SECTION ANNUAL REPORT: San Diego

For the period of January 1, 2016 to December 31, 2016
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AWARDS
ITE Lifetime Member .......... 28
(Annual Awards also on page 22)
President Ryan Zellers, PE, TE

Vice President KC Yellapu, PE, TE, PTOE

Treasurer Ali Shahzad, PE

Secretary Teala Cotter, TE

Past President Mark Jugar, PE, TE, PTOE

OFFICERS
Committees support ITE San Diego Section & provide opportunities for increased member involvement
MEMBERSHIP

186 ITE San Diego Section Members

<table>
<thead>
<tr>
<th>Number</th>
<th>Membership Grade</th>
<th>Annual Dues Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Fellow, Publicly Employed</td>
<td>$250</td>
</tr>
<tr>
<td>11</td>
<td>Fellow, Privately Employed</td>
<td>$275</td>
</tr>
<tr>
<td>8</td>
<td>Fellow, Retired</td>
<td>$130</td>
</tr>
<tr>
<td>66</td>
<td>Member, Publicly Employed</td>
<td>$250</td>
</tr>
<tr>
<td>55</td>
<td>Member, Privately Employed</td>
<td>$275</td>
</tr>
<tr>
<td>9</td>
<td>Member, Retired</td>
<td>$130</td>
</tr>
<tr>
<td>4</td>
<td>Young Member, Publicly Employed</td>
<td>Age Dependent*</td>
</tr>
<tr>
<td>8</td>
<td>Young Member, Privately Employed</td>
<td>Age Dependent*</td>
</tr>
<tr>
<td>22</td>
<td>Student</td>
<td>$0 first year, $30 after first year</td>
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</tbody>
</table>

*Young Member Dues are $30 for ages 22 and 23, then increase by $30 for each year older than 23, up to age 29. ITE San Diego Section receives 5% of the young member dues.
ITE San Diego Section took a loss on finances for 2016. The Section had record sponsorship and revenue levels and decided to re-invest that money in the form of:

- $2,000 loan to ITE Western District,
- Twice the previous amount of donation to the Student Endowment Fund
- An additional student scholarship for $250,
- A new social mixer to increase volunteer ranks, and
- Upgraded supplies for the Section.

Not considering the loan, which is to be re-paid in 2017, ITE San Diego Section ended with a net expense of $283.35 for 2016.
FINANCIAL DETAILS

Beginning of the Reporting Period

General Fund.......................................................... $15,274.93
Student/Scholarship Fund...................................... $1,672.54
Total Beginning Balance........................................ $16,947.47

Income

Membership Fees.......................................................... $1,923.00
Gross Income from Meetings/Workshops.................. $20,022.63
Other Principal Sources of Income:
  Golf Tournament....................................................... $11,674.29
  Holiday Party........................................................... $11,289.97
  Social Mixers............................................................ $1,100.00
  Advertising Income (website/newsletter)................ $700.00
  Student/Scholarship Fund (raffle, donations, golf) .... $1,100.00
Total Income............................................................... $47,809.89

ITE San Diego Section Federal Employer Identification Number: 52-1332596

Since ITE San Diego Section 2016 income was below $50,000, the Section was required to submit an e-postcard to the IRS. The required document was submitted in February 2017.

There was no change to the ITE San Diego Section Bylaws during this reporting period.
## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section Meetings and Workshops</td>
<td>$16,272.41</td>
</tr>
<tr>
<td>Executive Board and LAC Meetings</td>
<td>$1,144.13</td>
</tr>
<tr>
<td>PayPal Fees</td>
<td>$313.30</td>
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<tr>
<td>Travel (President to Albuquerque)</td>
<td>$1,878.12</td>
</tr>
<tr>
<td><strong>Other Expenditures:</strong></td>
<td></td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>$10,419.91</td>
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<tr>
<td>Holiday Party</td>
<td>$10,048.05</td>
</tr>
<tr>
<td>Social Mixers</td>
<td>$1,096.71</td>
</tr>
<tr>
<td>Awards (Plaques)</td>
<td>$578.50</td>
</tr>
<tr>
<td>Incidentals (speaker gifts, canopy, nametags)</td>
<td>$2,019.98</td>
</tr>
<tr>
<td>Website</td>
<td>$676.97</td>
</tr>
<tr>
<td>P.O. Box</td>
<td>$86.00</td>
</tr>
<tr>
<td>Charitable Donations (Student Endowment Fund)</td>
<td>$2,046.57</td>
</tr>
<tr>
<td>Loan to Western District/LAC*</td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Student Fund Expenditures:</strong></td>
<td></td>
</tr>
<tr>
<td>Student Scholarships</td>
<td>$750.00</td>
</tr>
<tr>
<td>Student Travel for Annual Meeting</td>
<td>$745.14</td>
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<tr>
<td>Other Student Chapter Expenses</td>
<td>$17.28</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>$50,093.24</td>
</tr>
<tr>
<td><strong>Net Income (Expense)</strong></td>
<td>($2,283.35)</td>
</tr>
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</table>

### Balance of Funds on Hand at End of Reporting Period

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund</td>
<td>$13,871.33</td>
</tr>
<tr>
<td>Student/Scholarship Fund</td>
<td>$1,061.17</td>
</tr>
<tr>
<td><strong>Total Ending Balance</strong></td>
<td><strong>$14,932.50</strong>*</td>
</tr>
</tbody>
</table>

*Loan of $2,000 to be repaid by LAC
2016 International ITE Meeting

ITE San Diego Section members made the short drive to Anaheim in August for the 2016 International ITE Meeting. The mantra of the conference followed creating healthy transportation choices and stepping into the age of automation with respect to connected vehicles. ITE San Diego Section members attended the technical sessions and enjoyed the moments of casualness included in the event that contrasted the professional atmosphere, including the vendor show happy hour and the Student Traffic Bowl.

Other Technical Activities for ITE San Diego Section

- Joint workshop: Technology in Planning
- Joint meeting: SB 743 Implementation
- Joint meeting: Transportation Demand Management
- Vendor Show and Technical Workshop
- 2016 SDSU Design Days

More details of these meetings are on pages 11 to 27.

The SDSU student chapter also held a Resume Workshop and three Plan Check Workshops.
This year’s ITE Western District Meeting was held in the middle of the old west: Albuquerque, New Mexico. The venue was nothing short of a trip into an old hacienda, truly giving the feel of the wild west.

The technical sessions were well received over the 4-day event, including a student track and a technical training seminar on basic signal timing. Vendors and sponsors of the event set up along the main hallway, supplying attendees with snacks throughout the sessions. Tours took participants to the nearby sky tram, on a biking tour, and around town to see film locations from the hit TV series “Breaking Bad.” The “Red and Green” theme of the event was highlighted in the Awards Dinner Festivities, showcasing excellent (albeit spicy) local food and entertainment. Family night was entertaining for both adults and their kiddies.

ITE San Diego Section sponsored travel for the Section President to attend the ITE Western District Meeting. ITE San Diego Section members hosted the event table for the 2017 ITE Western District Meeting, which will be held in San Diego!

**ITE San Diego Section Member and Mobility Task Force Chairperson Erik Ruehr** received the Individual Achievement Award for his service to the Western District.
Local Arrangement Committee (LAC) Planning

ITE San Diego Section member Joe De La Garza, upon being appointed the Chairperson for the upcoming 2017 ITE Western District Meeting in San Diego, quickly assigned roles and responsibilities to an energetic and highly engaged group of professionals. Planning the annual meeting requires an unfathomable amount of work. With Joe’s strong leadership and the group’s ability to keep a positive attitude, heading into the last stretch of 2016 the committee set up a strong plan for the 2017 Western District Meeting.

Will we pull off another successful meeting here in sunny San Diego? You bet!

Special thanks to the following chairs on the LAC who should be recognized for their efforts thus far:

Joe De La Garza .............. LAC Chairperson
Erik Ruehr .................... Technical Program
Marc Mizuta ........................ Finance
Dawn Wilson ................ Family Night/Social
Saul Kane .......................... Registration
Mark Jugar ....................... Technical Tours
Jennifer Harvey ............ Exhibits/Vendors
Matt Keller ...................... Exhibits/Vendors
Kathy Feilen .................... Traffic Bowl
Ryan Zellers .................... Sponsorships
Miriam Jim ................. Hotel/Audio/Visual
Ali Shahzad ................. Hotel/Audio/Visual
Debbie Leung ................ Social Media
When Governor Brown signed Senate Bill (SB) 743 (Steinberg, 2013), it initiated a process to amend the CEQA Guidelines related to how transportation impacts are analyzed. SB 743 also amended congestion management law to allow cities and counties to opt out of LOS standards within certain infill areas and included several important changes to CEQA that apply to transit oriented developments, including aesthetics and parking.

At the request of the ITE Western District, San Diego Section TCM Task Force Chair Erik Ruehr spearheaded efforts to draft a formal letter to California’s Office of Planning and Research (OPR) in response to the August 2014 draft guidelines. The second draft guidelines version was released in January 2016, and Eric again led the effort to construct a response letter representing ITE member concerns. The 16-page comment letter was signed by the ITE Northern California Section, ITE San Francisco Bay Area Section, ITE Central Coast Section, ITE Central California Section, ITE Riverside-San Bernardino Section, ITE Southern California Section, and ITE San Diego Section and submitted to OPR on February 29th, 2016.

ITE San Diego Section Member and Mobility Task Force Chairperson Erik Ruehr earned the Individual Achievement Award at the Western District Meeting for his service in representing the Western District for SB 743.
Robb Zaino, Deputy Director; Kevin Brickley, Field Engineering Supervisor; and Ali Shahzad, Associate Engineer presented on the urban pedestrian plaza on Maple Street in Escondido. Maple Street is a single-level, “festival” street with an interactive water feature, trellises with art, a central Oak tree, and gateway structures. This Complete Streets installation has removable bollards on a one-way street with no curbs. It was funded through a San Diego Association of Governments (SANDAG) Smart Growth grant.

As the first meeting of 2016, this was also the official “North County” meeting for the year. Attendees enjoyed a Mexican-style buffet and were treated to a walking tour of the project site after the luncheon.
Urban aerial ropeway is an alternative transportation mode that has been successfully integrated into transit networks in foreign cities and offers an additional transit option to overcome obstacles in the built or natural environment. Additionally, the benefits of urban aerial ropeway are realized in its comparatively low implementation cost, minimal footprint, low energy consumption, reduced emissions and providing reasonable "first mile-last mile solutions."

Jeff Howard and Chris Wahl reviewed how WSP | Parsons Brinckerhoff is assisting SANDAG, MTS, and the region by studying the feasibility of implementing similar types of systems here in San Diego, looking at alignment options, environmental and community considerations, ridership and costs, and funding opportunities.
Purpose: March Meeting

Topic: Technology in Planning

*TECHNICAL MEETING*

Joint Meeting with Southern California (SoCal) & Riverside San Bernardino (RSBITE) Sections.

The March Meeting was a half-day Technical Workshop and Joint Meeting with two other ITE sections in the region. ITE San Diego arranged the program, ITE SoCal handled registration and venue details, and RSBITE recruited sponsors.

The program featured Technology in Planning, with presentations on:

- Mobility Hubs: Moving San Diego and Los Angeles Forward - Presented by Jay Kim (LADOT) and Marisa Mangan (SANDAG)
- The Paradigm Shift of Our Transportation Industry - Presented by Carlos Ortiz (Connected Vehicle Technology)
- Big Data - How Can We Better Utilize Data Available? - Presented by Gary Carlin (Inrix, Big Data)
- What’s Coming with the CA Road Charge Pilot Program - Presented by Martin Wachs (UCLA, Dept. of Urban Planning)

Proceeds from this meeting benefited the Western District Student Endowment Fund.
Monique Chen educated attendees on how the Downtown San Diego Mobility Plan will establish policies, programs and projects to improve overall mobility throughout the Downtown San Diego area. Monique explained the Mobility Plan will provide for the development of a cohesive network of complete streets, which will increase priority and safety for bicyclists and pedestrians by providing supportive facilities and amenities; provide desirable connections for all users to public parks, main shopping areas, entertainment facilities, major attractions, the waterfront, surrounding communities, and the regional transportation network; and support reductions in greenhouse gas emissions.

Upon adoption by the City of San Diego City Council in Spring 2016, the Mobility Plan will be a catalyst for both short-term and long-term implementation of the Downtown Community Plan and the creation of a system of complete streets which will provide better circulation and open space opportunities.
ITE San Diego Section held a Volunteer Mixer at the Blind Lady Ale House in San Diego to share with members and non-members the opportunities for involvement with the ITE San Diego Section Committees. President Ryan Zellers led a short presentation detailing the type of work done by different committees that makes ITE San Diego Section successful and a great opportunity for professional networking. Members and non-members attended to learn more about ITE San Diego Section. Interested persons signed up and indicated their top interests in committee involvement, after which the committee chairpersons followed up with them individually. The event was a success with twelve new volunteers recruited that night!

Location: Blind Lady Ale House
Date: 04.20.2016
Attendance: Over 30 people

Twelve new volunteers were recruited from the Volunteer Mixer!
ITE San Diego Section has made Twin Oaks Golf Course their home the past few years – the staff is great and the course is a lot of fun. Saul Kane was the driving energy behind this event, which brought 88 players to the links for the annual golf scramble. Of those 88… 52 were private and 36 public. ITE San Diego Section is extremely encouraged to see their public partners taking time to rub elbows, dodge stray golf balls, and fake double bogeys with the rest of them. It didn’t really matter who won or lost, because it was lost on the beautiful weather and getting outside with fellow transportation engineers and planners.

Financially, ITE San Diego Section did better this year than in previous years due to the generosity of their sponsors! There were lots of raffle prizes, and the Section still had enough to donate $1,000 to ITE SDSU.
The May 2016 meeting was a joint luncheon among ITE San Diego, APA San Diego, AEP San Diego, WTS San Diego, City of San Diego, Caltrans, Circulate San Diego, and Complete Streets Task Force. At the meeting, speakers Chris Ganson and Chris Calfee discussed how SB 743 focuses on how transportation analysis will shift from driver delay to reduction of greenhouse gas emissions, creation of multi-modal transportation networks, and promotions of mixed land uses.

The presentation was followed by a panel discussion on implications and opportunities.
Purpose: June Meeting

Topic: Transportation Demand Management (TDM) - 3 Ways

Speakers: Deborah Jones (SANDAG iCommute), Jim Mandler (Make), and Laura Black (City of San Diego)

Deborah Jones, Account Executive with SANDAG iCommute, discussed how she assists companies with the creation of commute benefit programs that focus on sustainable commute choices.

Jim Mandler, Property Manager with Make, discussed the innovative TDM measures used at the new redevelopment office project, Make, in Carlsbad.

Laura Black, Program Manager with City of San Diego, discussed how the City of San Diego encourages TDM measures through the project review and approval process and gave examples of these measures.

Location: Sheraton Mission Valley
Date: 06.02.2016
Attendance: 63 people

This was a joint meeting with ITE San Diego and APBP San Diego.
The 2016 Summer Social was a hit, yet again, at Ski Beach in Mission Bay. The sun was shining, music jamming, kids playing, good food being consumed, and great conversations among peers and their family members. The catered “street tacos” were awesome, as always, and a fun new addition to the party was a jumpy for the kids to enjoy (when not playing at the beach or participating in the fun games). The traditional volleyball and water balloon toss games were held with prizes awarded to the winners. It is always fun for everyone to get together and enjoy a summer day in beautiful San Diego.
Zaki Moustafa, the Principal Transportation Engineer of the City of Los Angeles, talked about professional development and leadership in ITE. He covered effective communication skills in the first part of his lecture. The second part focused on ITE opportunities, including regional and student chapter activities.

This was a joint meeting with the ITE SDSU Chapter.
At the workshop and vendor show, 25 vendors set up booths and networked with approximately 100 members and non-members. The technical workshop included a variety of topics in these six presentations:

- “BluToad” by Doug Bilse, City of Carlsbad
- “Smart Lighting” by Bill Hein, Visionaire Lighting
- “Advanced Transportation Controllers” by Ralph Boaz, Pillar Consulting, Inc.
- “Improving Bus Operations and Traffic (IBOT) - A Regional Approach to Transit Signal Priority” by Danny Veeh, SANDAG
- “Critical Aspects of Signal Timing and Coordination” by Dr. Zong Tian, [CATER - University of Nevada Reno]
- “Adaptive Traffic Control Systems” by Eddie Flores, City of San Diego.
ITE San Diego Section hosts an annual awards luncheon. The 2016 award winners are:

- Member of the Year: Zoubir Ouadah
- Young Member of the Year: Jorge Cuyuch
- Technical Paper of the Year: Downtown Mobility Plan
- Large Project of the Year: Blue Line Trolley Renewal Project
- Small Project of the Year: 12th and D Roundabout
- ITE Scholarships: Mikayla Montoya ($500) and Alidad Ahmadi ($200)

ITE San Diego Section Board election results for 2017 were also announced:

- President: KC Yellapu
- Vice President: Ali Shahzad
- Treasurer: Teala Cotter
- Secretary: Mohammad Amin

Congratulations abounded to all award and election winners!
ITE San Diego Section’s 2016 Holiday Party festivities included an open bar, dinner, casino night, Bollywood Dancers, Belly Dancers, a Fire Show, and many awesome raffle prizes.
ITE San Diego Section assisted with the coordination of the annual Joint Transportation Associations Holiday Luncheon. The luncheon provides an opportunity for members of several transportation-based professional organizations to relax and celebrate the holiday season together.

The packed house was filled with engineers and planners from the public and private sectors, as well as officials who support transportation initiatives here in the San Diego region.

Proceeds benefited the Emilio Nares Foundation.
SDSU Design Day occurs twice each year. The event is the culmination of senior design projects from SDSU undergraduates. The senior design projects are aimed at creating a collaborative environment for various civil disciplines to design workable solutions for real world problems.

ITE San Diego Section forms a committee for each Design Day to review student projects from the SDSU Senior Capstone Program. The committee reviews all transportation-related projects, scores them on their merits, and invites the most successful team to present and be recognized among professionals at a future ITE San Diego Section luncheon.
Since being established in 2007, the ITE SDSU Student Chapter has introduced students to an in-depth look at the field of transportation and exposed them to various opportunities to expand their engineering knowledge and abilities. From professional guest speakers to exclusive tech tours, students can get a variety of perspectives and gain insight on how the transportation industry works.

ITE San Diego Section is proud to support the ITE SDSU Student Chapter and actively relays opportunities to the ITE SDSU Student Chapter in all ITE San Diego Section activities.
ITE SDSU Student Chapter is active all year with technical, networking, and social events. In 2016, the ITE SDSU Student Chapter participated in or organized the following events:

- Attended Student Leadership Summit in Pomona (January)
- Held Resume Workshop for members (January 26)
- Bowling Social with professionals and student members (February 12)
- 3 Plan Check Workshops with Rick Engineering (March and April)
- General Body Meetings on the 1st Thursday each month
- Joint luncheon with professionals (September 22)
- SDSU Football joint taligate with professionals (October 21)
- Ugly Christmas Sweater Social with ASCE (December 3)

ITE SDSU Student Chapter members also volunteered at the ITE San Diego Section Golf Tournament (April) and enjoyed the ITE San Diego Section Summer Social (August).
ITE San Diego Section presented longtime contributing member Dennis Wahl with an ITE Lifetime Member Certificate at the February luncheon. Coincidentally, his son was a presenter at the same luncheon. Transportation runs in the family!

ITE LIFETIME MEMBER AWARD
Dennis Wahl