



Wisconsin Section News

www.itewisconsin.org

2025 Quarter 1

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President's Message

By Eric Frailing, PE, PTOE

Valued Members of the Wisconsin
Section:

As I write my first message as the 2025 Section President, it's hard to believe that we're already closing out the third month of the year. Spring is in the air, or more accurately for those who have lived in Wisconsin for a while, we're really somewhere between the 'spring of deception' and 'third winter' (with mud season right around the corner). Change and renewal is all around us (including a not-so-subtle plug to renew your membership for 2025 if you haven't done so already) – some of it expected, some by surprise, some are welcome, and some we're going to have to adjust to.

I'd like to take a moment and thank our outgoing Past President, Andre Ost for all his hard work and dedication to the Wisconsin Section over the past six years; the Board will not be the same without your wisdom and guidance. I'd also like to thank Brian Scharles for all of his contributions this past year as President. It was a busy year in 2024, highlighted with the added bonus of hosting the District Annual Meeting. A special welcome to Jeff Knudson, who just joined the Board and will be serving as the Member Director as well as the co-chair of the Communications committee. If you have any ideas on how the Section can better serve you or how we can better spread the word on new knowledge sharing opportunities, please do not hesitate to contact Jeff or myself, or any other member of your Board.



As mentioned, we're in a period of change and renewal. Sharp eyes may have noticed a slight refreshing to some of our Section materials. More updates will gradually be appearing as ITE International rolls out its rebranding throughout the year (same name, just a more cohesive look). As a Section, we're also looking into increasing our presence on social media to help better spread the word of our various events throughout the year. Likewise, we're looking to update our newsletter platform to make the information it provides easier to follow as well as making it more relevant to your needs.

This past January, we hosted another successful Public Service Appreciation Luncheon, where we had record-setting attendance since coming out of the online pandemic days. Thank you to our guest speaker, Rob Buethling and the Section Meeting Planning Committee for another successful event.

We're looking forward to the annual Traffic Engineering Workshop (or another successful event will have just wrapped up, depending on when this is published 😊) – the largest event our Section hosts annually, which is admired around the Great Lakes District. Thank you to Laura Schroeder and her planning team for all their hard work making sure this is a successful event every year!

The Section Meeting Planning Committee is already hard at work planning our second annual joint meeting with the North-Central Section (NCITE). Once again, it will be an online event this year, likely some time in May. Please stay tuned to our email blasts, website, and our LinkedIn group for additional details as they are released.

Please consider getting more involved in your ITE Wisconsin Section. We want to make sure you are getting the best value for your dollar. There are many other ways you can get involved. We are always looking for assistance on the Section Meeting Planning Committee – especially in the Madison and western portions of the state. We also have numerous Councils that you can join that fit your areas of interest: Public Agency, Education, SimCap, Traffic Engineering, Safety, TSMO, Planning, and Complete Streets. Please reach out if any of them are of interest to you and we will connect you with the appropriate council chairs to get connected with their meetings and events.

Regards,

Eric Frailing, PE, PTOE
2025 ITE Wisconsin Section President
efrailing@msa-ps.com

ITE Wisconsin Planning Council: BiPASS

Article by: Brian Gaber, WisDOT and Daniel Mihalov, HNTB

BiPASS: Bringing Data-Driven Decisions to Bicycle and Pedestrian Planning

When planning bicycle and pedestrian infrastructure, engineers and planners must determine not only where to place facilities but also how much capacity they will need to accommodate. Without extensive trip data for non-motorized modes, these decisions have often relied on best judgment,

broad planning guidelines, and limited spot counts. But what if there were a way to predict—before construction—how changes to infrastructure would influence pedestrian and bicycle volumes?

BiPASS (Bicycle & Pedestrian Analysis Support System) helps bridge this gap by providing a data-driven approach to forecasting bicycle and pedestrian activity in response to infrastructure changes. Engineered and implemented by the Wisconsin Department of Transportation's Office of Asset and Performance Management, in collaboration with HNTB, BiPASS applies machine learning to predict how modifications to roadways, sidewalks, bike facilities, and land use will impact the expected walking and bicycle volumes.

Why BiPASS?

Historically, pedestrian and bicycle planning has lacked the vast datasets available for motor vehicle traffic. This has made it difficult to quantify the expected impact of infrastructure investments. BiPASS fills this gap by integrating machine learning with extensive datasets to predict how people will walk and bike based on the built environment.

The tool incorporates a range of variables—including roadway characteristics, demographics, land use, and trip generators—to estimate segment-level pedestrian and bicycle volumes under different infrastructure scenarios. Planners can test changes such as adding bike lanes, improving sidewalks, or simulated new developments to receive pedestrian and bicycle volume forecasts that inform decision-making.

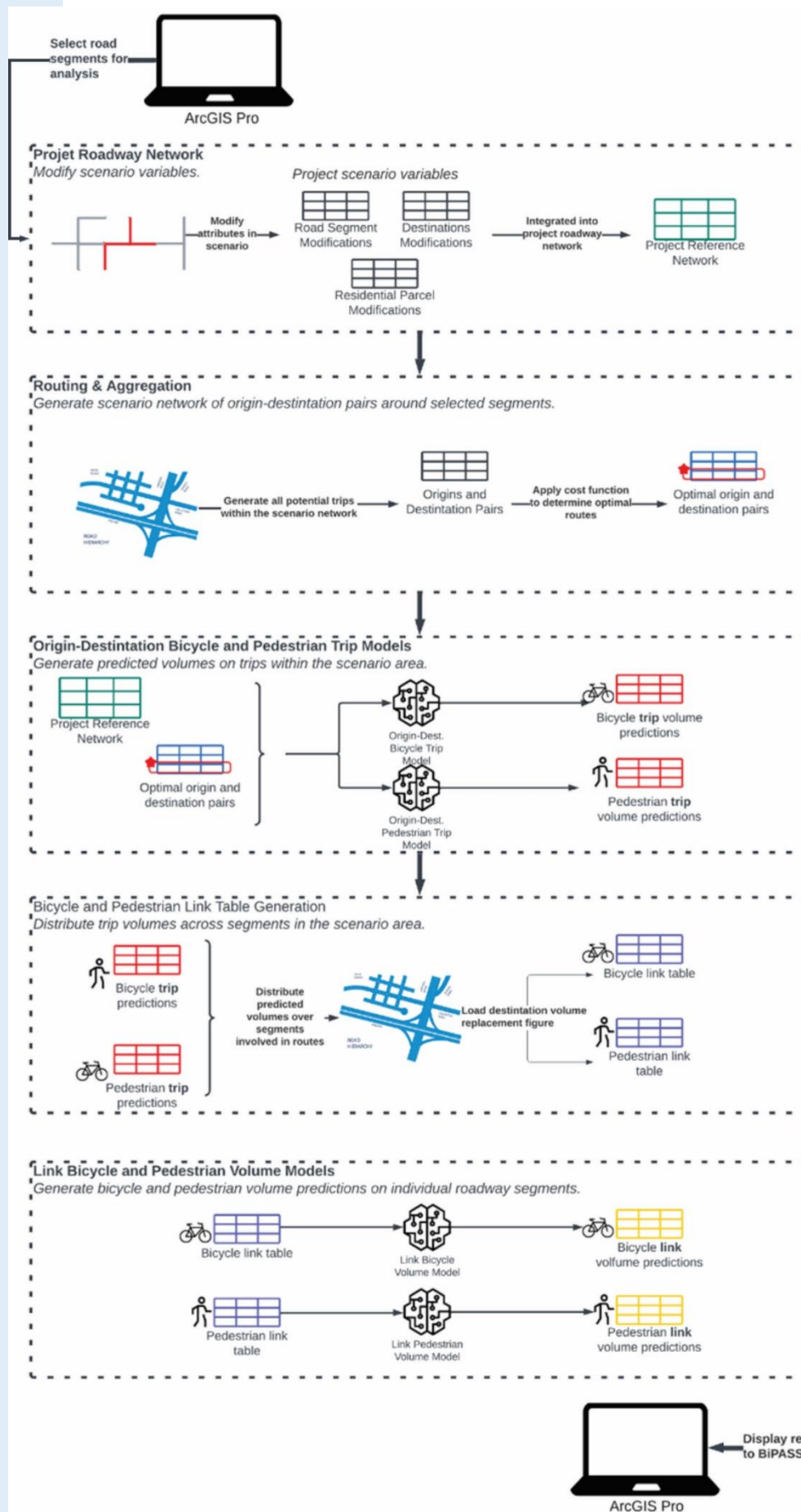
How it Works

BiPASS is integrated into ArcGIS Pro, making it easy for planners to assess potential modifications alongside other relevant data sources. The predictive engine of BiPASS is structured in the spirit of traditional travel demand modeling by incorporating key steps such as trip generation, trip distribution, route assignment, and volume estimation. The system first identifies trip origins and destinations based on demographic data and land use patterns, then determines likely travel routes using a cost-based network model. Finally, the predicted trips are assigned to roadway segments, producing a segment-level estimate of bicycle and pedestrian volumes, much like a traditional traffic assignment model.

A defining strength of BiPASS is its use of detailed roadway and environmental attributes that influence bicycle and pedestrian behavior. The model incorporates data related to bicycle level of service (BLOS), including variables such as shoulder width, the presence and width of bike lanes or sidewalks, traffic speed and volume, presence of on-street parking, and surface conditions. These attributes are used to calculate segment-specific costs and influence both the route choice model and the final volume estimates. For example, roads with higher speeds and narrower shoulders are assigned higher impedance for bicycles, reflecting their lower level of comfort and safety. Similarly, the absence of sidewalks or pedestrian crossings increases the travel cost for pedestrians.

BiPASS consists of four machine learning models that work together to produce accurate predictions based on the variable inputs:

- Trip Models, one for each mode, estimate trips between origins (residences) and destinations (businesses, parks, schools, etc.). The models factor in demographic



attributes, land use, and accessibility to determine where trips are likely to originate and end.

- **Link Models**, one for each mode, assign predicted trip volumes to specific roadway segments, much like traditional network assignment models, providing planners with high-resolution forecasts of bicycle and pedestrian activity.

A New Era of Data-Driven Planning

BiPASS allows engineers and planners to move beyond assumptions and base multimodal infrastructure decisions on quantifiable data. Unlike traditional methods, its machine learning framework analyzes complex relationships between infrastructure, land use, and travel behavior, producing more precise pedestrian and bicycle volume estimates.

Because BiPASS is built on machine learning, it can adapt as new data sources—such as evolving land use patterns and demographic trends—are integrated, ensuring predictions remain relevant over time. This flexibility allows the tool to evolve as new rich datasets become available.

As Wisconsin invests in multimodal transportation, BiPASS provides a smarter, data-driven approach to planning walking and biking infrastructure. By leveraging predictive analytics, it equips planners with the insights needed to build safer, more accessible communities.

ITE-Planning Council convenes regularly to discuss transportation planning topics such as the forecasting of bicycle and pedestrian demands. The next meeting will be held June 11th 2025. If interested in learning more or being a part of the ITE-Planning Council, please contact Jerry Shadewald at jshadewald@hntb.com.

Martin Bruening Award

Mr. Martin Bruening worked from 1924 until 1972 for the City of Milwaukee in 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. 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, in recognition to Martin, has an annual award for its members.**



Jeff Sandberg of AECOM accepting the award

This year's recipient was AECOM for their **I-39/90 and I-43/WIS 81 Interchange project**. The I-39/90 and I-43/WIS 81 interchange, located on the east side of Beloit, was originally built in 1960 as an I-90 interchange with WIS 81 to the west and WIS 15 to the east. In the mid 1980's, WIS 15 had its designation changed to I-43. The I-43 interchange configuration itself remained the same since 1960. As a result, the interchange was at the end of its useful life.

The need for the project included:

- Upgrade the system/service interchange to meet growing traffic demands in this area
- Bring the interchange up to current design standards
- Improve overall safety
- Replace aging pavements and structures
- Maintain and improve the safety of the access into Beloit
- Provide for improved local street system connectivity between the east and west sides of the interchange

Recent Meetings & Events

Public Service Appreciation Luncheon; January 22, 2025

ITE welcomed in the new year at the Great Dane Pub in Madison for the annual public service appreciation luncheon. This meeting was meant to discuss the WisDOT Bicycle & Pedestrian Project Analysis Support System (BiPASS) tool but that needed to be postponed due to schedule issues. Instead Rob Beuthling stepped in quickly with a great presentation on the I-39/90/94 study, where he discussed the finer points of volume analysis and decision making for peak hours. Thanks for coming through last minute Rob!



Rob right up against the presentation...he gets into this stuff!



Good looking crowd!

Milwaukee Student Night; March 27, 2025

An awesome group joined us at the Milwaukee School of Engineering for the annual Milwaukee Student Night meeting. The group was treated to a presentation by Brad Domasky and Jamie Dalheim of KL Engineering on the "Evaluation of Designated Truck Routes" in the City of Oshkosh.

The evening also had student chapter updates by MSOE, Marquette, and UW-Milwaukee.



MSOE Student Chapter President Hannah Sehloff provides a Chapter update at the recent student night meeting

ITE Wisconsin Technical Councils

Here are all the Wisconsin Section councils and committees and those leading the efforts. Increase your network, enhance your career...consider joining!

Committee/Council	Contact	Email
Awards Committee		
	Brian Scharles	BrianS@tapconet.com
	Joseph Blakeman	JBlakeman@tooledesign.com
Communications Committee		
	Dan Murphy	daniel.murphy@milwaukeecountywi.gov
	Jeff Knudson	jknudson@srfconsulting.com
Meetings Committee		
	Kevin Wehner	kwehner@klengineering.com
	Adam Walter	adam.walter@strand.com
	Jessica Lee	jessica.lee@rasmith.com
Traffic Engineering Workshop and Transportation Planning Forum Committee		
	Laura Schroeder	laura.schroeder@rasmith.com
Public Agency Council		
	Mike May	mmay@wauwatosanet.net
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
TSMO Council		
	Todd Szymkowski	todd.szymkowski@dot.wi.gov
Planning Council		
	Jerry Shadewald	jshadewald@HNTB.com
Complete Streets Council		
	Jeff Polenske	jeffrey.polenske@mbakerintl.com

LinkedIn Group

Remember to join the [ITE Wisconsin LinkedIn group](#). The intention 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. **We'd love to hear from you about new and interesting ways to use our LinkedIn presence. Talk to us!**

Job Postings

If you have a job opening and would like to be listed in the newsletter, added to the section website, and publicized at upcoming section meetings, contact Jeff Knudson at jknudson@srfconsulting.com.

Highlighted Job Posting

TIP Analyst or Senior TIP Analyst Chicago Metropolitan Agency for Planning

The Chicago Metropolitan Agency for Planning (CMAP) is seeking to hire an experienced professional to lead and/or contribute to Federal Transportation Funding Program projects within the Research, Analysis, and Programming (RAP) division. This program is responsible for developing and managing the Metropolitan Planning Organization's (MPO's) annual Unified Work Program for transportation planning and for developing and managing multi-year, multi-agency programs of federally funded transportation capital projects that support the implementation of ON TO 2050 and other regional plans. The federal transportation funding program team closely coordinates with and contributes to the Transportation Improvement Program (TIP) Coordination program and contributes subject matter expertise to other agency program areas.

Please apply on the [ADP website](#).

ITE...International...District...Section...Chapter...What?

The Institute of Transportation Engineers is an **international membership association** of transportation professionals who work to improve mobility and safety for all transportation system users and help build smart and livable communities. Through its products and services, **ITE promotes professional development and career advancement for its members**, supports and encourages education, identifies necessary research, develops technical resources including standards and recommended practices, develops public awareness programs, and serves as a conduit for the exchange of professional information.

Founded in 1930, ITE is a community of transportation professionals including transportation engineers, transportation planners, consultants, educators, technologists, and researchers. Through meetings, seminars, publications, and a network of more than 18,000 members working in more than 78 countries, ITE is your source for expertise, knowledge, and ideas.

ITE becomes local by subdividing into districts, sections, and chapters. Reading this, you are probably a member of the Great Lakes ITE District and hopefully part of the Wisconsin Section! Sections can be subdivided further into chapters, for instance with university chapters such as the UW Milwaukee, UW Platteville, UW Madison, MSOE, and Marquette Student Chapters.

There are so many resources and newsletters and ways to network and improve your career.

Start local on our **Wisconsin Section website:** www.wisconsinite.org

Then move on to our **District Website...**www.greatlakesite.org/

Then on to the amazing amount of information at the **International ITE** site! www.ite.org

Upcoming ITE Events

Below is the list of upcoming ITE Wisconsin events or key dates. Additional details will be provided as the event gets closer. *** indicates more information below table**

Date	Location	Time	Event Description
April 3	WCTC Pewaukee, WI	All day	Traffic Engineering Workshop and Transportation Planning Forum
May TBD	Virtual	TBD	NCITE/ITE WI Joint Section Meeting (WI host)
May 29	Virtual	1 – 2PM	DSC Leadership Webinar
June 8 – 10*	Indianapolis, IN	All day	2025 Great Lakes District Annual Meeting
July TBD	TBD	TBD	Joint ITE/ITS Meeting (ITS to Host)
Aug 10 – 13	Orlando FL	All day	2025 ITE Annual Meeting and Exhibition
August TBD	TBD, Milwaukee	TBD	Social Event TBD
September 4	Virtual	1 – 2PM	DSC Leadership Webinar
September TBD	Waukesha, WI	Breakfast	Joint Meeting with WTS (ITE to Host)
October TBD	TBD	Dinner	UW-Madison/UW-Platteville Student Night
October TBD	TBD	All day	ITS Forum
Nov 15	Scholarship Deadline		Harvey Shebesta Award
December 4	Virtual	1 – 2PM	DSC Leadership Webinar
December TBD	TBD	Dinner	Annual Section Meeting & Awards Night
2026			
Jan 11 – 15, 2026	Washington, D.C.	All day	2026 TRB Annual Meeting
Jan TBD, 2026	Virtual	TBD	Transition Meeting and 2026 Board Meeting
Jan TBD, 2026	TBD, Madison, WI	Lunch	Public Service Appreciation
Jan 31, 2026	Scholarship Deadline		Martin Bruening/Ken Voigt Rising Star Award
March TBD, 2026	TBD	Dinner	UW-M/Marquette/MSOE Student Night
March TBD, 2026	Virtual	TBD	ITE Virtual Spring Conference

Date	Location	Time	Event Description
April TBD, 2026	WCTC Pewaukee, WI	All day	Traffic Engineering Workshop and Transportation Planning Forum
May TBD, 2026	Virtual	TBD Lunch?	NCITE & ITE WI Joint Section Meeting (NCITE to host)
July 19–22, 2026	Detroit, MI	All day	2026 Joint ITE International and Great Lakes District Annual Meeting and Exhibition

2025 Great Lakes District Annual Meeting

Please attend the Great Lakes District ITE/WTS Central Region Conference/Annual Meeting on June 8 -10, 2025 in Indianapolis, Indiana. Great Lakes District ITE and WTS Central Region are once again combining joint technical, professional development content, vendors and networking. Whether you are an ITE or WTS member you will leave this annual meeting with new connections and technical knowledge ready to take back to apply to your projects and share with your co-workers.

<https://greatlakesite.org/annual-meeting-2025/>

ITE Wisconsin Membership Update (Don't forget to RENEW!)

Wisconsin Section Members	280
New Section Members January 17, 2025 – April 1, 2025	Olanrewaju Ogunniyi Kurt Walker Melissa Pacheco Paz Ella Imhoff Noah Leonard Evan McGuire
New Certifications! 	Joseph Ulatowski, HNTB Corporation, PTOE Anne Holzem, MSA Professional Services, Inc., RSP1 Stefany Katzner, JT Engineering, RSP1 Lee Gibbs, AECOM, RSP1 Sia Prosper, Singh & Associates, Inc., RSP1 Lucas Beckwith, WisDOT, RSP1 Angela Rinaldi, Traffic Analysis and Design, Inc., RSP1

Treasurer's Update

Treasurer's Report March 3, 2025 - April 1, 2024																									
BEGINNING BALANCE: CHECKING + SAVINGS + CDs	\$ 60,876.53																								
<table> <tr> <td>Beginning Balance – Checking</td><td>\$ 33,451.46</td></tr> <tr> <td>Income - Checking</td><td></td></tr> <tr> <td>Dues and Registrations</td><td>\$ 16,878.00</td></tr> <tr> <td>Insurance Refund</td><td>\$ 8.00</td></tr> <tr> <td>Total Income – Checking</td><td>\$ 16,886.00</td></tr> <tr> <td>Expenditures - Checking</td><td></td></tr> <tr> <td>December Meeting Expense</td><td>\$ 47.48</td></tr> <tr> <td>Star Chapter Fee</td><td>\$ 19.95</td></tr> <tr> <td>Credit Card Payment</td><td>\$ 866.41</td></tr> <tr> <td>TEW Catering Cost</td><td>\$ 920.50</td></tr> <tr> <td>Total Expenditures – Checking</td><td>\$ 1,854.34</td></tr> <tr> <td>Ending Balance – Checking</td><td>\$ 48,483.12</td></tr> </table>		Beginning Balance – Checking	\$ 33,451.46	Income - Checking		Dues and Registrations	\$ 16,878.00	Insurance Refund	\$ 8.00	Total Income – Checking	\$ 16,886.00	Expenditures - Checking		December Meeting Expense	\$ 47.48	Star Chapter Fee	\$ 19.95	Credit Card Payment	\$ 866.41	TEW Catering Cost	\$ 920.50	Total Expenditures – Checking	\$ 1,854.34	Ending Balance – Checking	\$ 48,483.12
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<table> <tr> <td>Beginning Balance – Savings</td><td>\$ 16,564.30</td></tr> <tr> <td>Income - Savings</td><td></td></tr> <tr> <td>Interest Payment</td><td>\$ 1.40</td></tr> <tr> <td>Total Income – Savings</td><td>\$ 1.40</td></tr> <tr> <td>Expenditures - Savings</td><td></td></tr> <tr> <td></td><td>\$ -</td></tr> <tr> <td>Total Expenditures – Savings</td><td>\$ -</td></tr> <tr> <td>Ending Balance – Savings</td><td>\$ 16,565.70</td></tr> </table>		Beginning Balance – Savings	\$ 16,564.30	Income - Savings		Interest Payment	\$ 1.40	Total Income – Savings	\$ 1.40	Expenditures - Savings			\$ -	Total Expenditures – Savings	\$ -	Ending Balance – Savings	\$ 16,565.70								
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Prepared By: Joseph Blakeman, Treasurer

April 1, 2025 - TEW/Spring Newsletter

Transportation Funny Photo



Unusual signage spotted - effective or excessive?

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 2025 Wisconsin Section Member Director, Jeff Knudson at jknudson@srfconsulting.com.

Thank You 2025 – 2026 Sponsors!

Gold Sponsors



Silver Sponsors



*If you're interested in sponsoring the Wisconsin Section, contact: **Brian Scharles, BrianS@tapconet.com***