The One ITE Task Force was created to: deliver a consistent member experience; provide effective member support and; ensure the long-term viability of ITE.

**Why is ITE looking at a One ITE now?** There are several external and internal drivers for this initiative. Externally, our industry is in the midst of the most dramatic change since the dawn of the Interstate era more than 50 years ago. The increase and changes in transportation demand, emergence of new technologies, and creation of new business models and services are all fueling this change. Growth is occurring primarily along the coasts and in metropolitan areas. Megaregions are emerging. Automated, shared, and electric vehicles are coming fast and will drive transportation, particularly in urban areas.

Internally, ITE has undergone a dramatic transformation over the last three years. With a new CEO and strong, progressive board of direction leadership, many changes have been made in the types of services being delivered, the way these services are delivered, the relationships with volunteer leadership at all levels, and the level of communication with members. The membership overwhelmingly approved Constitutional changes redefining membership and eliminating the Affiliate Member category. These changes must be propagated throughout the organization. The International Board of Direction adopted a new strategic plan designed to position ITE for the future. A significant element of this plan is a reexamination of the ITE District-Section-Chapter structure and operations to create a more consistent member experience.

**So, what is the One ITE Task Force looking at?** Currently, we have inconsistencies across ITE in terms of District size and geography, District Board structures, International Director representation, Section size and geography, Chapter operations, leadership opportunities, section affiliates and dues. We see this in the Midwestern District with the Wisconsin and Illinois Sections set up as “state sections”, NCITE as a three-state section, and MOVITE as a six-state section with nine chapters, many of which operate more as sections rather than chapters. Likewise, the Great Lakes District has state sections in Indiana, Michigan, and Ohio.

The Task Force has been looking at ways to improve the membership experience in these areas. As the Task Force looked at each District, Section or Chapter, it has been working with each board to ensure that member concerns are heard and understood so that transition plans (if needed by recommended
changes) will be developed jointly by the Task Force and the board(s) affected.

This is an ambitious effort that is needed to ensure the long-term viability of ITE. It is anticipated that this effort will take anywhere from 3 to 5 years to fully implement.

**Discussion pertaining to the Midwestern and Great Lakes ITE Districts.**

To achieve the goals of the International Board of Direction’s new definitions for Districts, Sections, and Chapters, and from observations of the megaregion concept, it was concluded there was an opportunity to examine in greater detail the idea, feasibility and implications of realigning the sections and chapters in the Great Lakes and Midwestern Districts to provide an enhanced delivery of program to the ITE membership in this area.

**Recent Events and Next Steps**

Preliminary discussions of the issues to realign the district boundaries were held in May, June, July and at the August meeting of the Midwestern District Board. The end objective of the discussion was to agree on a joint resolution between the Midwestern and Great Lakes Districts on the principles to realign of the districts. The joint resolution was signed on August 20, 2018 in Minneapolis.

This resolution calls for a full operation of the realigned Great Lakes District and Missouri Valley District to be operational by January 1, 2021. It forms transition teams to work through the details for the realignment of the districts. One team will concentrate on matters pertaining to the “new” Great Lakes District while the other team will focus on the matters of the “new” Missouri Valley District.

The elected officer structure for the “new” Great Lakes District will include six positions, so that each of the six sections – Illinois, Indiana, Michigan, North Central, Ohio and Wisconsin will be represented by an officer. These officers will be elected by a district-wide vote of the membership. Each section will also have an additional representative to the District Board selected by the respective section.

The elected officer and state director structure of the Missouri Valley Section is expected to transition to serve as the board of direction for the “new” Missouri Valley District. The officer positions will be elected district-wide and state or section directors (representatives) will be selected by each state.

The operations and structure of the sections of Illinois, Indiana, Michigan, North Central, Ohio and Wisconsin will remain largely unchanged as a result of the realignment. The boundaries of the Illinois Section will be revised near St Louis and the Quad Cities areas to include members in those areas to be members of the “new” Missouri Valley District. Some of the chapters of the Missouri Valley Section will be elevated to become sections. Discussions regarding these changes in chapter status will take place over the coming months.

Transition teams are being formed and will start their work in the coming months to develop plans and implement them over the next two years for the “new” Great Lakes District and the Missouri Valley District to fully come into existence on January 1, 2021.

The first steps of the “new” Great Lakes transition team will be to lay the foundation for the realigned districts. For the “new” Great Lakes, that will entail plans to facilitate the election of an individual from the Michigan Section to join the present Midwestern District Board starting January 1, 2020. Since the current officer rotation of the Midwestern District calls for an individual from the Missouri Valley Section to join the board in 2020, it made no sense to have that individual serve for only one year and then leave the board as well as the district. Additional first steps will be for the team to propose a rotation of sections to host the annual district conference. Afterwards, the team will tackle the other district operational items – administrative and programming.

The “new” Missouri Valley District transition team will also start to lay the foundation for the “new” district. This work will include reviewing their operation and structure so that it aligns with the new model district
charters and bylaws being developed by the ITE International Board of Direction and working with the chapters in the MOVITE Section to move them forward as either sections or chapters.

**Impacts to our Section**

What is the impact to the Wisconsin Section? The Wisconsin Section will remain as you see it today in terms of geography and governance structure. The connectivity to ITE membership services is anticipated to be enhanced. The ability to network at a regional level will be enhanced with the new relationships with ITE members in Michigan, Indiana and Ohio. There will be new opportunities to partner with ITE members in the Missouri Valley District, especially in nearby Iowa. For those desiring to serve in leadership roles of ITE, these opportunities will be increased and improved. One’s member experience is generally what you make of it as much as anything, and this initiative will allow you to expand those opportunities. All in all, the typical member’s experience will be better on balance.

Much work is yet to be done for both transition teams. If you have any suggestions for the “new” Great Lakes team, please reach out to John Davis, MWITE/GLDITE Transition Team chair at DavisJ@AyresAssociates.com.

**President’s Message**

By Yang Tao

I want to start this message with a few well deserved thank-yous. Thank you to members of various Section committees and the executive board for putting together all the wonderful events and awards that we offered to our members! Thank you to our generous sponsors this year: AECOM, Ayres, EMCS, HNTB, KL Engineering, R.A. Smith, SummitCrest and TAPCO! And thank you to our members for actively participating in our activities!

In July, we hosted a joint lunch meeting with ITS Wisconsin at WisDOT’s Traffic Management Center in Milwaukee. About 50 members from both organizations attended the meeting. The featured speaker was Mike Hoss from IBI Group. He and the team gave an interesting and informative presentation on WisDOT’s new Advanced Traffic Management System (ATMS).

The Section also joined force with ASCE and WTS in August for a social event on a cruise of the Milwaukee River. The hour and half cruise went up the Milwaukee River and a portion of the Lake Michigan Lakefront. A “boatload” of engineers shared appetizers, drinks and fun!

Along with many members from our Section, I was able to attend the 2018 Joint ITE International and Midwestern/Great Lakes Districts Annual Meeting and Exhibit in Minneapolis from August 20 to 23. The meeting offered great technical content and provided excellent opportunities for networking with other transportation professionals from all over the world. Please consider taking advantage of these opportunities in the future!

In September, the Section held a joint breakfast meeting with WTS at WisDOT’s Southeast Region office in Waukesha. Rocky Marcoux from City of Milwaukee presented on the many new developments and changes in the City of Milwaukee and emphasized the critical link between good transportation and sound development.

Congratulations to our 2018 Ken Voigt award winner: Andy Utic! The Section sponsored his travel to the Joint ITE International and Midwestern/Great Lakes Districts Annual Meeting and Exhibit in Minneapolis in August. I enjoyed my conversation with him during a bike facility technical tour that we did together. Andy is another
great example of how our membership is continuing to fulfil ITE’s mission. I encourage you to read more about his experience in an article included in this newsletter.

Please mark your calendars and visit our website (itewisconsin.org) for details on the following upcoming events:

- October 23rd – ITS Forum in Madison
- December 5th – ITE Wisconsin Annual Meeting in Johnson Creek

Thank you again for your support of the Wisconsin Section and we look forward to seeing you at our future 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 ytao@cityofmadison.com.

Yang Tao
ITE Wisconsin Section President

Recent Meetings, Events, and Awards

ITE / ITS Wisconsin Lunch Meeting – July 11, 2018
By Jeff Held

On July 11, our Wisconsin Section hosted a joint meeting with ITS Wisconsin at WisDOT’s Traffic Management Center on St. Paul Avenue in Milwaukee. Our Section Treasurer Kelly Greuel filled in as the Section’s host. She first handed things over to Ahmet Demirbilek, the current ITS Wisconsin president. He reminded the group about the upcoming ITS Wisconsin Transportation Conference that will be held in Madison on October 23, 2018. Ahmet also noted that ITS WI is accepting applications for ITS Project of the Year. They were due at the end of September. Scholarship applications were also open.

Next, Kelly asked attendees to introduce themselves before proceeding with ITE WI Section updates. Allan Pacada gave the membership report for June and early July. There is one new Member applicant. The WI Section currently includes 296 total members. Kelly gave the treasurer’s report.

Rich Coakley then summarized the Ken Voigt award results. Applicants must be 35 years old or younger. The award recognizes achievement in transportation by younger professionals who are members of ITE. Applicants write a paper reporting on a transportation project that they were involved with. Congratulations to Andy Utic, this year’s Ken Voigt Award winner. The WI Section paid for Andy’s travel and registration for the 2018 ITE International Meeting and Exhibit in Minneapolis in August. Andy graduated from UW-Madison in May 2015. He works at RA Smith where he performs traffic analysis, signal design, and VISSIM modeling. He is a member of the RA Smith Young Professionals and Adopt a Highway groups. Rich thanked the committee he chaired including Bob Bryson, Tristan Hickman, Erin Schoon, and George Schultz.
The main presentation was by Mike Hoss, from IBI Group. He is the project manager for the WisDOT update to their Advanced Traffic Management System (ATMS). Mike is a member of the data acquisition subcommittee within the Transportation Systems Management and Operations (TSMO) group of the Transportation Research Board.

ATMS is a central command and control center for transportation data and information. It includes elements such as Digital Message Signs (DMS), traffic cameras, traffic signals, and more. Newer generation ATMS systems interface with services like Google, INRIX, Waze, etc. They have evolved into a data hub. Rather than just store data, ATMS now provides recommendations to operators. They have become more interactive.

Mike provided some history for ATMS in Wisconsin. The original system began as the Clark Building Incident Management system in 1994. The first generation ATMS was implemented in 1996. In 1998 the DMS system came online. In 2001 WisDOT added a second TMC in Madison. The Marquette Interchange project resulted in significant ITS enhancements in 2005. The current STOC/TMC was completed in 2007. The 511 system was deployed 2008.

In December 2015 WisDOT issued an RFP for designing the next generation ATMS. The RFP included several innovations that are now becoming more standard in other states. First, it required a vendor sandbox - short listed firms had to provide a demo version for WisDOT operators to play around with. IBI was selected mid-2016 and proposed a phased approach including some up front effort for IBI to understand how WisDOT operators worked, what they needed, and what they wanted.

- Phase 1 deployment: Initial ATMS capabilities 2017-2018
- Phase 2 deployment: Enhanced ATMS capabilities 2018

Mike then summarized some features of the new WisDOT ATMS. It is event-driven. The system takes in data and has a rules engine to make decisions regarding DMS messages, info to WAZE, recommendations to operators, etc.

There is a consolidated user experience. The new ATMS does away with the “stove pipes”, or various components operating independent of one another. There are economies of scale WisDOT can take advantage of since IBI has systems on four continents, and five in the United States. Their broad client base will help with reacting to and using the vast amount of rapidly emerging technologies.

IBI proceeded with a live demonstration of the ATMS that was just coming online. It includes a Google Maps front end. The default view shows freeways color coded based on speeds. There is a menu bar that turns
device layers on and off such as DMS, cameras, etc. Each user can set up default view windows (such as SE Region, or the City of Madison). The goal is to decrease effort for operators.

When certain events happen, there are notifications provided. These require an operator response. They are prioritized by color. Notifications can be promoted to an “event” if there is something that needs to be actively managed. IBI provided an active event example of a lane closure on a SE Region freeway.

Thanks to Mike and his team for an interesting and informative presentation. And thanks to all of the ITS WI and ITE WI members that attended.

ITE / WTS / ASCE Social Event – August 16, 2018
By Jess Billmeyer

On August 16, our Wisconsin Section held a joint social event with WTS and ASCE on a cruise of the Milwaukee River. The hour and half cruise went up the Milwaukee River and a portion of the Lake Michigan Lakefront. A “boatload” of engineers shared appetizers, drinks and fun!
I had the opportunity to attend the ITE Annual Meeting this summer in Minneapolis as the recipient of the Ken Voigt Young Member Award. It felt especially rewarding as I got to witness Ken winning the Burton W. Marsh Award, the most prestigious award given this year. As my first annual meeting, I didn’t really know what to expect but the conference really exceeded my expectations. It was apparent it was going to be an enlightening experience based on the amount of well-established speakers and range of topics including smart communities, complete streets, and connected & automated vehicles.

The first-timers social event was a good way to meet fellow attendees from all over the country, plus district directors of the International organization. The range of attendees even included the Australia/New Zealand Section and the Korean Society of Transportation. Afterwards, we bused over to the opening reception, which was located at the Delta Sky360 Club within US Bank Stadium – home of the Minnesota Vikings. It was truly an incredible venue (even though I’m a diehard Packers fan). The club is located between the Vikings’ locker room and the sideline with a patio right behind the Vikings’ bench. After the reception, I was able to go on a private tour of the stadium to learn some of the unique features of the stadium such as its transparent roof, the snow removal system, the largest pivoting glass doors in the world, and access to the locker room. It was an unbelievable opportunity to see where the Vikings will lose games this upcoming season.

The opening plenary highlights included Jacob Frey, the Mayor of Minneapolis, and Dr. Ken Smith, the keynote speaker who is a scientist for 3M. Mayor Frey discussed his urban-mindset vision and how he is trying to work two new BRT lines into the State legislature. Additionally, he expressed his desire to change surface parking lots into better-utilized spaces for the community and mentioned Vision Zero is part of his budget this year. Ken Smith discussed the culture of 3M and how they encourage each employee to spend 15% of their time exploring their own ideas and projects. This has led to collaboration and innovation across different businesses and markets. 3M is working on numerous products to improve transportation safety, including road signs with unique IDs which are visible to both humans and machine vision systems. They also have an upcoming lane marking product with improved edge contrast for visible light cameras.
I attended numerous technical sessions that were focused on my individual interests with topics surrounding microsimulation calibration guidance, ITS techniques for developing smart communities, and meeting curbside needs for all users. I think the most-used phrase that I heard over the course of the conference was “Curbside Management” – something I hadn’t given much thought to. It really clicked for me that curb space is quickly becoming an extremely valuable asset for a municipality with many different factions competing for space, including parking, public transportation, freight vehicles, pedestrians, and the ever-increasing use of shared vehicles and TNCs. It is becoming more difficult to provide enough curb space for all the different uses, and increasing parking-specific regulatory signage is not the solution. Another thing we cannot forget as autonomous vehicles continue to be developed is that there will always be a human element to design. Humans are the end-user and infrastructure design has to account for that. Programs like the National Street Service can help foster dialogue and re-write the vision for future streets to be enjoyable and safe for all users. In addition, I explored the extensive exhibit hall to converse with vendors of innovative traffic signal equipment and representatives from traffic analysis software providers used in the industry, and also checked out some poster presentations.

One of the technical tours I went on was the Human Factors Lab at the University of Minnesota campus, which was interesting because it was a mix of engineering and psychology. They are working on a few interesting research projects, including an app that encourages safe driving for teenagers, a computerized user-friendly police report intending to improve crash data, and attempting to change the culture of drivers in St. Paul around pedestrian crosswalks via interactive signage and police presence. They also have a very advanced driving environment simulation system with driver data collection and eye tracking. Finally, we were able to see their LiDAR detector and how they can detect the reflectivity of signs and pavement markings.

One of the highlights of my trip was a technical bike tour because it was a really unique way to explore the city. The tour was led by the Bicycle & Pedestrian Coordinator for the City of Minneapolis with engineers from the City and County also riding along. Minneapolis is an incredibly progressive biking city with plenty of bike accommodations and two FHWA test pilots. We rode across two actuated flashing yellow & red beacons at marked crosswalks, which are not in the MUTCD yet. These are cheaper than HAWK signals and appeared to have good driver compliance since the flashing red beacon provides a stronger message. The other test pilot was incorporated in their downtown Washington Avenue reconstruction project, which has a grade-separated cycle track. At intersections the bikes have a designated leading signal phase, during which cars are prohibited from turning right with an electronic blank-out sign. In the next phase, potential conflicts from permissive left- and right-turning vehicles are introduced and the bike signal flashes yellow – the intention being for bikers to stay alert of their surroundings. They’ve found that this is misleading, however, since the flashing yellow indication traditionally is meant for a yielding movement.
Other plenary sessions were a more informal, guided discussion format. One included representatives of Waze, Uber, and Nice Ride Minnesota (their bike share system). Topics were surrounded on how these private companies are changing how we look at transportation and how they interact with public agencies. The closing plenary session speaker was Chris Hart, the founder of Hart Solutions, who gave insight to the future of autonomous vehicles. His background was in aviation so he discussed how we can learn from the mistakes of automation in the aviation industry, but also highlighted the challenges with autonomous vehicle safety, namely the conundrum of the AV needing proper testing before being incorporated with the public roadway but the only proper testing is driving on said roadway. There are many more complex scenarios and interactions seen on the roadway than found up in the air.

Complementing the technical sessions, the annual collegiate Grand Championship Traffic Bowl did not disappoint! Nine universities competed to the final round composed of the University of South Florida, Penn State University, and Texas A&M University. It was an exciting final round with all teams still in it going into Final Jeopardy. In the end, South Florida came out on top to win their first Traffic Bowl Grand Championship. It was quite amazing to see the knowledge and dedication these college students showed. For the final night there was a reception at Brit’s Pub, a British-themed bar with an established lawn bowling league. It was fun to take over the bar for a couple hours and spend one more night in Minneapolis.

I want to thank my employer, raSmith, for being so encouraging in involvement with professional organizations. Being a younger person in the industry, I’d just like to mention how awesome it is to be surrounded by so many talented and knowledgeable professionals and how grateful I am that ITE Wisconsin can be a medium to learn so much useful information and meet new people. I would definitely recommend attending the ITE International Annual Meeting as it really was a multi-dimensional experience with many valuable takeaways.

ITE / WTS Breakfast Meeting - September 12, 2018
By Jess Billmeyer

On September 12th, the Wisconsin Section hosted a joint meeting with WTS (Womens Transportation Seminar) at WisDOT’s Southeast Region office in Waukesha, WI. WTS hosted the meeting this year. For ITE, Allan Pacada announced the upcoming meetings and gave a membership report.

The featured speaker for the meeting was Rocky Marcoux from the City of Milwaukee. Rocky works in the City’s department of City Development. Rocky is an enthusiastic speaker and outlined the many new developments and changes in the City of Milwaukee. He emphasized the links between good transportation and good development. He was very complimentary of the transportation engineers working in and with the City, particularly the Wisconsin Department of Transportation.

First, Rocky discussed the new developments occurring on the Lakefront. The Milwaukee Lakefront has many beautiful buildings, like the calatrava, but the transportation connections were very poor from the interstate. He shared that the area is always evolving. The Summerfest grounds were a military missile site at one time. Rather than sell it for development, the City made the area into the very successful park and event venue that
it is today. He discussed how the WisDOT Lakefront gateway project is changing the area again and making it much more attractive for development. The improved transportation connections make the area more accessible for more people and several new projects are occurring in the area. He estimated over $5 billion in value had been made available by the transportation project.

He also discussed the removal of the Park East Freeway, where the City removed an old freeway and turned it into an arterial and park. New development has been spurred by creating a new place, including the new Milwaukee Bucks arena.

Rocky discussed the diversity of the projects involved. Some of the building projects were worked on by under or unemployed workers, giving them job skills to apply to other projects. The WisDOT Lakefront Gateway project was led primarily by female leaders. In the Carver Park development, the developer provided housing for 3 income levels, but provided the same quality of workmanship in all of the levels. He believes that if you give people a place to respect, they will respect and care for it. The City is actively working with African American and women developers to help them be successful.

The City is opening a new Streetcar system soon. Riders will be able to use the Streetcar for free for the first year. The plan also incorporates other modes, such as bikeshare.

WisDOT has been a great partner for the City of Milwaukee. Rocky believes development needs good transportation linkages. Transportation becomes the lifeblood of a city. Correctly done, transportation can be huge economic driver.

Thank you to Rocky for an energetic and entertaining presentation! Also, thank you WTS for hosting the event!
Transportation Funnies

It feels weird to look at car crash statistics and wonder whether we'll all be able to stop driving before I'm involved in a fatal crash.

Source: [https://xkcd.com/1985/](https://xkcd.com/1985/) <Don't click the link, you'll spend an hour reading comics>
Upcoming Events

October 23, 2018  ITS Forum, Madison, WI
December 5, 2018  ITE Wisconsin Annual Meeting, Johnson Creek, WI
January, 2019  ITE Wisconsin Public Service Appreciation Meeting
January 13-17, 2019  TRB Annual Meeting, Washington, DC
March 5-6, 2019  ACEC / WisDOT Transportation Improvement Conference
March, 2019  ITE Wisconsin UWM / Marquette Student Night
April 9, 2019  ITE Traffic Engineering Workshop and Transportation Planning Forum
May, 2019  ITE Wisconsin Fox Valley / Green Bay Section Meeting
June 19-21, 2019  ITE Midwestern District Meeting, St Louis, MO

July, 2019  Joint ITE / ITS Wisconsin Meeting
July 21-24, 2019  ITE Annual Meeting, Austin TX

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 2018 Wisconsin Section Member Director, Jess Billmeyer at (608) 828-8157 or jess.billmeyer@aecom.com.
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