



# INSTITUTE OF TRANSPORTATION ENGINEERS

## SOUTHERN CALIFORNIA SECTION

# NEWSLETTER

2011 – 2012, Issue No. 1

September 2011

## President's Message

*Steve Itagaki*



Hello Southern California ITE Members,

As your new president of our section, I would like to welcome everyone back to a new fiscal year and I hope all of you had a terrific summer. The 2011 ITE Annual Meeting was held in July in Anchorage, Alaska. This was truly a spectacular meeting featuring some great presentations in a location surrounded by vast mountain vistas and glacial harbors. For those of you who attended, you know exactly what I mean. But for those who missed it, be sure to look into next year's Annual Meeting in Santa Barbara. I was amazed to see so many of our Southern California colleagues, including our local universities, in attendance at this event.

### *Meeting Announcement*

Wednesday, September 14, 2011

**11:30 AM – 1:00 PM**

**Monterey Hill Restaurant**

3700 W Ramona Blvd

Monterey Park CA

(323) 264-8400

*For Reservations Contact:*

**Sri Chakravarthy, PE, TE** at

[srikanth.chakravarth@kimley-horn.com](mailto:srikanth.chakravarth@kimley-horn.com)

By 12:00 pm on Friday,

September 9, 2011

See Flyer for Details

Last month was our evening Steak Fry event kicking off the new fiscal year at the traditional Los Angeles Police Academy. It was a great turn out among friends and family. We also continued the tradition of having a raffle for Disneyland, Universal Studios, and Knott's Berry Farm. You can view the photos of this event at our website ([www.itesocal.org](http://www.itesocal.org)) under the Photos tab. If you missed this annual event, be sure to mark your calendars for next year.

In terms of new officer positions, I would like to welcome Sri Chakravarthy as our new Secretary/Treasurer. I would also like to announce our Southern California Section members who recently won their electoral seat in the International and District level. Rock Miller is now our International President, Zaki Mustafa is our International Vice President, Walter Okitsu is our District Vice President, and Monica Suter is our International Director. Please join me in welcoming them on board.

In the news, the U.S. Transportation Secretary Ray LaHood recently announced that the Obama Administration is eliminating dozens of burdensome regulations on traffic signs which cash-strapped state and local governments expect will save them millions of dollars. The U.S. Department of Transportation is proposing that communities replace traffic signs when they are worn out rather than requiring signs to be replaced by 2018 as previously mandated.

Our first lunch meeting will be held at the Monterey Hill Restaurant in Monterey Park on September 14. Our guest speakers will be Peter Valk, President, Transportation Management Services, and Clare Look-Jaeger, Principal, Linscott, Law & Greenspan. Their topic will be "What transportation engineers need to know about Transportation Demand Management (TDM)". Be sure to RSVP with Sri Chakravarthy by September 8.

See you there!

**2010-2011 Southern California Section Officers**

**President**

Steven Itagaki, PE, PTOE  
*JMDiaz Inc. (JMD)*  
 Ph. (626) 820-1137  
[sitagaki@jmdiaz.com](mailto:sitagaki@jmdiaz.com)

**Vice President**

Andrew Maximous, PE  
*City of Santa Monica*  
 Ph. (310) 458-4982  
[andrew.maximous@smgov.net](mailto:andrew.maximous@smgov.net)

**Secretary-Treasurer**

Sri Chakravarthy, PE  
*Kimley-Horn & Associates*  
 Ph. (818) 227-2790  
[sri.chakravarthy@kimley-horn.com](mailto:sri.chakravarthy@kimley-horn.com)

**First Past President**

Lisa Martellaro-Palmer  
*City of Los Angeles DOT*  
 Ph. (323) 957-6823  
 Cell (818) 645-9221  
[lisa.martellaro-palmer@lacity.org](mailto:lisa.martellaro-palmer@lacity.org)

**Second Past President**

Arief Naftali, PE, PTOE  
*ADVANTEC*  
 Ph. (909) 860-6222 Ext. 104  
[ariefnaftali@advantec-usa.com](mailto:ariefnaftali@advantec-usa.com)

**2009-2010 Southern California Section Chairs**

**Newsletter Editors**

Jay Dinkins, PE  
*City of Santa Monica*  
 Ph. (310) 570-7380  
[jay.dinkins@smgov.net](mailto:jay.dinkins@smgov.net)

**Scribes**

John Dorado, PE  
*RBF Consulting*  
 Ph. (949) 855-5779  
[jdorado@rbf.com](mailto:jdorado@rbf.com)

David Schwegel, PE  
 Ph. (425) 466-5677  
[davidmschwegel@aol.com](mailto:davidmschwegel@aol.com)

Clinton Quan  
*City of Los Angeles DOT*  
 Ph. (213) 928-9678  
[clinton.quan@lacity.org](mailto:clinton.quan@lacity.org)

**Industry Coordinator**

Janna McKhann  
*NexTech Systems, Inc.*  
 Ph. (714) 289-8940  
[nexotech@cox.net](mailto:nexotech@cox.net)

**Student Chapter Liaisons**

Neelam Sharma  
*DKS Associates*  
 Ph. (949) 863-0041  
[nds@dksassociates.com](mailto:nds@dksassociates.com)

**Legislative Analyst**

Thong Ngov  
*Los Angeles County*  
[tngov@dpw.lacounty.gov](mailto:tngov@dpw.lacounty.gov)

Giancarlo Ganddini  
*Kunzman Associates*  
 Ph. (714) 973-8383  
[giancarlo@traffic-engineer.com](mailto:giancarlo@traffic-engineer.com)

**Membership Coordinator**

Ted Mekuria, *CH2M Hill*  
 Ph. (213) 228-8218  
[ted.mekuria@ch2m.com](mailto:ted.mekuria@ch2m.com)

**Advertising Editor**

Julia Wu, PE, PTOE  
*Port of Long Beach*  
 Ph. (562) 590-4152  
[juwu@polb.com](mailto:juwu@polb.com)

**FTA/FHWA Liaison**

Lawrence (Jesse) Glazer  
*FTA/FHWA LA Metro Office*  
 Ph. (213) 202-3955  
[Jesse.Glazer@fhwa.dot.gov](mailto:Jesse.Glazer@fhwa.dot.gov)

**Chair of Activities**

Thong Ngov  
*Los Angeles County*  
[tngov@dpw.lacounty.gov](mailto:tngov@dpw.lacounty.gov)

**Webmaster**

Irina Constantinescu, PE  
*Kimley-Horn*  
 Ph. (818) 227-2790  
[irina.constantinescu@kimley-horn.com](mailto:irina.constantinescu@kimley-horn.com)

**Technical Coordinator**

Bernard K Li  
*Iteris, Inc.*  
 (949)270-9633  
[bkl@iteris.com](mailto:bkl@iteris.com)

**Chair of Professional Development**

Lisa Martellaro-Palmer  
*City of Los Angeles-DOT*  
 (213) 928-9665  
[Lisa.Martellaro-Palmer@lacity.org](mailto:Lisa.Martellaro-Palmer@lacity.org)

**Committee Chair for Awards to Universities**

Carlos Ortiz, PE, TE, PTOE  
*RBF Consulting*  
 (949) 855-3657  
[cortiz@rbf.com](mailto:cortiz@rbf.com)

**Brief Look Ahead**

**September**

- Wed 14<sup>th</sup>, 11:30 AM, ITE Monthly Luncheon at Monterey Hill Restaurant (3700 W Ramona Blvd, Monterey Park)

**October**

- Fri 8<sup>th</sup>, ITE So Cal Newsletter Deadline (contact: Newsletter Editors)

**In This Issue**

- A Blast of Enjoyment and Development at the ITE Alaska Conference 3
- LEDs Revolutionize Roadway Lighting 4
- UC Irvine Mentoring 5
- Opportunities for Newsletter Advertising and Sponsorship 6
- Opportunities for Newsletter Content 6
- Announcements 6
- ITE September Luncheon Meeting Flyer 8
- 2011 Vendor Show and Social Night Diamond Bar 9-10

## ***A Blast of Enjoyment and Development at the ITE Alaska Conference***

*Thong Hgov, PE  
LA County DPW*



I am one of our younger members with only 5 years of full time engineering job experience. Yet, I felt honored to be asked by my employer, the County of Los Angeles Department of Public Works, to not only attend the recent ITE Alaska Western District Conference, but to also present a paper. In that short time and

thanks to that rare experience, I certainly grew in personal development and experience an entire year in just three days—and that is a positive thing. Alaska is often described as the “last frontier” of discovery, well; it certainly was the “first frontier” for me: first airplane flight in over two decades, first “real” out-of-state experience (and not just from Los Angeles to Las Vegas), first time in a hotel—ALONE; first professional presentation; and most important of all, first out-of-town business trip as an engineer at the Los Angeles County Department of Public Works.

The three days spent in Alaska were really enjoyable and strange to this sunny California resident. Daylight hours extended past 11:00 p.m., so there was still time to enjoy Anchorage and the grand scenery even after a full day of technical paper presentations from numerous public agencies and private companies. I excitedly raced from one technical presentation to another and barely noticed nor minded Alaska’s cool and drizzling weather.

With each speaker’s presentation, I was one speaker closer to my own presentation on temporary traffic control on the last day of the conference. I have completed many school related presentations in the past but anticipating my ITE presentation was quite different. There were very well-presented professional

presentations on the latest research in the field of pedestrian and vehicular efficiencies and safety to events where the past and future ITE serving members were appreciated. Each day was exciting with new and unique topics furthering the transportation engineering field and my understanding and appreciation of it. Then on the last day it was my turn to present my topic on temporary traffic control and the butterflies were happening.

Standing at the podium, there were great conflicting senses of excitement, nervousness, adrenaline, and accomplishment. Only upon completing my presentation did I realize why I felt a sensation overload and a transition into the next stage of career development. I was presenting as an individual in my past presentations. At this presentation, I was representing the County of Los Angeles. I felt a tremendous weight of responsibility on my shoulders, yet alone having my bosses observing and evaluating me. I knew at that moment that I had accomplished something few others had the opportunity to do, especially with my short professional experience—to be the voice representing an entire organization. This experience has greatly confirmed my decision to continue pursuing my career as a civil engineer within the transportation engineering specialty.

*Thong is an Associate Civil Engineer at the Los Angeles County Department of Public Works. He can be contacted at [tngov@dpw.lacounty.gov](mailto:tngov@dpw.lacounty.gov)*

## LEDs Revolutionize Roadway Lighting

Patrick Helmer

More and more cities are finding that replacing their high intensity discharge street lights with LEDs saves them energy AND substantially improves the color and uniformity of their outdoor lighting. Several municipalities have reported that the improved lighting quality provided by the LED lights enhances visibility for public safety officials as well as the general public resulting in better safety and security in their communities. The following is a partial list of cities who have installed the Leotek GreenCobra™ streetlight to replace their high pressure sodium cobra-heads: **Los Angeles, CA; Seattle, WA; Redondo Beach, CA; Palo Alto, CA; Tuscaloosa, AL; New Orleans, LA; Kinston, NC; Lima, OH; Novato, CA; Ventura, CA; and Davis, CA.**

The pictures below tell the story of the Leotek LED GreenCobra™. Traditional high pressure sodium cobra-head style street lights (shown on the left) dump too much yellow light near the pole and spill excessive light behind the pole into neighbor's yards and windows. This is wasted light and wasted energy. At the same time, there are very dark areas in between the poles that can create very hazardous conditions

The picture on the right shows the same street illuminated with the GreenCobra™ units. Notice that the light is much more uniform without either the wasted light below the pole or the dark spots in between. Also, most people find the crisp "white light" produced by the LEDs to greatly improve visibility and make it easier to clearly identify colors and details.

*For more information, contact LEOTEK USA | 726 South Hillview Dr., Milpitas, CA 95035 | Toll Free: (888) 806-1188 | Fax: (408) 408-980-0538*



Before: 70W HPS Drop Glass Cobra Heads  
System Power - 95 Watts



After: 40 LED Leotek Green Cobra  
System Power - 47 Watts

## ***UC Irvine Mentoring***

*Mike McNally  
(UC Irvine)*

The UCI Department of Civil and Environmental Engineering offers an annual, year-long, senior design course which provides a link between engineering education and professional practice. About 25-30 percent of our seniors specialize in transportation systems engineering and last year we had five senior team design projects in transportation (about 30 seniors).

This course features realistic design projects actively mentored by practicing engineers. A team of 4-6 students works from January to the end of May, meeting regularly with the professional mentor (whom we deem a Client/Consultant since the mentor both defines the project and serves as primary technical advisor). We are always seeking new Client/Consultants and project ideas, especially given the continued growth of our senior class (from 60 to 130 over six years). Last year we had over 20 local engineering firms participating but we expect a greater need this year, particularly in transportation and structures. We prefer firms with offices in central Orange County to facilitate travel to meetings.

More information regarding the course, CEE181, please visit:

<http://www.its.uci.edu/~mmcnally/courses/cee181/index181.html>

*Feel free to contact Mike with any questions and comments:*

*Professor Michael G. McNally  
Institute of Transportation Studies (AIRB4048)  
Department of Civil & Environmental Engineering  
University of California, Irvine CA 92697-3600  
Phone: 949-824-8462*

*E-mail: [mmcnally@uci.edu](mailto:mmcnally@uci.edu)  
<http://www.its.uci.edu/~mmcnally/>*

**Opportunities for  
Newsletter Advertising and  
Sponsorship**  
*Julia Wu, PE, PTOE*

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.

<b>Sep-11</b>	Sensys Networks, Inc.
<b>Oct-11</b>	Minagar
<b>Nov/Dec-11</b>	Iteris
<b>Jan-12</b>	KOA Corporation
<b>Feb-12</b>	(Available)
<b>Mar-12</b>	(Available)
<b>Apr-12</b>	(Available)
<b>May-12</b>	(Available)
<b>Jun-12</b>	(Available)
<b>Jul-12</b>	(Available)
<b>Aug-12</b>	(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 3<sup>rd</sup> 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](mailto: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**  
*Jay Dinkins, PE*

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](mailto:jaydinkins@gmail.com)) and David Schwegel ([davidmschwegel@aol.com](mailto:davidmschwegel@aol.com)) by the deadline. The deadline for the October Newsletter is **11:59 PM on Friday, October 7, 2011**. Thank you in advance for your valuable contributions to this great team effort.

**Announcements**

ITE So Cal Latest Information: [www.itesocal.org](http://www.itesocal.org)

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

We Are on Facebook  
[http://www.facebook.com/home.php?sk=group\\_174132915945907](http://www.facebook.com/home.php?sk=group_174132915945907) or search for Southern California ITE

# The World Goes Wireless



## Wireless Sensor Networks — Transforming Transportation

Managing mobility in the 21st century requires a symphony of intelligent transportation systems—all working in accord. Yet worldwide, many roadway agencies still rely on outmoded, and disparate technologies—providing only a narrow view of the big picture—while leaving long-term planning to conjecture.

### Until now.

With over 50,000 sensors deployed worldwide, **Sensys Networks VDS240** infrastructure-based wireless detection solutions are rapidly replacing costly, maintenance-intensive inductive loop systems, and enabling traffic engineers to install detection precisely where needed—at a fraction of the cost.

Our compact, rugged, wireless sensors—with an unprecedented 10-year battery life—install in minutes, deploy in hours, and consistently outperform all other detection technologies in the world's most adverse weather and pavement conditions.

With accurate, dependable, real-time data, **freeway, arterial, and intersection** optimization just got easier. From a single intersection—to an entire city, our flexible, highly scalable universal platform supports all traffic detection applications—with one set of equipment.

### Efficient. Effective. Future Proof.

Are you getting the most out of your transportation infrastructure? Find out how Sensys Networks' suite of wireless detection solutions can introduce efficiencies, streamline operations, and save your agency money.

**Join the future. Go wireless.**



2560 Ninth Street, Suite 219  
Berkeley, CA 94710

t +1 (510) 548-4620  
f +1 (510) 548-8264

info@sensysnetworks.com  
www.sensysnetworks.com

INSTITUTE OF TRANSPORTATION ENGINEERS

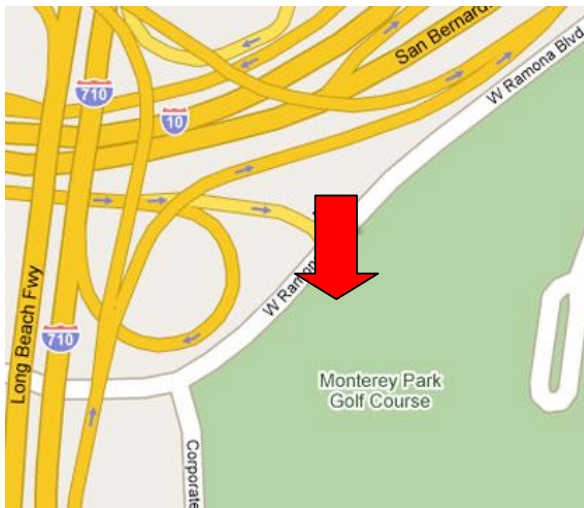


Presents  
Our September Lunch Meeting

**What Transportation Engineers Need to Know About  
Transportation Demand Management (TDM)?**

By Peter Valk, President, Transportation Management Services and  
Clare Look-Jaeger, Principal, Linscott, Law & Greenspan

To be held on **Wednesday, September 14, 2011 at 11:30 AM at  
Monterey Hill Restaurant**



**\$30 with advance reservation  
(By noon, Thursday, September 8th)  
\$35 at the door \$15 for students**

**FOR RESERVATIONS,  
please contact:**

**Sri Chakravarthy, P.E., T.E.**  
Secretary-Treasurer of Southern CA Section  
[sri.chakravarthy@kimley-horn.com](mailto:sri.chakravarthy@kimley-horn.com)

3700 W Ramona Blvd  
Monterey Park, CA 91754-2105  
Phone: (323) 264-8426

**Directions:**

From 10 Eastbound, take Eastern exit, continue straight for a mile to entrance on right.

From 710 Northbound, take Ramona exit, continue straight ahead.

From 10 Westbound, take the Eastern exit, turn left on Campus Rd., turn left on Ramona, turn right on Corporate Center Drive, at the first signal turn left into the driveway.





# **LA / OC Traffic Signal Association**

**Along with OCTEC**

**Invite you to the**

## **2011 Vendor Show and Social Night Diamond Bar**

**It's time for our annual TSA Vendor Show and Social Event!**

**THANKS TO OCTEC FOR SPONSORING THE FOOD!!**

There will be plenty of hors-d'oeuvres served from 4:00 PM until the conclusion of the evening. Drinks will of course be available for purchase. This year we have picked a location that is more centrally located for everyone. So head down for a lot of socializing.

This year's show will start at 4:00PM and end with the gala prize raffle starting at about 7:00PM.  
(Special pricing on raffle tickets for paid TSA Membership.)

**Vendors, don't forget to bring donations for the raffle, it's a great way to advertise your company and support TSA.**

**Mark your calendars - Please let your employees know!**

**When: Tuesday – October 25th, 2011**

**Where: Diamond Bar Golf Course  
22751 E, Golden Springs Drive  
Diamond Bar**

**Time: Social & Vendor Show - 4:00PM till 8:00PM**

Questions? Comments?

Please contact Dan Eichmann at 714.321.7513 or dan@ddltraffic.com

**SEE YOU THERE!**

# LA / OC Traffic Signal Association

ALONG WITH OCTEC and ITE INVITE YOU TO EXHIBIT AT THE

## 2011 TSA Vendor Show and Social Night In Diamond Bar

It's time for our annual TSA Vendor Show and Social Event. This year we picked a location that is more centrally located to accommodate the Inland Empire and La areas. The participation of the **Institute of Transportation Engineers Southern California and Riverside San Bernardino Sections** and OCTEC has helped make this the largest show of its kind in Southern California. It is a great opportunity to meet potential customers. This Vendor Show has always been a big success. We are expecting a great turnout this year. There will be plenty of hors-d'oeuvres served from 4:00 until 8:00. This year's event will start at 4:00 PM and end with the gala prize raffle starting at about 7:00PM. Of course, drinks will be available for purchase. There is plenty of parking, a nice big room with plenty of space for each vendor and MORE vendors! **FOOD THIS YEAR SPONSORED BY OCTEC!!**

### Vendor Information:

When: **Tuesday – October 25 th, 2011**

Where: **Diamond Bar Golf Course  
22751 E. Golden Springs Drive  
Diamond Bar, Ca 91765**

Time: **Set-up Time - Starts at 1:00 PM  
Social Hour & Vendor Show - 4:00PM till 8:00PM**

Cost: **\$300.00 per table\***. Each table is 8 ft draped

Electricity will be available at or near each table space  
Bring your own extension cords and outlet strips

For reservations and questions call Dan Eichmann @ 714-321-7513; FAX 909-606-2576. Please fill out the form below and return with payment. **PAYMENTS MUST BE RECEIVED BY THE SHOW!**

*We are also accepting donations for raffle prizes.*

Thank You!

---

### Vendor Registration Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Names of Representatives: \_\_\_\_\_

# OF Tables @ \*300.00 each \_\_\_\_\_ Total Amount enclosed: \_\_\_\_\_

Mail Check to: **TSA – 751 Weir Canyon Road, #157-411 – Anaheim Hills, CA 92808**

Make checks payable to: **Traffic Signal Association (TSA)300**