



Wisconsin Section News

Summer 2023, Issue 2

www.itewisconsin.org

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Upcoming Newsletter

If you would like something published in the next newsletter contact:
Derrin Wolford at
dwolford@waukesha-wi.gov

New: ITE Wisconsin Planning Council; WisDOT Local Program Traffic Forecasting

Intro By: Jerry Shadewald, PE, PTOE

Chair, Planning Council

Article By: Kory Dercks

Wisconsin DOT Traffic Forecasting Section Chief

ITE Wisconsin has initiated a Planning Committee to provide a forum for furthering the transportation planning practice within Wisconsin. This group began meeting in January of 2023 and through quarterly meetings has outlined a set of goals including knowledge transfer, student interaction and technical support for transportation planning and traffic forecasting initiatives. The next quarterly meeting is tentatively planned for October; please contact Jerry Shadewald (jshadewald@hntb.com) for more information regarding the Committee including meeting dates and opportunities to get involved.

The Committee also supports ITE Wisconsin by sponsoring speakers and authoring technical newsletter articles related to planning items for the larger ITE community. The following article on Traffic Forecasting Guidance and Tool for WisDOT Local Program Projects was written by Kory Dercks, Wisconsin DOT's Traffic Forecasting Section Chief and member of the ITE Wisconsin Planning Committee.

Per existing WisDOT policy, traffic forecasts for WisDOT Local Program projects are the responsibility of the Local Public Agency (LPA). To aid LPAs in developing forecasts for the WisDOT Local Program, the WisDOT Traffic Forecasting Section has developed new guidance and the Local Program Forecasting Tool.

Traffic forecasts for local road projects can present challenges when considering the availability of traffic counts on the local road system and their inclusion in existing WisDOT forecasting tools. WisDOT uses the Traffic Analysis Forecasting Information System (TAFIS) for trend-based forecasts on the State Trunk Network (STN), but it is not available for local roads, and many locations on local roads may not have a robust count history. WisDOT maintains regional and statewide travel demand models (TDMs), but WisDOT's TDMs generally only include roads functionally classified as collectors and above, so some Local Program projects may not be included in the model network. Performing a forecast using a TDM also requires more technical resources, which may not be available to every LPA. Keeping this in mind, three methodologies were developed:

- Application of a county average growth rate
- Trendline analysis
- Forecasting with a TDM

WisDOT's Transportation Planning Manual (TPM) was updated to include a new [Section 70](#), which outlines the responsibilities, forecast requirements for projects, and procedures for developing a Local Program forecast. The three methodologies for developing a forecast are presented and the guidance provides a flowchart to assist in determining the appropriate method to use for the forecast based on the complexity of the project and available traffic count history. For each method, the guidance details strengths of the method, data needs and checks, step-by-step directions, and reasonableness checks. Section 11-5-2 of the Facilities Development Manual (FDM) will be updated in the next FDM update later this summer to include a brief discussion on forecasting for Local Road projects and link to the relevant section in the TPM.

To standardize and streamline the preparation of forecasts using the county average growth rate and trendline analysis methods, the Local Program Forecasting Tool was created. The tool is available for download on a newly created [Local Program Traffic Forecasting web page](#) on the WisDOT website. It is anticipated that the tool will be updated yearly every summer, although additional edits may occur as needed. Below, Figures 1 and 2 show example forecasts using the tool.

Figure 1. Example county average growth rate forecast in the new Local Program Traffic Forecasting Tool

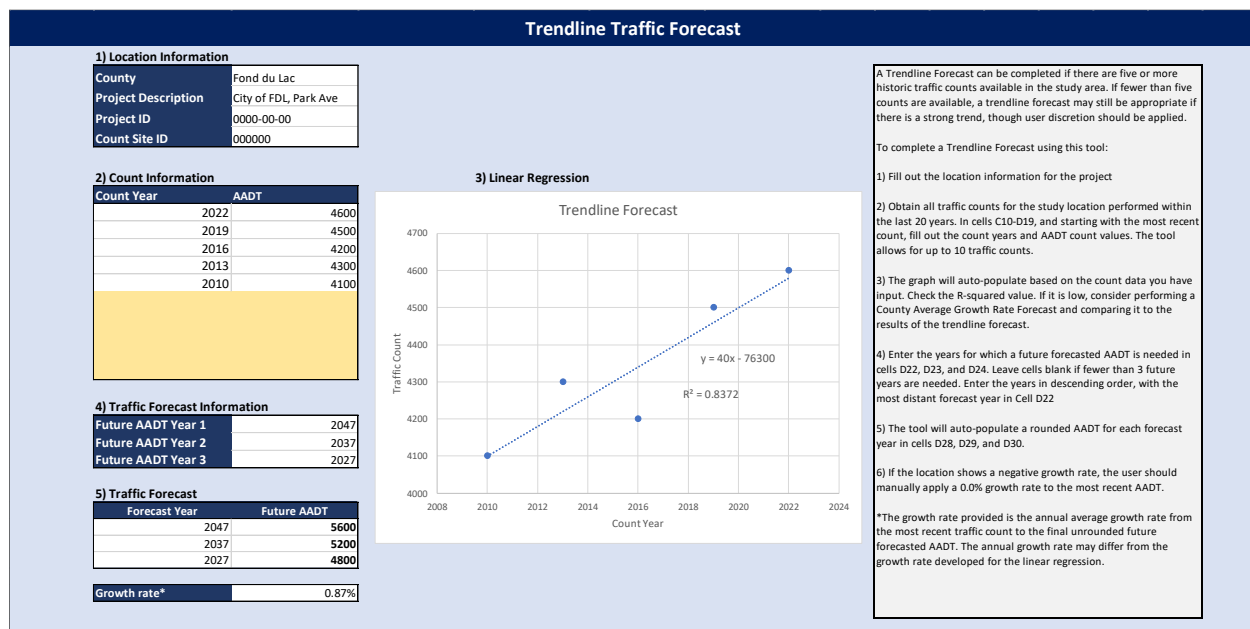
County Average Growth Rate Forecast			
1) Location Information			
County	Bayfield		
Project Location	CTH H		
Project ID	0000-00-00		
Count Site ID	000000		
2) Count Information			
Most Recent AADT			2500
Traffic Count Year			2022
3) Traffic Forecast Information			
Future AADT Year 1			2045
Future AADT Year 2			2035
Future AADT Year 3			2025
4) Traffic Forecast			
Forecast Year	Future AADT		
	2045	2700	
	2035	2600	
	2025	2500	
County average growth rate			0.40%

A County Average Growth Rate Forecast can be completed if there are fewer than 5 historic traffic counts available in the study area.

To complete a County Average Growth Rate Forecast using this tool:

- 1) Using the dropdown menu, select the County in which the project is located. If a project spans 2+ counties, consider developing separate forecasts for each segment, or use the higher County AGR.
- 2) Obtain the most recent traffic count for the study location. Enter the most recent AADT (traffic count) in cell D7. Enter the year the traffic count was performed in cell D8.
- 3) Enter the years for which a future forecasted AADT is needed in cells D11, D12, and D13. Leave cells blank if fewer than 3 future years are needed.
- 4) The tool will auto-populate a rounded AADT for each forecast year in cells D17, D18, and D19.

Figure 2. Example trendline forecast in the new Local Program Traffic Forecasting Tool



Questions regarding the development of traffic forecasts for Local Program projects should be directed to the appropriate [regional Local Program Project Manager \(LPPM\)](#). If necessary, LPPMs will then coordinate with the WisDOT Traffic Forecasting Section.

President's Message

By Andre Ost

Can you believe that 2023 is half over? This year has gone by so fast. There has been a lot going on in the section over the last few months.

In May, the Section held its Milwaukee student meeting, hosting student chapters from MSOE, UW-Milwaukee, and Marquette at MSOE's Grohmann Museum. Dr. Michael Schrader from UWM gave a presentation on a holistic look at the State Street corridor in Racine and the interconnectivity of the transportation facilities. It was a packed house, and it was nice to see such a great turnout of students.

During the past month, ITS Wisconsin joined forces with ITE on June 29th at the Wisconsin Crash Injury Research and Engineer Network (CIREN) Center in West Milwaukee. More than 20 members from both organizations attended to explore the MCW crash lab. The presentation and tour were highly engaging, and if you haven't had the chance to experience it yet, I strongly recommend reading the article and checking out the MCW webpage. It's truly remarkable that we have this world-class testing facility right in our own backyard.

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

- August 5th: Summer social at Whitnall Beer Garden
- September 13th: Joint breakfast meeting with WTS at WisDOT SER
- October 11th (tentative): UW Madison & Platteville Student Chapter Night in Madison

The technical councils are an excellent way to maximize your involvement in ITE Wisconsin. We are currently forming a new Public Agency Council, and if you are a public sector employee practicing engineering or planning, we invite you to join! Remember, there's no limit to the number of councils you can be part of.

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 andre.ost@graef-usa.com.

Sincerely,

Andre Ost
ITE Wisconsin Section President

Recent Meetings & Events

MSOE, UW-Milwaukee, & Marquette Student Chapter Night; May 3, 2023

On Wednesday, May 3, ITE Wisconsin held its meeting featuring the student chapters from MSOE, UW-Milwaukee, and Marquette at MSOE's Grohmann Museum. The event started off with lively discussions and food with the attending students with their respective chapters.

The meeting was opened by ITE president, Andre Ost, who provided a business update for the ITE Section, including sponsorship recognitions, the Treasurer's report, an update on Section membership, and outlining upcoming Section events.



The president, Jack Horihan, from the MSOE Student Chapter gave a short presentation on their activities from the past school year. They adopted a section of STH 100 (Mayfair Road) from STH 190 (Capitol Drive) to Burleigh Street where they organized a cleanup in the Fall and Spring. They had 25 volunteers in the Fall and 35 volunteers in the Spring! Jack also talked about the 10 different engineering firms/agencies who came into the campus to give presentations. Jack also gave some exciting news where MSOE will be getting a transportation lab in the future. (<https://www.msoe.edu/about-msoe/news/details/msoe-unveils-plans-for-new-kendall-breunig-center-for-the-built-environment/>)

Dr. Michael Schrader presented on a look at the State Street corridor in Racine and the interconnectivity of the transportation facilities. He gave a very good in-depth presentation on the history of Racine's roadway network and how it became what it is today. He then discussed how making some engineering changes could create improvements to the transportation network along with the community as a whole.



Great Lakes District 2023 Annual Meeting in Grand Rapids

By: Jeff Held, P.E., PTOE, Strand Associates, Inc.

This year's Great Lakes District (GLITE) Annual Meeting (AM) was hosted by the ITE Michigan Section and took place in Grand Rapids, MI from June 11 through June 13. The Local Arrangements Committee (LAC) decided to reach out to ITS Michigan and the two organizations agreed to co-host the event. Attendance was excellent, with 268 registered participants. The Vendor and Sponsorships subcommittee also outdid themselves securing about 50 sponsors and vendors, around 30 of which chose to have a booth at the AM.



The AM kicked off on Sunday, June 11 with the GLITE Board meeting during the day, and events to welcome participants in the afternoon and evening. The GLITEy Race was held at 4:00pm and sent about 20 participants around the conference hotel searching for clues, participating in challenges, and answering questions. The event is a fun way to support the GLITE Endowment Fund. The welcome reception followed at Woodrow's Duckpin Bowling with optional games, a taco bar, and plenty beverages and socializing.

For those with the gumption, Monday June 12 started early with a 5k run at 6:30am. About 30 runners participated in the event which the GLITE Board hopes can become a tradition. The opening plenary session featured Suzanne Schultz, FAICP, with Progressive AE as the keynote speaker. Suzanne spoke on innovative land use and transportation planning through inclusive community engagement. An excellent technical program followed including topics such as cyber security, transit technology, data driven analysis, signal operation and detection strategies, and many more.

Monday afternoon the Traffic Bowl was staged with student teams from Michigan State, Purdue, and Wayne State Universities. Michigan State came out on top and will head to the national competition at



The Traffic Bowl was held on Monday, June 12 and included a game for teams of professionals

the ITE International Annual Meeting and Exhibit in Portland, OR this August. A competition with teams of professionals also took place, and fun was had by participants and audience members alike.

Monday evening a reception was held at the Grand Rapids Museum, a short walk over the Grand River from the event hotel. Dinner was served in the atrium, and attendees were free to take a self-guided tour of the exhibits. Our group spent a fair amount of time in the retro arcade. When is the last time you saw a standup, quarter operated Centipede, Space Invaders, or Frogger game?

Tuesday morning the technical program resumed with a general session after breakfast featuring the GLITE Awards and Recognitions. Another set of breakout sessions followed was held before the conference concluded at 12:30 pm with topics including ethics and equity in transportation engineering, adaptive signals, EV planning, and others.

The WI Section was represented at this year's GLITE AM by Rebecca Szymkowski (WisDOT), Stephanie Olsson (TADI), and Jeff Held (Strand). Rebecca and Jeff are co-chairs for the 2024 GLITE AM which will be hosted by our WI Section. The 2024 conference will be held in Green Bay running Wednesday, June 12 through Friday, June 14, 2024. We hope to see as many of you there as possible! While we have an excellent start with our LAC, **we can always use more help**. Please reach out to Rebecca or Jeff if you'd volunteer to assist with the planning.

Rebecca.szymkowski@dot.wi.gov

Jeff.held@strand.com



Monday Evening Included Dinner at the Grand Rapids Public Museum

Joint Meeting with ITS Wisconsin at Wisconsin Crash Injury Research and Engineer Network Center; June 29, 2023

On Thursday, June 29, ITS Wisconsin held a joint meeting with ITE Wisconsin at the Wisconsin Crash Injury Research and Engineer Network (CIREN) Center in West Milwaukee. The meeting started off with introductions from all those who attended with great attendance from both organizations along with open remarks and updates from ITS Wisconsin president, Randall Hoyt, and updates from ITE Wisconsin president, Andre Ost.

The meeting then shifted over to a presentation from Dale Halloway of CIREN on their mission and objectives along with examples of a few crash case studies. Afterwards, the group was led back to the Acceleration ServoSled Facility. The dynamic servo-controlled sled test apparatus is used for human-occupant surrogate acceleration testing. The apparatus is secured to a concrete mass foundation and accommodates various acceleration pulses that have been “learned” by the control software. The apparatus has been programmed for various crash simulations to the occupant compartment of transport vehicles simulating accelerations for individual and generic automobile crash pulses, airplane crash pulses, and under-vehicle blast pulses. Data collection systems include onboard and off-board high-speed imaging video cameras; a 20-camera, 3D, high-speed (1000 f/s) kinematic motion-capture system; and digital data acquisition systems capable of high-throughput data capture. The facility houses a large selection of uniaxial and multi-axial load cells, as well as numerous accelerometers, potentiometers, and acoustic sensors used to measure occupant response to impact. When the newsletter is posted on the ITE Wisconsin Section LinkedIn page, view a video of a test performed along with how the crash test dummy looked afterwards. ([Acceleration Servo-sled Test Lab | ZVAMC Labs | Medical College of Wisconsin \(mcw.edu\)](#)).



Next, the group was guided to the Vehicle Crashworthiness Facility. The Vehicle Crashworthiness Facility maintains the ability to conduct full-scale-vehicle crash and includes a 150-meter-long track, 30-by-24-meter crash test area, and an anchored reaction mass. Unfortunately, the group was one week late to see one of these controlled tests take place, yet, seeing some of the after-crash vehicles tested were very impressive. The group was also exposed to some of the different types crash test dummies used in these tests including a 50th percentile male, a 50th percentile female, a 3-year-old child, and others. ([Vehicle Crashworthiness Lab | ZVAMC Labs | Medical College of Wisconsin \(mcw.edu\)](#)).





Afterwards, some of the group went to 4th Base Restaurant in West Milwaukee. Great food all around with the mozzarella sticks being a hit. In the spirit of the atmosphere and nostalgia, plenty of discussion was had regarding Milwaukee Brewers baseball. Will they make a deadline move? Will they make the playoffs? We shall see!



ITE Wisconsin Technical Councils

This section of the newsletter will provide you with contact persons for the various councils and upcoming meetings. There's still time to join one of the technical councils! If you're interested, email the council chair(s) listed below.

- Awards Committee – Jess Billmeyer & Eric Frailing (jess.billmeyer@aecom.com, efrailing@msa-ps.com)
- Communications Committee – Stephanie Sward & Derrin Wolford (swards@cityoflacrosse.org, dwolford@waukesha-wi.gov)
 - Next meeting scheduled for August 1st
- Meetings Committee – Kevin Wehner, Adam Walter, & Jessica Lee (kwehner@klengineering.com, adam.walter@strand.com, jessica.lee@rasmith.com)
- Traffic Engineering Workshop and Transportation Planning Forum Committee – Laura Schroeder (laura.schroeder@rasmith.com)
- District Conference – Jeff Held & Rebecca Szymkowski (jeff.held@strand.com, rebecca.szymkowski@dot.wi.gov)
 - Next meeting scheduled for September 18th and may have another meeting prior
- Public Agency Council – Michael May & Derrin Wolford (mmay@wauwatosa.net, dwolford@waukesha-wi.gov)
- Education Council – Susan Paulus (susan.paulus@lakesideengineers.com)
- SimCap Committee – Rob Beuthling (rbeuthling@hntb.com)
- Traffic Engineering Council – Kevin Wehner (kwehner@klengineering.com)
- Safety Council – Christian Sternke (csternke@tadi-us.com)
 - Next meeting will be in November
- TSMO Council – Todd Szymkowski (tszymkowski@gfnet.com)
- Planning Council – Jerry Shadewald (jshadewald@HNTB.com)
 - Next meeting scheduled for October 26th at 12:30pm
- Complete Streets Council – Jeff Polenske (jeffrey.polenske@mbakerintl.com)

Volunteers Needed for:

- ITE Wisconsin Section Meeting Committee
- ITE Great Lakes District 2024 Conference Planning Committee

Contact Andre Ost (andre.ost@graef-usa.com) or any of the chairs if you are interested.



LinkedIn Group

Remember to join the ITE Wisconsin LinkedIn group. The intension of the group is to post any upcoming news and updates from ITE Wisconsin, Great Lakes ITE, ITE International, and other relevant business and perspectives.

Public Agency Council

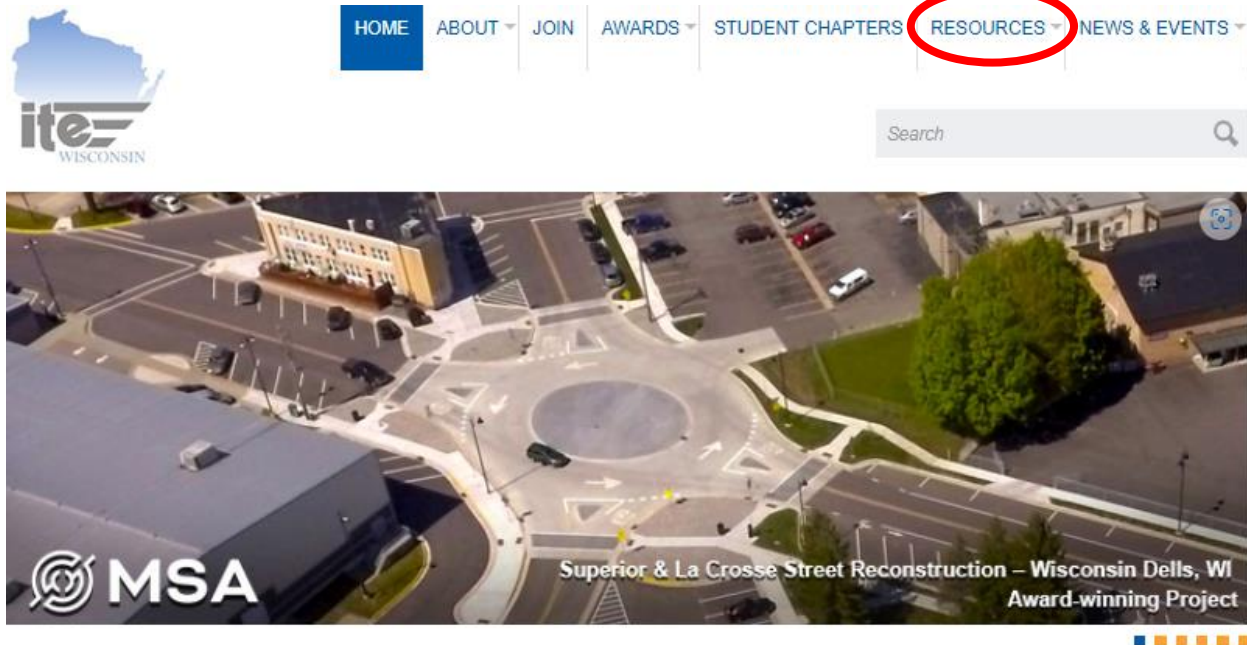
Public employees practicing engineering or planning: we face a number of unique challenges. Collaboration with fellow public sector engineers and planners on pressing matters of the day – like reckless driving, funding shortfalls, traffic management/operations, and effective communication with residents and elected officials – serves to makes our jobs easier. We invite you to join our inaugural ITE Wisconsin Public Agency Council meeting to be held virtually this September (date/time TBA). Please contact Michael May of the City of Wauwatosa at mmay@wauwatosa.net to receive your invitation. *Participation on this Council is open to public sector employees only.*

Job Postings



The City of La Crosse is seeking a Civil Engineer PE. For more details, see links on the ITE Wisconsin home page, highlighted below.

If you have a job opening and would like to be listed in the newsletter and announced at upcoming section meetings, contact Derrin Wolford (dwolford@waukesha-wi.gov).



Member Area Login

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Announcements

MAY 2023 SECTION MEETING

Please join us for our next Section Meeting on Wednesday, Ma...
[Read More](#)

SECTION AWARDS UPDATE

The Wisconsin Section has recently modified their annual awa...
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JOB POSTINGS

Be sure to check out the latest job postings on our classifi...
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Newsletter

[Winter 2022 Newsletter](#)

UPCOMING EVENTS

MAY 3 MAY 2023 SECTION MEETING
Milwaukee Student Night

Sponsors

TAPCO
Safe travels.

Helpful links from GLITE & ITE International

Looking for the Great Lakes ITE website or their newest newsletter? <https://greatlakesite.org/>

Don't forget that amazing amount of information on the national level of ITE. Publications, events, trainings, resources and so much more! <https://www.ite.org/>

Upcoming ITE Events

Below is the list of upcoming ITE Wisconsin meetings for 2023 additional details will be provided as the event gets closer.

Date	Location	Event
August 5, 2023	Whitnall Beer Garden Greendale, WI	Social Event
August 13-16, 2023	Portland, OR	ITE 2023 Annual Meeting and Exhibit
September 13, 2023	WisDOT SE Region	Joint with WTS (ITE to host)
October 11, 2023	TBD	UW- Platteville/UW-Madison Student Night
October 19, 2023	Pewaukee, WI	ITS Wisconsin Transportation Conference
December 6, 2023	TBD	Annual Section Meeting, Distinguished Service Award, Harvey Shebesta Award, and Young Professionals Award
January 7-11, 2024	Washington, D.C.	2024 TRB Annual Meeting
January 17, 2024	TBD	Public Service Appreciation
June 12-14, 2024	Green Bay, WI	ITE 2024 Great Lakes District Annual Meeting
July 21-24, 2024	Philadelphia, PA	ITE 2024 Annual Meeting and Exhibit



ITE Wisconsin Membership

As of July 2023:

This report covers the period of April 3, 2023 – July 5, 2023.

New International and Wisconsin Section Members:

- Public Agency (0)
- Private (3)
 - Andres G. Gomez-Gonzalez
 - Chris Kudlata
 - Jack Horihan
- Student (3)
 - Lidia Villazaez Eufracio
 - Jiwan Jiang
 - Joe Oliveira

245 International and Wisconsin Section Members

Treasurer's Update

Treasurer's Report May 1, 2023 - June 28, 2023	
BEGINNING BALANCE: CHECKING + SAVINGS + CDs	\$43,154.70
Beginning Balance – Checking \$16,515.33 Income - Checking Meeting Registrations: TEW&PF, May Section Mtg \$775.00 Dues \$1,970.80 Total Income – Checking \$2,745.80 Expenditures - Checking Star Chapter Meeting Setup Fees \$9.90 Travel Expense Reimbursement \$744.95 Star Chapter Fees: May \$100.00 Bank Fees \$1.00 Total Expenditures – Checking \$855.85 Ending Balance – Checking \$18,405.28	
Beginning Balance – Savings \$16,533.92 Income - Savings May \$ 1.40 Total Income – Savings \$ 1.40 Expenditures - Savings \$ - Total Expenditures – Savings \$ - Ending Balance – Savings \$16,535.32	
Beginning Balance – CD \$10,105.45 Income - Savings \$ - Total Income – Savings \$ - Expenditures - Savings \$ - Total Expenditures – Savings \$ - Ending Balance – CD \$10,105.45	
ENDING BALANCE: CHECKING + SAVINGS + CDs	\$45,046.05

Prepared By: Eric Frailing, Treasurer
June 29, 2023 - Section 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 2023 Wisconsin Section Member Director, Derrin Wolford at dwoford@waukesha-wi.gov.

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There is still time to become a sponsor for 2023!

Please contact [Andre Ost](#) for more information