INSTITUTE OF TRANSPORTATION ENGINEERS

Section Annual Report

for the period January 1, 2010 to December 31, 2010

for the San Diego Section
Officers:

2010 Officers and Committee Chairs:

Past President                Maureen Gardiner
President                     Marc Mizuta
Vice-President                Saul Kane
Treasurer                     Dawn Wilson
Secretary                    Minjie Mei

Awards                       Leo Espelet
Directory/Roster             Phoung Nguyen
Golf Tournament              Scott Eisenhart
Meeting Location             Miriam Leung & Lindy Pham
Membership                   Mark Jugar
Newsletter                   David Mizell
Program                      Monique Chen
Student Scholarship          Zoubir Ouadah
SDSU Faculty Advisor         Ahmed Aburahmah
SDSU Student Chapter Liaison Ahmed Aburahmah
Social                       Walter Musial
Technical Chair              Seth Torma
Transp. Capacity & Mobility Task Force Erik Ruehr
Transportation Prof. Organizations Liaison Linna Zhang
Vendor                       Janna McKann
Voting                       Joe De La Garza
Webmaster                    Mychal Loomis

Membership:

<table>
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<tr>
<th>Number</th>
<th>Membership Grade</th>
<th>Section Annual Dues Rate</th>
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<td>128</td>
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<tr>
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San Diego Section

54 Student Member $0
238 Total

Section Affiliates:
23 Local Area Affiliates $25

Financial: Does your section have a Federal Employer Identification Number? [X] Yes [ ] No
If yes, what is the number? 52-1332596

Balance of Funds on hand at the Beginning of the Reporting Period:
General Fund $7,782.89
Student/Scholarship Fund $913.99
TOTAL BEGINNING BALANCE $8,686.88

Income for the Reporting Period:
Membership Fees $2,953.00
Gross Income from Meetings $7,751.11
Gross Income from Technical Programs $565.00
Advertising Income (newsletter) $4,020.00
Section Sponsorship $250.00
Other Principal Sources of Income:
Golf Tournament $9,150.00
Holiday Mixer $200.00
Section Awards $500.00
Scholarship (from Ed K) $600.00
Student/Scholarship Fund (raffle, donation, golf, bears) $3,186.00
Total Income: $29,175.11

Expenditures for the Reporting Period:
Newsletter Printing/Postage $0.00
Travel ($1,873.54)
Section Meetings ($8,011.60)
Technical Programs ($580.00)
Awards (Plaques) ($522.97)
Other Expenditures:
Gifts for Speakers ($192.41)
Transfer from General Fund to Student Fund ($1,500.00)
Name Tags ($562.28)
Executive Board Meetings ($1,089.76)
Golf Tournament ($7,886.72)
Joint Holiday Party ($878.73)
Summer Family Picnic ($557.57)
Online Election ($223.44)
Business Mixer ($91.35)
San Diego Section

Charitable Donations $(911.90)
Incidentals (Power cord, online survey, etc.) $(89.41)
Student Expenses for Annual Meeting $(1,219.27)
Student Scholarships $(2,000.00)
Total Expenditures: $(28,190.95)

NET INCOME (EXPENSE) $984.16

Balance of Funds on hand at the End of the Reporting Period:
General Fund $8,790.32
Student/Scholarship Fund $880.72
TOTAL ENDING BALANCE $9,671.04

Was there a change in the Section Bylaws during this reporting period? [ ] Yes [X] No

Section Activities Summary

Technical Activities:
The San Diego Section has an active Transportation Capacity and Mobility Task Force with 24 members who meet on a quarterly basis with the following purposes: (1) Share information to keep task force members informed of current issues related to transportation capacity and mobility in the San Diego area; (2) Act as a resource to the ITE San Diego Section and others in the transportation community to provide technical review on current transportation issues; and (3) Occasionally publish technical papers that provide information or guidance to ITE members on how to deal with common transportation issues in the San Diego area.

Key activities of the task force in 2010 included the following: (1) Provided technical review of the San Diego Association of Governments (SANDAG) Smart Growth Trip Generation and Parking Guidelines Study; (2) Discussed how SB97, which provided amendments to the State CEQA guidelines for addressing greenhouse gas emissions, could potentially affect local jurisdictions; and (3) Continued work on a Ramp Meter Analysis Paper that would provide guidance on calculating ramp meter queues, mitigating the effects of the queues, and determining fair share contributions for development projects toward ramp meter improvements.

The Section held two technical workshops during 2010. A joint workshop with the Southern California Section was held in March and a joint workshop with WTS with a theme of Bringing Smart Growth and Transportation Together in the San Diego Region was held in October. These are described in more detail in the meeting summary on the following pages.
Meetings held during this reporting period:

The San Diego Section held a total of fourteen section meetings, workshops, and social events in 2010 as described below. In addition, the Executive Board met monthly in order to plan these activities and take care of the Section’s business; the Transportation Capacity and Mobility Task Force met quarterly; and the Section’s Past Presidents met with the Executive Board in what has become an annual tradition to share ideas and input on potential meeting and workshop topics and section activities.

Date: January 7, 2010  
Location: Hilton Garden Inn, Carlsbad, CA  
Attendance: 60  
Purpose: Section annual North County luncheon meeting with Kenny Perez of Nate Mullen Visual Concepts presenting on the update of the lighting industry for San Diego County.

Date: February 4, 2010  
Location: Four Points by Sheraton, San Diego, CA  
Attendance: 53  
Purpose: Section luncheon meeting with Seth Torma of KOA Corporation presenting on the San Ysidro Mobility Study project.

Date: March 19, 2010  
Location: El Adobe, San Juan Capistrano, CA  
Attendance: 75  
Purpose: Joint workshop and luncheon meeting with the Southern California Section with workshop speakers Kevin Deal of National Data & Surveying Services discussing improvements in traffic data collection, Ken Ackeret of Kimley-Horn and Associates discussing the closure of Nevada State Highway 318 for a land speed record, and Clark Fernon of TY Lin International discussing current trends and pending legislature in the transportation industry; and luncheon presentation by Samuel Johnson of SANDAG discussing the latest with ITS in the San Diego Region.

Date: March 9, 2010  
Location: Yard House, San Diego, CA  
Attendance: 26  
Purpose: First business mixer for the section where members and non-members had an opportunity to network with each other.
Date: April 1, 2010  
Location: Four Points by Sheraton, San Diego, CA  
Attendance: 53  
Purpose: Section luncheon meeting with Joel Freedman of PB providing an update on the 4D Model.

Date: May 7, 2010  
Location: The Vineyard, Escondido, CA  
Attendance: 65  
Purpose: Annual Golf Tournament. Approximately 10 students from SDSU helped at the event and fundraised for their trip to the Western District Meeting.

Date: June 3, 2010  
Location: City of San Diego Silver Conference Room, San Diego, CA  
Attendance: 55  
Purpose: Section luncheon meeting with Mark Koll of the City of San Diego, Walter Musial of LLG and Gerard Lumabas of Dokken Engineering on the SR-163/Friars Road Interchange project. This was the first meeting that was brought to the Client, which attracted a larger public agency attendance and provided great networking opportunities.

Date: June 3, 2010  
Location: Quality Social, San Diego, CA  
Attendance: 61  
Purpose: A joint business mixer with WTS where members and non-members had an opportunity to network with each other.

Date: July 25, 2010  
Location: Mission Bay Park, San Diego, CA  
Attendance: 65  
Purpose: Section’s Third Annual Summer Social – Family Picnic and Games Day.

Date: September 16, 2010  
Location: San Diego State University, San Diego, CA  
Attendance: 63  
Purpose: Section annual joint meeting with the SDSU Student Chapter featuring a panel of professionals discussing their careers and advice for students including Gary Halbert from the City of Chula Vista and John Keating from LLG.
Date: October 7, 2010  
Location: Courtyard by Marriott, San Diego, CA  
Attendance: 60  
Purpose: Joint workshop and luncheon meeting with WTS with a theme of Bringing Smart Growth and Transportation Together in the San Diego Region. The workshop speakers were Richard Lee from Fehr & Peers covering SANDAG’s MXD Method and Tool for Smart Growth Trip Generation, Nancy Bragado from the City of San Diego covering Smart Growth and Transportation, and Carolina Gregor from SANDAG covering the Regional Comprehensive Plan. The main presentation at lunch was provided by Muggs Stoll who provided an overview of the 2050 Regional Transportation Plan, including the relationship to the growth forecasts.

Date: November 19, 2010  
Location: Estancia Hotel, La Jolla, CA  
Attendance: 48  
Purpose: An evening holiday social where members were able to socialize and catch up with old friends in a casual setting.

Date: December 2, 2010  
Location: Courtyard by Marriott, San Diego, CA  
Attendance: 68  
Purpose: Section luncheon meeting to recognize all committee chairs and executive board members, swear in the new officers, recognize the SDSU scholarship and award recipients, and present the Presidential Proclamation to Bob Johnson, who recently retired as the City Traffic Engineer from the City of Carlsbad.

Date: December 13, 2010  
Location: Prado at Balboa Park, San Diego, CA  
Attendance: 252  
Purpose: Joint holiday luncheon with several other transportation professional organizations in San Diego including ASCE Transportation Group, APWA Transportation Group, San Diego Highway Development Association and WTS. ITE’s dignitary guests included Edgar Perez, Western District President and Rock Miller, International Vice President.

**Student Chapter Activities during this reporting period:**

San Diego State University (SDSU) Student Chapter

The SDSU Student Chapter has remained strong in the last year with 54 active members reported by the Chapter in December 2010. Several student members assisted the Section at the 2010
Annual Golf Tournament in May. Four student members attended the 2010 Western District Annual Meeting and Exhibit in San Francisco where they interacted with other student chapter members and professionals, attended technical sessions, and took part in the inaugural mITEy Race.

The SDSU Chapter held four meetings in the Fall of 2010. Some of the professional presenters at the meetings included Ahmed Aburahmah, John Keating, Carolina Gregor, and Marc Mizuta. The San Diego Section officers also attended one of the luncheons to swear in the new officers for the upcoming school year. The average attendance at each luncheon ranged between 20 and 25 students.

**Scholarships:**

The San Diego Section offered scholarships to local student ITE members. All applications were reviewed by Zoubir Ouadah, Section’s Scholarship Chair, and three $500 scholarships were awarded to three SDSU student members at our December 2010 meeting.

**Awards:**

The San Diego Section has reinstated the Awards Committee after lapse of several years. In 2010, the San Diego Section selected three recipients for the awards under the following categories: Public Agency of the Year, Small Project of the Year, and Large Project of the Year. The award recipients were recognized at our December 2010 luncheon.

**San Diego Section Website:**

The San Diego Section maintains a website at [www.sandiegoite.org](http://www.sandiegoite.org) that continually is updated with suggestions from our members. The website contains information on upcoming events and meetings, provides access to electronic versions of the San Diego ITE newsletters, presentations, membership directory, and other section-wide documents, includes a photo gallery of section activities, list of awards won by the Section, and also contains information on the San Diego State University Student Chapter. The website averaged approximately 325 hits every month or 4,000 visits in 2010.

**San Diego Section Newsletter:**

In 2010, the San Diego Section went to bi-monthly newsletters and published six electronic newsletters, which are posted to our website. Each newsletter generally featured a President’s message, summaries of previous luncheons/events, a feature article by the newsletter sponsor for that month, other articles of interest to members, photos from recent events and advertisements.
January 2010 Luncheon Meeting

February 2010 Luncheon Meeting

March 2010 Business Mixer

March 2010 Joint Workshop with So. Cal Section

April 2010 Luncheon Meeting

May 2010 Golf Tournament Winners
June 2010 Luncheon Meeting

June 2010 Business Mixer with WTS

July 2010 Summer Social

Divisional Winners of the MiteY Race

Traffic Bowl Champs at Western District Conference

September 2010 Luncheon at SDSU
San Diego Section

September 2010 Business Mixer with ASCE

October 2010 Joint Workshop with WTS

October 2010 SDSU Student Chapter Luncheon

November 2010 Holiday Social

December 2010 Awards Luncheon

December 2010 Joint Holiday Luncheon