



INSTITUTE OF TRANSPORTATION ENGINEERS

SOUTHERN CALIFORNIA SECTION

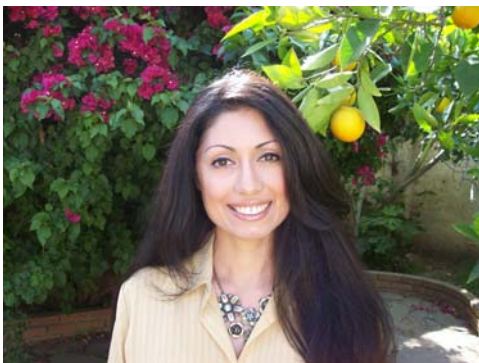
NEWSLETTER

2010 – 2011, Issue No. 6

March 2011

President's Message

Lisa Martellaro-Palmer



Hello Southern California ITE Members,

March has arrived. Happy St. Patrick's Day to those of you of Irish descent. As 2011 unfolds, new projects funded by Federal and Local government partnerships are springing to life. I-405 widening through Los Angeles is in full swing. Community meetings for the Los Angeles Westside subway are moving forward. California High-Speed Rail is receiving lots of attention and funding. While such projects take time and

patience due to extensive stakeholder involvement, they are heading in the right direction.

As the Federal government opens doors for creative financing, such as loans to local governments, we can see new opportunities for Transportation Projects. Mayor Villaraigosa's 30-10 Initiative has 12 transit projects to be completed in 10 years. I hope some of these come your way, so we can all be part of this transportation movement.

On a serious note, my mom told me about a young motorist in our home town who rear-ended some cars while driving at 65 mph and texting. She was hospitalized in critical condition and had pins put in her legs. She now walks with the aid of a walker. She may not completely recover. So tell your loved ones and others, "don't text and drive." At last month's business meeting, Western District Officers announced they are considering a campaign to promote turning off cell phones while driving. Distracted driving is becoming a pervasive problem. Warn family and colleagues of its inherent dangers. The three-second rule states "most collisions occur when drivers take their eyes off the road for three seconds!"

On a positive note, I commend our Professional Liaisons to the Universities, Neelam Sharma and Giancarlo Gandinni, for hosting an impressive Student Traffic Bowl during Engineer's Week in February. We plan to make this an annual event and hope you will help our students next year.

Thong Ngov, Chair of Activities, is planning a Caltrans TOC tour, so please check our website soon.

Our March meeting is a workshop from 10 am to 2 pm in beautiful San Juan Capistrano. Speakers and topics include: CEQA update by Yara Fisher, Margaret Moore Sohagi and Robert Tyson Sohagi, TDM & Simulator Tool for Land Use by Brian Welch from Fehr & Peers, and MUTCD Update by Monica Suter. A country festival takes place next to the restaurant. Many of our members will walk around San Juan Capistrano. So bring your cowboy hat and boots. You will be in good company.

Best Regards,

Lisa Martellaro-Palmer
President of the Southern California ITE Section, March 2011

Meeting Announcement

Friday, March 18, 2011

@ 9:00 a.m.

El Adobe Restaurant

31891 Camino Capistrano

San Juan Capistrano CA

(949) 493-1163

For Reservations Contact:

Andrew Maximous, PE, TE at

Andrew.maximous@smgov.net

By 12:00 pm on Friday,

March 11, 2011

(E-mail preferred)

(Please Specify Menu Choice)

See Flyer for Choices and Details

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Brief Look Ahead

March

- Tues, 15th, 11:59 PM (MST), James H Kell Student Competition Proposal Deadline (page 8)
- Wed, 16th, 5:00 PM, California High-Speed Rail Authority Expression of Interest Deadline (page 5)
- Fri 18th, 10:00 AM, Joint ITE So Cal Workshop & Meeting with San Diego Section, South Orange County (flyer)
- Fri 25th, 11:59 PM, ITE So Cal Newsletter Deadline
- Mon 28th, 5:00 PM, ITE Western District Newsletter Deadline (contact: zaki.mustafa@lacity.org)
- Thurs 31st, USC Student Chapter Meeting (contact: Neelam Sharma) (see page 6)

April

- Sun 3rd to Wed 6th, International Technical Conference and Exhibit, Walt Disney World Swan Resort, Lake Buena Vista, Florida, www.ite.org
- Wed 20th, 11:30 AM, ITE So Cal Lunch Meeting at Monterey Hill Restaurant (3700 W Ramona Blvd, Monterey Park)
- Thurs 28th, Cal Poly Pomona Student Chapter Meeting (contact: Neelam Sharma)
- Fri 29th-Sat 30th, Transportation Infrastructure Security Partnership (TISP) Critical Infrastructure Symposium, Renaissance Newark Airport Hotel, Elizabeth, New Jersey (contact: TISP)

May

- Fri 13th, OCTEC/ITE Golf Tournament, Green River Golf Club, Corona (contact: Jim Sommers, 714-573-0317, jsommers@koacorp.com) (flyer)
- Wed 18th, 5:00 PM, Joint ITE So Cal Meeting with OCTEC featuring Student Chapter Presentations, Holiday Inn & Suites, Fullerton

June

- Wed 15th, 8:30 AM, ITE So Cal Mini-Workshop Business Meeting at Monterey Hill Restaurant (3700 W Ramona Blvd, Monterey Park)

July

- Sun 10th to Wed 13th, Western District Annual Meeting, Alaska, www.westernite.org.

In This Issue

➤ February 2011 Scribe Report	3
➤ Legislative Analysis	3
➤ California High-Speed Rail Authority Invites Private Sector Perspective	5
➤ High-Speed Rail Redefines California's Communities, Economy, and Transportation Engineering Industry	5
➤ ITE Student Chapter at University of Southern California	6
➤ January's Santa Ana Traffic Management Center Tour	6
➤ Opportunities for Newsletter Advertising and Sponsorship	7
➤ Opportunities for Newsletter Content	7
➤ Announcements	7
➤ eBART – Bringing Sustainable Transportation to the Suburbs	9
➤ The Case for Transportation Systems Powered by Renewables	10
➤ Federal Update from ITS America	11
➤ The Case for Sustainable Communities	12
➤ Federal Government Contracting	14

February 2011 Scribe Report

By Clinton M. Quan (LA DOT), ITE So Cal Scribe

The Institute of Transportation Engineers Southern California Section monthly meeting was held on Tuesday, February 8, 2011 at The Plug Nickel Restaurant in Westlake Village. This was a joint meeting with the Central Coast California Section and it was presented by our Southern California Section President, Lisa Martellaro-Palmer (LA DOT) and the Central Coast California Section President, Larry Tay.

The first speaker was Scott Carlson, who is the Vice President for the West Region/ITS Engineering at Iteris, Inc. The topic of his presentation was Oxnard ITS Master Design Plan. In 2006, the City of Oxnard initiated the ITS Master Plan project to strategically deploy ITS strategies to improve mobility and safety. In 2008, the ITS Master Plan was adopted by the City Council and the City approved \$11 million for design and construction. The ITS Master Plan Design Project, initiated in late 2010, is the first implementation of the recommendations outlined in the ITS Master Plan.

The long term goals are to build a robust and scalable communications network which includes a fast Ethernet to gigabit Ethernet distribution, a shared network for traffic, City Departments and police and fiber to all City Signals. The project goals include a communication network which includes communication to all Oxnard signals and select signals from adjacent agencies, communication to City facilities and communication with a separate and secure network to police and fire facilities.

The project elements include replacing traffic signal controllers, installing video detection systems, CCTV cameras, dynamic message signs, upgrading intersections and the traffic management center and creating a traffic website.

The second speaker was Darren Kettle who is the Executive Director of the Ventura County Transportation Commission (VCTC) and the topic of his presentation was "Transportation in 2011 – Challenges Ahead for Ventura." VCTC is a regional transportation planning agency which is responsible for funding highways and transit, partnering with Metrolink, operating the Ventura Intercity Service Transit Authority (VISTA) and providing rideshare information through the Commuter Services program.

There are several programs in the works including the U.S. 101 widening from La Conchita to Carpinteria, the SR 118 widening from Tapo Canyon Road to the L.A. County line and the SR 23/U.S. 101 interchange (design only). There are also several priority unfunded projects as well which include the SR 118 widening from Simi Valley to Moorpark, the U.S. 101 widening from the L.A. County line to SR 33 and the SR 126 widening within Fillmore and the southbound connector to the U.S. 101.

In Ventura County, the commute times and congestion levels remain steady despite the recession. The bottlenecks are worsening at the U.S. 101 Thousand Oaks, Conejo Grade, Camarillo, Santa Clara River Bridge, the U.S. 101/SR 23

interchange and the SR 118 from Moorpark to Simi Valley. Transit continues to be under utilized, disconnected, and not to standards. There is a 60-minute wait for commuter buses and there are only three morning Metrolink trains from Oxnard. There are ten from San Bernardino.

Ventura County population is expected to grow by 43% by 2050 and the number of seniors will double, while the youth will increase by 50%. In order to plan for the future, regional priorities need to be identified, local needs have to be accounted for, a strategic funding plan has to be developed and ownership has to be built region-wide. Mobility is a top priority for the community and that means investing in the system, strengthening the alternatives and creating new solutions.

Legislative Analysis

Sri Chakravarthy, PE, TE (Kimley-Horn)
ITE So Cal Legislative Analyst



It is that time of the year. Several bills have been introduced for this year. Below is a quick summary of bills that are related to our profession. I will keep you updated on the status of these bills as the session progresses.

AB 16 (Perea)– High Speed Rail Authority

This bill would require the High Speed Rail (HSR) authority to make every effort to purchase high-speed train rolling stock and related equipment that are manufactured in California, consistent with federal and state laws.

AB 294 (Portantino) Design Sequencing Contracts

This bill would allow no more than 5 design-sequencing contracts, where Caltrans prepares a design for phases and allows construction to commence before entire project is designed, to be effective until January 1, 2015. A similar bill (AB 1760 Blumenfeld) that would have allowed 10 design-sequencing contracts was vetoed last year.

AB 345 (Atkins) Vehicles: Traffic Control Devices - Consultation

This bill would require the California Traffic Control Devices Committee (CTCDC) and Caltrans to consult with groups representing users of streets, roads, and highways, such as bicyclists, children, persons with disabilities, motorists, commercial goods, pedestrians, public transit users, and seniors. This is a very interesting bill because until now CTCDC and Caltrans is only required to consult with local agencies before adopting rules and regulations prescribing

uniform standards and specifications for official traffic control devices.

AB 353 (Cedillo) Freeway Construction

If Caltrans wants to close down a City street or a County highway due to construction of a freeway, they need to enter into an agreement with the agency having jurisdiction over the facility, except if the facility is under the jurisdiction of LA County Metro and

- i) an agreement with one or more counties and cities is not possible because an impasse has existed for 10 or more years after an initial route was adopted
- ii) Caltrans had prepared an EIR and established an outreach program.

This bill would repeal these provisions establishing an exception for a freeway segment to be constructed without an agreement within the jurisdiction of the Los Angeles County Metropolitan Transportation Authority.

AB 441 State Planning (Monning) – Transportation Health Impact

Regional Transportation Plans such as general Plans may have one more component that needs to be included – health issues. This bill would require California Transportation Commission (CTC) to include health issues in the guidelines for the preparation of regional transportation plans. This bill would also require that the Governor's office and Office of Planning and Research develop guidelines that contain advice on how local and regional agencies can incorporate health issues into local or regional general plans.

AB 464 (Olsen) Highway Route 59

State Highway Route 59 is from Route 152 northerly to Route 99 near Merced and from Route 99 near Merced to Snelling. This bill would provide that Route 59 also includes the segment of roadway from Route 132 to Route 108/120.

AB 650 (Blumenfield) Blue Ribbon Task Force on Public Transportation

A Transit Task Force with \$750,000 budget – This bill would establish the Blue Ribbon Task Force on Public Transportation for the 21st Century. This task force, comprised of 12 members jointly appointed by Senate Committee on Rules and the Speaker of the Assembly by March 31, 2012, would need to prepare a written report that contains specified findings and recommendations relating to, among other things, the current state of California's transit system, the estimated cost of creating the needed system over various terms, and potential sources of funding to sustain the transit system's needs, and to submit the report by March 31, 2013, to the Governor, the Legislature, the Joint Legislative Budget Committee, the Senate Committee on Rules, the Speaker of the Assembly, and the transportation committees of the Legislature. The task force will be staffed by Institute of Transportation Studies of the University of California.

AB 892 (Carter) Transportation- Federal Pilot Program

This bill repeals the January 1, 2012 deadline that existed for the State of California's consent to the jurisdiction of the federal courts with regard to the compliance, discharge, or enforcement of the responsibilities it assumed as a participant in the surface transportation project delivery pilot program by the United States Secretary of Transportation.

AB 1105 (Gordon) High Occupancy Toll (HOT) Lanes

One or both of the HOT lane corridors proposed in Santa Clara County could extend into the adjacent county and the revenues could be shared between the two counties for eligible purposes – only if this bill passes. Otherwise, the 2 HOT lane corridors should be within Santa Clara County limits.

AB 1308 (Miller) Highway Users Tax Account

Currently, if the State Budget is not enacted, moneys in the Highway users Tax Account (primarily funded by state excise fuel taxes) cannot be appropriated for transportation improvement purposes.

If the Budget has not been enacted by July 1, this bill would provide that all moneys in the Highway Users Tax Account in the Transportation Tax Fund are continuously appropriated and may be encumbered for certain purposes until the Budget is enacted. This would be great news because the State funding for transportation improvements projects would not be affected due to any State budget delays.

AJR 5 (Lowenthal) Transportation Revenues

This measure would request the President and the Congress of the United States to consider and enact legislation to conduct a study regarding the feasibility of the collection process for a transportation revenue source based on vehicle miles traveled, and not based on excise tax on gasoline or diesel, in order to facilitate the creation of a reliable and steady transportation funding mechanism for the maintenance and improvement of surface transportation infrastructure.

SB 468 Dept. of Transp. - Coastal Zone Expansion

Existing law provides that Caltrans has full possession and control of the state highway system and imposes various requirements for the development and implementation of transportation projects. This bill would impose additional requirements on Caltrans with respect to proposed capacity-increasing state highway projects in the coastal zone. The requirements include local agency collaboration, extensive traffic analysis of the local street system and considering planned transportation improvements including transit in the area.

SB 692 Professional Engineers

This bill would convert the current title-protected engineering disciplines, such as traffic engineering, into practices that require a license. This bill would additionally prohibit the practice of agricultural, chemical, control system, fire protection, industrial, metallurgical, nuclear, petroleum, and traffic engineering without the appropriate license issued by the board in the particular discipline.

If you think I am missing any critical bills related to our profession, please send me details of that bill so that I can include it in my next monthly update. And feel free to contact me with any questions or comments at sri.chakravarthy@kimley-horn.com.

California High-Speed Rail Authority Invites Private Sector Perspective

*Roelof van Ark, CEO,
California High-Speed Rail Authority*



The California High-Speed Rail Authority is inviting private companies – small and large, privately and publicly owned, domestic and international, in all relevant fields – to explain their interest in participating in the development of California's high-speed rail system.

The "request for expressions of interest" (RFEI) is the first formal chance for the private sector to share its interest in California's project. Companies get to put in writing what they've been telling the Authority for years: they want to participate because they expect high-speed rail to be not only viable, but profitable – exactly like similar systems are around the world. This request for expressions of interest is the chance for companies to tell us exactly what roles they hope to play in making high-speed rail travel a reality in California.

The RFEI applies to the initial construction segment – about 120 miles through California's Central Valley – and/or to any future phase of the project, including its financing, its core systems (trains, electrification, signaling, etc.), its operations and its maintenance.



The RFEI is informational, not legally required. Submission is not required to participate in the formal procurement process, but we will use the content of those responses to help shape the process moving forward. Companies have until March 16, 2011, to respond, and respondents will be invited to attend an industry forum in Los Angeles in April.

High-speed rail in California will require the support of the people of California, a long-term commitment from the federal government and the significant investment of the private sector. Californians did their part with Proposition 1A. The federal government has already directed more funding to California than any state in the nation, and announced a longer term commitment of \$53 billion over the next six years.

Now the private sector is invited to let us know how you envision being involved. Visit <http://www.cahighspeedrail.ca.gov/REFI.aspx> for more information. The deadline is Wednesday, March 16.

High-Speed Rail Redefines California's Communities, Economy, and Transportation Engineering Industry

David M. Schwegel, PE, PTOE

At the November 2010 Greenwise Sacramento Meeting (www.greenwisesacramento.com), Mayor Kevin Johnson identified "an ever changing and exciting game" among the intersections of going green and playing basketball. That holds true for America's High-Speed Rail race. Originally Florida led the pack with 90% of the Tampa to Orlando line funded. Then Governor Rick Scott rejected the \$2.4 billion federal funding much to the anger of some Florida interest groups who issued a court challenge. Yet the Florida Supreme Court upheld Governor Scott's decision. Now advocates watch with anticipation thinking 'where will Florida's money go.' Reallocation to California means construction of the Boron (north of Fresno) to Corcoran (north of Bakersfield) design-build line could begin this year, instead of 2012.

California's internal High-Speed Rail game is also "ever changing and exciting." Originally Los Angeles to Anaheim appeared to be the leader. Then attention shifted to San Francisco where construction of the nation's first multi-modal center accommodating high-speed rail begins this spring. This massive \$4.2 billion project South of Market, slated for completion in 2017, features a 5.4-acre rooftop park, a 1,000-foot-long water fountain synchronized to the movement of buses below, and a 1,000-foot tower that will surpass the Transamerica Pyramid as the City's tallest. Alignment disagreements among the West Bay Cities of Atherton, Palo Alto, and Menlo Park, led planners to consider the above-referenced Boron to Corcoran segment through the flat Central Valley with a lower cost per mile construction.

According to Mayor Johnson, another intersection between playing basketball and going green is – "in order to be successful, one must be aggressive." A region vying for the "greenest region in the country" title must be the first to seize green technology when it is introduced in Washington DC. The California High-Speed Rail Authority awarded prime contracts around February 2007 far in advance of the November 2008 passage of Proposition 1A allocating \$9.9 billion for High-Speed Rail development. These contracts were awarded as follows: Lead Program Management to Parsons Brinckerhoff; Segment leads to: HNTB (San Jose to San Francisco), AECOM (Altamont), Parsons (San Jose to Central Valley), AECOM (Sacramento to Fresno), URS (Fresno to Palmdale), Hatch Mott MacDonald (Palmdale to Los Angeles), STV (Anaheim to Los Angeles), HNTB (Los Angeles to San Diego). Note these contracts were awarded.

During a teleconference with Bob Schaevitz, Project Manager, URS Roseville, I uncovered some engineering insight on the Central Valley route. URS is currently transitioning from conceptual engineering to 30% engineering. Conceptual activities include preliminary third party ground surveys and environmental studies. Thirty percent engineering activities

include more detailed ground surveys, hard design, quantity estimates, and local permitting activities.

The project brings a combination of existing and new skills sets. Much of the traditional engineering work for traditional heavy freight and commuter rail is also present in high-speed rail. On the other hand, there are whole new technical dimensions entailed for operating trains at 220 miles per hour on a completely fenced insulated system. The Authority has strong relationships with foreign operators. Many new skill sets are being brought to the US via this project.

Some claim the traditional agrarian populace between Fresno and Bakersfield are not necessarily high-speed rail clientele. Yet virtual reality groups like Autodesk show significant transformations to downtown Fresno as the City embraces extensive transit oriented development around the high-speed rail multi-modal center, the “new fireplace of downtown.” ASCE Executive Director Pat Natale emphasizes being extremely proactive in bringing balanced, seamless, interconnected, multi-modal development within these fireplace “spheres of influence.”

Within the triple bottom line – people, planet, profits – the project poses tremendous opportunities for people. The Authority is working on establishing small business and disabled veteran business enterprise (DVBE) programs. A Request for Information (RFI) was recently posted on the Authority’s website. Students and small businesses owners, extremely distraught about the recent struggling engineering job market, are encouraged to “make their capabilities known” to prime and sub consultants including those identified above. The \$5 billion over the next five years is just the first wave of funding. Stay abreast of developments. Educate clients and the public on how to best position themselves to capitalize on the exciting trends this new mode of transportation affords. At the June 2010 High-Speed Rail Conference in Universal City, Michael Kehs of Hill & Knowlton emphasized the colossal public relations effort required to advance High-Speed Rail in America. Some even liken it to Dwight D Eisenhower’s introduction of the interstate freeway system in the 1950’s.

Questions and comments may be directed to David M. Schwegel (425-466-5677, davidmschwegel@aol.com).

ITE Student Chapter at University of Southern California

Christine Mercado, ITE USC Student Chapter President

On February 28th, 2011, the Institute of Transportation Engineers Student Chapter (ITE) officially became a recognized student organization at the University of Southern California. This was made possible by the team of First-Year Masters of Civil Engineering and Transportation Engineering candidates (MSCE & TE Student Team): Ms. Christine Mercado, Ms. Sharla Magana, Mr. Arash Beheshtian, and Mr. Anshul Anshul. These students were guided by their program’s faculty advisor, Professor James Moore, on how to get an organization recognized by the University. They were further guided by their Traffic Engineering and Control Lecturer, Mr. Eric Shen, on how to start an Institute of

Transportation Engineers Student Chapter based on his experience helping other colleges start their own ITE Chapters. This combination of (a) strong guidance from USC Faculty Members and (b) genuine enthusiasm from the MSCE & TE Student Team made the ITE Student Chapter at USC a reality.

Currently, the officers of the newly instated ITE at USC are made up of the team of MSCE TE students that spearheaded the manifestation of this student organization with Christine Mercado as President and Sharla Magana as Treasurer. All the officers are excitedly planning their first general meeting that is scheduled for Thursday, March 31. The officers intend to gear the first general meeting as a way to recruit both undergraduate and graduate transportation enthusiasts of USC into the organization, as well as introduce the overall goals and mission of the Institute of Transportation Engineers Student Chapter at USC. Besides planning the first general meeting and recruiting members, the ITE officers of USC are also still in the process of becoming a recognized student chapter with the Institute of Transportation Engineers of Southern California and the ITE professional chapter.

The intent of establishing an Institute of Transportation Engineers Chapter at USC is to promote the Transportation and Traffic Engineering industry to future transportation professionals, as well as expand the knowledge of these student members on the current events and issues that shape our growing transportation systems. The ITE officers at USC hope to conduct meetings that will expose student members to a variety of transportation and traffic topics through the use of industry guest speakers as well as Chapter sponsored field trips. The ITE Chapter at USC further hopes to create a networking bridge between the young and incoming transportation professionals, who exhibit a lot of potential for success in the transportation field, and transportation and traffic professionals, who have a lot of contacts and wisdom to bestow upon the ITE at USC members. Overall, only a promising future lies ahead for the Institute of Transportation Engineers Student Chapter at the University of Southern California.

January's Santa Ana Traffic Management Center Tour



Opportunities for Newsletter Advertising and Sponsorship

Julia Wu, PE, PTOE (Port of Long Beach)

The newsletter is a perfect venue for advertising your products and services, as it is circulated nine (9) times a year to approximately 800 ITE recipients all over Southern California. Advertisements are priced reasonably for the benefit of our members.

There is no charge for brief job announcements or course announcements (about 100 words) that would be of interest to our members. Free announcements may be edited or condensed as necessary, though. Only ads that are of direct interest to our members will be accepted. The costs are as follows:

- Sponsorship full page Ad: \$300 per month
- Full page Ad: \$200 per month
- Half page Ad: \$125 per month
- 1/4 page Ad: \$ 75 per month
- 1/8 page (business card) Ad: \$ 50 per month

If you are interested in sponsoring the newsletter, the price is \$300. The sponsoring company ad is displayed prominently in the newsletter.

For an additional \$50 per month, companies can also include the same advertisement on our section web-page. The web advertisement will be on the page for the entire month.

Apr-10	Phoenix Highway Products
May-10	LSA Associates, Inc.
Jun-10	URS Corp
Sep-10	Albert Grover & Associates
Oct-10	South Coast Lighting
Nov/Dec-10	J M Diaz
Jan-11	Minagar & Associates
Feb-11	Iteris
Mar-11	Sensys Networks, Inc.
Apr-11	Sensys Networks, Inc.
May-11	Sensys Networks, Inc.
June-11	Sensys Networks, Inc.
Aug-11	KHA
Sep-11	Sensys Networks, Inc.
Oct-11	Minagar
Nov/Dec-11	Iteris
Jan-12	(Available)
Feb-12	(Available)
Mar-12	(Available)

In addition to Newsletter Sponsorship opportunities, we also have lots of Luncheon Sponsorship Opportunities at \$100 per meeting. This is an extraordinary opportunity to educate one

of the West Coast's largest Transportation Engineering communities on your organization. Some other Sections charge \$200 or more for lower profile meeting sponsorship opportunities. At \$100 per meeting, this is an extraordinary value.

The Newsletter Editors must receive your ad by the 3rd Friday of the month prior to the following month's newsletter. Thank you in advance for your contribution to the ITE Southern California Section.

Please contact **Julia Wu** at **(562) 590-4152** or juwu@polb.com if you have questions or if you would like to submit an ad or sponsor a newsletter.

On behalf of our Newsletter committee, I, Julia Wu, would like to thank you, all currently-committed sponsors, for your support. Your help in sharing the production costs is what makes the newsletter distribution possible and allows us to increase our student support. I hope the advertisements in our newsletter have contributed to raising your profiles in the local transportation industry. Please note that with the electronic newsletter, the ads are now full-page and in color.

To our prospective sponsors, I encourage you to make your company better known in the community. We have sponsorship vacancies after January 2012.

Opportunities for Newsletter Content

David M. Schwegel, PE, PTOE

The newsletter is also a perfect venue for keeping the membership apprised of a fascinating project you are working on or for educating the membership on a unique development of interest to the local transportation engineering community. Feel free to either provide an article, or if you are too busy to write an article, feel free to submit a fact sheet, and our technical writing team can either write the article for you or co-author the article with you. Typically 500 words and two photos fit on a single page. Articles should be objective and focus on the project, not the firm. This way they are not misconstrued as advertisements. Please submit content to Newsletter Editors Jay Dinkins (jaydinkins@gmail.com) and David Schwegel (davidmschwegel@aol.com) by the deadline. The deadline for the February Newsletter is **11:59 PM on Friday, March 25, 2011**. Thank you in advance for your valuable contributions to this great team effort.

Announcements

ITE So Cal Latest Information: www.itesocal.org

Meeting and Event Photos:
<http://picasaweb.google.com/itesocal>

RFP for James H. Kell Student Competition: The Western District Board of Directors approved a Request for Proposals (RFP) contest for the James H. Kell Student Competition held annually at the Western District Annual Meeting. This competition gives Student Member attendees an opportunity to

apply transportation and traffic engineering classroom knowledge to a specific "real-world" problem. The most effective competitions in the past have been those that divided students into groups of 4-6 from different schools competing against one another.

Proposals, 5 pages max, are due **Friday, March 15, 11:59 PM (Mountain Standard Time)** to Danielle Scharf, Student Initiatives Chair, c/o Sanderson Stewart, 106 East Babcock, Bozeman MT 59715 or dscharf@sandersonstewart.com. They must include (1) contact name, (2) description of proposed competition, (3) estimate of student chapter participation, (4) personal assistance needed from District on Competition Day, (5) Equipment Needs, (6) Signature of the Student Coordinator, and (7) Faculty Advisor Signature.

Evaluation criteria include creativity (40%), applicability of competition (30%), competition plan (20%), and student chapter participation (10%). The winning proposal receives up to \$1,500 to be applied to travel expenses to the Western District Annual Meeting.

For more information, please visit the Western District Website at www.westernite.org.

Annual ITE So Cal OCTEC Golf Tournament: Friday, May 13, 2011 at Green River Golf Club in Corona: Contact: Jim Sommers, 714-573-0317, jsommers@koacorp.com
See flyer for more details.

Our Transportation Community: There are two consortiums that combine the talents and resources of elected officials, private firms and public agencies towards alleviating congestion in California: www.fastla.org and www.mobility21.com. These two websites have a lot of current and helpful information regarding transportation issues in our area. These are partnerships that are devoted to reducing congestion and improving safety on our roads - a recommended read for transportation professionals.

We Are Now on Facebook

http://www.facebook.com/home.php?sk=group_174132915945907 or search for Southern California ITE

University Mentoring Visits: Our next student chapter visit is at USC on Thursday, March 31. If you would like to attend the meeting and speak to the students for a few minutes please contact our Student Chapter Liaisons: Neelam Sharma at nds@dksassociates.com or Giancarlo Gandini at Giancarlo@traffic-engineer.com for further information.

New Technical Writing Chair: Mr. Bernard Hicks from City of Los Angeles DOT is the new Technical Writing Chair. He will acquire articles for publication in Section and District Newsletters and *ITE Journal*, write a "Transportation Trends" column, run student paper competitions, organize data fund activities, and protect Section technical projects. Please welcome Mr. Hicks to the ITE So Cal leadership team.

New Administrative Chair: Mr. Jonathan Hui from the City of Los Angeles DOT is the new Administrative Chair. He will keep Historical Records for our Section, keep us current on 501c3 Tax Laws, maintain Bylaws and Election Procedures, and recommend recipients for Lifetime Achievement and

Individual Achievement Awards. Please welcome Mr. Hui to the ITE SO Cal leadership team.

Resumes Online: If you are a Southern California Section ITE member and would like to post your resume on our website, please contact our Webmaster Irina Constantinescu (irina.constantinescu@kimley-horn.com, 818-227-2790).

Job Announcement: Iteris, Inc. leads the traffic management market in the development and application of advanced technologies that reduce traffic congestion, minimize environmental impact, and improve the safety of our surface transportation system.



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eBART – Bringing Sustainable Transportation to the Suburbs

William Hurrell, PE, Wilbur Smith Associates



On October 29, 2010 the San Francisco Bay Area Rapid Transit District (BART) held a ground breaking ceremony for an extension of its transit into east Contra Costa County from its existing Pittsburg/Bay Point BART Station in the unincorporated community of Bay Point near the City of Pittsburg. The project, which is known as “eBART” in reference to the extension of service to the “East” portion of Contra Costa County, was the culmination of a decade-long effort to bring rail transit services to the far eastern suburbs of the Bay Region in a sustainable fashion.

Rapid growth in east Contra Costa County coupled with worsening congestion and vehicle delays compelled local policy makers to formulate a strategy of combined investment in highway improvements and transit options to serve the existing and future travel demands along the State Route 4 corridor. In 2000, the Contra Costa Transportation Authority (CCTA) and BART formed a partnership to conduct the SR 4 East Corridor Transit Study conducted by Wilbur Smith Associates, which covered an approximately 23-mile corridor from Pittsburg in the west to the unincorporated communities of Byron and Discovery Bay in the east. This transit alternatives feasibility study looked at a full range of bus and rail transit improvements in the corridor. (This feasibility study is a successor to an earlier Pittsburg-Antioch Corridor Study, which BART led and completed in the late 1980s. That earlier corridor study considered 12 alternatives.) The SR 4 East Corridor Transit Study was one of BART’s first efforts to comply with and implement the System Expansion Policy process outlined in the BART Strategic Plan. The study was marked by a high degree of collaboration between BART and local policy makers, and in 2002, when the study was completed, a unanimous recommendation was made to advance a transit system based on a rail technology using independently propelled rail cars known as “Diesel Multiple Units,” or DMUs. This fuel-efficient technology uses rail cars that have engines that can burn low sulfur diesel fuel that meets state and federal air emission standards. This study and subsequent environmental and engineering studies directed by WSA lead to a decision to build a 10-mile long two-station extension from Pittsburg/Bay Point BART to Hillcrest Avenue in the community of Antioch.

East County residents had been paying BART taxes since the inception of the system in the 1960s. They had been promised that a BART extension to Antioch would eventually occur. In the late 1990’s, however, two things became very clear. First, giving the limited funding for public transit a BART extension in this corridor could not be implemented for many decades. Secondly, the BART system could no longer afford the high operating cost burden of extending the BART technology into areas with lower densities and ridership return. Engineering studies showed that the construction cost of the DMU technology would be only about one-third of that of the conventional BART technology and the operating costs would be nearly half that of conventional BART. The funding for the \$500 million DMU project was already available. This information compelled the local political decision makers to accept the eBART concept in lieu of conventional BART. The connection to BART would occur at a special new transfer station where BART trains and eBART trains would interface sharing a single passenger platform. The eBART project is scheduled for completion in 2015 and is expected to serve over 10,000 daily riders.



While many were concerned that the use of diesel fueled vehicles was not environmentally sustainable, the greenhouse gas emissions analysis showed that the system would generate reductions of 340,000 vehicles-miles per day of automobile travel which represents a decrease of 302,000 pounds of CO₂. While some argued that an electrified light rail service would be a better investment and have fewer emissions, it was found that further decreases in CO₂ by utilizing an LRV system rather than DMU is approximately 16,000 pounds of CO₂. This is about 5% of the reductions achieved by elimination of the automobile trips. The added cost of electrification would delay the project by several years, postponing the benefits of the project in terms of reducing regional vehicle miles of travel.

Finally the eBART project has prompted both the Cities of Pittsburg and Antioch to formally adopt specific plans to develop transit villages around the two new eBART stations. These villages will contain medium – high density housing, and commercial retail development all within walking distance of the new train stations.



The Case for Transportation Systems Powered by Renewables

David M. Schwegel, PE, PTOE

Unrest in Egypt and Libya sends gas prices soaring. How much have they increased since this February 23, 2011 photo?



At the November 2010 Greenwise Sacramento Meeting (www.greenwisesacramento.com), Environmental Activist, Author, and Lawyer Robert F. Kennedy warned of America's oil greed generating continued political unrest, urging us to accelerate local renewable energy supply capabilities. With 4% of the world's population consuming 25% of the world's oil, the US Debt Clock (www.usdebtclock.org) of resource consumption continues to soar with transportation systems consuming the lion's share of these non-renewables. How much has our consumption increased since the January 10, 2011 figures posted in the "Photovoltaic Solar-Power Solutions for Transportation Applications" article?

Kennedy advises, "100% of the time, good environmental policy is identical to good economic policy," citing the prosperity of de-carbonized nations like Costa Rica and Brazil. At the December Greenwise Meeting, Portland Mayor Sam Adams noted that few cars and gallons of gas are actually produced in Portland. Why consume so many resources that are not produced locally? Gary Simon of the Sacramento Area Regional Technology Alliance (SARTA) (www.sarta.org) notes Sacramento alone spends \$25 billion on goods and services annually including \$3 billion on gasoline alone. The portion of the region's energy coming from fossil fuels is 82 percent.

Reinvent our profession. Embrace clean energy and sustainability consistent with ASCE's (American Society of Civil Engineer's) *Vision of the Civil Engineer in 2025* and related ITE visions.

Gary Simon notes six companies in the Sacramento region are trying to produce biofuels. Research those in Southern California. There are probably more than six. Encourage them by putting biodiesel in your car. How do these February 23, 2011 biofuel prices compare with the gasoline prices above?



The "Electric Vehicles make Headway in the Pacific Northwest" (January 2011) article notes their ever increasing popularity throughout the West Coast including California. The 100-mile charging range is insufficient to complete the 400-mile one-way journey to Sacramento for your pre-proposal meeting. Fly to Sacramento and rent an electric vehicle at the airport. Charge it here during your meeting.



"Electric Vehicle Parking Only, M-F, 7:30 AM-4:30 PM except Holidays"

Anticipate when you can take the high-speed train system to the downtown multi-modal center and walk to your meeting knowing you have supported a transportation mode removing 13 billion pounds of CO₂ emissions annually. Former Governor Schwarzenegger notes such emissions kill 18,000 Californians annually.

Neighborhood electric vehicles, like the one pictured below, and the subject of a 2003 *Urban Transportation Monitor* article, are becoming increasingly popular in suburban cities such as Lincoln (population 40,000, approximately 30 miles northeast of Sacramento) that have large senior citizen populations.



Photovoltaic (PV) (electric) solar-powered shade structures like these at the Sacramento Municipal Utility District (SMUD) shade heat sensitive electric vehicle charging stations.



PV also powers traffic signals like this one at Oak Avenue/Hamburg Willow Creek Crossing in Folsom.



Want to get more cars off the road? Consider commuter rail. The lack of alternative modes renders the car the chief means of travel in Placer County. Considerable attention is on collector distributor lanes on Interstate 80 through Roseville (population 110,000), under construction for the past three years to relieve bottleneck congestion - the source of 40% of the City's emissions. Right of way constraints prohibit extending Sacramento's Light Rail system to Roseville, and Amtrak service is very infrequent. A 110-mile-per-hour commuter rail option to Roseville, Lincoln, and Auburn, currently being pitched to authorities, looks that much more attractive with escalating gas prices. Yet the Sacramento Area Council of Governments (SACOG) (www.sacog.org) (Sacramento, Placer, Yolo, El Dorado, Yuba, and Sutter counties) must be convinced this is the most cost effective option for the greatest number of people. Recall "people, planet, profits" is the triple bottom line in going green. People includes diversity across socioeconomic lines. Transportation professionals, how do we make fast commuter rail cost effective and convince authorities of its effectiveness.

Keep the discussion of transportation systems powered by renewable in the limelight – be it electric vehicles powered by solar or high-speed rail systems powered by wind. Publish a 250-word letter to the editor in your local newspaper about your dream of a transportation system powered by renewable. It only takes a half hour on a Saturday morning. Questions and comments may be directed to David M. Schwegel (davidmschwegel@aol.com, 425-466-5677).

Federal Update from ITS America

Paul Feenstra, ITS America



US DOT Presents Their Vision for Transportation

In February, U.S. Transportation [Secretary Ray LaHood](#) held a briefing with key transportation stakeholders including ITS America to unveil [U.S. DOT's](#) portion of the President's Fiscal Year 2012 budget proposal, which calls for \$129 billion in transportation spending in FY2012 as part of a broader six-year, \$556 billion transportation reauthorization plan.

According to LaHood, the plan will lay a new foundation for economic growth and competitiveness by rebuilding the nation's transportation systems, enabling innovative solutions to transportation challenges and ensuring the highest level of safety for all Americans.

The Administration has stated four broad goals for the proposal: (I) strengthen our infrastructure, (II) spur innovation, (III) ensure safety, and (IV) reform government and exercise responsibility. There are a number of highlights for ITS stakeholders, including a stronger emphasis on technology deployment and new funding for cutting-edge research and competitive deployment of wireless transportation technologies through the President's new [Wireless Innovation and Infrastructure Initiative](#). Additional [highlights](#) include:

- **\$556 billion over 6-years** for surface transportation programs, an increase of 60 percent on average above inflation-adjusted levels from the previous authorization; which includes:
 - \$336 billion for **highway infrastructure programs**, a 48 percent increase over the previous authorization;
 - \$119 for **transit programs**, a 128 percent increase over the previous authorization;
 - \$53 billion for **high-speed rail** and Amtrak to support the President's goal of providing 80 percent of Americans with access to passenger rail within 25 years;
 - Creation of a National Infrastructure Bank (**I-Bank**), funded at \$30 billion, to provide loans and grants to support large-scale projects of significance to the Nation's economic competitiveness with a focus on

projects that provide the biggest "bang for the buck" to taxpayers and the economy; and

- A first year funding boost of \$50 billion to spur job creation.
- Consolidation of 55 [highway programs](#) into **five streamlined programs**; and the
- Application of innovative, **data-driven methodologies to highway and transit safety** programs, including a new performance-based program to advance commercial vehicle safety and new federal oversight authority over rail transit safety.

The Administration is calling for the six-year bill to be fully paid for, but does not specify funding sources. In addition, many of the details behind the authorization framework are still being developed. A budget summary is available on the [U.S. DOT](#) web site [here](#).



Support ITS in the Transportation Reauthorization Bill

Meanwhile, ITS America has continued meeting with key Congressional Committee members and staff to promote transportation technology and ITS priorities in the surface transportation reauthorization bill. ITS America is requesting your support in signing an endorsement letter for the [Smart Technologies for Communities Act](#), which is being reintroduced by ITS Caucus co-chairs [Mike Rogers](#) (R-MI) and [Russ Carnahan](#) (D-MO) this month. The bill would establish several competitively selected communities to serve as model deployment sites for the large-scale integration of 21st century technology to solve critical transportation challenges. These communities would also serve as real-world research and testing sites for next generation solutions like connected vehicle technology, which the U.S. DOT estimates could prevent or reduce the impact of 80% of unimpaired vehicle crashes while providing significant mobility, environmental, and e-commerce benefits. To sign on, review a copy of the letter, or for additional information, please contact Quentin Kelly, ITS America Campaign Manager, at qkelly@itsa.org or 202-721-4212.

The Case for Sustainable Communities

David M. Schwegel, PE, PTOE

In October, Bob Grandy (Fehr & Peers) addressed mixed-use communities and transit-oriented developments before ITE members at SACOG (Sacramento Area Council of Governments (www.sacog.org) (Sacramento, Yolo, El Dorado, Placer, Yuba, Sutter counties). SACOG conveyed a similar passion at a February 23, 2011 Sustainable Communities Strategy (SCS) meeting shortly after being awarded a \$1.5 million grant from the US Department of Housing and Urban Development (HUD). This grant was to create a regional Sustainable Development Plan consistent with statewide Greenhouse Gas (GHG) reduction efforts. Stakeholders, in the consortium in addition to SACOG, are Sacramento Housing and Redevelopment Agency (SHRA), Valley Vision, the Urban Land Institute (ULI), the University of California Davis Center for Regional Change (CRC), the Regional Water Authority, and the McKinley Group. The Work Plan includes three activities: (1) Boost housing and employment opportunities in Transit Priority Areas to "promote social equity, inclusion, access to opportunity, public health, and neighborhood revitalization," while reducing "environmental impacts." (2) Boost the integration of "housing, land use, and transportation components" and cross-connect the Regional Plan to "federal, state, and local housing programs." (3) Integrate such planning with national resources planning to preserve environmental assets while boosting "housing opportunities near employment centers" consistent with SB 375 requirements.

One City within the SACOG region showing movement toward transit oriented development is Folsom, approximately 23 miles east of Sacramento. During the mid 80's, the Historic City Center of the City of approximately 18,000 people, was approximately 3 miles away from any freeway or highway. It also had one two-lane bridge across the American River. By early 2000, partially with the introduction of Intel in the 90's – one of Northern California's largest technology centers - the City embraced strip development along East Bidwell Street, Blue Ravine Road, and Iron Point Road, scattering the nearly 60,000 residents in a major expansion to US 50.

Challenges to accommodate this sprawling growth - with only one two-lane bridge across the American River dividing the City – were herculean. Additional bridges across the river were difficult to come by due to widespread public opposition. By the late 90's, a major four-lane bridge opened across the river to connect Folsom-Auburn Road to the north with Folsom Boulevard to the south, redefining access to the historic district. Yet the September 11, 2001 terrorist attacks forced the permanent closure of Folsom Dam Road approximately 3 miles north, adding 20 minutes to the journey from Granite Bay to the north to El Dorado County to the east. The engineering challenges for providing an alternate access were significant. On March 28, 2009, the Folsom Crossing bridge at the foot of Folsom Dam, recipient of an American Society of Civil Engineers (ASCE) Sacramento Section project of the year award.



Light Rail's introduction in 2006 gives Folsom's Historic District ongoing opportunities to redefine itself as a live-able, walk-able master planned 20-minute community.



A traditional commercial condominium complex called Granite House at Historic Folsom Station (www.folsomstation.com) is under construction with 30 residential condominiums and 6,670 square feet of retail. In the final approval stages is a two-phase Danish-style Cohousing ("family-friendly green neighborhood") development, Leidesdorff Village (www.FolsomEcoHousing.org) with 59 residential units (including 38 units in Phase 1 (Folsom EcoHousing)), 9,414 square feet of common space, and 5,785 square feet of retail (This retail is part of Phase 2 (Sibley Corner)), on a two-tiered 3.5-acre site overlooking Lake Natoma.

Kathryn McCamant, President of CoHousing Partners, LLC (www.cohousingpartners.com), brought the Cohousing concept to the United States about 25 years ago. She spoke on Cohousing at the February 17, 2011 Sacramento Sustainability Forum. Cohousing is "an old-fashioned sense of neighborhood blending private homes with extensive community facilities where people know each other and want to work together to create a great collaborative neighborhood." Grounds feature eco-friendly driveways and pathways as well as community gardens. Typical grounds are shown below.



Buildings are often powered by renewable energy sources such as thermal (HVAC) and photovoltaic (electric) solar. The individual homes tend to be smaller, while the common building or common area has much more extensive dining, living, meeting, and recreational facilities than a traditional condominium complex that often feature a children's play area. Community meals take place 2-6 times/week and are typically provided by families on a rotating monthly basis. Planned activities are much more frequent. Homeowner decisions are made by the residents themselves rather than an outside board of directors, keeping costs down, and giving residents firsthand exposure to the parliamentary process.

Cohousing communities are springing up throughout the US, which has approximately 120 such communities completed with

an additional 111 in process. California leads the nation with 27 communities completed and 26 under development, followed by Washington with 13 completed and 6 under development, Colorado with 12 completed and 5 under development, and Massachusetts with 10 completed and 7 under development.

Completed California Cohousing communities are in the Bay Area cities of Oakland, Emeryville, Pleasant Hill, and Cotati (Sonoma County), to name a few. Here's the Cotati Community.



Wolf Creek Lodge (www.wolfcreeklodge.org) is under construction in the Sierra Foothill community of Grass Valley approximately 50 miles northeast of Sacramento. This community, located within walking distance of restaurants, shops, and services, features a large nature preserve area and forested creek frontage.



Marty Maskall, Project Manager & Future Resident, led a tour of Folsom's Leidesdorff Village on Saturday, February 12, 2011. During self introductions (pictured below), guests shared diverse testimonies. Some extroverted professionals discussed their warm embracement of these interactive communities and gradual acceptance and appreciation from their introverted spouses. Others moved from the East Coast to California in search of "true community." After an extensive search, they finally found it in their Cohousing development. Communities include residents of all ages from infant to elderly and of many walks of life from professional to retired.



Another sustainable community type is the "Zero Energy" community. Shilpa Sankaran, Co-Founder, Vice President of Marketing & Communications for ZETA Zero Energy Communities (www.zetacommunities.com), drove up from San Francisco to deliver her presentation at the Sacramento Sustainability Forum following Kathryn McCamant's Cohousing discussion. ZETA is an off-site precision building company that designs and builds energy efficient and net zero energy residential and commercial buildings in their factor at McClellan Park (north of Sacramento). They participate in the US Department of Energy's Building America Research Program "bringing advanced building energy systems and sustainable building materials to the mass market at zero

additional cost." Morgan Stanley notes how the economic downturn, which bottomed out in spring of 2009 triggered the need for a transformation in the way we build and sustain our communities. The traditional US built environment consumes 48% of the energy and produces 38% of the total CO₂ emissions. The residential sector alone consumes 37% of our nation's electricity. The California Public Utility Commission (CPUC) requires all new residential buildings to be net zero by 2020 while a Commercial Building Initiative is working to make every building carbon neutral by 2030. With a typical residential square footage of 800 square feet in 1950, 2,414 square feet in 2005, and 1,500 square feet by 2009, residences are "shifting to smaller and more efficient," with 90% of builders erecting reduced size homes since May 2008. The average US household consumes 190 million British Thermal Units (BTUs) of energy per year. By contrast, a residential structure with building integrated photovoltaics (solar electricity panels integrated into the structure) can actually contribute 10 million BTUs to the power grid. ZETA is known for expedited construction of such communities and works on commercial and mixed use developments in addition to residential. Here is their net zero energy LEED platinum project in Oakland (credit: Nandita Geerdink).



As transportation professionals, we recognize that sustainable community strategies are not only consistent with those of government agencies like SACOG. They also address the pain points of our clients and end users constantly pressured to do more with less formulating innovative cost cutting measures. Escalating gas prices further accelerate their pain points and lifestyle adjustments. One such adjustment may be relocation to sustainable communities to reduce fuel consumption and vehicle miles traveled. Per discussion with diverse networking groups, the transportation engineering industry faces a lack of environmentally friendly projects brought forth by our clients. Rather than wait for clients to step forward with such projects, be proactive. Encourage them to embrace sustainable developments. Host workshops to educate them on the triple bottom line (people, planet, profits) benefits of sustainable developments, so they can pitch them to their stakeholders. This proactive theme is consistent with submitting unsolicited proposals to the federal government (feds) to steer the feds toward your niche (see page 14). Collaborate with ITE International to produce guides for our membership so they can educate elected officials, clients, and the public on the transportation professional's role in sustainable communities. Conduct trip generation and greenhouse gas reduction (GHG) studies for Cohousing and "Zero Energy" communities, and assist our organization in the development of manuals. Recognize that transportation systems do produce the lion share of emissions. Together we will become recognized authorities in the "sustainable solutions" arena.

Questions and comments may be directed to David M. Schwegel (davidmschwegel@aol.com, 425-466-5677).

Federal Government Contracting

David M. Schwegel, PE, PTOE

Paul Feenstra's ITS America article (page 11) discusses the United States Department of Transportation's (US DOT) "Vision for Transportation." Familiarize yourselves with federal, state, and municipal (city and county) agency characteristics and best practices to maximize your project effectiveness, especially in public private partnerships (PPP). Steven R Covey says, "think win-win." On renewable energy projects such as photovoltaic (electric) solar power, agencies and institutions (schools and hospitals) win with Leadership in Energy and Environmental Design (LEED) credits while the private operator wins with the federal and state financial incentives.

Are you one of many small businesses within ITE So Cal wanting to boost your business volume? In addition to considering the California High-Speed Rail Authority small business opportunities referenced in Roelof van Ark's article (page 5), consider serving as a prime or sub-contractor on a federal project. In 2008 alone, the federal government awarded \$550 billion in contracts for goods and services. They pay quickly and electronically, typically within 30 days of receipt of a correct invoice. The 60's were an exciting era as the federal government awarded contracts for missions to the moon and outer space. Our current decade is also exciting with the start of green and high-speed rail revolutions.

Small businesses persistently make your capabilities known to prime contractors and public agencies. In my recent involvement in a prime contract pursuit with Fresno's Precision Civil Engineering, we were so grateful for DP Engineering's persistence in "making their capabilities known" to us, that we invited them to join our pursuit. They helped us in our "good faith effort" to meet UDE participation goals.

The Federal Technology Center (FTC) (www.theftc.org) wants us to embrace best practices for doing business with the federal government. The FTC offer complimentary classes and counseling. For a nominal fee, FTC will research those solicitations best aligned to your industry niche.

Here is one "gold nugget" I took away from each class:

Getting Started with Government Contracting: Register with the Central Contractor Registry (CCR) to "make your capabilities known" to the federal government and prime and sub contractors.

Government Subcontracting: Maximize your prime contractor/sub contractor relationship by carefully selecting those pursuits for which you are most qualified. Seek an early win. Failure to perform on your first contract may mean "you do not get invited back to the dance."

Navigating the Federal Acquisition Regulation (FAR): Go to <http://farsite.hill.af.mil/vffara.htm>. Familiarize yourself with those FAR sections, clauses, provisions, and prescriptions most relevant to your industry niche. FAR is a code that governs federal contracting

Responding to an Invitation For Bid (IFB): Determine if your industry niche is better suited for fee (IFB) or qualification based selection (QBS). If your niche is highly specialized like photovoltaic (electric) solar, consider a proactive QBS route where you submit unsolicited proposals to steer the federal government toward your specialty. This positions you as an expert. The federal government seeks you out for input on solicitation language, so solicitations are written to favor you.

Doing Business with the General Services Administration (GSA): GSA includes buildings such as Traffic Management Centers (TMC). Marry your ITS knowledge (from your recent Santa Ana TMC tour) and sustainable building expertise (such as building integrated photovoltaics (BIPV, solar electric)) in your GSA pursuits.

Federal Contract Negotiation: Approach federal contract negotiation from the federal government's perspective. They want competitively priced goods and services from reliable contractors. A track record is a strong indication of reliability. If you are new to government contracting and lack a track record, consider subbing to a prime that has a strong track record.

Sign up for FTC classes. Develop an extensive list of "gold nuggets." Take immediate massive action on them. Seek out resources like Green Cabinet (<http://sustainabilityassessments.org/index.php>) to "green" your business. The So Cal Transportation Engineering Industry will appreciate your efforts. As we say in the Small Business Economic Impact Alliance (SBEIA) (www.sbeia.com), "a rising tide floats all boats."

Questions and comments may be directed to David M. Schwegel (davidmschwegel@aol.com, 425-466-5677).

The World Goes Wireless



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Registration Begins at 9:00 AM (refreshments provided) / Lunch at 12:00 Noon

Workshop Program:

“CEQA Update”

Yara Fisher, AICP, AECOM

Margaret Moore Sohagi, Principal, The Sohagi Law Group

Robert Tyson Sohagi, Associate, The Sohagi Law Group

“Simulator Tool for Land Use and TDM”

Brian Welch, Principal, Fehr & Peers

Lunch Keynote Address:

“MUTCD UPDATE”

Monica Suter, City of Santa Ana

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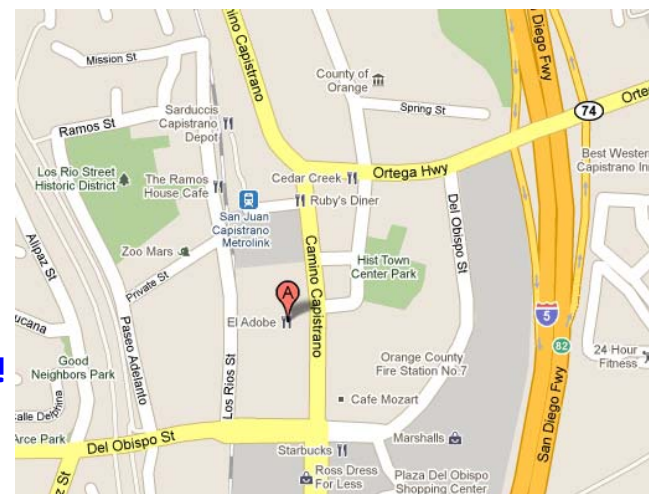
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Reservations:

ITE SoCal - Andrew Maximous, andrew.maximous@smgov.net

ITE San Diego - Kathy Feilen, kfeilen@ci.la-mesa.ca.us

Reservations Due by Noon, Friday, March 1th!



Candidates for ITE International Vice President

ZAKI MUSTAFA, P.E. (F)

Bureau Chief, City of Los Angeles Department of Transportation, Los Angeles, CA, USA

TOGETHER WE ARE THE BEST



I truly believe that we can accomplish more goals in more meaningful ways when we work together with each other. In preparing my vision statement for this campaign, I contacted all ITE presidents and many past presidents to learn about the issues our leaders are facing throughout the world. I found that there are common themes in all regions and generations of the ITE family: We need to work together to make ITE more **accessible, visible, and affordable**.

My experience gained from more than 30 years of ITE involvement has provided me with a valuable tool: I can recognize the needs and expectations of our members in the many different levels of our organization, and I know how our organization can meet these needs.

I have worked for the City of Los Angeles, Department of Transportation for the last 27 years. As the Chief of Field Operations, I am responsible for crews that install and maintain all traffic control devices for the City. I manage more than 280 employees with a budget of approximately \$30 million.

I have been very fortunate to serve at all levels of ITE leadership: as a Student Chapter President, Section President, District President, and recently as a member of the International Board. This experience has allowed me to contribute my ideas, programs, and enthusiasm throughout the full spectrum of the ITE organization. My ITE career highlights include:

International Director: 2008, 2009, 2010

Western District President: 2005

Initiated the Presidential Proclamation award program

WesternITE newsletter editor

WesternITE web-site manager

LAC Chair Anaheim Annual Meeting: 2008

Traffic Bowl Committee Member

I established the District's Student Endowment Fund and helped establish my local Section's Student Scholarship fund. I also established eight new student chapters throughout the Western U.S.

Please vote for me!

RAY DAVIS, P.E., PTOE (F)

President, RED3Consulting, Emeryville, CA, USA



"ITE is a multi-million dollar, multi-faceted, volunteer based professional organization. During these fiscally challenging times we need to make sure that the leadership of ITE has a thorough understanding on how ITE operates, and how it impacts our private and public sector members.

We are all affected by fiscal, time, and travel constraints. We need to develop and implement strategic actions to make ITE more accessible to all of our members and to keep them engaged in our professional organization."

My Vision for Bringing ITE to You:

Use of existing technology for all ITE Committees, Councils, and Task Forces to enable all members to participate without having to travel. This will increase participation and enable ITE's use of smaller meeting venues and save on meeting costs.

Create a Subscription Based On-Demand Electronic Library of ITE's technical publications, compendiums, best practices, recommended practices, and web training that will provide transportation engineers and planners worldwide to

have immediate access to the best information to assist them in developing solutions to the issues with which they are dealing.

Implement Professional Development and Mentoring Programs that will provide members with leadership training that will help them in both their ITE and professional careers.

Enhanced Advocacy for Roadway Safety to achieve ITE's goal of zero deaths on our highways. Advocate for stronger legislation to reduce driver distractions.

Promoting Sustainable Transportation and making sure sustainable transportation, including pedestrian and bicycle facilities, transit, complete streets, incident management, and ITS, are an integral part of our transportation system.

Why Elect Ray Davis?

My vision, passion, commitment, 37 years of active involvement (21 years in elected or appointed leadership positions) at all levels of ITE, strong management and budget skills, and the time to commit, will help ensure that **We will bring ITE to you.**

Please visit www.ite.org/candidates/raydavis

**ANNUAL
OCTEC / ITE GOLF TOURNAMENT**

FRIDAY, MAY 13, 2011

FOUR MAN SCRAMBLE

SHOTGUN START AT 8:00 AM

REPORT IN BY 7:30 AM

GREEN RIVER GOLF CLUB

5215 GREEN RIVER ROAD, CORONA

91 Freeway off at Green River Road

(See Thomas Guide Page 742 B-5, Riverside County)

Telephone (951) 737-7393

Please Dress Appropriately, No Denim or Tank Tops

***\$90.00 ENTRY FEE INCLUDES CART & BUFFET LUNCH
PLEASE HAVE ENTRIES IN PRIOR TO APRIL 30, 2011***

***** MAIL ENTRIES TO: JIM SOMMERS *****

c/o KOA Corporation

1120 W. La Veta Avenue, Suite 660

Orange, CA 92868

Telephone (714) 573-0317

FAX (714) 573-9534

jsommers@koacorp.com

***** MAKE CHECKS PAYABLE TO: O.C.T.E.C. *****

<u>NAME</u>	<u>AGENCY OR COMPANY</u>	<u>PHONE</u>
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____

Please print clearly and provide e-mail address for each player if possible.