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The Zoo Interchange Reconstruction Travel Time Project

By Elizabeth Schneider and Randall Hoyt, WisDOT

During the reconstruction of the Zoo Interchange, system ramps, service ramps and freeway lanes will be restricted or closed. Some restrictions will last for several months. We all know that an extra dose of patience helps when travelling through the footprint of this project, but knowing where the delays are and having real-time information to help us select our travel route enhances our mobility. The Wisconsin Department of Transportation (WisDOT) is deploying a new tool, Bluetooth detection, to supplement our existing real-time traveler information system.

Bluetooth sensors, temporary microwave radar detectors and hybrid and dynamic message signs are being installed on freeway and arterial routes in the vicinity of the Zoo interchange. This deployment will make travel time, construction and incident information available to motorists to help them make en route decisions. This informs motorists that alternative routes are available to serve the excess traffic demands during periods of limited freeway access and capacity. The installation of these devices began in the fall of 2013 and will continue into 2015.

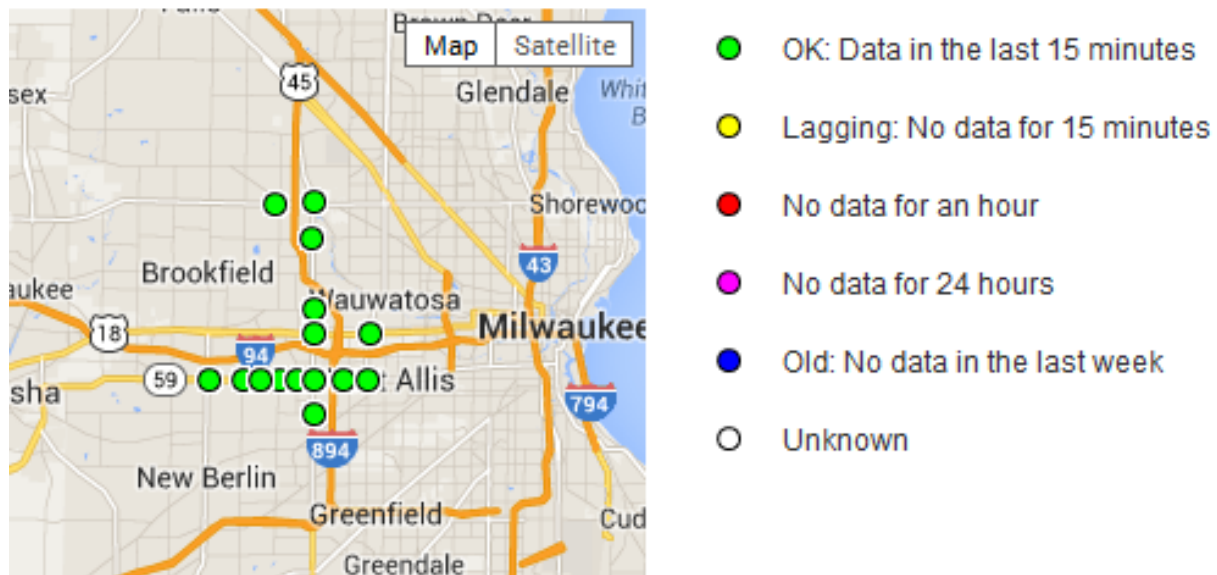
Temporary detection along the freeway is being used to provide travel time data while permanent installations have been impacted by construction. Microwave radar detectors that communicate through cell modems have been placed on wood poles in locations near the removed units to provide consistency for travel time and volume data collection. This data is being transmitted through a network of cell modems and fiber optic cables until the permanent locations can be reestablished.

Bluetooth sensors have been installed along Greenfield Avenue and along Highway 100 and are currently collecting data. Travel time runs are being conducted to confirm that the bluetooth data represents actual conditions and to establish parameters for data to be displayed with confidence. The integration of this data into the TranSuite Advanced Traffic Management Software at WisDOT's Statewide Traffic Operations Center will provide real travel time information.



DeepBlue Sensor Installation

The DeepBlue sensors detect any device emitting a Bluetooth signal as it passes by the detector. These detections are individual device MAC addresses that are immediately encrypted by the manufacturer, ensuring privacy. The encrypted detections are time stamped and sent to a server that collects the information and aggregates it along with detections from other Bluetooth sensors. Bluetooth devices that have been detected by multiple sensors are identified through the software and used to calculate the travel time between the two sensors based on the distance between them and the difference in time between the two readings. These travel times are then output to an XML data file and integrated into WisDOT's ATMS. The more matches detected by the sensors will produce a more reliable travel time. When there is a low number of detected matches or a high variability in calculated travel times, the resulting information may be considered unreliable. This could occur when traffic volumes are low during overnight hours. When the travel times are considered unreliable, they may not be displayed.



Site Status map of Zoo Project Bluetooth sensors

The first routes that will be covered by bluetooth detection are Greenfield Avenue between Moorland Road and 84th Street and Highway 100 between Lincoln Avenue and Capitol Drive. Travel time messages in this segment are planned for display on the new arterial dynamic message signs located on Greenfield Avenue near Moorland Road on the west end and near 95th Street on the east end. A second phase of installations will extend the Greenfield Avenue system beyond Barker Road and provide times that will be displayed on the hybrid dynamic message sign planned for installation near the Greenfield Avenue & Barker Road intersection. The second phase will also add to the detection on Blue Mound Road and cover this highway from Janacek Road to Glenview Avenue. Highway 100 coverage will be expanded to Beloit Road. Arterial travel times will be displayed on additional routes as signs and detectors continue to be installed.

WisDOT is investigating the format and process for sharing this information through the Wisconsin 511 traveler information system.

When integration and testing are complete, TransSuite will display travel times for multiple routes on arterial dynamic message signs and hybrid dynamic message signs to inform motorists of current travel conditions. These new installations are intended to be permanent, and will continue to provide traveler information after the Zoo Interchange reconstruction project is complete.

The President's Message

By Mike McCarthy

The 2014 year has been off to a great start with the March Section meeting and the April Traffic Engineering Workshop and Transportation Planning Forum. Thanks to all that have participated in these events and I hope to see more of you at the upcoming social and section events as well as the Midwestern District Meeting and the ITE Annual Meeting.

The March Student Night Section meeting provided the opportunity to hear from UW-Milwaukee and Marquette University student chapters about what they have accomplished over the past year and plans for future events. Thanks Eyad Ghani for being the guest speaker on the Zoo Interchange Arterial projects. Stephan Hoffman presented the winners of the Martin Bruening Award. Congratulations to Peng Li as the student award winner and the professional award winners; Andrea Bill, Rebecca Symkowski, Ghazan Khan and David Noyce.

Thanks to John Bieberitz and the entire Traffic Engineering Workshop Committee for organizing another successful conference in April. There were a variety of interesting presentations and an entertaining comedian over lunch. Over 200 engineers and planners participated in this year's event.

The new ITE SimCap chapter has launched in Wisconsin and the ITE Wisconsin section is excited to be a part of this initiative. Learn more about SimCap in this newsletter as you read through the article written by Jess Billmeyer.

Please be sure to mark your calendars for upcoming meetings. The first of two social events is June 10th as the Madison Mallards take on the Lakeshore Chinooks at Warner Park. The Western/Midwestern Joint District Annual Meeting is June 29th thru July 2nd. The next section meeting is a joint meeting with ITS Wisconsin on July 16th in Milwaukee and the second social event is July 23rd with Ping Pong at Evolution Gastro Pub in Milwaukee. I hope to see many of you all at these events.

As always, there are numerous ways to become involved with one of the many volunteer opportunities within our section. Ask any one of the board members if you wish to pursue involvement in any of our committees or other areas of need. If you have any questions or comments about the section, please contact me at mmccarthy@emcsinc.com.

Are you interested in advertising in our quarterly newsletter? Advertising is a great way to sponsor the Wisconsin Section and promote your firm/agency to hundreds of fellow Wisconsin Section members! Advertising options start at just \$50 per issue. Contact Yang Tao, Newsletter Editor, at (608) 266-4815 or ytao@cityofmadison.com for more details.

Recent Meetings and Events

Marquette/UW-Milwaukee Student Night – March 5, 2014

By Yang Tao

This year's Marquette/UW Milwaukee Student Night was held Buca di Beppo in Milwaukee on Wednesday, March 5th. It was great to see many students attend this dinner meeting. The event provided a great opportunity for students to network with professionals.

We enjoyed hearing from Matthew Cowap, the UW-Milwaukee Student Chapter President, about the student chapter activities. The Marquette University Student Chapter President Sean Dailey provided an update on the activities that they have completed so far this school year.

Stephan Hoffmann gave a brief treasurer's report. Rich Coakley announced that applications are due April 30, and that more information is available on the ITE Wisconsin Website. Eyad Ghani also made a presentation on the Zoo Interchange Reconstruction project. Eyad is the consultant project designer on Zoo interchange and Watertown Plank Interchange and also serves as the design liaison on the zoo interchange construction project. His presentation included the highlights of the Zoo Interchange – 2014 Arterial Projects.

Stephan Hoffmann, Martin Bruening Award Chairman, announced the professional award winners. The Student Award went to Peng Li for the paper titled "A Network Enhancement Model with Integrated Lane Reorganization and Traffic Control Strategies". The Professional Award went to Andrea Bill, Rebecca Szymkowski, Ghazan Khan and David Noyce for their paper titled, "Safety Evaluation of Wisconsin Roundabouts: Phase 2".



Matthew Cowap - UW Milwaukee



Sean Dailey - Marquette University



Eyad Ghani presents on the Zoo Interchange

The papers are available on the ITE Wisconsin Section web page by clicking:

<http://www.itewisconsin.org/downloads/awards/2014StudentPengLiPaper.pdf>

and

<http://www.itewisconsin.org/downloads/awards/2014ProfessionalBill.pdf> .



Peng Li accepts the 2014 Martin Bruening Student Award



Rebecca Szykowski and Andrea Bill accept the 2014 Martin Bruening Professional Award

Marcus Juanario has agreed to take over the leadership of this committee from Stephan Hoffman, and he will do so starting with the 2015 Martin Bruening Award. If anyone is interested in being part of the review committee for next year, just let Stephan or Marcus know.

The following biography is reprinted from the December 2012 edition of the "ITE Journal", and was part of the "Pioneers of Transportation" section in that issue.

Martin E. Bruening (1903 – 1994)

Martin Bruening's career in traffic engineering spanned 48 years, all with the city of Milwaukee. He began in 1924 as a junior draftsman, was promoted to Milwaukee's first traffic engineer, and retired in 1972 as Superintendent of the Bureau of Traffic Engineering and Electrical services. He took a two year drafting course at the Boys Technical High School and went to work with Allis-Chalmers Manufacturing as a draftsman in the hydraulic turbine department. He then enrolled in night courses at the University of Wisconsin, obtaining his credits in engineering and becoming registered as a Professional Engineer.



Photo of Martin Bruening
from www.ite.org

He constantly emphasized the three E's of traffic safety (Engineering, Education, and Enforcement) and the necessity of coordination of geometric design and traffic control. He particularly noted the concept of complete intersection design, integrating channelization, signalization, signs, and markings. In his words, a successful intersection design "makes the right thing to do the easy and efficient way for both drivers and pedestrians".

Bruening was an early advocate of progressive signal timing and employed many innovations in Milwaukee's traffic signal program. He would often use unusual graphic charts, hand drawn by staff under close direction, showing green bands of progressive flow to explain the impacts of unwanted traffic signals with poor spacing on a given signal system. The city's first origin and destination survey in 1946, conducted under Bruening's direction, formed the basis of the Milwaukee's early freeway system. He preached and practiced the concept of a balanced, multimodal transportation system long before it was mandated by legislation. In 1969, he was invited to testify before Congress to support such a change, including the use of the gas tax to fund mass transit.

Martin Bruening joined ITE in 1937. He was an active member of the Midwest Section before Wisconsin had enough members for a section of its own. He often led a group of staff to Chicago for the local section meetings. In 1966, he was a charter member of the newly created Wisconsin Section.



Photo of old Milwaukee
from www.retrocom.com



Pedestrian signal head from 1960s
from www.photobucket.com

Bruening was active in the International Municipal Signal Association and the National Joint Committee on Uniform Traffic Control devices and was very interested in providing traffic control devices to aid pedestrians. As a result of his work, Milwaukee equipped all of its traffic signals with early "WALK" lights in the 1960s. He was one of the early experts in traffic signal control, drafting many of the "Manual on Uniform Traffic Control Devices" provisions that were adopted in the 1960s. Bruening is an honorary member of the Institute.

The ITE Wisconsin Section Martin Bruening Award is given annually to papers about a study or design project in the field of transportation or traffic engineering in which the author(s) served as a principal participant. There are two \$400 cash awards available: one for a professional paper and one for a student paper. Papers for consideration for the 2015 Martin Bruening Award will be due next January.

Traffic Engineering Workshop & Transportation Planning Forum – April 16, 2014

By Yang Tao

The annual Traffic Engineering Workshop & Transportation Planning forum was held on April 16, 2014 with 201 registrants. This year's event included over 20 speakers on 15 topics on traffic engineering and transportation planning, with various dual-track sessions. Our opening session speakers were Dr. David Noyce, the director of the Wisconsin TOPS Lab, and Mark Morrison from WisDOT. Dr. Noyce provided an update round two of the roundabout safety evaluation study, and Mark Morrison discussed the 70 MPH speed limit implementation.

An ITE Wisconsin Section meeting was held during lunch. Our featured speaker following lunch was stand-up comedian Scott Novotny, who provided an entertaining show on Living in the Midwest.



If you want to go through the presentations again or didn't get a chance to attend the workshop, the following 14 presentations from are available on the ITE Wisconsin Section web page:

http://www.itewisconsin.org/traffic_engineering.html or click on the links below.

[Arterial Travel Times for the Zoo Interchange Reconstruction - Randy Hoyt, PE, Liz Schneider, PE, PTOE](#)

[High Speed Detection Study Results - Joanna Bush, WisDOT](#)

[Innovative Intersections in NW - Greg Helgeson, Traffic Safety Engineer](#)

[Innovative Intersections in the NE Region J-Turns - Scott Nelson, P.E](#)

[Near Westside Neighborhoods and University Avenue Corridor Transportation Study
- Yang Tao, Ph.D., P.E., Jeff H eld, P.E., PTOE](#)

[Peak Car - John Lichtenheld](#)

[Railroad Preemption - Joanna Bush, WisDOT](#)

[Recipe for Professional Excellence: 15 Years of Lessons Learned - Jeff Knudson, PE, PTOE](#)

[Roundabout Safety Evaluation Study Round Two - David A. Noyce, Ph.D., P.E.](#)

[Speed Limits in Wisconsin - Mark P. Morrison, P.E.](#)

[Standalone Signal Projects and the Impacts to Operations - David Karnes, P.E.](#)

[Strategic Highway Safety Plan Update - Rebecca Szymkowski](#)

[Yahara River Bridge Data Collection](#)

[Wisconsin's Multimodal Freight Network - Sandra K. Beaupré](#)



A special thanks goes out to the TEW Committee consisting of: Joanna Bush, Cheryl Cieslewicz, John Campbell, Doug Dembowski, Pat Hawley, Urvashi Martin, Dan McCormick, Stephanie Olsson, Laura Schroeder and John Bieberitz (Chair).

This event has consistently brought together the transportation engineering and planning industry together to discuss changes in the industry, case studies, new technologies and proven approaches to current problems.



The planning for the 2015 workshop is currently underway. **Please reserve Wednesday, April 22, 2015 for the 2015 Traffic Engineering Workshop and Transportation Planning Forum at the Country Springs Hotel in Pewaukee.**



SimCap Launches in Wisconsin – February and May 2014

By Jess Billmeyer

A new ITE SimCap chapter has launched in Wisconsin! SimCap is a traffic simulation and capacity users group, sponsored by the ITE International Traffic Engineering Council. It provides a forum for engineers, planners, and technicians to discuss traffic analysis methodologies and processes. Essentially, it's an opportunity to get together and discuss the things we love (and hate) about being traffic engineers!

SimCap was first launched in 2006 in the North Carolina section of ITE as a technical users group under the Traffic Engineering Council. The group met over meals to discuss best practices for traffic simulation and capacity analysis. Their first project was to develop a decision matrix for software selection for the North Carolina DOT. Subsequently, the founder, Matt Davis, moved to other states on the east coast and began other SimCap chapters in the states where he lived. Other sections on the east coast began starting chapters and the group caught the attention of the ITE International Traffic Engineering Council (TENC). The TENC decided to add SimCap as an official subcommittee in 2011 and is encouraging the growth in other ITE Sections. In summary, SimCap began as a grass roots user group and spread up to the ITE International level. Now, the emphasis is on supporting new start chapters and coordinating between existing chapters.



Jess Billmeyer at May 20 SimCap Meeting
in Madison

In Wisconsin, SimCap was launched at the 2013 ITE Midwestern District conference in Milwaukee. The group launched with a conversation circle of topics of interest in traffic simulation and capacity analysis. The topics were refined at a subsequent meeting in September 2013 along with a presentation by Rebecca Szymkowski on "The State of Traffic Analysis in Wisconsin". The outcome of the September 2013 meeting was to form two project groups; "Improving Synchro Model Consistency" (led by Jeff Held), and "Paramics model Calibration and Validation Techniques and Standards" (led by Rob Beuthling).

At the February 2014 meeting, John Shaw and John Campbell presented the "Madison Beltline OD Data Collection and Analysis Project". The project is the largest origin-destination (OD) data collection project combining Bluetooth and Time Lapse Aerial Photography methodologies ever. There was also an opportunity for the two project groups to break out and discuss strategy and progress.

At the May 2014 meeting, Jess Billmeyer presented "Google Car: How it Works and How We Can Help". The presentation sparked discussion on how the technology could be integrated into our infrastructure plans and what it means for the future of vehicles. The two SimCap project groups reported their progress and had an opportunity to meet together to discuss next steps. The SimCap project status is summarized in the next two paragraphs.

The Synchro Consistency Workgroup will explore specific model coding and output issues that are known to be handled in different ways by different practitioners in Wisconsin. The first issue that will be explored is Right Turns on Red (RTOR) at signalized intersections. The group's Project Objective is: *Identify how field measured right turns on red signals compare to the HCS 2010 calculated values from Synchro8 software under a variety of*

geometric and traffic conditions. Develop a proposed procedure to address instances when the HCS 2010 calculated volume differs substantially from typically observed field volumes. Currently, the workgroup is gathering research on this issue and identifying sources of field data. Volunteers will be needed soon to count RTOR vehicles and possibly gather other information from the field data. Following that, the workgroup will model various conditions and summarize the results.

The Paramics Workgroup is currently reviewing and testing the various ways to construct models. The overall goal is to develop a framework of how to represent varying field conditions consistently in Paramics models across projects throughout Wisconsin. Our first step focuses on network development. There are several topics that will be investigated by the team, generally including: network design methods, impacts of network coding, and HCM vs. Paramics analysis methods. The workgroup will utilize a two interchange segment of the Madison Beltline with existing data to test the various areas of concern. Currently, the model is in development and data is being collected. Additional tasks will develop a framework of input and adjustment of modeling parameters during calibration and validation.



The ITE SimCap group is open to anyone who wants to participate. Membership in ITE is not a requirement, although we hope the SimCap group demonstrates the benefits of being a member and encourage people to join ITE. If you are interested in being added to the committee list, or are interested in joining one, or both, of the project groups, please email Jess Billmeyer at jess.billmeyer@aecom.com.

UW-Milwaukee Students Attend Annual TRB Meeting – January 2014

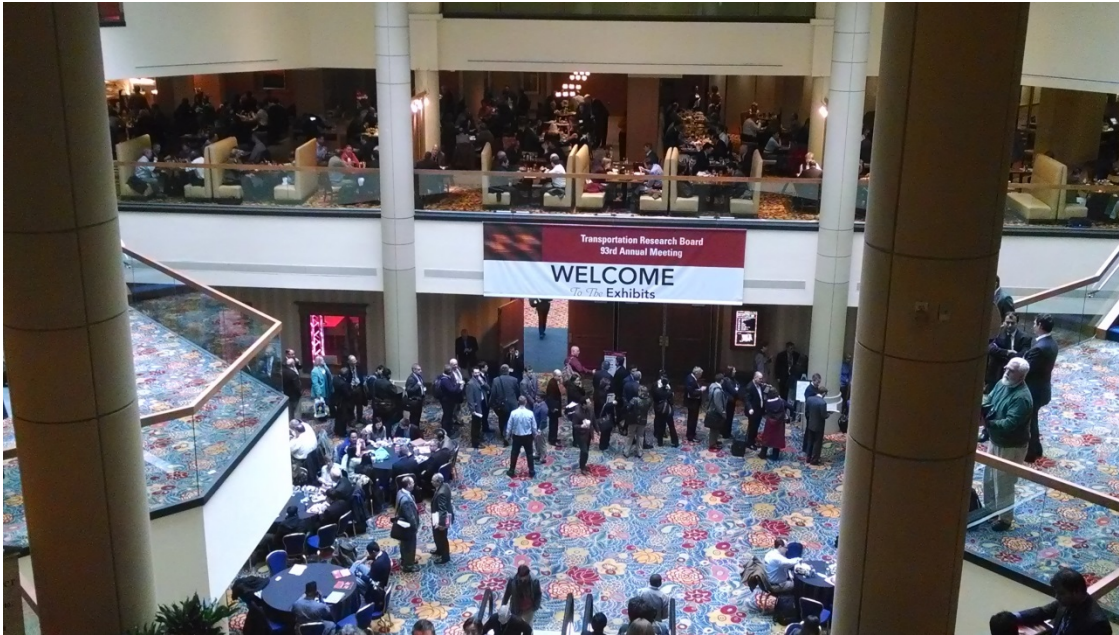
By Mark Seidl, UW Milwaukee ITE Student Chapter Secretary



The 2013-2014 school year has flown by for many students at the University of Wisconsin-Milwaukee. Thankfully our local ITE chapter has been able to meet on a regular basis and 2 of us were afforded the opportunity to attend the 93rd Annual Transportation Research Board, held January 12-16 in Washington DC. For both Brian Klipstein and I (Mark Seidl), it was our first trip to TRB and was much anticipated. We arrived Saturday in D.C. and were greeted with rather warm temperatures for that time of year (mid 50's). It was a great change of pace since we left Milwaukee in the 20's with an anticipated snow storm coming. Attending the welcoming session that night was very beneficial. Not only were we given instructions on where all the events were being held but also were able to speak with other young adults from all across the United States.

Over the course of our time in D.C. we visited numerous seminars on a variety of transportation topics. I especially enjoyed the Exhibits at the 2014 TRB. Pictured below is one of the exhibit halls we ventured in.

Seeing companies and organizations from all over the United States and being able to stop by booths and talk with their representatives was very educational.



Inside of the Marriot, one of the conference venues

Also pictured below is Brian Klipstein and myself visiting with the guys of Mandli. Mandli is a Madison based company specializing in roadway digital imaging and data collection. We saw one of their vehicles on display and were guided through how their vehicles operate.



Mark Seidl in front of the exhibit of Madison based business MANDLI



Brian Klipstein in front of the exhibit of Madison based business MANDLI

Overall, our time in Washington D.C. went by far too fast. Seminars ran throughout the day and various professional organization dinners at night. While the majority of our time was spent at TRB we were lucky enough to spend a little bit of time outside enjoying the sights of Washington D.C. It was my first time in the area and I was super excited to ride the metro and see some of our national monuments. As seen below me and Brian were able to visit a couple monuments one of our nights in town. Sadly our trip to TRB and Washington D.C. came to an end and we were airborne to Milwaukee. Once arriving we were once again greeted by 20 degrees and a nasty wind coming off the lake.



UWM Students visit Lincoln Memorial during their 2014 TRB trip to Washington D.C.

As for our University of Wisconsin – Milwaukee ITE chapter, we have been thrilled to find new officers and members this year with the hopes of building off this membership next year. Various events have been sponsored by ITE with the help of UWM's ASCE chapter. Our ITE chapter sponsored a Professional roundtable event for our members along with UWM's ASCE membership. Various professionals from both the private and public sector attended and spoke to members about their career as Civil and Transportation engineers. Valuable information was conveyed and a question and answer session was beneficial to everyone in attendance. Per usual, food and refreshments were provided by our chapter and once again this year's professional roundtable was a success. With a new school year coming faster than anyone can handle, we look forward to growing our chapter membership and introducing as many young students as possible to the opportunities that lie ahead of us all.



**Transportation Research Board
93rd Annual Meeting**

**January 12-16, 2014
Washington, D.C.**

Upcoming Social Activities

Please join us for TWO social activities this summer!

June 10, Madison and July 23 Milwaukee



Madison Mallards vs. Lakeshore Chinooks at Warner Park

Date/Time: Tuesday, June 10th, 2014 at 7:05pm

Location: Warner Park a.k.a. The Duck Pond
(2920 N. Sherman Avenue, Madison)

Price: \$15 per person (Guests are welcome)

The price of \$15 per person includes a game ticket and ballpark food, soda, water and three beers (food service begins when the gates open and ends at the completion of the 7th inning).

The sign up date is past due and the Wisconsin Section will be seated in TDS Triple Play Club Section.

To check ticket availability in the same Section, please contact Tyler Tkachuk (Tyler.tkachuk@aecom.com) or Jeff Otto (jotto@emcsinc.com)

Ping Pong at Evolution Gastro Pong

Date/Time: Wednesday, July 23rd, 2014 at 6:00pm

Location: Evolution Gastro Pong
(233 E. Chicago Street, Milwaukee)

Price: \$10 per person (Guests are welcome)

Deadline: Please RSVP by July 11th, 2014



The Wisconsin Section will be reserving a few ping pong tables on the Main Floor. For \$10, appetizers and two drink tickets will be provided.

To RSVP or if you have any questions, please contact Stacey Pierce (Stacey.Pierce@dot.wi.gov) or Allan Pacada (apacada@emcsinc.com).

The ITE board is seeking corporate sponsorships for these events. Monetary donations of \$100 are being asked to help offset the event costs. Raffle prizes will also be accepted. Please respond to Stacey Pierce by **May 27, 2014** if your employer/company is interested in sponsoring these events. All sponsors will be recognized at both social gatherings, in the Section newsletter and the yearbook.

Midwestern District Update

2014 Midwestern District Annual Meeting

June 29-July 2, 2014 – Rapid City, South Dakota

For the first time in 67 years, the Western and Midwestern Districts will host a joint Annual Meeting in Rapid City, South Dakota. Rapid City is a special place in America and if you attend you will be having dinner one night at Mt. Rushmore in the sunset. This meeting will represent 24 states providing an opportunity for a robust and diverse technical program, vendor exhibit and opportunity to network. In four days participants will have the opportunity to gain a year's worth of PDHs with 12 hours of technical sessions, hands on work sessions with the media, the latest FHWA research and other presentations. A PTOE Refresher Course is being offered on Sunday, providing 7 more PDHs. An extensive student program is offered, including engagement of students with the community. Registration is open now. Cool electronic gear will be raffled off at session breaks and if you answer the Presidential Quizzes correctly, you will be entered into raffles for things such as iPads, iPods, iWatches, Samsung Gear, Android Tablets, Bose Bluetooth speakers or other exciting products.



Dakotah

"Joining together in friendly compact"

The technical program continues to add more details with papers for the sessions being added every week. There are numerous great reasons to attend this ITE meeting. Here are five:

- 1) The most cost-effective means to get 13.5 PDHs with a wide variety of technical session offerings from over 120 presentations with all your meals included
- 2) New session formats that allow you to engage in the meeting – hands-on sessions including leadership, ethics, and engagement with state-of-the-art vendors in transportation solutions
- 3) A unique venue in Mt. Rushmore; a once in a lifetime trip
- 4) A chance to network with Western and Midwestern ITE District members in one meeting
- 5) A large vendor exhibit anchored by products that many agencies routinely procure

Make sure to reserve your hotel room too as Rapid City is a busy summer vacation destination.

Register now at:

<http://www.2014ite.com/registration.html>

Draft Technical Session Schedule is available at:

http://www.2014ite.com/uploads/2/1/3/0/21309600/draft_technical_agenda.pdf



Candidates for 2015 ITE International Vice President

**Paula F. Benway, FITE**

Associate, Transportation, Stantec Consulting, Inc., Rochester, NY USA

paulaforitevp@gmail.com

Follow me on Twitter @paula_benway, Facebook, or LinkedIn

My Vision for ITE

We are living in an era of transformation! Led by forces like technological advancement; funding policies and sustainability; economic, societal, and environmental trend. This provides us with an immense opportunity to transform alongside our industry. Our organization must be at the forefront of a positive movement, using the power of our networks to collaborate with others in creating new solutions to the challenges before us.

Visibility

We must promote and enhance ITE's role as a respected transportation authority while being an advocate for our members' needs, goals, and capabilities. Transportation professionals need an institute that helps them address the issues facing our communities. Collaborating with other organizations to address community needs and working with policymakers at all levels of government elevates our position as leaders in the industry.

Accessibility

To make ITE the premier organization, we need to be more accessible to our members. We can do this by providing platforms that expand our use of the digital technology of today and tomorrow to educate the next generation. We need to provide useful tools that allow our members to draw on realistic assessments and forecasts of cities, economies, and the environment. In addition to technical expertise, diversified professionals with strong skills in facilitation to engage the public, advocacy to influence policymakers, and collaboration to engage partners are critical to our success. We must bridge the knowledge, wisdom and experience of current and past generations to guide and propel the success of the next generation.

Affordability

We must provide cost-effective professional development opportunities such as webinars and briefings, and improve our annual meetings. Our annual meetings offer an invaluable opportunity by providing technical knowledge, workforce development, global information exchange, and networking. We must explore the use of technology to expand the reach of the meeting and make it more affordable to the majority of members who rarely have the opportunity to attend.

For more details please visit: <http://www.ite.org/>.

**Raymond E. Davis, III, P.E., PTOE, FITE**

Vice President, TrafficDuco Inc., San Francisco, CA USA

www.ite.org/Ray4ITE | Ray4ITE@gmail.com

Follow me on Twitter @ray4ite, Facebook, or LinkedIn

MAKING ITE WORK FOR YOU

I celebrate 40 years of active involvement in ITE in 2014. The return on my investment has exceeded my expectations every step of the way, for the public and for me, professionally and personally. I'm a better professional because of ITE and being a better professional made my career advancements possible. Now, I want to make sure you have the same opportunities to grow that I did, tailored to meet your needs.

We all have competing activities that make it a challenge to be active in ITE. We need to increase opportunities to

participate and access information and remove barriers to involvement. We need to make sure that ITE publications, conferences, and training are relevant to dealing with today's issues in a cost effective manner.

My vision for **Making ITE Work for you:**

- Leverage Technology and Social Media to better serve our members.
- Continued support of *LeadershipITE*.
- Expand our electronic library to enable instant access to all of our publications.
- Define out global role to identify how we can support transportation professionals worldwide, especially in Asia.

Implementing this vision will allow you to become a better professional, and that will enhance our profession as a whole.

I have been very fortunate to serve at all levels of ITE leadership (21 years at elected or appointed positions). I was co-founder and President of a Student Chapter, Section President of two sections, Western District President and a Director on the International Board. I have served on the Executive Committees of three ITE Councils and chaired the Public Sector Council as well as serving on numerous technical committees. This combined with my experience in the public sector as a City Traffic Engineer and Public Works Director and in the private sector in senior management positions has enabled me to listen and recognize the needs of our members at all levels of ITE.

My passion, experience, vision, and time available to commit to ITE will make sure that with your support I will Make ITE Work for You.

For more details please visit: <http://www.ite.org/>.



Upcoming Events

June 10 ITE Wisconsin Social: Madison Mallards vs. Lakeshore Chinooks at Warner Park
Madison, WI



June 29-July 2 Midwestern District Annual Meeting
Rapid City, SD



Dakotah
"Joining together in friendly compact"

July 16 Joint Meeting with ITS Wisconsin
Milwaukee, WI

July 23 ITE Wisconsin Social: Ping Pong at Evolution Gastro Pong
Milwaukee, WI

August 10-13 ITE 2014 Annual Meeting and Exhibit
Seattle, WA



September 10 WTS/ITE Joint Breakfast Meeting
Milwaukee, WI

Do you have some information or great ideas to share? The ITE Newsletter is an excellent medium for reaching section members. If you would like something published in the upcoming newsletter, please contact the 2014 Wisconsin Section Member Director, Yang Tao at (608) 266-4815 or ytao@cityofmadison.com.
