



Date: February 28, 2022
To: Patrick Marnell, Western District Technical Chair
From: Ed Alegre, ITE SoCal Section Representative
Subject: 2022 Section Momentum Award Submittal

The Institute of Transportation Engineers Southern California (ITE SoCal) Section appreciates the opportunity to be considered for the Section Momentum Award. During 2021, ITE SoCal experienced many challenges as a Section going into Year 2 of the COVID-19 pandemic. Utilizing the transition to a virtual platform in 2020, the ITE SoCal Board and Chairs looked to use the lessons learned from 2020 to make 2021 an even better experience for the ITE SoCal membership and beyond. In addition, 2021 was the first year of the ITE SoCal Section to transition to new “calendar year” format of doing business, which involved more strategic planning on how events, meetings, and programs would be held.

What separates the ITE SoCal Section from others in the Western District is that we encompass a large area of the greater Los Angeles area, covering both Los Angeles and Orange Counties, with a membership of over 900 professionals. In addition, we have other strong professional organizations that are within and outside our area that have overlapping members which impacts attendance and sponsorship opportunities. With the various challenges surrounding the ITE SoCal Section, we were able to maintain and enhance the Section’s performance and participation for 2021.

Given that we were in Year 2 of the COVID-19 pandemic, the ITE SoCal Board and Chairs did not want to lose the momentum we gained in 2020 with our Virtual Meetings (which had an average attendance of 150 participants). While the ITE SoCal Section maintained their regularly schedule Section Meetings and Social Mixer, there were a few new programs and activities that we introduced into the Section in 2021, such as the ***Quad-Section ITE Meeting, ITE SoCal’s Mentorship Program (known as All Aboard the MentorSHIP), Equity Series, ITE SoCal’s Training Series, and ITE SoCal’s Technical Tours***. Lastly, the Section established its first ***ITE SoCal Section Procedures Manual*** that outlines how the Section operates and establishes policies for the Section.

The ITE SoCal Board believes that the new programs and activities that we implemented in 2021 shows not only the initiative and drive that the Board and Chairs had for keeping the membership engaged, but it introduced new and innovative ideas during a time where virtual settings were becoming stale and there was a sense of “Zoom Fatigue”. The following will demonstrate that the ITE SoCal Section kept the momentum and is in great position to be considered for the Section Momentum Award.

- **Virtual Meetings:** Virtual meetings were strong towards the end of 2020, when working from home and stay at home orders were still in place. However, in 2021, ITE SoCal had seven (7) Virtual Meetings with great speakers for different topics, such as MUTCD Standards, Active Transportation, Vehicle Miles Traveled (VMT), Intelligent Transportation Systems (ITS), Equity in New Mobility, State/Federal Policy, and LAX Expansion. After Summer 2021, attendance seemed to lessen due to working from home being reduced and “Zoom Fatigue”, however, the ITE SoCal Section confirmed great speakers to continue bringing value to our membership.



Of these meetings, the March 2021 meeting was the first **Quad Section ITE Meeting** that included ITE SoCal, Central Coast ITE, Riverside San Bernardino ITE, and San Diego ITE Sections. While previous in-person meetings attracted 100 attendees for this type of joint meeting, with the virtual platform we were able to attract 200 attendees to this event.

- **ITE SoCal Mentorship Program (All Aboard the MentorSHIP):** While the planning for this program started mid-2020, All Aboard the MentorSHIP was kicked off in 2021 with seven mentors and seven mentees. ITE SoCal's Professional Development Chairs (Nora Chin and Joceline Suhaimi) outlined a 12-month plan for the Mentorship Program that brought together professionals from all different experience levels to participate in several workshops and after-work virtual events to promote professional development and growth. While this was a pilot program to gauge the interest of the membership during the COVID-19 pandemic, the ITE SoCal Board would rate this a success, as all the mentors and mentees continued to interact with one another, and also introduced job opportunities within the mentor/mentee circle.
- **Equity Series:** With equity being in the forefront of transportation, in November 2020 ITE SoCal hosted its first Virtual Meeting on the topic of Equity in Transportation. With the interest from that meeting, in 2021 the ITE SoCal Board started to include an Equity Series in its rotation for Section Meetings.
- **ITE SoCal Training Series:** Through the years, ITE SoCal's Section Calendar included Section Meetings, Traffic Bowl, and Student Presentation Night. With the ability to provide access to the entire membership and beyond through the virtual platform, the ITE SoCal Board introduced the ITE SoCal Training Series to change up the format of the typical meeting and bring forward more hands-on/technical learning opportunities for our membership. In 2021, ITE SoCal partnered with Etherwan to put together a two-session Training Series on ITS Networking. With the advancements in technology, we felt that this training would open the doors for the membership to learn about ITS, at all levels of experience
- **ITE SoCal Technical Tour:** When the ITE SoCal Board noticed a drop in attendance in Virtual Meetings around September 2021, it was decided to bring forth an outdoor event that would attract members to participate in a comfortable setting. In October 2021, ITE SoCal hosted a Technical Tour of the City of Long Beach Bicycle Facilities. There were over 40 attendees at the tour, which took us around downtown Long Beach and to Pier J. ITE SoCal's Events Coordinator (Alicia Yang), Min Zhou, and Rock Miller spearheaded this event. In addition, the City of Long Beach staff Paul Van Dyk, Fern Nueno, and Tony Cruz, as well as Walter Okitsu guided us through the City.
- **Section Procedures Manual:** The manual was developed for Board and Chair members to understand their roles and responsibilities for the Section, establish committees and reporting structure, and identify policy for our day-to-day operations, so that there is consistency on how we operate.

As a Section with over 900 members, it was difficult to get participation prior to COVID-19. For 2021, we increased our member participation for all our virtual meetings, while offering new experiences through training and technical tours. As you can see from our newly added programs and activities in 2021, the ITE SoCal Board is committed to enhancing and innovating the Section and keeping the momentum for our membership.



What is our ITS Experience ?

- Communication Infrastructure Upgrade
- Fixing Intermittent Issues
- Mixed Vendor Network
- Redundant Network Design
- Broadcast Storm – Signal Flash
- Video Wall and Video Management Systems
- Network Analysis (Network Utilization and Vulnerabilities)
- Network Migration
- Security Management



Topic: "Equity within New Mobility Services"

September 29, 2021
11:30AM to 12:30PM

Register Here:
https://itesocal_sept2021.eventbrite.com

This webinar is free, however, donations will be accepted to support our Local Student Chapters

Presenters:



Antoinette Meier – SANDAG

Antoinette Meier is the Director of Mobility and Innovation for the San Diego Association of Governments (SANDAG). Antoinette leads the development of plans, policies and programs that create more sustainable transportation choices for the San Diego region. From innovative partnerships to clean and intelligent transportation solutions, Antoinette is tasked with casting a vision for the future of transportation that offers more choices and greater access to opportunity.



Aubrey Smith – Metrolink

Aubrey Smith is the Planning Manager of Service Integration for Metrolink, the third largest regional commuter rail agency in the nation, covering 538 track miles across six counties in Southern California. Mr. Smith is responsible for leading multiple studies and projects aimed at improving regional mobility through greater service integration. His most recent project was the Accessibility and Affordability Study, out of which came Metrolink's first-ever Equity Atlas. The Equity Atlas serves as an interactive tool that highlights the distribution of demographics and disparities within Metrolink's service area.



Seth Contreras – Fehr & Peers

Seth is a Senior Planner at Fehr & Peers and works at the intersection of climate and mobility justice. He has a PhD in emissions modeling, and prior to arriving at F&P he worked for three years in Washington, DC with a global environmental think-tank on sustainable mobility in developing countries. He teaches part-time at USC, and when he's not working or teaching, he's riding his bike to give his eyes a break from screens.

Joint Transportation Panel | Virtual



Mitigation Measures for Vehicle Miles Traveled (VMT) Impacts

Date: Wednesday March 17, 2021
Time: 11:30 AM - 1:00 PM

Register with your local chapter for zoom link



ITE Southern California Section Procedures Manual

These following are policies and procedures to be carried out by the Institute of Transportation Engineers, hereinafter referred to as "ITE", Southern California Section, hereinafter referred to as "Section". The policies and procedures are developed for conducting business in the Section, consistent with the Section Bylaws approved by the ITE Western District, hereinafter referred to as "District", on August 14, 2020. The Section Procedures Manual shall not supersede the Section Bylaws or Charter. Any modifications to the policies and procedures must be approved by a majority vote by the Section Board.

Section 1 – Section Name and Representation

Section 1.1 - As granted and chartered by the Section Bylaws, the name of this organization is "ITE Southern California" or "ITE SoCal" and should be used consistently on any materials and correspondence that represent the Section.

Section 1.2 – Any change to the Section Logo should be consistent with Article 1.3 of the Section Bylaws.

Section 1.3 – The Section Board may revise/alter the Section Logo every ten (10) years from original adoption. The following logo(s) were adopted by the Section Board on September 1, 2018.

Primary Section Logo



Secondary Section Logo



Section 2 – Section Officers Roles and Responsibilities

Section Officers are elected or appointed consistent with Article IV of the Section Bylaws and will fulfill their term accordingly.

Section 2.1 – The roles and responsibilities for the **Section President** are as follows:

- The President shall provide leadership and direction to the Section Board, Chairs, and membership.
- The President shall be responsible for organizing and leading the Section meetings.