2011 Annual Report for the Northern California Section of ITE

Northern California Section of the
Institute of Transportation Engineers

Officers: Matt Weir, President / Jason Shykowski, Vice President / Angie Louie, Secretary / Joe Anderson, Treasurer / Matt Boyer, Past President

2011 Annual Report for the Northern California Section of ITE

March 29, 2012

Mr. Amit M. Kothari, P.E.
ITE Western District Technical Chair
San Francisco Municipal Transportation Agency
One South Van Ness Avenue, Third Floor
San Francisco, California 94103

RE: 2011 Northern California Section Annual Report

Dear Mr. Kothari:

Please find attached the *2011 Annual Section Report* for the Northern California Section of the Institute of Transportation Engineers (NorCal ITE).

In 2011, NorCal ITE has continued to focus our event structure and calendar on appealing to the broad cross-section of our membership – from our operations technicians and transportation planners to traffic, civil, and electrical engineers. We have continued to prioritize making our monthly luncheons free to attend for all transportation professionals, regardless of their membership status. Rather than have luncheon sponsors make a cash donation to the Section, sponsors are asked to provide the lunch. Our average monthly attendance is 45-75 persons and, most importantly, we have had frequent participation from several hundred agency staff, consultants, and product vendors. The attendance at each specific event is correlated to the targeted sub-set of our membership.

The Section completed a significant re-branding effort and rolled out our new website and logo in 2011 (please visit norcalite.org). As part of this rollout, and in an attempt to ensure our new "brand" is visible, we also distributed t-shirts to the meeting attendees. Additionally, we have recently invested in new banners for display at Section events which also incorporate the new logo and Section brand. Finally, as part of the development of our new website, we also began using the Eventbrite web service for Section event notifications and attendance tracking. We are extremely happy with the way this service operates and have heard numerous positive comments from our membership on this, and other recent changes.

Members of the Section Board participated in the Sacramento State Student Chapter elections in the Fall. We were pleased to see approximately 15 students in attendance with several energized and rising leaders stepping up for Chapter leadership positions. Additionally, we were proud to offer an opportunity for two (2) students to attend the 2011 Western District Annual Meeting in Anchorage, Alaska. Finally, In September, we presented newly-elected Western District President Alyssa Reynolds with a check for $4,000 for the Student Endowment Fund. These funds had been raised by the Northern California Section in recent events.

NorCal ITE remains committed to the following in 2012 and beyond:

- Continue the recent successful arrangements by which attendance at our monthly lunches is free for all attendees through the sponsorship from our numerous vendors and consultants.
- Maximize our new "brand" through the use of our new Section website, brochures, and other newly developed materials.

- Continue to be as relevant as possible to our membership by offering events that are timely with current events and technologies.
- Begin to leverage the increase in new and frequent event attendees to an increase in paid memberships.
- Continue to work with the Western District leadership to align our Section initiatives with District initiatives to achieve improved education, communication, and increased membership.
- Continue to expand our support to Student Chapters within the District.

In summary, our Section had an extremely successful year during which we hosted numerous technical activities, increased membership involvement, refreshed the Section "brand", and improved interaction among our members. We appreciate your consideration of NorCal ITE's *2011 Section Activity Report* for award recognition.

Sincerely,

NorCal ITE

Matthew D. Weir, PE, TE, PTOE
President, NorCal ITE

2011 Annual Report for the Northern California Section of ITE

Officers:

Current Officers and Committee Chairs:

President	Matt Weir
Vice President	Jason Shykowski
Secretary	Angie Louie
Treasurer	Joe Anderson
Vendor Chair	Ellen Martinez
Golf Tournament Chair	Roy Dexter
Webmaster	Joe Anderson

Membership:

Number	Membership Grade	Section Annual Dues Rate
10	Fellow	$ 25
12	Fellow Life	$ 0
147	Member	$ 25
41	Student Member	$ 0
4	Institute Affiliate	$ 25
24	Other	$ 25
238 Total		

Agency Memberships include:

- City of Sacramento, California
- San Joaquin County Public Works
- California Dept. of Transportation-Headquarters
- City Of Stockton, California
- City Of Modesto, CED Dept.
- City of Folsom
- El Dorado County
- County Of Placer, California
- Placer County
- Sacramento County Dept. of Transportation

Financial:

Does your section have a Federal Employer Identification Number?
[X] Yes [ ] No
If yes, what is the number? 52-1794550

Balance of Funds on hand at the Beginning of the Reporting Period: **$ 32,672**

Income for the Reporting Period:

Membership Dues	$ 4,360
Income from Meetings	$ 19,654
- 2011 Vendors' Night ($14,198)	
- 2011 Golf Tournament ($5,456)	

Total Income: $ 24,014

Expenditures for the Reporting Period:

Section Meetings	$ 957
Student Chapters	$ 159
Annual Mtg. Attendance (VP &Students)	$ 5,143
Vendors' Night	$ 9,472
Annual Golf Tournament	$ 5,038
Service Award and Name Badges	$ 203
Website Domain & Hosting	$ 75
Student Endowment Fund Contribution	$ 4,000
Branding Materials (Logo, Website, T-Shirts)	$ 7,115

Total Expenditures: $ 32,162
Net Income (Loss) ($ 8,148)

Balance of Funds on hand at the End of the Reporting Period: **$ 24,524**

Was there a change in the Section Bylaws during this reporting period?
(If yes, please attach a copy of the new bylaws.)

[ ] Yes [X] No

Technical Activities:

Vendors' Night Annual Meeting. Our 38th Annual Vendors Night Meeting was held in Lodi, California in March 2011. This event provided an opportunity for 40 vendors to display their new and existing products to ITE members and drew a crowd of nearly 120 professionals.

Student Participation. Our Section continues to assist three Student Chapters in Northern California: (1) California State University, Chico, (2) California State University, Sacramento, and (3) University of California, Davis. Our Section members have been featured speakers at student meetings. Students are welcome to attend our monthly Section meetings with the cost of their meal being funded by the Section. The Section continues to sponsor sending students to the Western District Annual Meeting to encourage student participation in ITE activities. As other on-campus professional organizations grow, the Section Board is working with the Student Chapter Coordinators to attract more incoming freshmen that are otherwise not normally exposed to transportation-related curriculum until their third year of school.

Meetings held during this reporting period:

Date: **1/12/2011**
Location: CSAC, Sacramento
Purpose: Monthly Section Lunch Meeting
Attendance: 82

Date: **2/17/2011**
Location: Rancho Cordova City Hall, Rancho Cordova
Purpose: Monthly Section Lunch Meeting
Attendance: 52

Corridor to Grid Management of Traffic and Beyond:

STARNET – The Sacramento Regional Solution

Historically State and Local Agency's have focused on Route, Corridor or Arterial Management. The Sacramento Region has under taken a project to move towards a complete grid management solution including Local Agency arterials and State routes by freely sharing information between Traffic Operation Centers, Transportation Management Centers, Emergency Dispatch Centers and the Public. The Sacramento Region is in the process of developing a transportation tool that not only effectively manages incidents when they occur, but also presents information on a suite of multimodal transportation options to the traveling public.

Working together as partner agency's building on early working concepts from the middle 1990's, implementation of the regional ITS architecture and through use of systems engineering, a unique tool is being developed and implemented throughout the Sacramento region.

Meeting Details:

Date: February 17, 2011

Time: 11:30 – 1:00

Place: City of Rancho Cordova's City Hall
2729 Prospect Park Drive, Rancho Cordova, CA 95670

Speaker: Markus Heiman, P.E.
ITS/511/Capitol Valley SAFE Program Manager/SACOG

Cost: FREE! Sponsored by SIEMENS

Please RSVP by February 15, by Noon to
Jason Shykowski by email (jshykowski@roseville.ca.us)

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INSTITUTE OF TRANSPORTATION ENGINEERS
District 6 - Western - Northern California Section

Officers: Matt Boyer, President / Matt Weir, Vice President / Jason Shykowski, Secretary / Angie Louie, Treasurer / Bojana Gutierrez, Past President

Date: **2/23/2011**
Location: California State University, Sacramento
Purpose: Special Webinar
Attendance: 17
Topic: Overview of the 2009 MUTCD

Like

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Get Up-to-Date on the 2009 MUTCD:
Traffic Signs and Pavement Markings

Pd Professional development program

Overview of the 2009 MUTCD: Traffic Signs and Pavement Markings

Date: Wednesday, February 23, 3:00 p.m.-4:00 p.m. Eastern
Credit: 1.0 PDH
Instructor: Gene Hawkins, Ph.D., P.E., Associate Professor, Zachry Department of Civil Engineering, Texas A&M University, College Station, TX, USA

The briefing will focus on the significant revisions that have been made to the standards, guidance, and options that are included in the 2009 MUTCD regarding regulatory, warning, guide, and school signs plus pavement markings. At the conclusion of the course, participants should be able to identify the most significant changes that are a part of the 2009 MUTCD regarding traffic signs and pavement markings.

For complete details, click here.

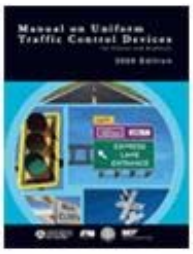
Site Fee: $50

Register online or by fax

About ITE Web Seminars

For more information on ITE Web Seminars and Briefings click here.

Order Your Copy



Date: **3/17/2011**
Location: Hutchins Street Square, Lodi
Purpose: 38th Annual Vendors' Night
Attendance: 150

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38th annual vendors' night

38th Annual Vendors' Night

Thursday, March 17, 2011

Time:	2:00 – 6:00	Open Display of Products
	3:00 – 6:00	Cocktails and Hors d'oeuvres (no host bar begins at 3 p.m.)
	6:00 – 8:00	Buffet Dinner and Program
Menu:	Tri-Tip, Chicken, and Lasagna No host bar with wine provided at table during dinner.	
Location:	Hutchins Street Square 125 South Hutchins Street, Lodi	
Cost:	Free to View Vendor Displays $10.00 per Person for Dinner Vendor Sponsorships Available for Dinner	
Questions:	Matt Weir, Section Vice President 916.859.3617 matt.weir@kimley-horn.com	

Raffle Tickets: Raffle tickets may be purchased at the door as follows:

1 Ticket = $1.00 6 Tickets = $5.00 15 Tickets = $10.00

Grand Raffle Prize: *Gift certificate for a 2 night stay at the Monterey Plaza Hotel & Spa (valued at nearly $400)*

Payment: *We would appreciate your RSVP and pre–payment in order to get a head count for the caterer and to avoid long lines at the door. Please complete the form below, and return by* **Friday, March 11, 2011**.

ITE Northern California Section • c/o Angie Louie (alouie@cityofsacramento.org)
City of Sacramento • 915 I Street, Suite 2000 • Sacramento, CA 95814 • (916) 808–7921

Names of Those Attending: _____

Total Number Attending: _____ Organization: _____

Amount Enclosed: $_____

ite INSTITUTE OF TRANSPORTATION ENGINEERS
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Date: **4/13/2011**
Location: City of Roseville Civic Center
Purpose: Monthly Section Lunch Meeting
Attendance: 54

Date: **5/20/2011**
Location: Haggin Oaks Golf Complex, Sacramento
Purpose: Annual Section Golf Tournament
Attendance: 68

Northern California Section
Institute of Transportation Engineers

2011 ITE Golf Tournament

Date: Friday, May 20, 2011
Registration: 7:30 am
Shotgun Start: 8:30 am
Format: Four Person Scramble
Location: Haggin Oaks Golf Complex
Alister Mackenzie
3645 Fulton Avenue
Sacramento, CA 95821
916.808.0963

Make checks payable to: ITE Northern California Section
Mail checks to: Sean Papathakis
Kimley-Horn and Associates, Inc.
11919 Foundation Place,
Suite 200
Gold River, CA 95670

Cost: $50 per player
(price includes cart, greens fee, range balls, and lunch immediately following the tournament)

Sign-up individually, or as a foursome.

Name	Organization	Phone/E-mail
1.		
2.		
3.		
4.		

Limited space. First come, first served. **RSVPs must be received by May 6th.**

For more information, please contact Sean at sean.papathakis@kimley-horn.com

We also encourage your organization to become a sponsor. For $125, sponsorship will provide recognition of your donation and a sign at your sponsored hole. Your organization's contribution will go towards the Student Endowment Fund and prizes. A raffle will follow the tournament with proceeds going towards the Student Endowment Fund. All sponsors of the tournament will be recognized for their contribution during the raffle. Raffle tickets will be sold the day of the tournament.

 # Attendees x $50 = $_____
$125 Sponsorship
Total Amount Enclosed $_____

Lunch sponsored by the following organizations:

Date: **6/16/2011**
Location: City of West Sacramento City Hall
Purpose: Monthly Section Lunch Meeting
Attendance: 62

Date: **9/14/2011**
Location: City of West Sacramento, City Hall
Purpose: Monthly Section Lunch Meeting
Attendance: 50

Date: **10/20/2011**
Location: City of Rancho Cordova, City Hall
Purpose: Monthly Section Lunch Meeting
Attendance: 56

Date: **11/10/2011**
Location: City of West Sacramento, City Hall
Purpose: Monthly Section Lunch Meeting
Attendance: 64

Thursday, Nov. 10th

Bluetooth Travel Time Technology

The Bluetooth® protocol is a widely used, open standard, wireless technology for exchanging data over short distances. The technology is frequently embedded in mobile telephones, Global Positioning Systems (GPS), computers, and in-vehicle applications such as navigation systems. Each Bluetooth device uses a unique electronic identifier known as a Media Access Control (MAC) address. Conceptually, as a Bluetooth-equipped device travels along a roadway, it can be anonymously detected at multiple points where the MAC address, time of detection, and location are logged. By determining the difference in detection time of a particular MAC address, the travel time between locations can be derived. A significant advantage of the use of Bluetooth MAC addresses for travel time monitoring is that typically only one inconspicuous roadside installation is necessary to capture the unique address of Bluetooth devices traveling in all directions of flow. The Bluetooth concept is especially attractive because of its low capital costs as compared to other methods. The Bluetooth-based systems are ideal for real-time operational and planning use, as well as for evaluating roadway performance measures.

Two vendors who sell Bluetooth travel time equipment, BlueCompass and BlueFax, will provide an overview of this new technology, their individual project experiences, and the performance of their respective equipment.

Date: Thursday, November 10th

Time: 11:30 to 1:00

Location: City of West Sacramento
City Hall
1110 West Capitol Ave
Please park at 1020 West Capitol Ave and then walk to City Hall - See Attached Map

Cost: Free! Lunch sponsored by:

RSVP: Angie Louie
alouie@cityofsacramento.org
(916-808-7921)
by Tuesday, November 8th

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Institute of Transportation Engineers
norcalite.org

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Student Chapter Activities during this reporting period:

The Section supported two (2) students to attend the 2011 Western District Annual Meeting in Anchorage, Alaska with all expenses paid. In addition, we contributed $4,000 to the Student Endowment Fund over the course of the year. Furthermore, student attendance at our monthly meetings is covered by the Section at no cost to the students.