles) flights via de-cluttered airways free of lower profit margin short-haul (less than 600 miles) flights.

How can we unite supporters and opponents?

Some buy into the “train to nowhere” and “California can’t afford it” messages. Others like the HSR idea, but disagree with the implementation. Build alliances on common ground elements like boosted infrastructure spending and improved mobility.

What about Republicans?

USHSR reminds us to message public private partnerships that capitalize on public sector risk and private sector innovation. Republicans traditionally oppose large government (public sector), so beef up the private sector’s role.

What about education?

Check out USHSR (www.ushsr.com) May 2012 San Francisco conference presentations and educational materials. Consider attending their December 3 (Mon) – 5 (Wed) 2012 Los Angeles Conference at Union Station.

Check out California High Speed Rail Authority (www.cahighspeedrail.ca.gov) published (Business Plan, Strategic Energy Plan) and endorsed (Urban Transportation Planning Principles) works.

Why should we “educate” instead of “cheerlead?”

The “American Dream” (suburban housing) and the separation of land uses has propagated our “auto oriented culture” (“Great American Streetcar Scandal” of auto interests dismantling streetcars) so much that messages among the car interests (wanting Americans to consume as much oil as possible) remain mainstream, leaving HSR messages (*Fast Trains: America’s High Speed Future* by Emy Louie, May 21, 2012) (www.fasttrainsbook.com) few and far between. Instead of forcing a “pro HSR stance,” let them know

your role is to educate them on both sides of the issue, so they can make an informed decision.

What’s California’s Role in Nationwide HSR?

Hill & Knowlton Public Affairs notes, “If a trend starts in California, it quickly propagates to the rest of the nation.” Serve as an expert on HSR, mode interconnectivity, and Transit Oriented Development (TOD), as ITE revises single-suburban-use trip generation manuals to be more reflective of mixed-use walk-able urbanism. Of particular interest: (1) one size does not fit all, (2) aesthetics (artwork, landscaping, water features, decorative lighting) count, and (3) pedestrian and cycling activity should be promoted over auto-oriented activity (minimal large surface parking lots and service stations) in the pedestrian-oriented environment. Another fascinating concept is “crime reduction through urban design.” Check it out by Googling “Urban Transit Design Guidelines.”

Got more thoughts?

Share them on ITE’s LinkedIn (www.linkedin.com) group.

The World Goes Wireless



Wireless Sensor Networks — Transforming Transportation

Managing mobility in the 21st century requires a symphony of intelligent transportation systems—all working in accord. Yet worldwide, many roadway agencies still rely on outmoded, and disparate technologies—providing only a narrow view of the big picture—while leaving long-term planning to conjecture.

Until now.

With over 50,000 sensors deployed worldwide, **Sensys Networks VDS240** infrastructure-based wireless detection solutions are rapidly replacing costly, maintenance-intensive inductive loop systems, and enabling traffic engineers to install detection precisely where needed—at a fraction of the cost.

Our compact, rugged, wireless sensors—with an unprecedented 10-year battery life—install in minutes, deploy in hours, and consistently outperform all other detection technologies in the world's most adverse weather and pavement conditions.

With accurate, dependable, real-time data, **freeway, arterial, and intersection** optimization just got easier. From a single intersection—to an entire city, our flexible, highly scalable universal platform supports all traffic detection applications—with one set of equipment.

Efficient. Effective. Future Proof.

Are you getting the most out of your transportation infrastructure? Find out how Sensys Networks' suite of wireless detection solutions can introduce efficiencies, streamline operations, and save your agency money.

Join the future. Go wireless.



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info@sensysnetworks.com
www.sensysnetworks.com

On Wednesday,
September 19, 2012
At 11:30 a.m.

September SoCal Meeting

An Overview of the I-710 South Corridor EIR/EIS and Engineering Alternatives

by **Ernesto Chaves**, Transportation Planning
Manager, LA Metro and **Doug Smith**, Senior Project
Manager URS

\$30 with advance reservation
(Before 4:00 p.m., Friday, September 14)
\$35 at the door \$10 for students

FOR RESERVATIONS, please contact:
Neelam Sharma
Secretary-Treasurer
neelam.sharma@urs.com

Monterey Hill Restaurant
3700 W Ramona Blvd
Monterey Park, CA 91754
Phone: (323) 264-8426

Southern California Section

LA / OC Traffic Signal Association

ALONG WITH OCTEC and ITE INVITE YOU TO EXHIBIT AT THE

2012 TSA Vendor Show and Social Night At Diamond Bar Golf Course

It's time for our annual TSA Vendor Show and Social Event. Once again we are going to be in the large banquet room at Diamond Bar Golf Course in Diamond Bar. 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 the end. This year's event will start at 4:00PM and end with the gala prize raffle starting at about 7:00PM. 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 23rd, 2012

Where: Diamond Bar Golf Course
22751 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' 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!

Vendor Registration Form

Company Name: _____

Address: _____

Phone: _____ Email: _____ Fax: _____

Names of Representatives: _____

OF Tables @ \$300.00 each _____ Total Amount enclosed: _____

Mail Check to: TSA – 751 Weir Canyon Road, #157-411 – Anaheim Hills, CA 92808
Make checks payable to: **Traffic Signal Association (TSA)**