



San Francisco Bay Area Section

2017 ANNUAL ACTIVITIES REPORT

WWW.SFBAYITE.ORG

Mr. Amit Kothari, P.E.
ITE Technical Chair – Western District

Dear Mr. Kothari:

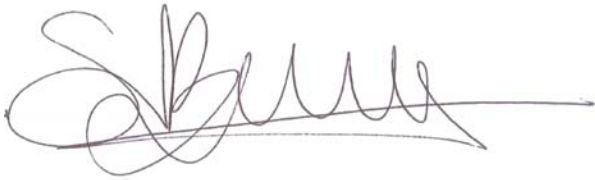
We proudly present our 2017 Annual Activities Report for your review. In alignment with our charter and by-laws, our Section continues its excellent participation with the transportation professionals in the San Francisco Bay Area through various technical, social, legislative, and student activities. Additionally, we conducted special programs, including annual recognition awards program to felicitate outstanding transportation professional and project, and our Technical Workshop.

We organized six regular monthly meetings, two joint meetings with other professional transportation organizations, including Intelligent Transportation Society of California (ITS-CA) and East Bay Traffic Engineers (EBTE). We continued to actively support student activities through discounts on meeting participation, support for local student chapters, and financial support for students attending the 2017 District Annual Meeting and the 2017 Student Leadership Summit (SLS).

Our social events included a joint happy hour with other professional transportation organizations, a joint happy hour fundraiser for fire victims of the fires in the North Bay, and a holiday happy hour and white elephant gift exchange.

The financial state of the Section remained strong with a healthy balance of \$22,174. It was another successful year for our Section made possible with all the hard work and dedication from our amazing members and volunteers. We look forward to a great 2018!

Regards,



Smadar Boardman
Treasurer – ITE San Francisco Bay Area Section

cc: Bhanu Kala - President, Frank Penry - Vice President, Tony Henderson - Secretary

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2017 OFFICERS AND COMMITTEE CHAIRS

Elections for the President, Vice President, Treasurer, and Secretary positions were held in May/June 2017. The candidates elected to these positions were Bhanu Kala, Frank Penry, Smadar Boardman, and Tony Henderson, respectively.

Lin Zhang assumed the role of the Immediate Past President. The elected officers and appointed committee chairs for the year 2017 are listed below.

2017 ELECTED OFFICERS



BHANU KALA
President



FRANK PENRY
Vice President



SMADAR BOARDMAN
Treasurer



TONY HENDERSON
Secretary



LIN ZHANG
Immediate Past President

2017 COMMITTEE CHAIRS



ALICE CHU
Social Events Chair



MONIQUE FUHRMAN
Membership Coordinator



IAN BARNES
Legislative Chair



MARIA TRIBELHORN
Annual Awards Chair



JIA HAO WU
Technical Programs Chair



SARA RAUWOLF
Golf Tournament Chair



JOSE PALMA
Sponsorship Chair



KEVIN CARSTENS
Scribe



JAMES HELMER
Chair of Past Presidents' Council



MURALI RAMANUJAM
Co-Student Chapter Outreach Liaison – South Bay



LIN ZHANG
Co-Student Chapter Outreach Liaison – South Bay



KIMBERLY LEUNG
Student Chapter Outreach Liaison – East Bay



JOY BHATTACHARYA
Student Chapter Advisor
San Jose State University



MICHAEL CASSIDY
Student Chapter Advisor
UC Berkeley



BASSEL SADEK
Student Outreach Chair



MATT REDMOND
Co-Website Administrator



JUSTIN WALKER
Co-Website Administrator

PAST PRESIDENT’S COUNCIL REPORT

Chair of the Past Presidents' Council, James Helmer, focused his 2017 voluntary efforts to the Institute by chairing a Transportation Planning Council committee on the development of a Sustainable Traffic Signal Development (STSD) Information Report (IR). Consisting of a broad range of planners, engineers, practitioners, and industry experts the Committee completed its work in October 2017. The purpose of the IR is to demonstrate the importance of consideration of a broad range of policies and issues during the development and design stages of a new traffic signal, such as public art, broadband access, public safety and clean energy. Given the significant investment that must be made to install a new traffic signal, designing for these other important community programs and policies up front, will eventually save agencies time and money by not having to retrofit at a later date. The IR also contained a Section on removal or partial removal of traffic signals that are no longer warranted. The IR is now being scheduled for an external review committee by ITE International.

MEMBERSHIP

A summary of the San Francisco Bay Area Section’s membership and associated annual dues are shown in the table below. Membership for the Section has stayed similar to the prior year with 538 members as of December 2017, which is comparable to the Section’s five-year average membership of 543. Highlights about the Section’s membership include:

- In order to encourage the ITE International membership, regular technical meetings are discounted for our members.
- We offer heavily discounted rates for students, unemployed, and retired members to encourage participation in our technical activities. Student membership accounted for about 11 percent of total membership.
- Section Annual Dues were removed for students to further encourage membership.

SECTION MEMBERSHIP SUMMARY

<i>MEMBERSHIP TYPE</i>	<i>MEMBERSHIP</i>	<i>PERCENT</i>	<i>SECTION ANNUAL DUES</i>
HONORARY	2	0.4	\$0
FELLOW	55	10.2	\$20
MEMBER	423	78.6	\$20
STUDENTS	58	10.8	\$0
TOTAL	538	100	

In line with ITE International’s goal of increasing membership, San Francisco Bay ITE has been working to identify opportunities to increase membership locally:

- Contacting non-members who attend ITE events to inform them about membership opportunities and benefits.
- Working with agency members to make sure their staff are aware of opportunities to join ITE.
- Joining other organizations to co-host social and technical events. During these events, the Section uses the opportunity to inform attendees from other organizations about ITE membership benefits.
- Our Section has increased its effort to reach professional non-members and students through email and other targeted outreach efforts.

FINANCIAL REPORT

The Section's expenses totaled to \$16,650.34 and income totaled to \$17,483.57, resulting in a net gain of \$833.23. The Section's finances remained in a strong position, with an overall balance of about \$22,174 by the end of 2017. The biggest income sources include meetings (\$8,081.72) and membership dues (\$5,780.25).

ITE SF BAY AREA SECTION 2017		2016 Annual Actual	2017 Q1 Actual	2017 Q2 Actual	2017 Q3 Actual	2017 Q4 Actual	2017 Annual Actual
LINE	EXPENSE CATEGORIES						
1	Awards/Misc						
10	Certificates/Awards	\$ (279.26)	\$ (279.10)	\$ -	\$ (315.17)	\$ -	\$ (594.27)
11	Misc	\$ (113.80)	\$ -	\$ (97.94)	\$ (91.25)	\$ -	\$ (189.19)
2	Annual Bills						
20	Website	\$ (200.00)	\$ -	\$ -	\$ -	\$ -	\$ -
21	Constant Contact	\$ (454.00)	\$ -	\$ (504.00)	\$ -	\$ -	\$ (504.00)
3	Donations						
30	Endowment Fund	\$ (850.00)	\$ -	\$ -	\$ -	\$ -	\$ -
4	Student Chapters						
40	Cal Berkeley Chapter	\$ (378.21)	\$ (159.09)	\$ (341.05)	\$ -	\$ (500.00)	\$ (1,000.14)
41	SJSU Chapter	\$ (494.45)	\$ -	\$ (381.49)	\$ -	\$ -	\$ (381.49)
5	Meetings						
51	Monthly Section	\$ (8,085.13)	\$ (2,576.44)	\$ (1,897.21)	\$ (1,162.18)	\$ (797.13)	\$ (6,432.96)
52	Misc (Frames/Cards/Tags)	\$ (550.58)	\$ (29.00)	\$ -	\$ -	\$ -	\$ (29.00)
53	Quarterly Board	\$ (195.40)	\$ -	\$ -	\$ -	\$ -	\$ -
54	Annual District	\$ (1,539.50)	\$ -	\$ -	\$ (2,080.21)	\$ -	\$ (2,080.21)
6	Sponsorships						
61	Student Leadership	\$ (462.57)	\$ (900.00)	\$ (100.00)	\$ -	\$ -	\$ (1,000.00)
62	Student District Meeting	\$ (1,200.00)	\$ -	\$ -	\$ (1,200.00)	\$ -	\$ (1,200.00)
63	Scholarships (not in Exp Total)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
7	Events						
71	Socials	\$ (392.11)	\$ -	\$ -	\$ -	\$ -	\$ -
72	Workshop	\$ (1,853.98)	\$ (150.00)	\$ (2,475.88)	\$ -	\$ -	\$ (2,625.88)
73	Golf	\$ (1,707.33)	\$ -	\$ -	\$ -	\$ -	\$ -
8	Other						
81	Bank Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
82	Election Expenses	\$ (290.80)	\$ -	\$ (613.20)	\$ -	\$ -	\$ (613.20)
83	Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
84	2019 LAC Loan	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -
9	Account Transfer						
91	Student Scholarship	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	EXPENSE TOTAL	\$ (20,047.12)	\$ (4,093.63)	\$ (6,410.77)	\$ (4,848.81)	\$ (1,297.13)	\$ (16,650.34)
Line	INCOME CATEGORIES						
100							
101	Meeting Income	\$ 9,345.33	\$ 2,373.67	\$ 1,544.98	\$ 1,633.07	\$ 880.00	\$ 6,431.72
101.1	Lunch Meeting Sponsorship (included)	\$ 1,750.00	\$ -	\$ -	\$ -	\$ -	\$ 1,650.00
102	Section Dues	\$ 5,384.22	\$ 3,655.50	\$ 1,616.00	\$ -	\$ 508.75	\$ 5,780.25
103	Socials	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ -
104	Modeling	\$ 2,650.00	\$ -	\$ 3,321.60	\$ -	\$ -	\$ 3,321.60
105	Golf	\$ 2,068.34	\$ -	\$ -	\$ -	\$ -	\$ -
106	Other Income	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 300.00
	Income Total	\$ 21,227.89	\$ 6,029.17	\$ 6,482.58	\$ 1,633.07	\$ 1,688.75	\$ 17,483.57
	Annual Balance	\$ 1,180.77	\$ 1,935.54	\$ 71.81	\$ (3,215.74)	\$ 391.62	\$ 833.23
	Account Balances						
1000	JPM Chase	\$ 23,355.14	\$ 24,315.54	\$ 24,847.81	\$ 22,235.22	\$ 21,969.14	Total Balance \$ 22,174.31
2000	Student Scholarship	\$ 5,348.46	\$ 7,195.63	\$ -	\$ -	\$ -	
3000	Paypal	\$ 145.53	\$ -	\$ -	\$ -	\$ 49.60	
4000	Cash	\$ -	\$ 45.57	\$ 90.57	\$ 115.57	\$ 155.57	

As for the Section's student scholarship fund, a net increase of about \$982, the majority of which is associated with interest and unrealized gains on the investment. As of January 31, 2018, the Section's Student Scholarship Fund has a balance of about \$7,966.

Overall, in 2017, the Section spent \$3,581.63 in support of students, with \$1,000 contributed toward financial assistance to students attending the Western District Student Leadership Summit, \$1,200 contributed toward financial assistance to students attending the Western District Annual Meeting in San Diego, and \$1,381.63 contributed in support of the UC Berkeley and San Jose State University student ITE chapters.

2017 IRS TAX FILINGS

DOES YOUR SECTION HAVE A FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)?

YES NO IF YES, WHAT IS THE NUMBER? 82-0644636

WAS THERE A CHANGE IN THE SECTION BYLAWS DURING THIS REPORTING PERIOD? (IF YES, PLEASE ATTACH A COPY OF THE NEW BYLAWS.)

YES NO SEE ATTACHED

The 2017 federal taxes have not yet been filed, but are in progress as of March 1, 2018.

TECHNICAL ACTIVITIES

A summary of the technical activities conducted by the San Francisco Bay Area Section during year 2017 is provided below.

2017 TECHNICAL ACTIVITIES SUMMARY

<i>MEETING TYPE</i>	<i>NUMBER OF MEETINGS HELD</i>
REGULAR TECHNICAL MEETING	6
JOINT MEETING	2
VENDOR SPOTLIGHT	1
TECHNICAL WORKSHOP	1
TOTAL	10

REGULAR TECHNICAL MEETINGS

Every year, the San Francisco Bay Area Section organizes regular technical meetings to conduct the Section's business and provide informative technical sessions to the Section members and other interested transportation professionals in the SF Bay Area. These meetings are usually held once a month during lunch times. These technical meetings are based on current hot topics in the transportation field at the local, regional, and national level.



During 2017, our Section held six regular technical meetings. Brief summaries of these meetings are provided below, while detailed meeting flyers are attached.



2017 REGULAR TECHNICAL MEETINGS

JANUARY 19* *HCM UPDATES AND BAY BRIDGE METERING UPGRADE PROJECT

PRESENTERS RICHARD DOWLING + AARON ELIAS, KITTELSON & ASSOCIATES
 STEPHEN BAKER, MTC + KEVIN AGUIGUI, KIMLEY HORN & ASSOCIATES

LOCATION PEONY SEAFOOD RESTAURANT, OAKLAND **ATTENDANCE** 39

FEBRUARY 26* *ANNUAL AWARDS

PRESENTERS FRED HO, CITY OF CAMPBELL (PROJECT OF THE YEAR WINNER – EAST CAMPBELL AVENUE PORTALS PROJECT)

LOCATION CALTRANS DISTRICT 4, OAKLAND **ATTENDANCE** 33

APRIL 20* *THE FUTURE OF BAY AREA FREEWAYS

PRESENTERS STUART COHEN, TRANSFORM
 TOSHI SHEPARD-OHTA, MTC

LOCATION JILLIAN'S, SAN FRANCISCO **ATTENDANCE** 23

MAY 18* *INNOVATIVE TRANSPORTATION STRATEGIES

PRESENTERS HANS LARSEN, CITY OF FREMONT
 BILL LIEBERMAN, CHS CONSULTING GROUP

LOCATION JILLIAN'S, SAN FRANCISCO **ATTENDANCE** 20

SEPTEMBER 21* *ONE-WAY CAR SHARE IN THE BAY AREA

PRESENTERS KAMALA PARKS, CITY OF BERKELEY + DANIELLE DAI, CITY OF OAKLAND + DERMOT HIKISCH, GIG/AAA

LOCATION MARTIN LUTHER KING CIVIC CENTER, BERKELEY **ATTENDANCE** 20

NOVEMBER 16* *TRANSPORTATION IMPACTS OF SEA LEVEL RISE

PRESENTERS MICHELLE HUMMEL, UC BERKELEY
 DAN MCELHINNEY, CALTRANS
 KEVIN CHEN, MTC

LOCATION CALTRANS DISTRICT 4, OAKLAND **ATTENDANCE** 49

2017 JOINT MEETINGS

Over the years, the Section has sought to improve coordination with other transportation groups and associations in the SF Bay Area by hosting joint meetings. The Section continued this tradition in 2017 and held two joint meetings, one with the Intelligent Transportation Society of California (ITS California) and one with the East Bay Traffic Engineers (EBTE). Brief summaries of these joint meetings are provided below, while detailed meeting flyers are attached.



MARCH 16 ***ITS AND FREIGHT OPERATIONS***

JOINT MEETING WITH	ITS CA	
PRESENTERS	RICHARD BISHOP, BISHOP CONSULTING BRIAN BUCKHARD, JACOBS	
LOCATION	CALTRANS DISTRICT 4, OAKLAND	ATTENDANCE 27

JULY 13 ***ADAPTIVE SIGNAL SYSTEMS***

JOINT MEETING WITH	EAST BAY TRAFFIC ENGINEERS	
PRESENTERS	LINDA LEE, MTC KEVIN FEHON, DKS ASSOCIATES JOY BHATTACHARYA, STANTEC	
LOCATION	CALTRANS DISTRICT 4, OAKLAND	ATTENDANCE 40

2017 VENDOR SPOTLIGHT

This year the Section tested a new meeting format, called a vendor spotlight. Western Pacific Signal was invited to give presentations on technology and services they provide, and made themselves available for an extensive question and answer period. The event was sponsored by the vendor, making registration fees nominal for ITE members.

OCTOBER 19 ***DETECTING AND TRACKING DATA IN YOUR CITY***

PRESENTERS	DUN SHUPP + DOMINIQUE BOGAARDS + TIM MCCARRON, WESTERN PACIFIC SIGNAL	
LOCATION	SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY, SAN FRANCISCO	ATTENDANCE 23

2017 TECHNICAL WORKSHOP

The 2017 9th Annual San Francisco Bay Area ITE/ITS CA Joint Transportation Workshop: Connected Vehicle Technologies and Automated Driving was held on April 27, 2017 at San Francisco Municipal Transportation Agency. The workshop consisted of presentations and technical papers on various subjects by experts from the Bay Area, Spain, Canada and the United States. A strong cross-Section of the Section's membership from governmental agencies and private firms were in attendance. The workshop was organized successfully and jointly with ITS CA, and the technical program can be found at <http://www.sfbayite.org/eventsprograms/technical-programs>. There were more than 75 attendees and three sponsors, including TSS, Iteris, and PTV Group.



APRIL 27

TECHNICAL WORKSHOP

TOPICS AND PRESENTERS

TRUCK PLATOONING IN AUTOMATED DRIVING ENVIRONMENT, STEVE BOYD, PELOTON TECHNOLOGY
TRAFFIC ENGINEERING ISSUES IN AUTOMATED DRIVING ROAD NETWORK, ANTONINO GENOESE, JACOBS
QUANTIFYING AUTOMATED TRAVEL DEMAND, KEVIN JOHNSON, FEHR AND PEERS
AUTONOMOUS DRIVING AND ROAD NETWORK, DR. LING HENG, BAIDU USA
HOW EMERGING TECHNOLOGIES WILL DISRUPT OUR TRANSPORTATION SYSTEM AND IS YOUR AGENCY PREPARED?, CARLOS A. ORTIZ, ADVANTEC CONSULTING ENGINEERS, INC.
COSTING OUT CONNECTED INFRASTRUCTURE, SAM MORRISSEY, ITERIS
MODELLING CONNECTED AND AUTONOMOUS VEHICLES, DR. JUAN ARGOTE, TSS-TRANSPORT SIMULATION SYSTEMS
SIMULATING CONNECTED AND AUTONOMOUS VEHICLES USING PTV VISSIM, BILL CISCO, PTV GROUP
CALTRANS PREPARATION FOR AUTOMATED AND CONNECTED VEHICLES, ASFAND SIDDIQUI, CALTRANS
FROM AUTONOMOUS TO COOPERATIVE VEHICLE AUTOMATION, WEI-BIN ZHANG, UC BERKLEY PATH PROGRAM
INNOVATION IN ACTION: REAL-TIME INSIGHTS FROM DEPLOYING ONE OF THE FIRST CONNECTED VEHICLE PILOTS IN THE US, WENDY TAO, SIEMENS INDUSTRY, INC.

MODERATORS

JOSH PETERMAN, FEHR AND PEERS
BRIAN BURCHARD, JACOBS
JIA HAO WU, W & S SOLUTIONS

LOCATION

SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY, SAN FRANCISCO

ATTENDANCE

75

STUDENT ACTIVITIES

The San Francisco Bay Area Section conducts, encourages, and supports a lot of student activities via:

- Student awards/scholarships
- Student discounts
- Joint meetings with students
- Support for students attending the Annual Meeting and the Student Leadership Summit (SLS)
- Support for local student chapters

STUDENT DISCOUNTS

An approximately 67 percent discount was offered by our Section to students to encourage their participation at every meeting. Generally, the student registration rate for lunch meetings was between \$5 and \$10, while regular member rate varied between \$25 and \$30. Additionally, to promote student membership, annual Section dues were waived for all student members.

SUPPORT FOR STUDENTS ATTENDING ANNUAL MEETING & STUDENT LEADERSHIP SUMMIT

Our Section provided financial assistance to students attending the 2017 Western District Annual Meeting in San Diego and the 2017 Student Leadership Summit in Fullerton. The following assistance was offered to the Cal ITE Student Chapter and the San Jose State University (SJSU) ITE Student Chapter members:

2017 STUDENT LEADERSHIP SUMMIT

- \$1,000 per student chapter

2017 WESTERN DISTRICT ANNUAL MEETING

- \$1,200 per student chapter

LOCAL STUDENT CHAPTERS

The Section financially assists local student chapters, UC Berkeley ITE and San Jose State University ITE student chapters to organize their regular meetings. In 2017, up to a maximum of \$1,000 was awarded to each student chapter for their annual on-campus activities and operations. Operations of the local student chapters in 2017 are summarized below.

UC BERKELEY STUDENT CHAPTER

CHAPTER ACTIVITIES

The students have been very active, and have coordinated and hosted technical informational sessions, career planning sessions, facility tours, training workshops, social events, and attended District-wide



events. Additionally, the student chapter has made a great effort to obtain sponsorships through California Transportation Foundation and private consulting firms.



SECTION LEVEL INVOLVEMENT

Cal ITE has taken steps to become more involved at the Section level. In December 2017, Cal ITE's President and Treasurer attended SF Bay ITE's quarterly board meeting, where they presented the chapter's recent activities and long-term plans.

Additionally, some of the Cal ITE members applied for the Section's Students in Transportation Engineering & Planning (STEP) Mentoring Program and connected with industry professionals in their area of interest. The students have already met with their mentors and have discussed and received guidance on realizing their future goals. This program has helped to improve connections between the Section and Student Chapter.

DISTRICT LEVEL INVOLVEMENT

Four students from Cal ITE attended the Western District Annual Meeting in San Diego. Chris Chin presented on his research project at the meeting, and all of the students enjoyed the opportunity to make connections and socialize with other student chapters.

SAN JOSE STATE UNIVERISTY STUDENT CHAPTER

The San Jose State University student chapter has been hosting meetings with technical presenters. The Section has been contributing financially in support of student activities.



LEGISLATIVE ACTIVITIES

The Section's Legislative Chair, Ian Barnes, regularly monitors and updates our members about legislative activities in and around the area. In 2017, the San Francisco Bay Area Section worked in conjunction with the Western District legislative chair to provide legislative updates to the Section's membership. In addition to the wealth of information provided online by the Western District Legislative Chair, the San Francisco Bay Area Section provides members with an online listing of local, regional and national resources.

LEGISLATIVE UPDATE

In California one of the largest legislative changes in the pipeline is the passage of Senate Bill 743, which replaces Level of Service (LOS) with Vehicle Miles Traveled (VMT) as the metric for impact analysis under the California Environmental Quality Act (CEQA). The rulemaking process has been underway for several years and the Western District has been working in close coordination with the State Office of Planning Research (OPR) to provide comments on the proposed rules. As the rulemaking process enters its final steps in the first half of 2018, the Section will look to provide additional comments on OPR's revised guidance (published November 2017). As the rulemaking process is completed, the Section will be reaching out to other chapters and Sections in California to hold a webinar to help educate our members on the final rules.

The Section will continue to monitor legislative developments on the autonomous vehicle and transportation network company fronts. Additionally, the Section will be implementing a database of local transportation measures that will be voted on in June or November 2018, the most substantial of which will be Regional Measure 3.

SOCIAL ACTIVITIES

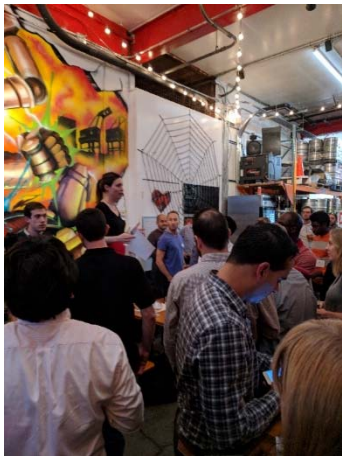
JOINT HAPPY HOUR

The San Francisco Bay Area ITE Section successfully co-hosted the 5th Annual Acronym Happy Hour in San Francisco on April 27, 2017. Among the five participating organizations (ITE, WTS, YTP, APA, and APBP), there were 130 RSVPs for the event, so we had a great turnout. Jones was a great venue choice, with very accommodating staff, no reservation costs, and no minimum tab, all resulting in ITE coming out under budget for this event.



MOBILIZING FOR RELIEF: HAPPY HOUR FUNDRAISER

On October 26, 2017, the Section successfully co-hosted a happy hour fundraiser with YPT, Bay Area Young Architects (BAYA), and the Emerging Professionals of the American Institute of Architects East Bay at Federation Brewing in Oakland for the victims of the North Bay Area fires. Together, we raised \$500 for the Sonoma County Resilience Fund.



HOLIDAY HAPPY HOUR AND WHITE ELEPHANT GIFT EXCHANGE

On December 20, 2017, the Section hosted a festive holiday happy hour and white elephant gift exchange at Blind Tiger in Oakland. Gifts ranged from mugs to gift cards, and one lucky participant even won their own copy of Cards Against Humanity (Cards Against Humanity with an urbanist twist)! This event was very successful and the Section intends to continue this tradition in 2018.



SPECIAL PROGRAMS

In addition to the technical, student, and social activities discussed above, the Section conducts special programs and takes pride in going an extra yard to cater to the local transportation community. These special programs are discussed below.

ANNUAL RECOGNITION AWARDS

Year 2017 was the 12th year of the Annual Recognition Awards Program. This program was initiated in 2006 and recognizes excellence in transportation in two categories – Transportation Professional of the Year and Transportation Project of the Year. Transportation professionals and projects from the 15-county greater San Francisco Bay Area are eligible to participate in this program. Maria Tribelhorn, the Section’s Annual Recognition Awards Chair, oversees this program.

2017 TRANSPORTATION PROFESSIONAL OF THE YEAR

The purpose of this award is to recognize an ITE member who contributed significantly to the transportation field over the last several years. During the review of nominations and ranking process, the Review Panel considers the nominee’s expertise in the transportation field, involvement with ITE activities, contributions to transportation profession, training/mentoring students and young professionals.

This year, Kimberly Leung was the recipient of the award for 2017. She was recognized for her remarkable contributions to SF Bay Area ITE, Western District ITE, and International ITE, and training and mentoring of young transportation professionals. She has also served as Traffic Engineer Lead and Project Manager for several high profile and impactful San Francisco projects. At the January 2018 luncheon meeting, Leung accepted the award.



2017 TRANSPORTATION PROJECT OF THE YEAR



The purpose of this award is to recognize innovation and/or creative-thinking in the field of transportation. While reviewing the nominations in this category, the Review Panel sought a project that may have implemented groundbreaking ideas, developed new services/processes, or implemented innovative design or planning. The panel ranks the projects based on innovation, unusual circumstances, unique challenges, cost effectiveness, and public acceptance.

This year’s award recipient was Regional One-Way Car Share in the Bay Area by the City of Oakland and the City of Berkeley in partnership with A3Ventures/GIG Car Share. This project represents the first one-way car share system in the Bay Area. It uses an innovative non-station based approach to improve efficiency, flexibility, and mobility for users. It provides sustainable mobility solutions which seek to

reduce emissions and address the first mile/last mile problem.

Danielle Dai (City of Oakland), Kamala Parks (City of Berkeley), and Dermot Hiskisch (GIG Car Share) presented this project at the January 2018 Section Meeting and accepted the award. Other projects nominated for the award included SR 82 and SR 84 Pedestrian Safety Improvement Project (Caltrans) and Redwood & Grant Transit Improvement Project (Marin Transit with the City of Novato and the Golden Gate Bridge, Highway & Transportation District).

OTHER SECTION ACTIVITIES

NEWSLETTER

Our Section publishes weekly e-newsletters to keep Section members informed about current and upcoming activities and issues of interest. Typical e-newsletters include details about the Section, Western District, and International ITE events, including: training opportunities, awards programs, student activities, job announcements, and election updates. Our Section's Secretary, Tony Henderson, serves as the editor for our newsletters and distributes them electronically not only to the Section members, but also to other interested transportation professionals in the Bay Area. Because of their wide circulation database, these newsletters are very popular with local employers too for employment opportunity announcement purposes. We are proud to mention that we offer this as a free service to local relevant employers.

SPONSORSHIP PROGRAM

The sponsorship program was introduced by the SF Bay Area ITE Section during the 2009-2010 fiscal year. The objective of this program is to attract companies in the transportation field who would be interested in financially supporting the SF Bay Area ITE Section via sponsorship of monthly lunch meetings. In return, sponsors are allowed to present a short talk about their firm and/or provide marketing materials to attendees. The sponsorship program also includes the annual modeling workshop organized by the Section. The money raised through the sponsorship program is used to pay a part of the out-of-pocket costs collected from the monthly meeting and annual workshop attendees. This reduces the attendee's cost-of-attendance as well as the Section's cost to organize these events (overhead and rental space), which in turn encourages continued attendance from the members, non-member guests, and students. The SF Bay Area ITE Section allows a maximum of two sponsors per monthly lunch meeting and six sponsors for the annual workshop (two each of the Gold, Silver, and Bronze Sponsors). The Gold and Silver sponsorship fees are \$350 and \$250 for the monthly lunch meetings, and \$500, \$350, and \$250 for the annual workshop. In return, benefits are provided to the sponsor.

As part of this program, the SF Bay Area ITE Section has collected sponsorship fees from the following sponsors in 2017, including National Data and Surveying Services/All Traffic Data, Western Pacific Signal (WPS), TSS, Iteris, and PTV Group.

SECTION WEBSITE

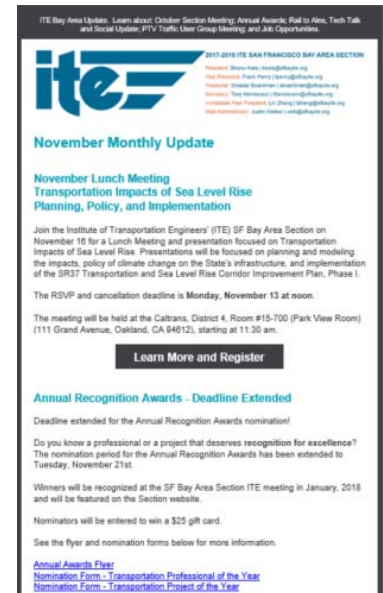
The Section website provides key content to members, including:

- Section announcements
- Information and registration for upcoming Section luncheons
- Program pages, including the Section's Annual Awards and calls for volunteers for meetings
- Local job listings, showing job opportunities in the region as submitted by the community

The latest information can be accessed at www.sfbayite.org.

SOCIAL MEDIA

This year, the San Francisco Bay Area Section gained a social media presence, with new accounts on Facebook, Twitter, and LinkedIn. In particular, the Facebook account was used to share details about and invites to upcoming events, post pictures from these events,



and keep members updated on Section, District, and International happenings. The Twitter and LinkedIn accounts were used to connect with other industry pages and professionals, and mimic the announcements of the Facebook page.

2017 WESTERN DISTRICT ANNUAL MEETING

The 2017 Western District Annual Meeting was held in San Diego, California on June 17-21. Current board members and recent board members in attendance include Lin Zhang, Smadar Boardman, Tony Henderson, Kimberly Leung, and Ian Barnes. The Section sponsored Lin's attendance to represent us at the 2017 Western District Annual Meeting. Other members of the Section were in attendance and presented, socialized, and networked. Additionally, the Bay Area was represented at the Professional Traffic Bowl with a team consisting of Smadar Boardman, Ian Barnes, Tony Henderson, and Kendra Rowley, and took second place.

