San Francisco Bay Area Section
2010 Annual Report

For the period of
January 1, 2009 - December 31, 2009
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San Francisco Bay Area Section 2010 Annual Report

For the Period of
January 2009 through December 2009

ELECTED OFFICERS AND COMMITTEE CHAIRS

<table>
<thead>
<tr>
<th>2008-2009</th>
<th>2009-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>President</strong></td>
<td><strong>President</strong></td>
</tr>
<tr>
<td>Wing Lok</td>
<td>Nate Chanchareon</td>
</tr>
<tr>
<td><strong>Vice President</strong></td>
<td><strong>Vice President</strong></td>
</tr>
<tr>
<td>Nate Chanchareon</td>
<td>Shruti Malik</td>
</tr>
<tr>
<td><strong>Treasurer</strong></td>
<td><strong>Treasurer</strong></td>
</tr>
<tr>
<td>Shruti Malik</td>
<td>Kamala Parks</td>
</tr>
<tr>
<td><strong>Secretary</strong></td>
<td><strong>Secretary</strong></td>
</tr>
<tr>
<td>Kamala Parks</td>
<td>Mousa Abbasi</td>
</tr>
<tr>
<td><strong>Immediate Past President</strong></td>
<td><strong>Immediate Past President</strong></td>
</tr>
<tr>
<td>Wing Lok</td>
<td>James Helmer</td>
</tr>
<tr>
<td><strong>Chair, Past President Council</strong></td>
<td><strong>Chair, Past President Council</strong></td>
</tr>
<tr>
<td>James Helmer</td>
<td>Vacant</td>
</tr>
</tbody>
</table>

COMMITTEE MEMBERS

<table>
<thead>
<tr>
<th>2008-2009</th>
<th>2009-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Past President</strong></td>
<td><strong>Past President</strong></td>
</tr>
<tr>
<td>Rich Haygood</td>
<td>Wing Lok</td>
</tr>
<tr>
<td><strong>Chair of Past President’s Council</strong></td>
<td><strong>Chair of Past President’s Council</strong></td>
</tr>
<tr>
<td>James Helmer</td>
<td>James Helmer</td>
</tr>
<tr>
<td><strong>Membership Chair</strong></td>
<td><strong>Membership Chair</strong></td>
</tr>
<tr>
<td>Vacant</td>
<td>Vacant</td>
</tr>
<tr>
<td><strong>STEP Mentoring Chair</strong></td>
<td><strong>STEP Mentoring Chair</strong></td>
</tr>
<tr>
<td>Pattie Camacho de Cano</td>
<td>Pattie Camacho de Cano</td>
</tr>
<tr>
<td><strong>East Bay Student Outreach Co-Chair</strong></td>
<td><strong>East Bay Student Outreach Co-Chair</strong></td>
</tr>
<tr>
<td>Steve Weinberger</td>
<td>Steve Weinberger</td>
</tr>
<tr>
<td><strong>South Bay Student Outreach</strong></td>
<td><strong>South Bay Student Outreach</strong></td>
</tr>
<tr>
<td>Murali Ramanujam</td>
<td>Murali Ramanujam</td>
</tr>
<tr>
<td><strong>SF-Peninsula Student Outreach</strong></td>
<td><strong>SF-Peninsula Student Outreach</strong></td>
</tr>
<tr>
<td>Vacant</td>
<td>Vacant</td>
</tr>
<tr>
<td><strong>Web Co-Administrator</strong></td>
<td><strong>Web Co-Administrator</strong></td>
</tr>
<tr>
<td>Rachel Donovan</td>
<td>Rachel Donovan</td>
</tr>
<tr>
<td><strong>Web Co-Administrator</strong></td>
<td><strong>Web Co-Administrator</strong></td>
</tr>
<tr>
<td>Jin Wang</td>
<td>Jin Wang</td>
</tr>
<tr>
<td>COMMITTEE MEMBERS</td>
<td>2008-2009</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>2010 ITE Western District Meeting Chair</td>
<td>Mark E. Spencer</td>
</tr>
<tr>
<td>Co-Scribe</td>
<td>Andrew Kluter</td>
</tr>
<tr>
<td>Co-Scribe</td>
<td>Afsaneh Yavari</td>
</tr>
<tr>
<td>Technical Programs Co-Chair</td>
<td>Jia Hao Wu</td>
</tr>
<tr>
<td>Technical Programs Co-Chair</td>
<td>Simin Timuri</td>
</tr>
<tr>
<td>ITS Co-Chair</td>
<td>Joy Bhattacharya</td>
</tr>
<tr>
<td>ITS Co-Chair</td>
<td>Joan Ravier</td>
</tr>
<tr>
<td>Golf Tournament Chair</td>
<td>Jerry Robbins</td>
</tr>
<tr>
<td>Legislative Issues Chair</td>
<td>Lin Zhang</td>
</tr>
<tr>
<td>Annual Awards Program Chair</td>
<td>Amit M. Kothari</td>
</tr>
<tr>
<td>Social Events Co-Chair</td>
<td>Valerio Oricchio</td>
</tr>
<tr>
<td>Social Events Co-Chair</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Co-Chair</td>
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<td>Sponsorship Co-Chair</td>
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</table>
MEMBERSHIP

<table>
<thead>
<tr>
<th>Number</th>
<th>Membership Grade</th>
<th>Section</th>
<th>Annual Dues Rate</th>
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<tbody>
<tr>
<td>3</td>
<td>Honorary</td>
<td></td>
<td>$20</td>
</tr>
<tr>
<td>83</td>
<td>Fellow</td>
<td></td>
<td>$20</td>
</tr>
<tr>
<td>447</td>
<td>Member</td>
<td></td>
<td>$20</td>
</tr>
<tr>
<td>10</td>
<td>Institute Affiliate</td>
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<td>$20</td>
</tr>
<tr>
<td>109</td>
<td>Student Member</td>
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<td>$20</td>
</tr>
<tr>
<td>7</td>
<td>Other</td>
<td></td>
<td>$20</td>
</tr>
<tr>
<td>659</td>
<td>Membership Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In September of 2008, the Executive Board voted unanimously to increase San Francisco Bay Area annual membership dues from $10 to $20, starting for the 2009 calendar year. Despite this increase, overall SF Bay ITE membership grew in 2009 by 12% compared to the previous year. In particular, student membership grew by 45%.
FINANCIAL STATEMENT

Federal Employer Identification Number: 94-3104865  
501(c)3

Date Issued: 2/23/2010

2010 Annual Report – Financial Statement
ITE Western District San Francisco Bay Area Section

Chase Bank
350 – 20th Street
Oakland, California 94612
(510) 452-6666

<table>
<thead>
<tr>
<th>Beginning Balance – January 1, 2009</th>
<th>$ 10,114.69</th>
</tr>
</thead>
</table>

Income  
(2009 Annual Report)

<table>
<thead>
<tr>
<th>Income</th>
<th>$</th>
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</thead>
<tbody>
<tr>
<td>2008 Membership Dues</td>
<td>8,365.00</td>
</tr>
<tr>
<td>Gross Income from Meetings</td>
<td>14,001.00</td>
</tr>
<tr>
<td>Miscellaneous Income/Remittance</td>
<td>9,975.01</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>32,341.01</strong></td>
</tr>
</tbody>
</table>

Expenditures  
(2009 Annual Report)

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officer elections – online and mail balloting</td>
<td>421.60</td>
</tr>
<tr>
<td>Administrative/ Board Activities</td>
<td>353.38</td>
</tr>
<tr>
<td>Lunch Costs</td>
<td>12,037.93</td>
</tr>
<tr>
<td>Student Outreach</td>
<td>3,871.29</td>
</tr>
<tr>
<td>Plaques and Awards</td>
<td>197.68</td>
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<tr>
<td>Web site (Photo Album, hosting)</td>
<td>149.95</td>
</tr>
<tr>
<td>Technical Committee Program</td>
<td>3,109.81</td>
</tr>
<tr>
<td>ITE Western District Meeting Expenses</td>
<td>1,355.68</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>21,497.32</strong></td>
</tr>
</tbody>
</table>

Ending Balance – 31 December 2009  

<table>
<thead>
<tr>
<th><strong>Ending Balance – 31 December 2009</strong></th>
<th><strong>$ 20,958.38</strong></th>
</tr>
</thead>
</table>

2009 Net Gain  

<table>
<thead>
<tr>
<th><strong>2009 Net Gain</strong></th>
<th><strong>$ 10,843.69</strong></th>
</tr>
</thead>
</table>
GOVERNANCE

Were changes made to your Bylaws during this reporting period? Yes ☐ No ☐

If yes, please attach a copy of the new bylaws.

ACTIVITIES DURING THIS REPORTING PERIOD

TECHNICAL PROGRAMS

The 2009 SF Bay ITE Section’s Technical Program consisted of presentations, workshops and technical papers on various subjects by experts from the Bay Area, Spain, Japan, Canada and a series of ITE webinars. Section’s ITE members from governmental agencies and private firms strongly supported the technical program. They volunteered their time to provide professional services and program venues, including W & S Solutions, TJKM, City of San Jose, City of Redwood City and the City of Walnut Creek. The Technical Program attracted participants not only from the San Francisco Bay Area but also from other regions including the Santa Barbara, Fresno, Northern California and Nevada.

The co-chairs are mainly responsible for organizing the programs, determining the presentation topics, inviting speakers and working with the Section officers. Section officers participated in the discussions on the program and sent out program e-mail announcements. Section Web site co-chairs provided technical program updates throughout the year on the SF Bay ITE Web site (http://www.sfbayite.org).

The Section’s Technical Program produced two successful workshops in 2009. Working jointly with North California ITE Section, there was a one-day free workshop on professional traffic/transportation modeling technologies with the 36th Vendor’s Night in Lodi, California on March 19, 2009. On November 3, 2009, the program worked with Caltrans in conducting a half-day free workshop on “CA MUTCD Overview, Updates & National MUTCD Notice of Proposed Amendment (NPA)”.

The following details workshops and activities were sponsored by the SF Bay ITE Section Technical Program in 2009.

1. 2nd Annual SF Bay ITE Modeling Workshop

   Venue: Thomas Theatre, Hutchins Street Square, 125 South Hutchins Street, Lodi, California
   Date: March 19, 2009
   Registered Participants: 71
   Web site: http://www.sfbayite.org/technicalprograms/2009_03-19/  
   Duration: All Day (8:45 am to 4:30 pm)
   Moderators: Wing Lok of Caltrans, Howard Smith of LAN, and Jia Hao Wu of TJKM

   Program

   - **Introduction to ITE Technical Program** - Jia Hao Wu, SF Bay Area ITE/TJKM
   - **Recent Modeling Advances in Emme and Dynameq** - Michael Florian, INRO
   - **Turning Technology into Success – Looking in and beyond the Box** - Keith Hangland, Citilabs
   - **Recent Advances in GIS and Transportation Modeling with TransCAD/ TransModeler** - Paul Ricotta, Caliper Corporation
   - **VTA Countywide Model Improvements for Project Analysis Needs** - George Naylor, Santa Clara VTA
   - **Sacramento Council of Governments (SACOG) Model Development and Applications** - Bruce Griesenbeck, SACOG
   - **Integration of Micro, Meso and Macro Modeling Within Caltrans** - Sarah Chesebro, Caltrans HQ
• **Conclusions** - Q&A Session, Appreciation, and Acknowledgments

March 2009 Technical Program – Modeling and Vendor’s Night

2. **California Manual on Uniform Traffic Control Devices (CA MUTCD) Overview, Updates & National MUTCD NPA**

Venue: Caltrans District 4 Headquarters, 111 Grand Avenue, Oakland, California
Date: November 3, 2009
Registered Participants: 100
Duration: Half-day (1:00 pm to 4:30 pm)
Speaker: Gurinderpal (Johnny) Bhullar, Caltrans
Moderators: Simin Timuri of City of Walnut Creek and Wing Lok of Caltrans

**Program**

- Introduction to ITE Technical Program by Simin Timuri, SF Bay Area ITE/ City of Walnut Creek
- Introduction to MUTCD, Format & Compliance
- Upcoming California Changes
- National MUTCD Rev. 2 – Sign Retroreflectivity
- National MUTCD Notice of Proposed Amendments – FHWA’s Upcoming Major Revisions
- Older California Traffic Safety Task Force (OCTSTF) & Strategic Highway Safety Plan (SHSP) related Older Driver and Pedestrian Issues
- Open Q&A and Conclusions
3. Other Activities

Technical Program co-chairs reviewed and scored papers published in the ITE Journal that are candidates for the WAYNE T. VAN WAGONER AWARD from the ITE District 6.

4. Upcoming Programs

The SF Bay ITE technical program chairs will have the following technical programs in 2010:
1. 3rd Annual SF Bay ITE Modeling Workshop on June 26, 2010
2. The Multi-Modal Level of Service training program on June 30, 2010

2010 ITE WESTERN DISTRICT ANNUAL MEETING

The SF Bay ITE Area Section continued planning activities for its hosting of the 2010 ITE Western District Annual Meeting in San Francisco, which is scheduled from Sunday, June 27th to Wednesday June 30th, 2010. Local Arrangement Committee (LAC) meetings have been held monthly since mid-2009. Major efforts this past year included:

Conference and Hotel Facilities – The SF Bay Area Section held its June 2009 monthly lunch meeting at the SF Palace Hotel so that members could view the conference facilities.

Volunteers – Additional volunteers have been recruited, and an additional push for more volunteers is now underway as we approach the Annual Meeting.

Budget – The budget and registration rate for the Annual Meeting was revised, presented and confirmed at the ITE Western District Mid-Year Board Meeting in February 2010.

Sponsorships and Vendors – Sponsorship contributions have already started to arrive, helping offset the deposits and other associated costs.

Event Schedule and Activities Planning – Several cool events are planned, including the MiteY Race, Pub Crawl, Family Night at A, T, & T Park, and the Annual Banquet (Theme: 1849 Gold Rush!)

Technical Tours include the Bay Bridge Construction, Golden Gate Bridge, SF Airport, a walking tour, a bicycle tour, and the Caltrans Traffic Management Center.
**Technical training** sessions will be offered on Saturday June 26 (all day travel forecast modeling workshop) and on Wednesday afternoon June 30.

**Registration** – The registration packet will be available my mid-March 2010.

Next steps include regular meetings of the LAC Committee Chairs, promoting events, and continuing efforts towards hosting a fabulous meeting!

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**LEGISLATIVE ACTIVITIES**

**Legislative Blog** (*Transportation Legislation Affecting the SF Bay Area*) The SF Bay Area Section Legislative Chair maintains a legislative blog that provides information on the latest legislative developments that impact transportation engineers in the SF Bay Area. The blog is hosted on the SF Bay Area ITE Web site at http://sfbayite.blogspot.com/. Below is a sample list of items that the blog recently updated to our Section members:

- The U.S. Department of Transportation (DOT) announced that it would ban text-messaging by bus drivers, truckers, and railroad engineers and urge states to impose similar restrictions on drivers of passenger cars.
- California law was changed regarding professional engineering (PE) stamps. Governor Schwarzenegger signed AB645 (Niello) eliminating the requirements to show expiration dates on PE stamps. The seal must continue to show name, number, and discipline, but the "Exp." line in the middle is no longer required.
- The American Recovery and Reinvestment Act (ARRA) of 2009 which authorizes $789 billion in infrastructure, energy, health care, and education. Specifically, it includes $27.5 billion in Federal Highway Administration (FHWA) funds and $8.4 billion in Federal Transit Administration (FTA) funds. The San Francisco Bay Area is expected to receive about $494 million from ARRA.
- The Santa Clara County voters approved its Measure B, the proposal to increase the sales tax in Santa Clara County by one-eighth of a cent for the long-planned BART extension to San Jose project. The Measure B won with 66.78 percent approval, a margin of .11 percent over the required 66.67 percent.
STUDENT ACTIVITIES

The San Francisco Bay Area is an expansive region with a number of world-class institutes of higher learning. Three chairs together form the Section’s Student Outreach Committee plan activities for, and serve as a liaison and mentor to the various student populations in the Bay Area:

- **South Bay Student Outreach Chair** (focus: San Jose State University and University of Santa Clara)
- **East Bay Student Outreach Chair** (focus: University of California, Berkeley)
- **Peninsula Student Outreach Chair** (focus: San Francisco State University, Stanford University)

The MiteY Race

The ITE San Francisco Bay Area Section – Student Outreach Committee hosted the Inaugural MiteY Race as part of the Annual Student Competition Event on May 2, 2009. The MiteY race is modeled after the hit television series *The Amazing Race*. Students and Professionals raced across, through and over San Francisco streets by following clues and competing challenging but fun tasks. Five student teams and one professional team participated.

The first two student-teams to finish the race were awarded a scholarship to attend the 2009 Western District Annual Meeting in Denver, CO. The third student-team received a $200 scholarship each.
fourth student-team received a $150 scholarship and the fifth-student team received a $100 scholarship. Each member of the Professional team received a pair of movie tickets.

<table>
<thead>
<tr>
<th>Grand Prize</th>
<th>Team Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bay City Rollers:</td>
<td>Robert Masys and Andy “Fast Andy” Kosinski</td>
</tr>
<tr>
<td>The Average Joe’s:</td>
<td>David Gaker and Vikash Gayah</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First Place</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bullet Trains:</td>
<td>GraceLin and Marin Odioso</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Place</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Dogs:</td>
<td>Jerry Jariyasunant and Crystal Fulbright</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional Team</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Rick Röllers</td>
<td>Chris Pangilinan, Carleton Wong, Darcie Lim, and James Shahamiri</td>
</tr>
</tbody>
</table>

**MiteY Race Teams**

![The Bay City Rollers](image1)
![The Average Joe's](image2)
![The Bullet Trains](image3)
![The Dogs](image4)
![The Rick Rollers](image5)
South Bay Student Activities

It has been another exciting year for the Student Program in the South Bay. The SF Bay Area Section continues to work closely with the South Bay Transportation Officials Association (SBTOA) in encouraging student participation throughout the Bay Area. The South Bay Student Outreach Liaison worked closely with San Jose State University (SJSU) in providing several Lunch and Learn sessions. The liaison arranged and scheduled for short presentations and speakers related to topics about which the students were interesting in hearing. In addition, students are encouraged to attend the SBTOA monthly meetings. The SF Bay Area Section helped sponsored three Lunch and Learn sessions for this past year:

March 19, 2009: Ramp Metering in Santa Clara County

Twenty students attended to hear Murali Ramanujam from Santa Clara Valley Transportation Authority (VTA) talk about ramp metering as one of the transportation management strategy to address travel demand on freeway. He provided historical background on how the first ramp metering in the Bay Area was implemented in San Jose in 1971. In addition, over half the Bay Area ramp meters in Santa Clara County. The presentation also covered various aspects of ramp metering including the benefits, the strategies employed, types of ramp metering, development and implementation.

April 7, 2009: Leading the Way to Create Safe and Sustainable Transportation Infrastructure System in City of San Jose

James Helmer, Director of Transportation Department for City of San Jose provided a presentation to twenty-five students on sustainable transportation and why it is important. He highlighted that with traffic death from accidents exceeding higher than casualties from war, the need for safe and sustainable transportation is key to the 10th largest city in US. He further explained that climate and fiscal factors coupled with growing congestion on aging infrastructure makes it imperative for safe and sustainable
transportation policy and improvements. James Helmer also shared the City of San Jose’s green vision consisting of 25,000 clean tech jobs, use of renewable energy, building green buildings and conversion of waste to energy. The students were very interested in the implementation of vision through projects involving zero emission street lights, use of public fleet on alternative fuels, implementing LED traffic signals, rubberized asphalt concrete, smart poles and plug-in stations.

September 24, 2009: Careers in Transportation

Thirty-three students attended this Lunch and Learn session meeting focused on “Careers in Transportation” with three panel members. The panel members consisted of Ian Whiteley (SJSU American Society of Civil Engineers President), Dr. Asha Weinstein (professor at SJSU and Mineta Transportation Institute (MTI)) and Murali Ramanujam (Santa Clara Valley Transportation Authority). Ian works part time for a transportation consultant and is very committed to encouraging students to join the transportation profession as he sees a lot of potential in this industry in the future. Dr.Asha Weinstein talked about career opportunities in the private, public and academic sector. She highlighted some interesting statistics from her research study on why students liked/disliked pursuing transportation field. She also highlighted potential for students to continue furthering their study in transportation field through programs at both SJSU and MTI. Murali Ramanujam talked about the growing need for younger professionals to enter this field as the transportation area will continue to show increased demand for more professionals. In addition, he also highlighted how the industry has evolved and currently embraces use of technology and other system management policies to effectively use existing infrastructure without further widening as was done in the past. The three members had a great follow up discussion with the students.

The SJSU student outreach is continuing through 2010. In addition to more Lunch and Learn sessions, a field tour to the City of San Jose Traffic Management Center is planned.

East Bay Student Activities

The University of California, Berkeley (UCB) Chapter of ITE has grown exponentially this past year, thanks to the diligent work of STEP Mentor Chair and the establishment of the student chapter of ITE. Chapter Officers (Kimberly Leung, Tin Nguyen, Gabriel Ho, and Sam Lam) have contributed considerable effort towards expanding student involvement on campus at the graduate and undergraduate levels.

Student Participation in the 2009 ITE Western District Annual Meeting

The UC Berkeley student chapter was well represented at the Western District annual meeting in Denver, Colorado in July 2009. UC Berkeley wins the James H. Kell Competition RFP, for which they were awarded $1,500.

General Meetings

The UC Berkeley ITE Student chapter hosted two general meetings in 2009. The first was on October 1, and featured Patricia Camacho de Cano, who promoted and recruited students to the Mentoring Program and talked about the ITE SF Bay Area Section. The second occurred on November 5, and featured Zaki Mustafa from the City of Los Angeles Department of Transportation. Students truly enjoyed his presentation and “special” visit to the Bay Area.

Field Trips

Patricia Camacho de Cano worked closely with the UC Berkeley Student Chapter to help coordinate a series of events for the academic year. On September 18, 2009, the students had the opportunity to participate in a tour of the San Francisco Airport. The tour included a presentation on airport planning and the role of a transportation engineer in the field of airport operations.
A field trip to southern California on October 15-18 was organized by the students and Ms. De Cano, which was coordinated with the UCLA Student Chapter to visit several public/private agencies and firms. The field trip took them to the consulting firm of Parsons Brinckerhoff, who hosted the UCB/UCLA ITE Student Chapter visit and provided lunch. They set up a panel discussion about professional development, and provided goody bags to all the students. The Orange County Transportation Authority (OCTA) hosted various presentations on different areas such as traffic engineering, GIS, bus rapid transit, and highway operations. They also hosted the “Transpo Bowl”, a Family Feud style game between the UCLA and UC Berkeley schools. UC Berkeley won 3-2 and they even prepared a video of the event (http://www.youtube.com/watch?v=wdYfjNuMsGw). Finally, the city of Santa Ana hosted a visit and tour of the traffic management center.

Miscellaneous

Randy McCourt, Western ITE International Director, donated a pair of tickets for students to attend a San Francisco 49’ers football game. UC Berkeley students attended SF Bay ITE lunch meetings to promote their activities for the year and show-off their new ITE Cal Berkeley Shirts.

UC Berkeley ITE Student Chapter

OTHER ACTIVITIES

Social Activities

2009 has been a fresh start for the SF Bay Area ITE Social Committee. The Social Co-chairs put together an exciting social calendar. They organized a gathering for a no-host happy hour at the Trappist in Oakland on July 30. A survey was sent to gauge ITE members’ interest in social activities that will lead...
to more events in 2010. Upcoming social activities may include attending a baseball game, a friendly bowling competition, and another happy hour.

**ITE/APWA Scholarship Golf Tournament**

The SF Bay Area Section ITE and the Northern California Chapter of the American Public Works Association (APWA) jointly organized the 9th Annual Scholarship Golf Tournament, which was held at the Lake Chabot Golf Course in Oakland, California. The tournament was held on Friday, July 17, 2009 and attracted 60 golfers, 24 of whom were from ITE. The tournament raised $810 for the ITE Scholarship fund. After the tournament, the players enjoyed a buffet dinner and the raffling off of almost $2,100 in raffle prizes. The lowest score (4-person scramble) was posted by the team of Keith Hart, E.J. Kim and Lester Avela with a score of 63 (9 under par). Save the date for the 10th Annual Tournament to be held at the same course on July 16, 2010. Details and sign-up sheets will be coming out soon.

### ITE/APWA 2009 Golf Tournament

![ITE/APWA 2009 Golf Tournament](image)

**ITE SF Bay Area Web Site**

The ITE SF Bay Area has maintained a Web site for its members since 2001. For the past 3 years, we have been providing updated information on ITE events at the local, district, and international level. We also use the front page of our Web site to advertise events of great interest to our members, including events put on by the Intelligent Transportation Society of California, Women’s Transportation Seminar, the California Department of Transportation, the Transportation Research Board, the American Public Works Association, local municipalities and universities, and many more.

In 2009, the web site averaged over 27,000 hits per month and over 2,800 unique site visits. Our members rely on the web page as a resource for downloading past presentations from events and reading about upcoming events put on by ITE and other organizations within the transportation community. The following highlights webpage features.
Home Page

The front page of http://www.sfbayite.org/ features a calendar of upcoming Section events, as well as a calendar of other upcoming events in the larger transportation community. The front page also features our “Current Headlines” with more information about upcoming events such as classes and workshops, as well as general Section announcements regarding deadlines for the awards program, officer elections, the student scholarship contest, and many more.

From the Home Page, members can peruse past headlines at http://www.sfbayite.org/pastindex.html and search for the links to programs from previous years.

Each year the Section enhances the services it provides to members via our online lunch meeting announcements. In 2009, we continued providing an interactive, zoom-able Google map with walking, driving, and public transit directions is embedded in each Web page, as well as a link to an interactive map showing nearby parking garages. (Previously to 2008, we provided only a static picture file that showed the map.) For an example, go to http://www.sfbayite.org/events/Mtg_2009_05-21/.

Board & Bylaws and Annual Reports

The Board & Bylaws and Annual Reports pages provide links and information to Section business items, including elected officers (past and present), board members, charter and bylaws, and annual reports.

ITE SAN FRANCISCO BAY AREA SECTION 2010 ANNUAL REPORT
**Assistance to Other Organizations**

Our Section hosts and maintains the web pages, including announcements of upcoming events, archives of past meeting announcements, and a listing of officer rosters for the South Bay Chapter of ITE, also known as the South Bay Traffic Officials Association (http://www.sfbayite.org/sbtoa/) and the East Bay Traffic Engineers (EBTE) at http://www.sfbayite.org/ebte/.

**Local Jobs**

The jobs page is a vital resource for the transportation community in the San Francisco Bay Area. The Section provides listings at no cost for local jobs for transportation engineers and planners, as well as student internships. Employers e-mail the job listings to web@sfbayite.org. The Webmaster posts the information after checking that the postings meet the Section’s criteria (local and transportation-related).

**Links Page, with PE vs. PTOE Page**

The Section provides an exhaustive list of helpful links for the transportation community at http://www.sfbayite.org/links/. In addition, we maintain a PTOE vs. TE page at http://www.sfbayite.org/TE_PTOE.html for California Engineers. This TE vs. PTOE page is an original work based on the research of ITE SF Bay Area members. The Section has maintained this page since 2006 and has updated it throughout the years, as various changes to the processes for both the TE and the PTOE have occurred.

**Students/Mentors Page**

Students visit this page to learn about upcoming scholarships provided by Caltrans, ITE, and others, as well as the Section’s Annual Student Scholarship Program. Note that our Section provides an archive of all winning student papers since 2006 at http://www.sfbayite.org/students/paper-contest/.

**Technical Programs**

The Section provides a detailed meeting announcement as well as presentation downloads from past technical programs, viewable at the Past Events page. In addition, the main technical programs page provides links to ITE International’s Webinars, the US DOT's Talking Technology and Transportation (T3) online training program, and the ITS Deployment series at http://www.sfbayite.org/technicalprograms/.

**Golf Tournament**

The Section maintains a web page history of all the mighty battles fought on the green, at the Annual ITE Golf Tournament, dating back to 2005. The chairs of the Golf Tournament rely on the Web page to advertise the event well in advance. After the event, we post the final results and rankings, as well as pictures to memorialize the winners and the losers. The Section’s golf page is viewable at http://www.sfbayite.org/golf/

**Section Awards**

The Section maintains a Web site to advertise the call for nominations for the ITE Awards Program recognizing the Outstanding ITE Professional and Transportation Project of the Year. We maintain an archive of past winners of these awards, with biographical and/or project details for the winners. On the awards page, we also provide recognition to Section members who have received prestigious awards from the District, including Presidential Proclamations. Information about the annual awards is available at http://www.sfbayite.org/awards/.

**Past Events**

Our past events page at http://www.sfbayite.org/pastevents/ provides links to the scribe reports and meeting minutes, event photos in our Web album, and most importantly, downloadable PDF or Microsoft Power Point versions of the presentation files. Information and links for those wanting to join ITE and current members are also found on our Home Page.
Photo Album

The ITE SF Bay Area Section is unique among all Sections in its zeal for taking photos at all events and uploading them to our online photo album. One can find photos for most ITE meetings and technical programs, as well as the golf tournaments from 2005, 2006, 2007, and 2008, many of the student activities, and almost every other ITE meeting dating back to 2005. The Section provides a high quality of photos and coverage of nearly all events. The photo album is the result of dozens of hours of hard work and talent donated by our ITE members each year. Don’t miss our photo album at: http://sfbayite.smugmug.com/Events.

Events Photo Gallery on Web site

Plans for Upgrade and Improvement

In 2010, the current ITE Webmaster will be working to change our Web site so that it will be run by a content management system (CMS) such as Drupal or Joomla, or possibly a blog such as wordpress. This will enable non-web-programmers to update the Web site. The Section will be able to give permission to the various committee chairs to update the information for their pages. Our Web site is dynamic and is constantly being updated with new information for our members. As such, we cannot rely on one person to do all the updates all the time. This is why the Section Webmaster is currently moving the Web site toward a CMS-driven Web site.

Soon we will be providing dedicated web domains for the various student organizations, such as sjusfbayite.org or berkeley.sfbayite.org for the student chapters. When we change to a CMS-driven web site, the students will be able to update the information on all their events on their own. In addition, we will soon be adding a “Donate Now” button to the Students Page to enable professionals and others in the transportation community to easily send funds for more student outreach programs such as the Pizza and Guest Speaker, Lunch and Learn programs at local universities.
The ITE SF Bay Area’s Section is unusual in the amount of current and updated information it provides for its members, as well as the wealth of information archived and available online. The Section continues to be the heart and soul of the Section, the gathering point where the fruits of the Section’s work, from all officers and committee chairs, comes together. The Section will stay current with technology and continue to upgrade the Web page to provide a high level of quality and content for the transportation community in the San Francisco Bay Area.

**Annual Awards Program**

In 2006, the Section initiated a new Annual Awards Program to recognize excellence in transportation projects and transportation professionals from the San Francisco Bay Area Section’s 15 counties. Two categories were selected for presenting the awards – Transportation Professional of the Year and Transportation Project of the Year. A Call for Nominations is sent out in June/July of each year, and the nominations are due in September. After a thorough evaluation by a panel comprising of experienced transportation professionals from the public and private sectors, the awards are presented to the winners at the Section ITE meeting in November/December.

For 2009, the Program experienced significant difficulty in generating adequate nominations in both categories. The first deadline to submit the nominations was September 25, 2009, which was extended twice to allow more outreach and additional time for the members to submit their nominations. Even with an extensive outreach and best efforts from various Board members, only a few nominations were received, making it impractical to continue with the panel evaluations resulting in selecting the winners. The Section President and Vice President agreed to cease further efforts on the 2009 awards program. The details for the 2010 Awards Program will be announced in July/August 2010 and strategies will be developed by the board to encourage more participation.

**Monthly Meetings**

The SF Bay Area Section puts together a series of nine meetings per year, each focusing on a different timely topic in transportation. These monthly meetings provide time for networking and socializing, enjoying a good meal with colleagues, and exchanging ideas. The invited guest presenters for these meetings are typically experts, pioneers or recognized leaders in the topic of interest. They provide a valuable service by sharing their knowledge and expertise with our membership. The Section attempts to alternate transit-friendly meeting locations from San Francisco to the East Bay, so as to encourage the maximum participation over time by members who may have difficulty traveling across the Bay due to time constraints. Since 2005, the Section began making a photographic record of meetings for posting on its Web site.

The Section’s South Bay Chapter SBTOA provides a similar service by organizing monthly meetings readily accessible to the approximately 100 members in the South Bay. A summary of the Section’s meeting dates and topics are provided below. Meeting announcements for each program, plus a listing of the SBTOA meeting dates and topics are included in the Appendix.

**Sponsorship Program**

The sponsorship program was introduced by the SF Bay Area ITE Section during the year 2009-2010. The objective of this program is to identify potential sponsors for the Section’s monthly meetings. The sponsorship money raised through this program is used to pay a part of the out-of-pocket costs collected from the monthly meeting attendees. This reduces the meeting’s cost-of-attendance, and in-turn encourages more attendance from the members, non-members, and students.

The SF Bay Area ITE Section allowed a maximum of two (2) sponsors per meeting and collects $250 from each sponsor. In return, sponsors have a 5 minute presentation time during the ITE meeting, can distribute their promotional material during the meeting, and have their company’s logo included in the monthly meeting announcement. In 2009, the SF Bay Area ITE Section had three (3) sponsors, including
Sensys Networks, National Data & Surveying Services, and Coulomb Technologies. The board will work with the sponsorship co-chairs to refine the sponsorship program in 2010.

February 2009 Lunch Meeting

ITE MEETING: GREEN MOBILITY

May 2009 Lunch Meeting

ITE LUNCH: BAY AREA BIKE PLANS - ACTIVISTS PERSPECTIVE
Joint Meetings

The SF Bay Area Section provides its members with a connection to other professional development organizations in the region through jointly sponsored meetings. In 2009, the SF Bay Area ITE Section teamed up with SBTOA for one lunch meeting (Awards Program), the Women’s Transportation Seminar (WTS) for one lunch meeting (Express Lanes) and with the International Chinese Transportation Professionals Association (ICTPA) for another lunch meeting (Bay Area Regional Transportation Improvement Projects). The Section also teamed with the American Society of Civil Engineers (ASCE), APWA, and SBTOA to organize an annual picnic in 2009.

SF Bay Area ITE Joint Meeting with ICTPA

![SF Bay Area ITE Joint Meeting with ICTPA](image-url)
ITE Monthly Meetings – A great opportunity to network and learn what’s new in the industry!

Meetings of the SF Bay Area Section from January 1, 2009 to December 31, 2009:

1. 22 January 2009 Joint Luncheon Meeting with SBTOA, Attendance 67.
   Technical Topic: Awards Program Topic: Caltrans West Approach Seismic Retrofit
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

2. 19 February 2009 Luncheon Meeting, Attendance 51.
   Technical Topic: Green Mobility: Experience from the Cities of San Jose and Berkeley
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

3. 26 March 2009 Luncheon Meeting, Attendance 74.
   Technical Topic: Multi-Modal Level of Service and Mixed-Use/ TOD Trip Generation
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

4. 16 April 2009 Joint Luncheon Meeting with ICTPA, Attendance 45.
   Technical Topic: Bay Area Regional Transportation Improvement Plans (RTIPs)
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

5. 21 May 2009 Luncheon Meeting, Attendance 51.
   Technical Topic: Bicycle Plans/ Projects Around the Bay Area…from the Activist’s Perspective
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

6. 18 June 2009 Luncheon Meeting, Attendance 71.
   Technical Topic: Annual Business Meeting: Smart and Frugal Transportation Solutions
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

7. 17 September 2009 Luncheon Meeting, Attendance 75.
   Technical Topic: Kick-off Meeting: High Speed Rail
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

8. 15 October 2009 Luncheon Meeting, Joint Meeting with WTS, Attendance 107
   Technical Topic: Express Lanes
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐

9. 19 November 2009 Luncheon Meeting, Attendance 49.
   Technical Topic: Developments in Parking – Case Studies in California
   Technical Presentation ☒  Seminar ☐  Social ☒  Exhibit ☐
APPENDIX

- SBTOA Officers and Lunch Meeting Program
- Sample E-newsletter -
- ITE SF Bay Area 2009 Lunch Meeting Announcements
SBTOA Officers and Lunch Meeting Program

SBTOA Officers for 2009

- President: Marc Roddin
- Vice-President: David Loftus, HNTB Corporation
- Secretary-Treasurer: Zahir Gulzadah, City of San Jose
- Past President: Jaime Rodriguez, City of Milpitas

Lunch Meeting Program for 2009

1. January 13, 2009 Luncheon Meeting
   Technical Topic: Milpitas Citywide Parking Standards Update
   Speaker: Joe Oliva, Transportation Planner for the City of Milpitas

2. February 10, 2009 Luncheon Meeting
   Technical Topic: Bus Rapid Transit in Santa Clara County
   Speakers: Kevin Connolly, VTA

3. March 10, 2009 Luncheon Meeting
   Technical Topic: Mobile Millennium, using smart phones as traffic sensors
   Speaker: Alexandre M. Bayen, Assistant Professor at the University of Berkeley

4. April 14, 2009 Luncheon Meeting
   Technical Topic: An informal conversation with Gary Richards
   Speaker: Gary Richards (aka “Mr. Roadshow”, Columnist for the San Jose Mercury News

5. May 12, 2009 Luncheon Meeting
   Technical Topic: Speaking on the topic of “A Local Agency Perspective on the Federal Economic Stimulus, ARRA: A New ‘Era’ or a Big ‘Error’?”
   Speaker: Dan Collen, Deputy Director, Infrastructure Development, County of Santa Clara Roads & Airports Department

6. June 9, 2009 Luncheon Meeting
   Technical Topic: “Destination Diridon Station – Building a World Class Transit Hub in Downtown San Jose”
   Speaker: Hans Larsen, Deputy Director, City of San Jose, Department of Transportation

7. October 13, 2009 Luncheon Meeting
   Technical Topic: Status of Measure A projects
   Speaker: Mark Robinson, VTA

8. November 10, 2009 Luncheon Meeting
   Technical Topic: Design of High Speed Rail in the Bay Area
   Speaker: John Litzinger, HNTB
Sample E-newsletter

November 2009 SF Bay ITE Announcement

Please note the following announcements from your ITE San Francisco Bay Area Section. For the most up-to-date information and announcements, please go to www.sfbayite.org.

- November 19, 2009 ITE Meeting Announcement
- Annual Recognition Awards- New Submission Deadline, November 30

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November 19, 2009 SF Bay ITE Meeting
Developments in Parking – Case Studies in California

This meeting will feature three presentations related to parking projects:

- The first presentation will focus on policy issues associated with management of on-street parking in San Francisco, where future growth will increase demand for on-street space that is already constrained in many neighborhoods.

- The second presentation will examine the effectiveness of the Park Assist parking guidance system. A before/after study of its implementation at Westfield Century City Mall in Los Angeles will be discussed.

- The third presentation will explore methodologies for developing context sensitive parking requirements for affordable housing developments based on case studies in San Mateo and Santa Clara counties.

SPEAKERS
- Tilly Chang and Jesse Koehler, San Francisco County Transportation Authority
- Wendy Tao, Transportation Analyst, Cambridge Systematics, Inc.
- Sebastian Petty, Transportation Planner, Wilbur Smith Associates

SCHEDULE
THURSDAY, NOVEMBER 19, 2009
11:45- CHECK-IN & SOCIAL TIME
12:00- INTRODUCTIONS & LUNCH SERVICE
12:15- PRESENTATIONS FOLLOWED BY Q&A
1:45- CONCLUSION OF MEETING

MEETING LOCATION
SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY 100 VAN NESS AVENUE, SAN FRANCISCO, CA (415) 522-4800 (WALKING DISTANCE FROM BART CIVIC CENTER STATION OR MUNI METRO STATION AT VAN NESS).

MENU
SANDWICH BUFFET LUNCH – MENU WILL INCLUDE ASSORTED SALADS AND SANDWICHES (VEGGIE AND MEAT OPTIONS AVAILABLE), A NON-ALCOHOLIC BEVERAGE AND DESSERT.
LUNCH PRICES
$15 ITE MEMBERS, $25 NON-MEMBERS, $5 STUDENTS

SPONSOR
This meeting is proudly sponsored by: COULOMB TECHNOLOGIES-
HTTP://WWW.COULOMBTECH.COM/

HOW TO SIGN UP
Send your name, affiliation, phone number, and membership status (student, ITE member, or
non-member) to events@sfbayite.org, or phone your RSVP to MOUSA ABBASI at (707) 527-6300.

RSVP/CANCELLATION DEADLINE
The RSVP and cancellation deadline is MONDAY, NOVEMBER 16TH AT 5 PM. Please remember
that your reservation is a financial commitment.

Annual Recognition Awards- New Submission Deadline, November 30

The San Francisco Bay Area Section of the Institute of Transportation Engineers is accepting nominations
for the 2009 Annual Recognition Awards in the following two categories:

1. 2009 Transportation Professional of the Year
2. 2009 Transportation Project of the Year

Selected winners will be recognized with a commemorative plaque at the SF Bay Area Section ITE
meeting in November 2009 and will be featured on the Section website at
http://www.sfbayite.org/award

Nominations are due by 5:00 pm on Monday, November 30, 2009.

The first three nominators will receive free lunch coupons for use at a future Section meeting. All
nominators will be eligible to win a Grand Prize. Email your nomination forms, available at
www.sfbayite.org/award, to:

Amit Kothari, PE, (Annual Recognition Awards Chair, SF Bay ITE)
San Francisco Municipal Transportation Agency
Email: amit.kothari@sfmta.com
Phone: (415) 701-4462

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ITE SF Bay Area 2009 Lunch Meeting Announcements

See following
ITE Awards Presentation

Thursday, January 22, 2009

The next ITE meeting will feature a presentation on the Bay Area’s 2008 Transportation Project of the Year as well as a tribute to the ITE Transportation Professional of the year, to be announced publicly at the meeting.

AWARD WINNERS

2008 Project of the Year: Bay Bridge
West Approach - Seismic Retrofit

Guest Speaker: Ken Terpstra, Caltrans District 4

With Honorable Mention Going To:
Mobile Century - A Novel Approach to Traffic Data Collection from GPS-Equipped Mobile Phones
Project Owner - California Center for Innovative Transportation (CCIT)

AND

Commuter Travel Time Information System
Project Owner - California Center for Innovative Transportation (CCIT)

Congratulations! The winner of the 2008 Transportation Professional of the Year will be announced at the meeting. Be sure to attend and meet the Top ITE Professional of 2008.

There will be drawing to determine the winner of 2 tickets for a Hornblower Lunch/Brunch/Dinner Cruise (worth up to $228). To win the prize, you must have submitted a nomination for the ITE Awards Program, and you must be present at this meeting.

SCHEDULE

11:45 Check-in & Social Time
12:15 Lunch Service & Introductions
12:30 Presentation followed by Q&A
1:45 Conclusion of Meeting

MEETING LOCATION

Breads of India
948 Clay Street, Oakland, CA
Phone: 510.834.7684
http://www.breadsofindia.com/

Public Transit: BART at 12TH St Oakland or AC Transit (www.511.org)

Driving: Visit www.sfbayite.org or the above restaurant link to get driving directions. On-street parking spaces are available in the vicinity of the restaurant.

MENU

A buffet including gourmet Indian food as well as vegetarian dishes will be served:

LUNCH PRICES

$10 Students, $30 ITE Members, $40 Non-Members

HOW TO SIGN UP

Send your name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Section Secretary Kamala Parks at (510) 839-1742 ext 107.

RSVP DEADLINE

The RSVP deadline is Friday, January 16th at 5 PM. Cancellations will be accepted up to 24 hours before the event.

Meeting information is also available online at http://www.SFBayITE.org/
Green Mobility: Experiences from City of San Jose and City of Berkeley

Thursday, February 19, 2009

At this meeting, Jim Helmer, Director of Transportation for the City of San Jose will share how San Jose is taking its Green Mobility goals from policy to practice, and provide real examples of what San Jose is doing to improve mobility, the quality of life and economy in Silicon Valley.

Matt Nichols, Principal Transportation Planner for the City of Berkeley will discuss the sustainable transportation plans and programs in Berkeley. Matt will briefly discuss Berkeley’s Fleet Carsharing Program, Bicycle Boulevards, Pedestrian Plan, Bus Rapid Transit, and Berkeley’s Climate Action Plan.

INVITED SPEAKERS

• James R. Helmer, P.E., T.E., Director of Transportation, City of San Jose
• Matt Nichols, Principal Transportation Planner, City of Berkeley

SCHEDULE

11:30 Check-in & Social Time
12:00 Lunch Service & Introductions
12:15 Presentation followed by Q&A
1:30 Conclusion of Meeting

MEETING LOCATION

Caltrans District 4 Headquarters
Parkview Room, 15th Floor
111 Grand Avenue (at the corner of Webster St and Grand Ave) in Downtown Oakland


Driving/Parking: Near Highways 880, 980, and 580. Pay parking lots are located on Grand Ave.

MENU CHOICES

Boxed lunches will be served including a sandwich, chips, chocolate chip cookie, and bottled water or soda. Sandwich options include:

• Veggie (V)
• Black Angus Steak (S)
• Honey Bourbon Chicken (C)
• Classic Club with Bacon (B)

LUNCH PRICES

$5 Students, $20 ITE Members, $25 Non-Members

HOW TO SIGN UP

Send your menu choice, name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Section Secretary Kamala Parks at (510) 839-1742 ext 107.

RSVP DEADLINE

The RSVP deadline is Tuesday, February 17th at 5 PM. Your early RSVP is greatly appreciated. Cancellations will be accepted up until the RSVP deadline. Otherwise, your RSVP is a commitment to pay, even if you do not attend.

Meeting information is also available online at http://www.SFBayITE.org/
Multi-Modal Level of Service & Mixed-Use/TOD Trip Generation

Featuring presentations on these innovative projects:
- Multi-Modal Level of Service
- Trip Generation from Mixed-Use Developments and TOD

Thursday, March 26, 2009

The first presentation will present the Multi-modal Level of Service (MMLOS) method, which was developed to help engineers and planners design an urban street to provide quality level of service for motorists, transit riders, bicyclists, and pedestrians sharing the urban street.

The second and third presentations will discuss means by which vehicle trip generation rates can be affected by land use density and diversity. Recent research examines how these rates are also affected by transit proximity and regional accessibility. These presentations will summarize current research related to trip generation rates at mixed-use developments as well as influences from other land use characteristics.

SPEAKERS
- Richard Dowling, PhD, PE, Dowling Associates, Inc
- Matt Haynes, PE, AICP, Fehr and Peers
- Bruce Appleyard, AICP, University of California at Berkeley

SCHEDULE
11:15 Check-in & Social Time
11:45 Lunch Service & Introductions
12:15 Presentation followed by Q&A
1:30 Conclusion of Meeting

MEETING LOCATION
Ponzu Restaurant
401 Taylor Street
San Francisco, California 94102
Phone: 415-775-7979
http://www.ponzuresaurant.com/

Public Transit: Via BART at Powell Station, TransBay Bus, or SF Muni (www.511.org)

MENU CHOICES
Lunch will be served with Salad (Organic baby lettuce, Asian pears, yuzu champagne vinaigrette), and unlimited ice tea. Entrée choices are:
- Vegetarian: Ginger Udon Noodles, Cabbage, Carrots, Onions, Soy Sauce & Sriracha (V)
- Chicken: Thai Crusted Breast, Steamed Rice & Bok Choy (C)
- Beef: Grilled Petite Flat Iron, Potato puree, Szechwan Broccolini, Shiitake Demi Glaze (S)

LUNCH PRICES
$10 Students, $30 ITE Members, $40 Non-Members

HOW TO SIGN UP
Send your menu choice, name, affiliation, phone number, and membership status to events@sfbayite.org, or phone your RSVP to Section Secretary Kamala Parks at (510) 839-1742 ext 107.

RSVP DEADLINE
The RSVP deadline is Monday, March 23rd at Noon. Your early RSVP is greatly appreciated. Cancellations will be accepted up to 11:00 AM Wednesday, March 25th.

Meeting information is also available online at http://www.SFBayITE.org/
Bay Area Bike Plans & Projects from the Activist’s Perspective

Thursday, May 21, 2009

The League of American Bicyclists recognized San Francisco as a Gold-level "Bicycle Friendly Community"—even though a court injunction, based on a CEQA lawsuit against the city’s 2005 Bike Plan, has frozen all physical improvements for bicycle circulation since June 2006. A new boom for bike infrastructure is about to hit San Francisco as the city prepares to adopt a fresh Bicycle Master Plan and approve dozens of bikeway improvement projects. Learn how San Francisco got into this strange legal bind and where it's going as it attempts to realize a true "Gold" bicycling environment. Here's your chance to learn and ask questions about how San Francisco got into this strange legal bind and where it's going as it attempts to realize a true "Gold" bicycling environment.

The featured presentations will also cover achievements for bicycle safety and access in the East Bay. These include: the Bikes on BART program; bridge access (7 state toll bridges serve the East Bay); local, county, and regional bicycle plans that reflect detailed information in EBBC published maps; county funding measures to implement the countywide bicycle plans; and adoption of a Routine Accommodation policy by the Metropolitan Transportation Commission (MTC). Most recently, the MTC has allocated $1 billion to fully implement the regional bicycle network.

GUEST SPEAKERS

Andy Thornley, Program Director for the San Francisco Bicycle Coalition.

Robert Raburn, Executive Director for the East Bay Bicycle Coalition.

SCHEDULE

11:45 Check-in & social time
12:15 Lunch Service & introductions
12:30 Presentation followed by Q&A
1:45 Conclusion of meeting

MEETING LOCATION

San Francisco County Transportation Authority, 26th Floor 100 Van Ness Avenue, San Francisco, CA (415) 522-4800

Public Transit: Walking distance from BART Civic Center Station or Muni Metro Station at Van Ness.

MENU CHOICES

Boxed lunches will be served including a sandwich, fruit salad, cookie, and bottled water:

- (C) Curry Chicken Salad: curry, raising, walnut, mango chutney, mixed green, mayo
- (R) Roasted Turkey: provolone cheese, mixed green, mayo
- (T) Tuna Salad: artichoke, olive, mixed greens
- (O) Tomato Mozzarella: basil, olive oil, balsamic vinegar (vegan choice by request)

LUNCH PRICES

$5 Students, $15 ITE Members, $20 Non-Members

HOW TO SIGN UP

Send your menu choice, name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Kamala Parks at (510) 839-1742 ext 107.

RSVP DEADLINE

The RSVP deadline is Tuesday, May 19th at 5 PM. Your early RSVP is greatly appreciated. Cancellations will be accepted up to 24 hours before the event.
ITE ANNUAL BUSINESS MEETING

Thursday, June 18, 2009

Join us for our most important meeting of the year and participate in the chapter’s annual business meeting. This meeting features two special presentations:

"SFMTA—Navigating These Challenging Times"
Mr. Nathaniel P. Ford, Sr., Executive Director and CEO, San Francisco Municipal Transportation Agency

The San Francisco Municipal Transportation Agency is a unique public agency. With an annual budget of almost $800M and 5,000 employees, it has jurisdiction over all modes of surface transportation in San Francisco, including public transit, pedestrians, automobile traffic, bicycles, freight, and taxis. SFMTA is in a watershed period. While facing the current difficult economic environment, the organization is attempting to improve service in all modes while simultaneously improving its financial stability.

"Technological Solutions to Help You Manage Your Transportation Dollars"
Mr. Terry Bills, AICP, Transportation Industry Manager, ESRI

As budgets become more fiscally constrained each year, SFMTA and most other agencies and companies are trying to make the best possible use of every transportation investment. As engineers, planners, and policy-makers, we need to become informed about tools that can help us better manage the public’s transportation dollars. One such tool is the integrated technology known as GIS. At this meeting, you’ll learn how to harness the power of GIS to make the most strategic transportation investments with limited resources, how to effectively track these expenditures, and how to monitor the performance of our public investment.

SCHEDULE

11:15 Check-in & social time
11:45 Introductions & announcements
12:00 Sponsor presentations
12:15 Main presentations followed by Q&A
1:30 Annual business meeting & election results
1:45 Conclusion of meeting

MEETING LOCATION
The Palace Hotel – Room: Twin Peaks
2 New Montgomery Street • San Francisco, CA 94105
Phone (415) 512-1111; www.sfpalace.com

Public Transit: Via BART at Montgomery Street Station, or via SF MUNI. (www.511.org)

LUNCH PRICES $15 Students (with proof of ITE Student Membership), $35 ITE Members, and $45 Non-Members

MENU CHOICES A buffet including assembled sandwiches, brownies & blondies as well as ice tea will be served:

- Roasted Turkey Club on Croissant
- Roasted Vegetable Salad Wraps
- Roasted Sirloin of Beef with Tomatoes, Caramelized Onions, Basil Pesto on Herbed Baguette

SPONSOR This meeting is proudly sponsored by:

- Kimley-Horn and Associates, Inc
- Citilabs, Inc

HOW TO SIGN UP: Send your name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Section Secretary Kamala Parks at (510) 839-1742 ext 107.

RSVP & CANCELLATION: The RSVP and cancellation deadline is Monday, June 15th at 5 PM. Your early RSVP is greatly appreciated. Cancellations after this time will need to pay full price.

Meeting information is also available online at http://www.SFBayITE.org/
High Speed Rail in California

Thursday, September 17, 2009

This meeting will feature three presentations on this innovative project:

- The first presentation will provide an overview of the California High Speed Rail (HSR) System. A brief discussion will be provided in terms of the inception, current status and future plans for HSR in California.

- The second presentation will discuss HSR in the Peninsula and its impacts on Caltrain. It will also include benefits of HSR to the commuter in service, safety, interconnectivity and economics.

- The third presentation will focus on ridership and revenue generation potential of the proposed CA HSR System. The modal competitiveness issues for HSR in key markets will also be addressed.

SPEAKERS

- Rod Diridon Sr., Executive Director of the Mineta Transportation Institute (MTI).
- Robert L. Doty, Peninsula Rail Program Director.
- George Mazur, Cambridge Systematics, Inc.

SCHEDULE

11:15 Check-in & social time
11:45 Introductions & Lunch Service
12:00 Presentations followed by Q&A
1:45 Conclusion of meeting

MEETING LOCATION

OSHA Thai Restaurant 4 Embarcadero Center, San Francisco, CA (415) 788-6742

Public Transit: Walking distance from BART Embarcadero Station or Muni Metro Station at Embarcadero.

MENU CHOICES

Family style dining – menu will include appetizers, entrées and desserts:

- (R) Regular: Seafood/Meat/Chicken
- (V) Vegetarian: all vegetarian meal

LUNCH PRICES

$5 Students, $25 ITE Members, $30 Non-Members

SPONSOR

This meeting is proudly sponsored by:

- National Data & Surveying Services
- Sensys Networks

HOW TO SIGN UP

Send your menu choice, name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Mousa Abbasi at (707) 527-6300.

RSVP/CANCELLATION DEADLINE

The RSVP and cancellation deadline is Tuesday, September 15th at 5 PM. Please RSVP early to ensure a reservation as seating capacity is limited to 75 only.

Meeting information is also available online at http://www.SFBayITE.org/
Please join the WTS & ITE San Francisco Bay Area Chapters for a panel presentation on Express Lanes within the Bay Area. Our acclaimed speakers will include:

- Lisa Klein, Metropolitan Transportation Commission (MTC)
- Ray Akkawi, Manager of Project Delivery, Alameda County Congestion Management Agency (ACCMA)
- Murali Ramanujam, Santa Clara Valley Transportation Authority (VTA)

The presentation will focus on current Express Lane projects in the Bay Area.

### Key Information

**DATE:** Thursday, October 15th, 2009

**WHEN:** 11:30am – 1:00pm

**WHERE:** Jillian’s at the Metreon  
101 4th Street  
San Francisco, CA

**COST:**  
$30 WTS/ITE Members  
$40 Non-Members  
$10 Students

**FOOD:** Lunch Provided*

*Please advise if a vegetarian meal is preferred

### How to Get There

**Public Transit Access**
- Plan your trip using the “Take Transit Travel Planner” accessed at 511.org

**Details about Jillian’s at the Metreon**
- Please visit the restaurant website [http://sanfrancisco.jilliansbilliards.com/](http://sanfrancisco.jilliansbilliards.com/)

Please RSVP by Oct 9th via e-mail to events@sfbayite.org  
Please remember that your reservation is a financial commitment.
Developments in Parking – Case studies in California

Thursday, November 19, 2009

This meeting will feature three presentations related to parking projects:

- This presentation will focus on policy issues associated with management of on-street parking in San Francisco, where future growth will increase demand for on-street space that is already constrained in many neighborhoods.

- The second presentation will examine the effectiveness of the Park Assist parking guidance system. A before/after study of its implementation at Westfield Century City Mall in Los Angeles will be discussed.

- The third presentation will explore methodologies for developing context sensitive parking requirements for affordable housing developments based on case studies in San Mateo and Santa Clara counties.

SPEAKERS

- Tilly Chang and Jesse Koehler, San Francisco County Transportation Authority (SFCTA).
- Wendy Tao, Transportation Analyst, Cambridge Systematics, Inc.
- Sebastian Petty, Transportation Planner, Wilbur Smith Associates.

SCHEDULE

11:45    Check-in & social time
12:00    Introductions & Lunch Service
12:15    Presentations followed by Q&A
1:45    Conclusion of meeting

MEETING LOCATION

San Francisco County Transportation Authority 100 Van Ness Avenue, San Francisco, CA (415) 522-4800

Public Transit: Walking distance from BART Civic Center Station or Muni Metro Station at Van Ness.

MENU

Sandwich buffet lunch – menu will include assorted salads and sandwiches (veggie and meat options available), a non-alcoholic beverage and dessert.

LUNCH PRICES

$5 Students, $15 ITE Members, $25 Non-Members

SPONSOR

This meeting is proudly sponsored by:
- Coulomb Technologies

HOW TO SIGN UP

Send your name, affiliation, phone number, and membership status (student, ITE member, or non-member) to events@sfbayite.org, or phone your RSVP to Mousa Abbasi at (707) 527-6300.

RSVP/CANCELLATION DEADLINE

The RSVP and cancellation deadline is Monday, November 16th at 5 PM.