



Wisconsin Section News

Fall 2021, Issue 3

www.itewisconsin.org

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Upcoming Newsletter

If you would like something published in the next newsletter contact:

Eric Frailing at

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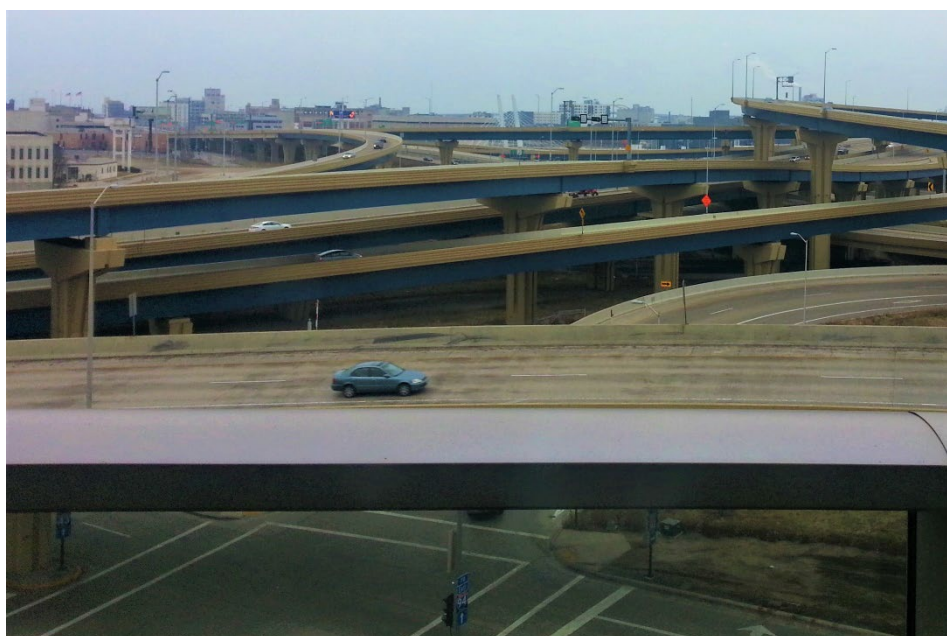
What Will be "Normal"?

By Eric Frailing

The release of the latest update to ITE's Trip Generation Manual reminds us that as a profession, we rely on historical data to make many of our decisions. Sure, there is ongoing and cutting-edge research, but in the end, the results lead to the creation of guides, standards, and design manuals, all of which are built from historical data.

There's no doubt that the pandemic has thrown a wrench into our typical procedures and decision-making processes. It can be a struggle to find one aspect of our lives that hasn't been impacted by the pandemic: how and where we get to work, the ways we interact professionally, educationally, and socially, or how we care for our health and well-being.

For a period, we all hit the pause button. Personally, vacations were put on hold, family reunions went electronic, major purchases were moved to the backburner. Professionally, routine traffic volume collection was scaled back or halted altogether, and proposals postponed or outright cancelled, to name a few.



As we've learned to adapt to the pandemic, various aspects of our lives have slowly made a comeback. From an approximately 47% dip in passenger vehicle volumes around the state, we have seen volumes make gradual gains, inching back its way towards "normal". Some areas still lag behind while others may have even seen a slight gain. Truck volumes were hit a little softer, with an approximate 13% dip in volume and also rebounded much faster, seeing overall increases in as little as four months later.

This all begs the questions: How do we know when we're back to normal? What even is normal?

We're living through uncharted times. There is no guidebook to pandemic best practices for travel and traffic. The world has seen many pandemics before, but many of the luxuries we enjoy today did not exist during those times. It wasn't until the last few decades that our ability to easily telecommute became viable in such large numbers. During many of the world's pandemics, the *physical* means of transportation we currently enjoy were severely limited, or simply did not exist.



The pandemic has forced changes to our ways of doing things. Movie premieres are no longer solely limited to the theaters. Drive-through service isn't limited to fast food, coffee, or dry-cleaning anymore. New delivery services continue to appear and evolve. Online shopping continues to grow. As I write this article, dozens of container ships sit anchored offshore, waiting to be unloaded. And as resources become available, this may lead to an even greater surge of freight travel. Working from home is becoming a more widespread option. As the "Great Resignation" continues to play on, more companies will be forced to revisit their office

policies and subsequently their space requirements, as many have already begun doing. Once again, this leads to more changing travel patterns.

Some evidence is showing signs that our traditional AM/PM peaks are morphing into a few different variations:

- Amplitudes of the peaks shrinking
- Narrower spreads of the peaks
- A shift to a higher mid-day peak

What does this mean for us as a profession? We may be in or approaching the new normal right now. We also may still be many years away. Whatever the status, it will take time to determine where exactly we are. Until then, be ready to adapt.

President's Message

By Jeff Held

Hello everyone and Happy Autumn! We've had a number of events over the summer and early fall with great participation from our members and friends. In July we held our joint meeting with ITS Wisconsin with Brad Basten from WisDOT presenting an Overview of the Wisconsin Automated Vehicle External (WAVE) Committee. The WAVE Committee's mission is to provide advice to WisDOT on Connected and Automated Vehicle (CAV) planning priorities, implementation policies, and impacts on a safe and efficient transportation system from a variety of organizations.

Following the July meeting, our September Section meeting was co-hosted by WTS Wisconsin and featured Elizabeth Schneider from WisDOT. She presented the ongoing planning efforts at the State Traffic Management Center (TMC) regarding the Beltline Flex Lane project that is currently under construction and will implement dynamic part-time shoulder use on the US 12 Madison Beltline corridor to improve operations without impacting the highway's footprint.

Our October Section meeting featured our annual updates from the ITE Student Sections at UW-Platteville and UW-Madison. Both Student Sections have been very active and did a great job presenting all they have going on. The Section Meetings Committee also organized a panel of professionals to answer questions about their organizations and careers in transportation engineering and planning. A sincere thanks to Rebecca Szymkowski from WisDOT, Dave Platz from FHWA, Yang Tao from the City of Madison, and Brian Huibregtse from MSA.

The first Great Lakes District Annual Meeting since the District realignment was held in person in Columbus, Ohio on August 30th and 31st. The conference featured an excellent technical program and everyone in attendance was happy to be gathered in person again.

The Board continues our reconfiguration of the Committees and Councils to be better aligned with the structures used at the Great Lakes District and International levels. An online survey was sent to all of our members on October 27th. If you haven't yet, ***please fill out our member survey!*** It can be found here:

<https://forms.office.com/r/rFA8CDcTPq>

Lastly, I hope you'll join us for our Wisconsin Section Annual Meeting on December 8th. More details on that are coming soon. Thank you all for your interest and involvement in ITE and the Wisconsin Section!

Jeff Held

ITE Wisconsin Section President, 2021

2022 ITE Wisconsin Section Elections

Fellow ITE Members,

Below is a list of the candidates running for the 2022 ITE Wisconsin Section Board:

<i>Past President</i>	Jeff Held
<i>President</i>	Jess Billmeyer
<i>Vice President</i>	Andre Ost
<i>Treasurer</i>	Brian Scharles
<i>Secretary</i>	Eric Frailing
<i>Member Director</i>	Stephanie Sward Kevin Wehner
<i>District Representative</i>	Yang Tao Kelly Trac

Electronic ballots will be distributed to all members in November to vote for the Member Director and District Representative positions. The nominating committee consisted of: John Bruggeman (Chair), Allan Pacada, and Justin Schueler. Please let Brian Scharles, the *current* ITE Wisconsin Section Secretary, know if you have any questions.

See the following pages for bios of Stephanie, Kevin, Yang, and Kelly. Thank you for running for the ITE Wisconsin Section board!



Stephanie Sward, PE

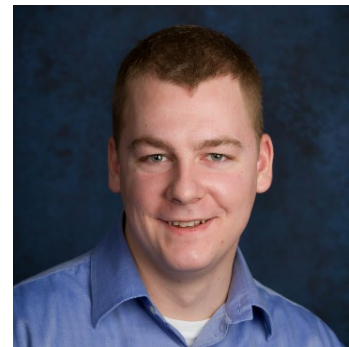
Stephanie has ten years of experience in the traffic engineering field and is currently the Traffic Engineer at the City of La Crosse. She graduated from the University of Wisconsin – Platteville with a bachelor's degree in Civil Engineering with an emphasis in Transportation and Construction Engineering. Stephanie is a registered Professional Engineer in Wisconsin. While working at the City of La Crosse and prior experience with the Wisconsin Department of Transportation, Stephanie has experience with diverse projects and specializes in traffic signal design, traffic modeling, optimization of coordinated signals, traffic signing, and temporary traffic control.



Stephanie has been an active member of ITE since 2018, attending several meetings. Stephanie is also a member of the La Crosse County Highway Safety Committee and a member of the Wisconsin Automated Vehicle External Advisory Committee (WAVE). Outside of work, Stephanie enjoys walking, biking, and cheering on her children's sports. Stephanie is excited for the opportunity to get more involved with the ITE Wisconsin Section and would be honored to become a board member.

Kevin Wehner, PE, PTOE

Kevin grew up in Orlando, Florida before moving to Manitowoc, Wisconsin in high school. He attended the University of Wisconsin – Milwaukee to attain his civil engineering degree. Subsequently, Kevin has accumulated eight years of experience focused primarily on traffic operations analysis and traffic signal design. He is a registered professional engineer in Wisconsin and holds a Professional Traffic Operations Engineer certificate. Kevin has spent the majority of his career at KL Engineering in Madison, Wisconsin where he has worked on a variety of major projects including the I-39/90 Central Segment Reconstruction and the Verona Road Reconstruction project (specifically design of the temporary signal systems). Additionally, he has completed numerous traffic signal designs, Intersection Control Evaluations (ICE), and Traffic Impact Studies for state and local projects; however, Kevin's favorite challenges involve complex traffic signal phasing and timing.



Kevin served as the chair of the Vendors and Sponsors Committee for the Midwest ITE Annual Conference held in Madison in June 2017. Outside of work, Kevin enjoys sailing, hunting, and spending time with family. Kevin feels strongly that ITE Wisconsin is a valuable organization and resource to Wisconsin engineers, and he is excited about the opportunity to serve ITE on the Wisconsin Section board.

Yang Tao, PhD, PE

Yang directs the staff and operations of the City of Madison's Traffic Engineering Division. Yang has also been leading Madison's Smart Cities and Vision Zero Initiatives, and has been working with various City agencies, UW-Madison, and a consortium of other public and private entities in envisioning a next-generation people and data centered and safe transportation system for Madison. Yang obtained his Ph.D. degree in Civil Engineering from the University of Wisconsin-Madison with a minor degree in Business. He served on the Transportation Research Board (TRB) Bicycle Transportation and ITS Committees. Yang has played leadership roles in professional associations, such as serving as the 2018 president of Institute of Transportation Engineers (ITE) Wisconsin Section and chairing ITE's Smart Communities Standing Committee. He also served as the vice chair of the ITE Transportation Systems Management and Operations (TSMO) Council. Yang was named the 2018 Midwestern Transportation Professional of the Year and had the experience in representing the Wisconsin Section at the previous Midwestern District level.

**Kelly Trac, PE, PTOE, RSP₁**

Kelly has over 12 years of experience in the traffic engineering field and is currently a Senior Engineer at KL Engineering in Madison, Wisconsin. She graduated with a bachelor's degree in Civil Engineering from the University of Wisconsin – Madison and is a registered PE in Wisconsin and holds a Professional Traffic Operations Engineer certificate and a Road Safety Professional 1 certificate. Kelly has a wide range of traffic engineering experience including traffic operations, safety evaluations, traffic impact studies, signal & lighting design, pedestrian & bicycle accommodations, and work zone operations & safety analysis.



Kelly has been involved with ITE since 2008, starting as a student member while in college. Since then, she served on the Wisconsin ITE board for six years and currently serves as the Past President. She also served on the ITE Midwestern Conference committee in 2013 and has served on the Section Meetings committee for the last six years and ITE Workshop committee for the last two years. Kelly is also a Director for the Southwest Branch of ASCE and was a co-chair of the 2019 Wisconsin ASCE Annual Meeting. Outside of work, Kelly enjoys playing sports, practicing piano, and spending time with her family. Kelly is excited for the opportunity to continue her involvement in ITE as the next Section Representative to the District.

Recent Meetings & Events

Joint ITE Wisconsin/ITS Wisconsin Annual Lunch Meeting, July 14th, 2021

On Wednesday, July 14th, the Section held a joint virtual meeting with ITS Wisconsin via Zoom.

The meeting was opened by Dave Karnes, ITS Chapter President. He provided a business update for the Chapter. Upcoming events for the Chapter were also mentioned, including the 2021 ITS Conference on October 5th and 6th.

ITS and ITE Wisconsin Joint Lunch Meeting

Wisconsin Automated Vehicle External
(WAVE) Advisory Committee
July 14, 2021



Jeff Held provided a business update for the ITE Section, including the Treasurer's report, an update on Section membership, and upcoming Section events.

The featured speaker was Brad Basten, Strategic Initiatives Officer for WisDOT. His presentation focused on the work being done by the Wisconsin Automated Vehicle External (WAVE) Advisory Committee. The committee exists to provide a forum which connects representatives from CAV- and transportation-focused organizations, State economic sectors, and the public sector, to review CAV issues and to help advise WisDOT on CAV planning priorities and policy.

CAV Strategic Plan

• Organized around eight Objective Areas

- Statute, policy, and regulation
- Communications and outreach
- Partnerships
- Organizational alignment, coordination, and readiness
- Develop Transportation System Infrastructure and Operations Readiness
- Research, testing, and pilot projects
- Data governance and security
- Law enforcement and first responder services



WAVE is made up of 50 members which represent the private sector, non-profit groups, various associations, academia, and other governmental agencies. The group assisted with WisDOT's CAV Strategic Plan, which was published in January 2021 and is available on [WisDOT's CAV webpage](#).

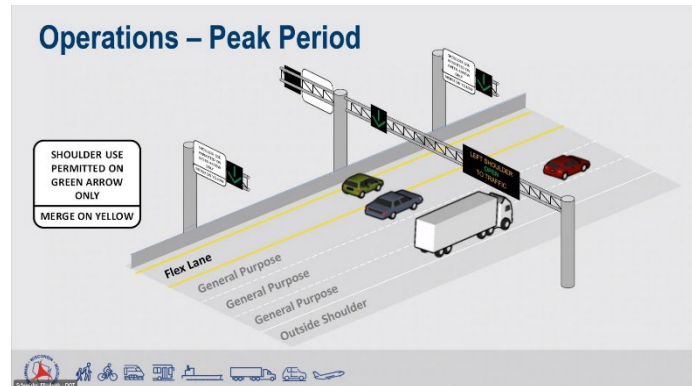
Joint ITE Wisconsin/WTS Meeting, September 22nd, 2021

The Section held another joint virtual meeting, this time with WTS on Wednesday, September 22nd.

Rachel Burnham, WTS Chapter President opened the meeting with an update on WTS business, upcoming Chapter scholarships and events. Jeff Held provided a business update for the ITE Section, including the Treasurer's report, an update on Section membership, upcoming Section events, and soon-to-be-released publications from ITE International.



Joint Wisconsin
ITE & WTS
Virtual Meeting

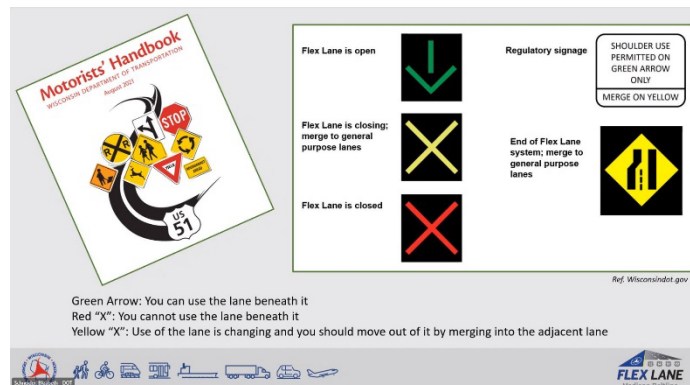


Elizabeth Schneider of WisDOT was the featured speaker, who presented on TMC Planning for the Madison Flex Lane. The flex lane is a part-time capacity expansion of the Madison Beltline from I-39/90 to Whitney Way, which will utilize the inside shoulder as a travel lane when conditions warrant. In 2019, the stretch of the Beltline was ranked 2nd-worst in the state for corridor delay. Despite the

reduction in traffic volume, influenced by the pandemic, it became the worst corridor delay segment in the state during 2020.

Planning has been extensive, taking lessons learned from similar concepts currently in-use in 17 other states around the country. The system will utilize 57 signs, 36 CCTV cameras, and over 24 traffic detectors. The lane is currently under construction and should be open sometime in 2022. Expected operations are anticipated to be from 6 to 9 AM and 3 to 6 PM but may vary as weather and freeway incidents dictate.

Work on custom infrastructure management software systems continues, which will help operators determine the appropriate times and segments to open the lane. Once complete, the system will allow for complete monitoring and operation of the flex lane corridor. Travel time, volume, vehicle speeds, sign status, and traffic camera video will all be integrated together to assist TMC operators in managing the lane.



Village of Whitefish Bay's Traffic Safety Improvement Program Recognized

Content provided by FHWA, ITE, and the Roadway Safety Foundation



As part of its biennial competition, FHWA and the [Roadway Safety Foundation](#), the Village of Whitefish Bay was recognized for its community-wide safety improvement program for 2021. The village's Community-Wide Safety Improvements Program has resulted in a significant reduction of crashes involving pedestrians and cyclists. The Village contracted with traffic consultant Traffic Analysis & Design, Inc. (TADI) to identify safety solutions and coordinated with WisDOT in implementing these improvements.

Since 2010, the Village had been experiencing a trend of increasing crashes, including numerous right-angle collisions, run-off-the-road incidents, and many crashes involving non-motorists. In 2015, a woman was killed when a vehicle was rear-ended and pushed into a crosswalk.

Prior to the fatal crash, the Village had been evaluating safety improvement strategies. In 2015, many were set into motion. First, the Village implemented low-cost treatments to make an immediate impact on safety and change the driving culture to be more aware of the presence of – and need to yield to – pedestrians and bicyclists. Improvements included installing dynamic speed feedback signs, supplementing “yield here to pedestrian” signs with \$250 fine plaques and placing the “yield here” signs in advance of crosswalks.



Longer-term design solutions were intended to solidify the safety improvements, and many were financed through federal aid assistance via HSIP and designed by the WisDOT. Innovative improvements included a “Danish Offset” pedestrian crossing (first deployed in Denmark, the path of the crossing is offset to enable pedestrians to more directly observe oncoming vehicles), high-friction surface treatment on urban curves, leading pedestrian intervals at signals, and rectangular rapid flashing beacons placed before crosswalks located near curves. Additionally, both systemic and targeted safety solutions were implemented throughout the community, including improved street lighting, updated signal equipment and timing, and high-visibility crosswalks.



Since 2015, crashes community wide have been reduced 39 percent, and all signs point to the downward trend continuing. The cumulative five-year impact is an estimated 257 fewer law enforcement responses, 480 vehicles not damaged, and eight pedestrians or bicyclists spared from being struck by vehicles.

The Trip Generation Manual, 11th Edition is NOW AVAILABLE!

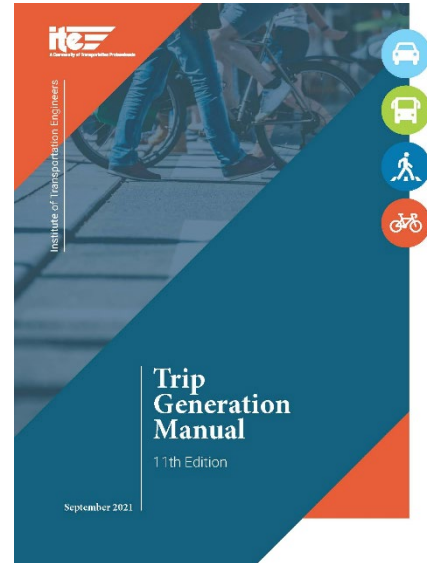
By ITE International

This new edition of the Trip Generation Manual enhances the 10th edition's modernized content, data set, and contemporary delivery - making it an invaluable resource.

The 11th edition features:

- All the latest multimodal trip generation data for urban, suburban, and rural applications
- Reclassified land uses to better meet user needs
- Integrated digital copies of all land use definitions, plots, and supporting materials
- Full ability to filter the data to match local conditions (in digital versions only)

Go to <https://www.ite.org/> for more information on pricing packages and to purchase the 11th Edition. Note that Wisconsin is still in the process of reviewing the 11th Edition, so don't toss out the 10th Edition just yet!



ITE Bicycle Signals Resource Hub

By ITE International



ITE has released the Bicycle Signals Resource Hub as an interactive webpage to assist transportation professionals in the planning, design, and operation of bicycle traffic signals.

This Resource Hub is intended to identify current design guidance and practices related to the use of bicycle signals and provide information on applications in communities throughout the United States, Canada, and internationally.

The overall goal of the Bicycle Signals Resource Hub is to serve as a reliable and informative resource for the design, implementation, and operational guidance of bicycle signals.

The hub may be accessed through the ITE International webpage:

<https://www.ite.org/technical-resources/topics/complete-streets/bicycle-signals/>

Upcoming Awards

Harvey Shebesta Award

The Wisconsin Section has created a scholarship award of up to \$2,000 to be presented annually to encourage students to consider Transportation Engineering in their studies and career aspirations, and to provide financial support to students who have demonstrated an interest and are likely to work in the transportation field. The award was named for Harvey Shebesta, who was one of the founding members and the first President of the Wisconsin Section in 1966 and International President in 1980. Harvey also served on the ITE Technical Council as the first Section Technical Activities Department Head in 1968-69 and on the Board of Directors in 1970-71. Harvey graduated from the University of Wisconsin in 1950 with a B.S. degree in Civil Engineering and went to work for the Wisconsin State Highway Commission. In 1969, he was appointed District Engineer for the Milwaukee District. In 1979, he was appointed District Director of WisDOT's Southeast District when the Department merged the Milwaukee and Waukesha Districts. He has served as chairman and member on many Southeastern Wisconsin Regional Planning Commission committees.



Award Guidelines

ELIGIBILITY

To be eligible for the scholarship, you must be either a full-time undergraduate or graduate student in a Wisconsin College or University, with course work and career goal emphasis on Transportation Engineering and must be nominated by Transportation Engineering faculty of your school. A maximum of two students from any School can be nominated. No family member or spouse of any Institute of Transportation Engineers - Wisconsin Section member is eligible to apply for or receive this scholarship award.

SELECTION CRITERIA

Candidates will be evaluated on the basis of past academic performance, education plans, career goals, activities, and record of leadership. Final evaluation will be made on the basis of a completed application, a statement of educational and career objectives, and a letter of recommendation by a Transportation Engineering faculty member.

Depending on the number of applications, the \$2,000 scholarship may be split into two \$1,000 scholarships: one for graduate students and one for undergraduate students.

More information can be found on the Section website, including the award application: https://itewisconsin.org/Harvey_Shebesta_Award

Ken Voigt/Younger Member Award

Due to the ITE Annual Meeting being held virtually, the Ken Voigt/Younger Member Award has been postponed for 2021. Please watch for updates on the award in 2022.

Upcoming Events

Date	Event	Location
Nov. 17, 2021	SimCap Users Group Meeting	Virtual
Dec. 8, 2021	Annual Meeting and Awards	Virtual
Jan. 9 – 13, 2022	2022 TRB Annual Meeting	Washington, D.C.
Jan. 19, 2022	Public Service Appreciation	Madison, WI
June 20 – 22, 2022	Great Lakes District Annual Meeting	Duluth, MN
July 31 – Aug. 3, 2022	ITE 2022 Annual Meeting and Exhibit	New Orleans, LA

ITE Wisconsin Membership

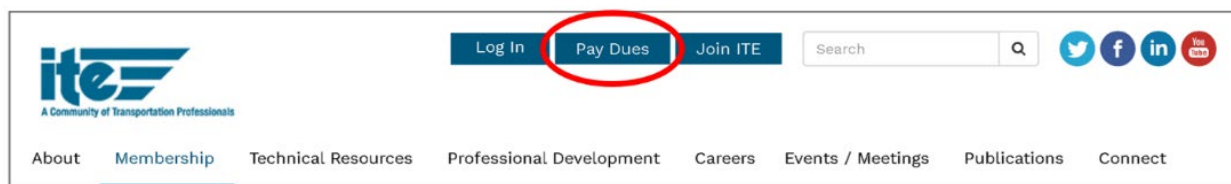
As of September 2021:

- 205 Current Members (including students)
- 4 new Section Members since June 2021
 - Chris Kudlata
 - Gabriela Lukanus
 - Nachuan Li
 - Danielle Del Conte

If you haven't already, please renew for 2021!

Renewal information for 2022 is in the process of being sent out to members.

Please consider renewing for 2022!



Treasurer's Update

Treasurer's Report June 15, 2021 to September 22, 2021			
BEGINNING BALANCE: CHECKING + SAVINGS			\$28,358.29
Beginning Balance – Checking			\$7,843.27
Income - Checking			
ITE Q2 Dues		\$364.50	
2021 TEW/TPF Deposits		\$1,178.25	
Total Income – Checking	\$	1,542.75	
Expenditures - Checking			
StarChapter Website Monthly Fee (Jun-Aug)	\$	300.00	
Total Expenditures – Checking	\$	300.00	
Ending Balance – Checking			\$9,086.02
Beginning Balance – Savings			\$20,515.02
Income - Savings			
June Interest	\$	0.34	
July Interest	\$	0.34	
August Interest	\$	0.35	
Total Income – Savings	\$	1.03	
Expenditures - Savings			
Total Expenditures – Savings	\$	-	
Ending Balance – Savings			\$20,516.05
ENDING BALANCE: CHECKING + SAVINGS			\$29,602.07

Prepared By: Andre Ost, Treasurer
September 22, 2021 ITE/WTS Meeting

Transportation Funny Photos



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 2021 Wisconsin Section Member Director, Eric Frailing at efrailing@msa-ps.com

ITE Wisconsin Section Sponsors THANK YOU!

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KLEngineering
[A] Better Experience

There is still time to become a sponsor for 2021!

Please contact [Kelly Trac](#) for more information