

San Francisco Bay Area 2026 Section Momentum Award Nomination

The Institute of Transportation Professionals San Francisco Bay Area Section (ITE SF Bay Area) is proud to submit our nomination for the 2026 Section Momentum Award. In 2025, the ITE SF Bay Area took steps to bring more value to our members and create a stronger transportation community. These changes have resulted in positive outcomes for the Section. A quick overview of these are outlined below:

Change	Outcome
Diversified the location of our meetings	Made our events more accessible to members, allowed for more diverse attendance to meetings
Prioritized relevant and impactful topics, including updates on policy and regulation	Helped members stay in the know about how new policy would affect their work
Continued the partnership with Young Professionals in Transportation (YPT) in organizing a SF Bike Tour.	Engaged more younger members and encouraged more younger members to attend technical meetings.
Implemented a more seamless way of collecting registration fees and reached out to private companies and other professional organizations to fund events	Able to host larger events that attracted additional members and elevated our community

Laying the Groundwork

The 2024 ITE SF Bay Area Board set a foundation for the Section by consistently hosting technical monthly meetings, maintaining a monthly newsletter, and capturing a wider audience by growing its LinkedIn page from 50 followers to over 150!

Engaging, Accessible Meetings and Topics

Our monthly meetings are held at multiple venues to be more accessible to our members!

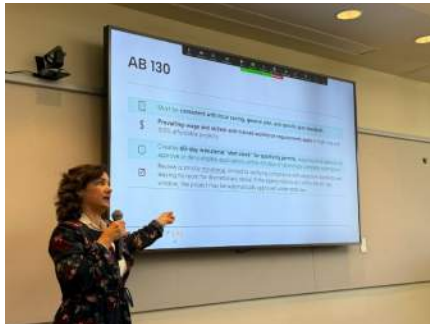
At the start of 2025, the location where ITE SF Bay Area Section meetings were typically held was no longer available, and the Board had to reassess where the new location would be. The Board determined that varying the location month to month would allow people working in other business hubs to attend the lunchtime meetings and would make our events more inclusive. This in fact did, and it **increased the diversity of members attending in person in 2025**. While our meeting attendance was similar to 2024, ranging from 20 to 40 people, **new members joined from other cities outside of Oakland**.

We keep a pulse on emerging and engaging topics to bring to our Section meetings!

The ITE SF Bay Area Section focused on bringing topics that were relevant and impactful to our members by keeping in tune with the latest policy and understanding what was happening in the region. 2025

included more policy-related topics, including a “Legislative Update” section in the monthly newsletter, and experts were brought in to leave us with practical strategies for staying informed and adapting to the evolving regulatory environment.

Monthly Meetings Spotlight:



AB130 & SB131: Housing, Land Use, & the Environment (Fehr & Peers, ESA)

This meeting, presented by ESA Senior Principal Planner, Darcy Kremin and Fehr & Peers Principal, Matt Goyne, unpacked what has changed, what is still unclear, and how the shifts of AB130 & SB131 may impact projects.



Transit-Oriented Communities Policy (MTC)

Eli Kaplan, a Regional Planner with the Bay Area Metropolitan Transportation Commission (MTC), shared about MTC's new Transit-Oriented Communities policy and its effect on upcoming grant funding.



The BART Approach to Public Outreach (BART)

Alicia Trost, Chief Communications Officer at BART, discussed a few of the public-facing campaigns she has spearheaded at the agency, such as the paper ticket fashion show, anime mascots, special Valentine's Day and Star Wars Day excursion trains.

She also provided advice on how to better communicate our work to the public in the Bay Area and beyond!

Engaging Students and Younger Members

The ITE SF Bay Area Section held their **Second Annual Bike Tour** in partnership with San Francisco Young Professionals in Transportation (SF YPT) Intelligent Transportation Society of California (ITS CA), and COMTO around San Francisco and Golden Gate Park.

The ITE SF Bay Area Section also joined Mineta Transportation Institute (MTI) of San Jose for a free virtual event, "Connect for Your Career: An Introduction to Professional Associations in Transportation." This event **introduced university students and emerging professionals to transportation organizations** that offer networking, professional development opportunities, and scholarship opportunities such as ITE.

Funding Strategies

ITE SF Bay Area **created a PayPal account to automate the collection of non-member registration fees** online rather than as cash or check at the door. This has allowed the Section to collect around \$150 per meeting to help offset the cost of food.

Additionally, the cost of the **monthly meeting venues decreased from ~\$250 per meeting to \$0** after changing the location and hosting in spaces provided by the local transportation professionals network.

With the cost savings and additional funds collected, and **partnering with private companies and professional organizations**, the ITE SF Bay Area Section was able to fund new events such as:

- A larger end of year celebration, the Awards Ceremony and Winter Networking event
- First outdoor end-of Summer BBQ and Happy Hour
- A mid-year recruitment event, “Acronym Happy Hour”, with over 80 attendees (the largest event yet with a confirmed uptick in membership! Proceeds from this event were donated to a local organization tackling homelessness)

