The President’s Message

By Dawn Krahn

As we start the new year, I am looking forward to serving as the ITE Wisconsin Section President. I have always been impressed with the section’s organization and events that provide our members with many opportunities to help strengthen and encourage our profession. This year we are planning to carry on that tradition as our section leaders have already been busy planning events ranging from technical presentations to summer socials.

Throughout my time on the section executive board, I have been privileged to serve with an outstanding group of professionals and this year is certainly no exception. In 2015, I am honored to be working with the following board members:

- Stephan Hoffmann -- Vice President
- Brian Porter – Treasurer
- Yang Tao – Secretary
- Allan Pacada – Director
- Stacey Pierce – 2nd Year Affiliate
- Ashley Vesperman – 1st Year Affiliate
- Mike McCarthy – Past President
- John Bruggeman - Administrator

I would like to recognize Rich Coakley and Jeff Roemer for their past service on the ITE Executive Board and welcome Allan Pacada and Ashley Vesperman as our new board members.

The board is busy planning for 2015! One of the first things that we will be working on this year includes:

- Updating our section website – We will be making some changes to the look and functionality of the website. Some of benefits of the website include online registration capabilities, improved member database management and the ability to host member forums.

We have already started the year with a successful section meeting on January 21. The meeting was held in Madison and we had over 65 people in attendance. Jason Lynch from WisDOT’s SE Region gave a very interesting presentation on the unique alternatives and public involvement process for IH 94 East West Study Project.
Please be sure to mark your calendars for these upcoming meetings:

- The next section meeting will be on March 4th in Milwaukee for the Marquette/UWM Student night.
- The Traffic Engineering Workshop and Transportation Planning Forum will follow on April 22nd at the Country Springs Hotel in Pewaukee. I hope to see you all at both of these events.

Please ask me or any one of the Board members if you would like to become involved in any of the many volunteer opportunities within our Wisconsin Section. If you have any questions or comments about the Section, please contact me at dawn.krahn@dot.wi.gov.

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2015 ITE Board: Ashley Vesperman, Stacey Pierce, Allan Pacada, Yang Tao, Brian Porter, Stephan Hoffmann and Dawn Krahn
(Not pictured: Mike McCarthy, John Bruggeman)

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 Allan Pacada, Newsletter Editor, at (414) 347-1607 or apacada@emcsinc.com for more details.
Feature Article

Using Multimodal Strategies to Solve Challenges: University Avenue Transportation Study
By Jeff Held, Yang Tao, David Dryer

Background

University Avenue is an important primary arterial street in the Madison area, and it supports many residential neighborhoods, businesses and institutions in the City of Madison, the Village of Shorewood Hills, and the University of Wisconsin-Madison campus. As one of the busiest non-freeway arteries in the State of Wisconsin, it carries about 55,000 vehicles on an average weekday. Although this transportation artery serves the near west side neighborhoods and the larger Madison area well for the majority of the day, it is currently operating near capacity during peak travel hours. This can potentially cause severe congestion, crashes, and delays to motorists, public transit riders, pedestrians, and bicyclists. Consequently, some drivers may use nearby residential streets in both Madison and Shorewood Hills to avoid traffic delays and other congestion related problems. The residential streets serving this cut-through traffic are not intended for this use, and this traffic can have a negative impact on quality of life for residents and has raised concerns for pedestrian and bicyclist safety.

Beyond regular regional growth, the City, University, and Village continue to grow and generate additional traffic, and have active and pending major redevelopment projects which require community and intergovernmental review and input. At the same time, due to unique geographic limitations of the Madison area, there are no feasible alternative routes. It is becoming more challenging to accommodate the continued growth and maintain residential neighborhoods while providing for all modes of travel including pedestrian, bicycle and transit. To tackle this challenge, the City of Madison (City), the Village of Shorewood Hills (Village), and the UW-Madison (UW) jointly funded a transportation study of the near west side including the University Avenue Corridor and select nearby neighborhood streets.
The purpose of the study was to:

- Evaluate the transportation impacts of proposed and future development including development opportunities within existing neighborhoods;
- Identify pros and cons of potential solutions and solicit and organize feedback from area stakeholders;
- Develop a set of stakeholder-integrated transportation strategies and projects;
- Enable informed decision-making related to further growth and land use applications in the study area; and
- Develop an implementation plan based on study recommendations.

Strand Associates, Inc was selected as the transportation consultant for the project. The project was divided into three phases: investigate needs, base and future conditions; identify solutions and perform improvement analysis; and develop implementation plan and generate final reports.

**Guiding Theme and Primary Goals**

Based on team discussions, an online survey, and outreach to local officials and residents, the following Guiding Theme was developed for the study corridor and area:

*Considering the high physical and environmental impacts and total project costs associated with significant motor vehicle capacity expansion (an eight-lane corridor or grade separations), primarily seek options to reduce demand for peak-hour single occupant motor vehicle (SOMV) travel and/or improve conditions for alternate modes without a severe detriment to car and bus travel.*

The recommendations were then tested against three Primary Goals that were developed out of the Guiding Theme:

1. *Provide exclusive and/or prioritized transit that moves high volumes of people within this portion of the University Avenue transportation corridor.*
2. *Improve access (options for both ingress and egress) to the west UW campus and Veterans Affairs (VA) medical complex areas.*
3. *Improve the connectivity and comfort level of bike and pedestrian travel in the study area.*
Recommendations and Possible Next Steps
The Guiding Theme and the three Primary Goals were considered when developing the list of recommendations. The study recommendations on the whole are intended to align with the Guiding Theme. Each recommendation is also anticipated to advance at least one of the Primary Goals. Nearly 50 recommendations were included in the final report, and they ranged from modest changes such as staggering start and stop times for major employers or enhancing painted crosswalk markings to significant undertakings such as reconstructing an intersection or implementing premium transit service (Rail or Bus Rapid Transit).
The study team believes the recommendations are achievable and when taken together will communicate and enhance the multimodal nature of the corridor. The primary next steps in implementing the recommendations include the following:

1. Continue to advocate for a Regional Transportation Authority (RTA) with state lawmakers to advance enhanced (preferably exclusive right of way) transit serving the Study Corridor.
2. Consider investigating the creation of an Intergovernmental Commission if RTA legislation is unlikely in the Nearer Term.
3. Implement a means to incentivize participation in regional Travel Demand Management solutions.
4. Considering the importance of efficient travel in the Study Area, make improvements to east-west and north-south bicycle connections a high priority when selecting which future projects areawide should be implemented.
5. Continue to require improvements that balance bicycle, pedestrian, transit, and motor vehicle needs as part of the development/redevelopment review and approval process.
6. Implement the access modifications proposed in the report (partial signals) and do not allow new full-access signals along the Study Corridor.

The final study document was officially accepted by the Shorewood Hills Village Board; Madison Pedestrian, Bicycle, and Motor Vehicle Commission; Madison Long-Range Transportation Planning Committee; Madison Board of Public Works; and Madison Common Council.
Recent Meetings and Events

Annual Section Meeting – December 3, 2014
By Jeff Roemer

This year’s annual meeting was held at the Delafield Brewhaus with approximately 40 ITE members in attendance. Shawn Leight, the ITE International Director presented on behalf of ITE. The annual election results were announced and new officer inductions occurred with Ken Voigt swearing in the new officers. Also a number of awards were presented, such as the Harvey Shebesta Award, Young Professionals Award and the Distinguished Service Award:

- Sean Kozlowski received the Harvey Shebesta Award. Sean is a student at Marquette University and is currently the president of the student chapter of ITE at Marquette. He has already worked on a wide-variety of Transportation-related projects through his co-op experience at Jacobs Engineering. These projects ranged from highway design to ITS applications to work-zone traffic mitigation.

The $1,500 Harvey Shebesta Scholarship Award is presented annually by the Wisconsin Section of ITE to encourage students to consider Transportation Engineering in their studies and career aspirations, and to provide partial financial support to students who have demonstrated an interest and are likely to work in the transportation field. Applicants were evaluated on the basis of past academic performance, education plans, career goals, activities and record of leadership.
• **Alicia Dougherty** received the **Young Professionals Award**. Alicia Dougherty is a traffic engineer in HNTB’s Milwaukee office where she is active with traffic operational and impact analysis, freeway and local road reconstruction traffic mitigation services, development of Transportation Management Plans, traffic signal timing plans, traffic signal design. She received her bachelor’s degree from Marquette University. She has served as a Director, Secretary and Treasurer for the ITE Wisconsin Section. Outside of work, she served as an Engineering Mentor for the Future City Competition presented by STEM Forward.

Alicia was selected as the 2014 ITE Young Professional Award winner for her essay on Transportation Funding in Wisconsin which looked at the advantages and disadvantages of tolled facilities and mileage-based user fees.

The Young Professionals Award recognizes the achievements of transportation professionals who are under the age of 35. Each prospective applicant must be actively involved in transportation engineering and draft a short essay on the challenges facing the industry.

• **Gary Rylander** received the **Distinguished Service Award**. Gary holds a B.S. and M.S. in Civil and Environmental Engineering from the University of Wisconsin-Madison. Currently Gary is Senior Vice President and Principal Traffic/ITS Engineer at TranSmart Technologies.

Gary has 38 years of professional experience in both the public and private sectors with both large and small projects involving ITS planning, design, operations, maintenance and management, and traffic and transportation engineering and planning. Gary also serves as a Professor of Practice (Adjunct Professor) in Civil and Environmental Engineering at the University of Wisconsin-Madison, where he teaches courses in the transportation engineering program upon request. He also is an Adjunct Professor for the Northwestern University Center for Public Safety, where he teaches continuing education courses in transportation engineering.

Congratulations Gary! The Wisconsin ITE Section thanks you for your support and contributions to the transportation community.
Special recognition was given to 2014 Past President, Rich Coakley, in appreciation of his work the past 5 years on the ITE Wisconsin Section Executive Board. Rich was also given a gift in appreciation for the time he volunteered this past year serving as the Chairman for both the Distinguished Service Award and Young Professional Award for 2014. Thank you Rich for your years of dedicated service!

Recognition was also given to the various committee chairs for 2014.
First Wisconsin’s Professional Traffic Bowl Held at Annual Dinner
By John Davis

The Traffic Sharks, the Flashing Yellow Arrows, Road Warriors, the Traffic Jam, and the Orange Paint were the teams that participated in the first Wisconsin Professional Traffic Bowl as a part of the Section’s Annual Dinner program. Thirty members participated in the competition of traffic/transportation knowledge and trivia. Jeff Roemer, section 2nd year affiliate director, commented that he was even able to answer some questions correctly!

The categories for this year’s event were:

- “ITE International” – ITE International facts
- “Master Plan” – Transportation planning clues
- “At any Rate” – Common rates used in our industry
- “Signs Only” – Signs from the MUTCD
- “TV/Movie Cars” – Clues about cars seen in TV shows and movies
- “ON ITE Wisconsin” – Wisconsin ITE facts

The final clue’s topic was “Simulating”, and featured a micro-simulation clue. Every clue was answered correctly by one of the five teams including the final clue!

The winning team was Orange Paint with a final score of 2700 and answering the final clue correctly! The members of Orange Paint were: Hannah Silbers, UW student; Alex Motl, Ayres Associates; Marty Hanson, Ayres Associates; Erin Schoon, WisDOT; Tristan Hickman, Ayres Associates; and Brian Porter, WisDOT.

Judges were: Mike McCarthy, EMCS; Rebecca Szymkowski, WisDOT; and Rich Coakley, Ch2M Hill. Allan Pacada, EMCS was the scorekeeper, and John Davis, Ayres Associates organized the game and served as moderator. Everyone had a wonderful time and enjoyed the evening!
Section Lunch Meeting – January 21, 2015
By Allan Pacada

The first section meeting of 2015 - Public Service Appreciation Luncheon - was held at Bunky’s Café on the upper east side of Madison to recognize those professionals who have served in the public sector.

The registration started at 11:30, followed by networking and social time prior to lunch. The 2015 Wisconsin Section officers gave a brief membership report and a treasurer’s report.

Jason Lynch, WisDOT Project Manager, spoke on highlights of WisDOT’s I-94 East-West Corridor in Milwaukee County. He began his presentation by providing an overview of the project, which covers approximately 3.5 miles of I-94 between 70th Street and 16th Street and includes the Miller Park Way interchange and five service interchanges (70th Street/68th Street, Hawley Road, Mitchell Boulevard, 35th Street and 26th Street/St. Paul Avenue). The corridor is an important link between the Marquette Interchange and the Zoo interchange and is a critical commuter route for many of the local residents and employees who work in Milwaukee County. Some of the major historic properties along the corridor between Hawley Road and Miller Parkway include the following: Calgary Cemetery and the Story Hill Residential Historic Districts on the north side of I-94; the National Home for Disabled Volunteer Soldiers Historic District on the south side of I-94.
He discussed the alternatives being considered for a detailed study in each of the major segments of the project. The West segment (between 70th Street and Stadium Interchange) would entail the following alternatives: At-grade alternative, which would add a 4th lane in each direction, with either no Hawley Road interchange or a half-interchange at Hawley Road and narrow lanes and shoulders through the cemetery area or Double-Deck alternative, which would add a 4th lane in each direction with Hawley Road Interchange and double deck (all up or partially down) through the cemetery area. The East segment (between Stadium interchange to 16th Street) would entail the following alternatives: 1) On-alignment alternative, would add a 4th lane in each direction with a modified single-point interchange at the Stadium Interchange and remaining nearly on-alignment east of 32nd Street; or 2) Off-alignment alternative, would add a 4th lane in each direction with a modified single-point interchange at the Stadium Interchange and an off-alignment segment east of 32nd Street.

Public hearings for the I-94 East-West Corridor Project were recently conducted this past December 2014, with written testimony sent to Jason Lynch. A preferred alternative will be selected and announced later this year. Construction is projected to start in 2019.

Thank you to Jason for a very interesting presentation!

Prior to the start of Jason Lynch’s presentation, Yang Tao presented the ITE Lifetime Achievement Award to Bill Bremer of FHWA. Congratulations Bill on this great accomplishment!
Future City Competition – January 24, 2015
By Jeremy Iwen

The 2015 Wisconsin Regional Future City Competition was held on January 24 at the MSOE Kern Center in Milwaukee. The Future City Competition is a national, project-based learning experience where students in 6th, 7th and 8th grade imagine, design, and build cities of the future. One goal of the competition is to encourage and strengthen the competitors’ knowledge of Science, Technology, Engineering and Mathematics, or STEM. A total of 54 teams competed in the Wisconsin Regional. The overall winner was “Yasai-Shi” from St. Alphonsus in Greendale. Yasai-Shi will now compete against the 38 other regional winners in the Future City National Finals taking place in Washington, D.C. from February 14-18.

The ITE Wisconsin Section sponsored the “Best Transportation System” award as part of the competition. The criterion for the judging includes creativity, feasibility, aesthetics, mass transit options, connectivity, non-motorized facilities, technology and environmental impact. This year’s award was given to “Nui Lani” from St. Alphonsus. We had four judges representing ITE, and by coincidence all four Wisconsin universities with ITE student chapters were represented: Tim Anheuser (Marquette), Jeremy Iwen (UW-Platteville), Andrew Roemer (UW-Milwaukee) and Jeff Roemer (UW-Madison). Quite a few teams put a lot of thought and research into how people and goods would move about their city. Jeff Roemer said of the competitors, “I was amazed and impressed by the quality of work, thought and communication from the teams that we interviewed.”

We look forward to judging in 2016 and hope you can join us.
Upcoming Awards

ITE Ken Voigt Young Members Annual Meeting Award

Deadline: April 30, 2015

The Young Members Award, sponsored by and funded by the ITE Wisconsin Section, recognizes achievement in transportation by younger transportation professionals who are members of ITE. The award will be given annually for a paper reporting on transportation activities; the paper does not have to report upon a total project, but can cover the portion of the project for which the writer was responsible.

ELIGIBILITY:

- Any member of ITE who has not reached his/her 35th birthday by June 1 is eligible to apply for the award.

SUBMITTAL PROCEDURE:

- Paper can be between 5-20 pages (no longer than 20 pages), double-spaced which includes a one page abstract, written by the applicant. The submission shall also include a statement indicating the candidate’s relationship to the study or project in terms of design, conduct of work, analysis of data and authorship of the paper itself.
- Paper can be part of a larger project or as a stand-alone project. Some examples of projects that can be submitted include, but are not limited to:
  - Traffic Signal Design
  - Traffic Impact Analysis (TIAs)
  - Transportation Management Plans (TMPs)
  - Statewide analysis/study
  - Transportation Planning
  - Traffic Operational Analysis
  - Safety Assessments
  - Transit/Multimodal Studies
- Each submittal must have a cover letter from the firm's representative to the evaluation committee, in which the representative approves the submission of the paper for entry into the awards competition. The letter must also include the person’s role in the project, including main responsibility in writing what is submitted in the application.
- Please send submission electronically (in Adobe Acrobat®) no later than 5:00 p.m. on April 30, 2015 to:
  
  Rich Coakley at richard.coakley@ch2m.com
  
  Subject Line: ITE Young Members Annual Meeting Award

EVALUATION CRITERIA:

- Originality – 40%
  
  Originality is evaluated based on the uniqueness of the project and also concepts that are innovative and/or relatively new to Wisconsin.
- Readability – 30%
  
  Readability is evaluated on how well the paper is written, which includes format, clarity, and project description. The paper should flow well, without exceeding the 20 page maximum limit.
- Applicability – 30%
Applicability is evaluated based on how realistic the project/concept is implementable in a real world situation.

AWARD:
- Recognition at an ITE Section Meeting
- Plaque
- 2015 ITE Annual Meeting Registration (Early Registration Member Cost) and up to $1,000 travel reimbursement to attend ITE Annual Meeting

Questions regarding the Young Members Annual Meeting Award may be directed to:
Rich Coakley
E-mail: richard.coakley@ch2m.com
Phone: 414.847.0423

Midwestern District Update

2015 Midwestern District Annual Meeting
June 29-July 1, 2015 – Branson, Missouri

Branson, Missouri, nestled in the lakeside beauty of the Ozark Mountains, is America’s affordable, wholesome family entertainment capital that emphasizes fun, comfort and the feeling of being right at home. Featuring an array of live theaters and attraction venues and active recreational pursuits, the community embodies essential American values such as patriotism, faith, courage and generosity of spirit in a warm inviting atmosphere that is truly genuine and heartfelt.

Conference website:
http://www.branson2015mwite.com/

Call for Abstracts:

Draft Technical Session Schedule is available at:
## 2013-2014 Wisconsin Section Budget

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Upcoming Events

March 4       Marquette/UW-Milwaukee Student Night and Martin Bruening Award
              Marquette University, Milwaukee, WI

April 22      Lunch Meeting – TEW/TPF,
              Pewaukee, WI

April 22      Traffic Engineering Workshop / Transportation Planning Forum
              Country Springs Hotel, Pewaukee

May 13        Fox Valley Dinner Meeting

June 29-July 1 Midwestern District Annual Meeting
                 Branson, MO

July 15       Joint Meeting with ITS Wisconsin

August 2-5    ITE 2015 Annual Meeting and Exhibit
              Hollywood, FL

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 2015 Wisconsin Section Member Director, Allan Pacada at (414) 347-1607 or apacada@emcsinc.com