Feature Article

Future City Competition
By Alexandria Motl

The 2019 – 2020 Future City Regional Competition will take place on January 18, 2020 at MSOE. This year’s theme is “Clean Water: Tap into Tomorrow.” STEM Forward organizes the regional competition, which is part of the National competition run by Discover-E.

The focus of the competition starts by asking middle school students a simple question: how can we make the world a better place? Over the course of the fall semester, students imagine, research, design and build a city in the future that has developed a solution for a citywide sustainability issue. This year’s theme focuses on managing a city’s water system: storage and distribution, contamination and treatment, and supply concerns. I’ve had the opportunity to mentor 7th grade students at Longfellow Middle School for the last several years, and I’m always amazed at the ideas the students come up with. This year, students have created more efficient desalinization methods, atmospheric water generators and water towers, water molecule deconstruction treatments, and bionic trees that absorb, store, and treat water.

Some examples of themes from previous years include waste management, public spaces, and clean energy, and the solutions were just as creative! Students follow the design process to develop their solutions, and milestones include building a SIM City network to better understand city planning, researching the topic, writing individual and group essays, creating a model plan, building a scale model using recycled materials, and giving a presentation.

Many schools in the area have students work in teams throughout the semester and the top teams are entered into the Regional Competition organized by STEM Forward. The team that wins the regional competition competes in the National Competition in Washington DC. Multiple opportunities to get involved are available for industry professionals: judges are needed to review the SIM City models and essays, as well as judge the models and presentations. Additionally, mentoring the students throughout the semester is a great way to interact with the students and see their enthusiasm, while guiding them and providing real-world feedback and insights. The regional competition is also open to the public – visitors and children are welcome to come see the models, talk to the students and listen to presentations.
President’s Message
By Allan Pacada

Happy Holidays, everyone! I am in disbelief that it’s already 2020! 2019 has quickly passed us by, but we had a wonderful year full of great events for our section. A special thanks goes to our Executive Board and all of our Section Committees, who have made our section a success. I have much appreciation for our Past President Yang Tao and our two Affiliate Directors, Joyce Murphy and Diego Silva, for their dedicated service as their elected terms come to an end. Congratulations to Brian Scharles for being elected as the Member Director and I welcome him to our 2020 Executive Board! I also want to wish our incoming president Kelly Trac all the best in the year ahead as she leads our Section into the next decade! Finally, a sincere thank you to our members for volunteering or participating in our meetings and events in the past year!

In October, student members from UW-Platteville and UW-Madison and professional members gathered at Vintage Brewing Co. in Madison. The Student Chapters gave updates on their activities over the past year. It was great to hear how active their respective chapters are and to see their passion and dedication to the transportation profession! Former WI Section president, Yang Tao from the City of Madison, gave a rousing presentation on Smart Community, Smart Mobility. We also held our annual meeting in Delafield earlier this month. The board election results were announced, and the 2020 Section Executive Board was sworn in by the former ITE President, Rebecca Szymkowski. We presented awards including the Distinguished Service Award, Harvey Shebesta Award and the Young Professional Award. Certificates of appreciation were also given to our Committee chairs for their contribution to the Section. Finally, the evening was capped off with a highly competitive round of the Traffic Bowl competition hosted by Jeff Held. I hope that you all can attend this same meeting next December as it offers a great time to reconnect with our fellow members, reflect back on the past year, and look forward to the new year!

I am pleased with how 2019 turned out. The Executive Board continued work on tax exempt status for the Section, continued to develop the Drive Smart program to educate young drivers on safe driving habits and made strides to continue transitioning as part of the OneITE Initiative. We had great attendance at our section meetings and April workshop. We also want to congratulate the following members and organizations for their outstanding achievements in 2019:

- John Davis: ITE Midwestern District 2019 Distinguished Member
- WisDOT (Zoo Interchange Core and Adjacent Arterials Project): ITE International & Midwestern District 2019 Transportation Achievement Awards for Design

I hope that you will continue to stay involved with the section as we move forward to 2020! Please remember to renew your international membership if you have not already done so. Above all, I hope you continue to attend our events and become more involved when you can!

Our next Section meeting will be on January 22nd in Madison. This will be our annual public service appreciation luncheon.

Thank you for the opportunity to serve you and ITE!

Allan Pacada
ITE Wisconsin Section President
Recent Meetings, Events, and Awards

ITE Wisconsin: UW & UW-Platteville Student Night – October 28, 2019
By Andre Ost

On October 28th, the ITE Wisconsin Section hosted the annual UW-Platteville / UW-Madison Student Night meeting at Vintage Brewing Co. in Madison. Allan Pacada hosted the meeting and thanked everyone for coming. The group then had the customary self-introductions.

Fred Song provided an update on what the ITE UW-Madison Student Chapter has been involved in over the past year. The ITE UW-Madison Student Chapter consists of 25 students and Dr. David Noyce is the facility advisor. They attend many events including; AAA forum on Impact of Vehicle Technologies on Users, TRB in Washington DC, World of Mobility Forum hosted by UW-Madison, ASCE ICTS Conference in Alexandria, Virginia, Mid-Continent Transportation Research Symposium in Iowa City, and the Back to the Future: Redefining High Speed Transportation in America event hosted by UW-Madison.

The UW-Platteville Student Chapter Board of Nate Skarlupa, Zach Edwards and Kyle Oates spoke about what they have been involved in over the past year. The facility advisor for the chapter is Dr. Kristina Fields. The student chapter has hosted a few professional speakers on campus, volunteered for the STEP Expo hosted by UW-Platteville, took a field trip to the Traffic Management Center in Dubuque, IA, participated in adopt-a-highway and in the Foxconn: Smart Cities Smart Futures Competition.

The featured speaker for the meeting was Yang Tao, City Traffic Engineer from the City of Madison. Yang presented on “Smart Community, Smart Mobility”. The City of Madison has a need to move people responsibly since Madison has restricted land availability being located on an isthmus. The City is focusing on smarter movement of people without increasing environmental CO2 emissions through their “Smart Madison for Shared Prosperity” program. The three components of the program include:

1. Intelligent data collection, analysis and sharing
2. Electric, connected and automatous vehicles
3. Smart infrastructure
The City of Madison has recently upgraded their traffic signal system, implemented smart LED street lighting, and is completing Pilot projects for connected and autonomous vehicles and microtransit shuttles. The City of Madison is a national leader in smart technologies and is an active member of the Smart Cities Collaborative. Yang credited Madison’s success to their collaboration with UW-Madison, opportunities through public and private partnerships.

Thanks to the UW-Madison and UW-Platteville students for sharing their experiences and to Yang Tao for the great presentation!

ITE Wisconsin Annual Meeting – December 12, 2019

By Jeff Held

On December 12th, ITE Wisconsin hosted their Annual Meeting at the Delafield Brewhouse. Allan Pacada hosted the meeting and thanked everyone for the honor of serving as the Section president in 2019. Allan announced the results of the Wisconsin Section Election. Brian Scharles was elected 2020 Member Director. Thank you to Eric Frailing for running this year!

The Annual Meeting is a chance for the Wisconsin Section to recognize the accomplishments of the year. The following people and awards were recognized:

- **Outgoing Past President**: Yang Tao
- **Outgoing Affiliate Director**: Joyce Murphy and Diego Silva
- **Harvey Shebesta Award**: Fred Song, PhD, - UW-Madison
- **Young Professional Award**: Michael Schneider of AECOM; Michael wrote about the future of Micromobility
- **Distinguished service award**: Rebecca Szymkowski
- **Meeting Arrangements Committee Chair**: Kait Sanford
- **Social Events Committee Chair**: Tristan Hickman
- **Section Administrator**: John Bruggeman
- **Harvey Shebesta Award Committee Chair**: Kelly Trac
- **Distinguished Service and Young Professional Award Committee Chair**: John Bruggeman
- **Traffic Engineering Workshop Committee Chair**: John Bieberitz
- **Ken Voigt, Martin Bruening and Section Board Nominations Committee Chair**: Stacey Pierce
- **SimCap Group Chair**: Rob Beuthling

Rebecca Szymkowski swore in the 2020 ITE Wisconsin Section Board.
The night concluded with a spectacular edition of the Traffic Bowl. Thanks to John Davis for starting our Professionals Traffic Bowl tradition, wishing him well in his new endeavors in Des Moines, IA. Jeff Held MC’d in his place. Stacey Pierce ran the game software. Allan Pacada, Joyce Murphy, and Glen Morrow were the judges, Kait Sanford and Maria Kurniati helped confirming buzz-ins and double checking scores. The group divided into three teams and competed. The winners were Team FYA with Rebecca Szymkowski and three UW-Madison Students (Beau Burdette, Hiba Nassereddine, and Ian Hargrove).

**Upcoming Awards**

**Martin Bruening Award**

Mr. Martin Bruening worked from 1924 until 1972 for the City of Milwaukee in the area of Traffic Engineering. He was not only a leader in Milwaukee but was recognized as a national leader. During his illustrious career, he was an advocate and supporter of the three "E’s" of traffic safety: Engineering, Education and Enforcement, and his sound geometric design principles and early attention to good traffic signal design and operation were partly responsible for Milwaukee’s consistent first place ranking in traffic safety for cities in its population class. Although Bruening believed in and was professionally involved in the planning and design of Milwaukee’s freeway system to ensure the coordination and design for traffic operations on the local street system, he consistently warned of the necessity for a balanced transportation system. He authored several reports on the financially favored position of the automobile over mass transit, and advocated a metropolitan transit authority and mass transit subsidy.

The Wisconsin Section of ITE, in recognition of Martin Bruening, has an annual award for papers by its members. The Martin Bruening Award Committee is again calling for technical papers to be submitted to compete for this annual award.

**ELIGIBILITY REQUIREMENTS:**

Any member of the Wisconsin Section of the Institute of Transportation Engineers or its student chapters may submit a candidate technical paper. The paper must result from a study or design project in the field of transportation or traffic engineering in which the author served as a principal participant. The paper:

a) Must have been completed within two years of the deadline date for the award  
b) May have been previously submitted to another group or publicized in another media  
c) May be an expansion or revision of a paper previously submitted  
d) May be a work related study, a design project, or a research investigation  
e) May be co-authored
Papers submitted for the student category may be completed by full time or part time students. Papers submitted for the student award shall be the culmination of a research or design project completed by the student as part of their academic studies. Papers co-authored by university professors, or professionals that are not actively enrolled in a graduate or undergraduate program are not eligible for the Martin Bruening Student Award, but their paper can be submitted for the Martin Bruening Professional Award.

**EVALUATION CRITERIA**

Papers will be evaluated on the basis of organization, clarity and usefulness of tables and figures, adequacy and conciseness in covering the subject, simplicity and effectiveness of language, proper support of conclusions, completeness of credits and references, and relevancy of transportation engineering.

The principal author of the winning student paper and the winning professional paper will each receive a check for $750. All winning authors and co-authors will receive a Certificate of Award. The winning authors and/or co-authors will be invited to the March Wisconsin Section dinner meeting as a guest of the ITE Wisconsin Section free of charge. The student and professional awards will be presented at this meeting. The winning papers will also be posted on the section website. Papers are due by January 31, 2020. Please email papers in Adobe pdf format to Stacey Pierce at Stacey.pierce@dot.wi.gov.
Transportation Funnies

Upcoming Events

January 12-16, 2020  TRB Annual Meeting, Washington, DC
January 22, 2020   ITE Wisconsin Public Service Appreciation Meeting, Madison
March 3-4, 2020  ACEC / WisDOT Transportation Improvement Conference
March, 2020    ITE Wisconsin UWM / Marquette Student Night
April, 2020        ITE Traffic Engineering Workshop and Transportation Planning Forum
May, 2020         ITE Wisconsin Fox Valley / Green Bay Section Meeting
June 3-5, 2020    Joint Midwestern District / Great Lakes District Annual Meeting, Chicago, IL
July, 2020        Joint ITE Wisconsin / ITS Wisconsin Meeting
August 9-12, 2020 ITE Annual Meeting, New Orleans, LA
September, 2020   Joint ITE / WTS Meeting
October, 2020     ITE Wisconsin UW-Platteville / UW-Madison Student Night
November, 2020   ITS Wisconsin 2020 Transportation Conference
December, 2020    ITE Wisconsin Annual Meeting

Do you have some information 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 2020 Wisconsin Section Member Director, Brian Scharles at BrianS@tapconet.com.
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There is still time to become a sponsor for 2019-2020!
Contact Joyce Murphy for more information.