Feature Article
2017 ITE Midwestern District Annual Conference – June 18th through June 20th, 2017

This year the Wisconsin Section of ITE is the host for the 2017 ITE Midwestern District Annual Conference (2017 MWITE). It will be held in Madison from June 18th through June 20th at the Concourse Hotel downtown on the Capitol Loop. This meeting represents 11 states, providing an opportunity for attendees to network with a diverse group of transportation professionals and to experience a robust technical program focusing on the latest trends in transportation.

The Local Arrangements Committee (LAC) has been hard at work since early 2016 to deliver an outstanding technical program combined with a variety of fun and educational social activities that showcase Madison for attendees and visitors.

Technical Program Complete
The 2017 MWITE technical program kicks off with several Sunday workshops and technical tours. Sunday will feature a PTOE refresher course, a workshop discussing queue calculations in Work Zones, a guided tour of bicycle infrastructure using Madison’s BCycle bike sharing service (also available on Monday), and a student design competition.

The opening general session on Monday will begin with a welcome from Madison mayor Paul Soglin, the LAC, and will feature the candidates for ITE International Vice President. The keynote address will feature an update on the Smart City Challenge won by the City of Columbus, OH in early 2016. Columbus competed with 77 cities nationwide and was awarded a $50 Million grant from the U.S. Department of Transportation and Vulcan, Inc. Brandi Braun, the Assistant Director of the Columbus Department of Public Service, will update attendees on the status of the Smart Columbus efforts that seek to: improve people’s quality of life; drive growth in the economy; provide better access to jobs and ladders of
opportunity; become a world-class logistics leader; and foster sustainability. The City of Madison also competed in the Smart City Challenge, and continues working on the initiatives developed during the pursuit. Yang Tao, Assistant City Traffic Engineer, will update the audience on Madison’s efforts as well.

Monday’s program will continue with two sets of breakout sessions each featuring four tracks. A wide variety of topics will be represented including alternate modes, safety, innovative applications, big data, managed lanes, soft skills, ethical behavior, and more. There will be a member poster session in the foyer near the breakout session rooms. Monday afternoon will feature the Collegiate Traffic Bowl with eight schools represented. The winner will compete in the Grand Championship Traffic Bowl at the ITE International Meeting and Exhibit in Toronto, Canada at the end of July.

The technical program continues on Tuesday with three more sets of breakout sessions. During lunch on Tuesday, City of Madison Lead Traffic Engineer David Dryer will discuss Madison’s Journey to Platinum Bike Status and the Path to Diamond. The City of Madison is one of only five communities with a Platinum bike rating from the League of American Bicyclists. A student poster session will be held in the Foyer near the breakout session rooms. Tuesday afternoon also features a technical workshop on ethical rationales as well, fulfilling the two-hour professional development hour requirement many states have in place.

Vendors
The vendor spaces are filling up fast. There are currently more than a dozen vendors planning to attend the conference covering a wide range of services. Communications, data management, data collection, traffic modeling, and more are represented. Be sure to stop by and chat with vendor staff to learn about the latest trends and innovations in our industry.

Social Activities
The LAC has planned a number of fun social activities, some of which are free with registration, and many of which are uniquely Madison. Much of the conference activities have been set up to be walkable from the Concourse Hotel, noted in the summary below. We hope to see many of our section members at these fun events.

- Sunday, June 18
  - ITE Golf Outing at Yahara Hills golf course (bus transportation and lunch provided)
  - Get Acquainted Reception at the Madison Children’s Museum on the Capitol Square (walkable)
  - Madison MiteY Race covering State Street, the Capitol Square, and Monona Terrace (walkable)
Monday, June 19

- LeadershipITE Happy Hour (on site at the Concourse Hotel)
- Hop Head Brewery Tour (bus transportation and dinner provided)
- Betty Lou Cruise on Lake Monona (walkable, dinner provided)
- Student Pizza Party at Ian’s Pizza (walkable, dinner provided)
- Terrace After Dark - Music and Film Series on the Memorial Union Terrace: Rogue One, a Star Wars Story (walkable)

Got Stick? Outshoot Slapshot Shawn

Take a shot for a chance to win a free registration to attend the 2017 Annual Meeting in Toronto! At Section meetings leading up to 2017 MWITE and at the District Conference itself, individuals will have an opportunity to outshoot “Slapshot” Shawn Leight, our current ITE International President! Individuals who want to try to score on “Slapshot” Shawn again, can do so for a contribution of $5 for each additional 30-second shooting period, with the proceeds going to the MWITE District Student Activities Fund.

Each individual will have 30 seconds to score as many goals as they can from a distance of 3 feet or more from the goal. The competition will feature a cut out goalie, net and frame as pictured along with a hockey stick and “no bounce” ball to shoot at the goal.

The individual with the greatest number of goals in the Midwestern District will have their name entered into a drawing along with competition winners from the other ITE Districts. The winner of the drawing will receive a free registration to attend the 2017 International ITE Annual Meeting in Toronto.

The drawing will be held after June 23, 2017. In the event the individual who wins the drawing has already paid for a registration, ITE would reimburse them. This registration can only be used for Toronto and is not transferrable.
Support the WI Section and Attend the 2017 MWITE Conference!

We hope you will join us in Madison to take advantage of all the exciting things the 2017 MWITE conference has to offer. The LAC is expecting **more than 200 people** to attend a portion or all of the conference, and the diverse technical program offers learning opportunities for professionals in all aspects of transportation planning and traffic engineering. If you are unable to attend the full conference, you may register for a single day of the technical program, and/or any of the technical tours, workshops, or social events as standalone activities.

The 2017 MWITE Conference website including the full program, list of activities, and registration page can be found here:


Thank you, and see you in Madison!

- *The 2017 ITE Midwestern District Annual Conference Local Arrangements Committee*
President’s Message
By Brian Porter

Summer is almost here! Summer is short in the Midwest so schedules tend to fill up quickly. I hope you’ll block out some time to join us at some of our ITE events this summer.

- June 18-20: Midwestern ITE Conference – Madison, WI
- July 19: Joint lunch meeting with ITS Wisconsin – Milwaukee, WI
- July 30 – August 2: ITE Annual Meeting – Toronto, ON
- August 10: Summer social at Point Burger Bar and Veloce Indoor Speedway – Waukesha, WI

More than 40 students from UW-Milwaukee and Marquette University joined us for our annual student night dinner at Marquette University in March. Congratulations to Hasan Moonham and Xiao Qin for being awarded the Martin Bruening Award. Their paper was titled, “Identifying Appropriate Sample Intervals for Travel Time Studies Using Bluetooth Probe Data.” Thanks to Jason Kessler for his presentation on the new Bucks Arena Traffic Impact Analysis. Jason’s work is a great example of how our membership is continuing to fulfil ITE’s mission.

Around 200 engineers and planners joined us for the Traffic Engineering Workshop and Transportation Planning Forum held in Pewaukee in April. Several attendees visited us from the North-Central Section of ITE and I heard a lot of compliments about the workshop. A special thank you to John Bieberitz and the planning committee for organizing another great conference with relevant topics. Paul Long presented during lunch and his message on “Fundamism” was refreshingly simple; enjoy life, be optimistic, and don’t let stress get the best of you. He shared some tips for how all of us can live for today and make our work environment more enjoyable.

Seventeen people attended our annual Fox Valley dinner meeting held at Hagemeister Park in Green Bay. It was a great venue on the Fox River during Craft Beer Week. Anne Holzem spoke to us about the Unsignalized Intersection Improvement Guide which she helped author. We had a nice discussion after her presentation about the relevant information in the guide and its unique format. You can check it out at http://www.ite.org/uig/.

We’re always looking for volunteers to help us continue to improve the Section. If you or someone you know is interested in getting more involved with the ITE Wisconsin Section, please contact me or one of the board members.

Thank you for taking time out of your busy schedules to continue building relationships with your fellow ITE members throughout Wisconsin! Your time and energy help us make ITE events successful.

Brian Porter
ITE Wisconsin Section President
Recent Meetings and Awards

Marquette University and University of Wisconsin - Milwaukee Student Chapter Night and Martin Bruening Award – March 8, 2017

By Jeff Held

This year’s March Section meeting was our annual Marquette University and University of Wisconsin - Milwaukee Student Chapter night. We had excellent student attendance from both universities, as well as professional members. The meeting and dinner was held in the Marquette University Alumni Memorial Union on campus. Registration and peer networking began at 5:30 PM, with dinner served at 6:00 PM, followed by the Section meeting. As per tradition, the meeting began with a welcome from Section Board President Brian Porter who said he was always happy to be back on campus at his alma mater. Self-introductions by the nearly 80 attendees followed. Allan Pacada read the treasurer’s report and Brian read the membership report.

John Davis, Midwestern District Director, provided an update to the group. He noted that ITE is reaching out to a broader membership, beyond engineers to others in the transportation industry. John reminded the students that their first year of student membership in ITE is FREE, and that it includes a subscription to the ITE Journal, access to the website, membership in one of the councils, and more. He encouraged student to try it out and get involved and that it would pay dividends in their careers. Finally, John made sure students were aware of two upcoming opportunities to participate: activities at the 2017 ITE Midwestern District Conference in Madison in June including a student design competition, student poster sessions, and the student traffic bowl; and the 2nd annual students leadership summit at Purdue University in September.

Next on the agenda was presentation of the Martin Bruening award. Mr. Bruening worked for the City of Milwaukee for 50 years. He was an advocate for the “3Es” approach to traffic issues, which include Education, Enforcement, and Engineering. His achievements were nationally recognized and the City of Milwaukee has been consistently ranked at the top of national lists for traffic safety. This year’s winners were Hasan M. Moonam and Xiao Qin, both from UW-Milwaukee. Their winning entry is titled “Identifying Appropriate Sampling Interval for Travel Time Studies Using Bluetooth Probe Data.” Congratulations to Hasan and Xiao!

Next up was our speaker for the evening, Jason Kessler with HNTB Corporation. Jason summarized the Traffic Impact Analysis (TIA) for the Milwaukee Arena, the new home for the Milwaukee Bucks. Jason had a team of about six people. The TIA began in early 2015. The Bucks hired Populous/HNTB as part of the development team. The Milwaukee Arena replaces BMO Harris Bradley Center. Populous is the lead designer of the arena. They are a global sports architecture firm. Some of the details follow:

- 17,500 seats (18,800 currently)
- Multipurpose venue, goal is for a “live block”, Park East sites north of the Arena expected to develop
- 3 Phases
  - Phase 1 to be completed in 2018. Closes 4th street and removes the Highland parking structure.
Phase 2 to be completed in 2022. Demolishes the Bradley center, constructs two new buildings in its place.

Phase 3 to be completed in 2027. Remaining surface lots are redeveloped into buildings.

Key goals of the TIA were to assess the impacts, recommend improvements, and comply with City of Milwaukee requirements including rezoning that was needed. It followed a typical TIA format including: collect data; determine new traffic; assign the traffic to the study streets; analyze the network; develop recommendations.

Twenty intersections were counted (all at the same time). The team chose a Thursday in late April during a Bucks playoff game against the Bulls (worst-case scenario). The team counted motor vehicles and pedestrians. Four staff also observed field conditions at the same time, including parking loading and turnover, and pedestrian behavior. One observer witnessed someone triple park! Pedestrians nearly all used the crosswalks and complied with the signals.

The team balanced field counts, applied a background traffic growth rate, then completed trip generation and assignment. They generally stuck to more generic ITE codes since actual land uses are unknown. The team also needed to develop off-peak hour trip rates. The results for PM new trips: Phase 1 - 250 trips, Phase 2 - 900 trips, Phase 3 - 950 trips.

In addition to Synchro modeling that is typical for this type of TIA, VISSIM models were also developed to better model and understand vehicle and pedestrian interaction. The team coded 12 intersection in the VISSIM models. VISSIM generally confirmed recommendations developed from the Synchro models. Scenarios included pregame and postgame conditions vehicle-to-pedestrian mode shift inbound, and pedestrian-to-vehicle mode shift outbound. The team completed calibration/validation realism tests including GEH calculations and visual inspection.

Ultimately, the following recommendations were developed:

- Intersection approach modifications (striping to change cross-section)
- Add/remove protected turn signal phases
- Install stop signs, provide police presence
- Add pedestrian friendly devices
- Joint responsibility between the City and the Bucks organization

Thanks to Jason for a summary of such a unique and interesting study!
Traffic Engineering Workshop and Transportation Planning Forum – April 12, 2017
By Jeff Held

The Wisconsin Section’s annual Traffic Engineering Workshop and Transportation Planning Forum (TEW/TPF) was held on April 12, 2017 at the Country Springs Hotel in Pewaukee, WI. As always, the planning committee put together a superb technical program. The TEW/TPF opened with a welcome from Section President Brian Porter and the conference chair John Bieberitz. Mary Beth Petit and Heather Sackman followed with a presentation to the full audience about the Lakefront Gateway Project on Milwaukee’s Lake Michigan shoreline. The project includes a $34 Million improvement to Lincoln Memorial Drive serving the 3rd Ward and Summerfest grounds area while improving connections to the lakeshore. The ultimate vision includes a plaza area seeking to achieve four key goals: Connect; Activate; Celebrate; and Create.

Next up was a panel discussion on urban traffic issues moderated by Michael May. Panel participants represented transportation professionals from cities representing a cross section of population and metro area sizes including: Joseph Blakeman, City of Milwaukee; Dave Hansen, City of Breen Bay; and Dennis Ryan, City of Janesville. The group discussed neighborhood expectations, traffic calming, crash tracking, prioritizing projects, and dealing with the media.

At lunch, participants enjoyed a presentation from Paul J. Long on Fundamism. Paul explained that he defines fundamism as seeking out ways to see the positives in your every day experiences and seeking out a fun and optimistic lifestyle. He demonstrated this approach to life with examples from his own experiences, including becoming (nearly?) world famous for dressing in a cat onesie along with his friend at Kansas City Royals games. Paul urged us all to focus on the things that give us strength, and not the things that tear us down. Well done Paul!

The remainder of the technical program included two tracks with three breakout sessions each. If you missed any speakers or would like to take another look at any of the presentations, you may find them on the TEW/TPF webpage here:
Many thanks to the conference planning committee consisting of Joanna Bush, Cheryl Cieslewicz, Doug Dembowski, Alicia Dougherty, Tristan Hickman, Mike May, Laura Schroeder, and John Bieberitz (Chair).

In addition, an extra thanks for the committee’s last minute efforts in adjusting for unforeseen changes in the speaker lineup.

**Fox Valley Section Meeting – May 10, 2017**

By Jeff Held

This year’s Fox Valley Section meeting was held on May 8 in downtown Green Bay at Hagemeister Park. Brian Porter opened the meeting and thanked the group for attending. We went around the room for self-introductions. Brian read the treasurer’s report on behalf of Allan Pacada. Yang Tao reported that the section had two new members bringing the current totals to 76 Affiliates, 190 Members, for a total of 266 WI Section members.

The feature presentation was provided by Anne Holzem, PE, PTOE, with the Wisconsin Department of Transportation. The topic was the Unsignalized Intersection Improvement Guide (UIIG) she worked on. It was developed via NCHRP 03-104 with the goal of creating a comprehensive guide to unsignalized intersection treatments for all users. The goal was to create a practical, multi-modal, user-friendly resource to improve safety, mobility, and accessibility at lower volume intersections. It has been developed as a problem-solving guide.

The UIIG team was multidisciplinary including consultants, municipal and county staff, state staff, and law enforcement representatives. It is targeted at local road owning agencies that control most unsignalized intersections, and may be particularly useful to those without transportation staff. It is also a resource for state agencies, larger local agencies, consultants, etc. Early on, the team discussed whether the UIIG should be a report or a website, and the website won out. It allows for continuous revisions, user interaction, links to other resources (Google streetview), downloadable content, and other flexibility and adaptability.
There are two sections to the website. The UIIG information section contains a wealth of basic information, displayed like chapters, and provides many internal and external links. It is a good resource for non-transportation individuals. The UIIG tool kit includes applications and examples, with a focus on data and decision making. There are three tools:
- Citizen traffic service request
- Assessment and inventory form
- Online treatment selection tool

In all the UIIG identifies 75 treatments (71 engineering, 4 enforcement). It includes treatment “fact sheets”, which are downloadable PDFs. Anne helped identify actual example locations, and found them on streetview, or took photos. It became a hobby for her and her family. She proceeded with a demonstration of the website.

The UIIG is a comprehensive resource with the opportunity to benefit a wide range of practitioners. The website link is provided below:

www.ite.org/uiig

Thanks to Anne for the informative presentation and demonstration of the UIIG!
Upcoming Midwestern District Election

2017 Election of WI Section Representative for MWITE Secretary

Four sections make up the ITE Midwestern District: the Wisconsin Section (ITE WI); Illinois Section (ILITE); North Central Section (NCITE); and Missouri Valley Section (MOVITE). Each of the four sections are on an annual rotation schedule to nominate candidates to the MWITE district board. In 2016, the District membership voted to amend the MWITE bylaws to split the Secretary/Treasurer office into two separate offices, starting in 2018. The revised office rotation schedule is as follows:

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<td>ITE WI</td>
<td>NCITE</td>
<td>MOVITE</td>
<td>ILITE</td>
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For the upcoming election for the 2018 Executive Board, the Wisconsin Section is nominating the following candidates for Secretary:
- Jess Billmeyer, P.E., Verona, WI
- Rich Coakley, P.E., PTOE, Milwaukee, WI

The MWITE Board is currently accepting any additional nominations from the Wisconsin Section for the office of Secretary. Information needed to petition includes 10 signatures of eligible voters (must be MWITE District members) of which a minimum of 2 must be from each section, a letter confirming the nominee’s consent, and biographical sketches/statements.

The Illinois Section is nominating the following candidates for Treasurer:
- Chad Hammerl, P.E., PTOE, Chicago, IL
- Mike Phan, P.E., Chicago, IL

The election for each position will occur early this summer.

If you have any questions, please do not hesitate to contact Martin Gugel, MWITE Secretary-Treasurer at mgugel@springfieldmo.gov or 417-864-1020.
## Upcoming Events

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<td>Annual joint meeting with ITS Wisconsin</td>
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Do you have some information or a transportation haiku 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 2017 Wisconsin Section Member Director, Jeff Held at (608) 251-4843 or jeff.held@strand.com.
August 10, 2017 Summer Social Event

Please join us for our 15th annual social activity this summer!

Relax...Play...Race!

Date/Time: Thursday, August 10th, 2017
Stop by anytime between 5pm-8:30pm

Location: Point Burger Bar and Veloce Indoor Speedway
(W229N1400 Westwood Drive, Waukesha)

Price: FREE!! Members, non-members and guests welcome!

Deadline: Please sign up by August 7, 2017 at http://itewisconsin.org/

Details: Enjoy food, drinks and games at Point Burger Bar while cheering on colleagues at the Veloce Indoor Speedway!

The Wisconsin Section has reserved an area at Point Burger Bar Restaurant overlooking the Veloce Indoor Speedway. Appetizers and limited beer and soda will be provided. Racing at Veloce, additional food (they are known for their burgers, so stay for dinner!) and electronic games are optional at your own expense.

The event is free and open to anyone, just stop by anytime between 5pm and 8:30pm. Even though the event is free, we ask you register in advance to get a head count for food and drinks.

Contact Stacey Pierce (stacey.pierce@dot.wi.gov) with any questions.

Hope to see you there!
ITE WI Section Sponsors - THANK YOU!

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