PRESIDENT’S MESSAGE:
by Mark Jugar, PE, TE, PTOE

If you have not already noticed, our ITE meeting/events announcements have a new look for 2015, thanks to our Secretary, Ali Shahzad. This year we started utilizing Constant Contact, to help distribute our local ITE meeting/event announcements. This will help us efficiently distribute our event announcements and track our meeting RSVP’s. We hope this will make it easier for our members to register and pay for our ITE events online. If you have not been receiving emails from ITE San Diego Section, please make sure your ITE contact information is up to date. You can verify/update your ITE contact information by following this link (you will need your ITE Membership Number)

http://ecommerce.ite.org/imis/iCommerce/Sign_In2.aspx?LoginRedirect=true&returnurl=%2fMIS%2fiCommerce%2fMy_Profile%2fiCommerce%2fProfile%2fProfile.aspx

Also, for companies who are interested in sponsoring our upcoming ITE events this year, please take a look at the various sponsorship packages we have to offer. This is a great way to support our local section while getting your company recognized.


Just a brief recap of our January and February events. At our January meeting, Mr. Jon Schauble with the City of Carlsbad provided our members an update of the Coastal Rail Trail – Reach 1 project. In February, Tyler Frisby and Steve Gomez gave an informative presentation on the analysis and design of Diverging Diamond Interchanges. Also at our February meeting, two members of our Section, Allen Holden and Elliot Hurwitz recently achieved
Life Member status and were presented with certificates from ITE headquarters. Our ITE SDSU students were also busy in February, having sent three student members to the 2015 ITE Student Leadership Summit that was held and hosted by Sacramento State University. ITE SDSU hopes to host this Student Leadership Summit in the near future.

As most of you have already heard, this year’s ITE Western District Conference will be held in Las Vegas, Planet Hollywood, July 19-22, 2015. Don’t forget to register early and save $125.


Please be on the lookout for announcements of our Section’s following upcoming events or check out our website at www.sandiegoite.org

April 17, 2015 - ITE San Diego Section Annual Golf Tournament, Twin Oaks Golf Course. Spearheaded by our Golf Chairperson, Saul Kane, we are expecting record breaking attendance this year (close to 100 participants). Registration and Event details can be found here:

https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eajupvm19ace66d&oseq=&c=&ch

April 20, 2015 – ITE Transportation Capacity & Mobility Task Force Meeting

April 23, 2015 – Happy Hour Social/ITE SDSU Toy Drive

May 7, 2015 – Regular Monthly Meeting – City of San Diego Bike Share Program Presentation

I hope to see you all soon!

PRESIDENT – MARK JUGAR – RICK ENGINEERING – mjugar@rickengineering.com

VICE PRESIDENT – RYAN ZELLERS – RBF CONSULTING – Ryan.Zellers@mbakerintl.com

KC YELLAPU – LLG ENGINEERS – yellapu@llgengineers.com

SECRETARY – ALI SHAHZAD – CITY OF ESCONDIDO – ashahzad@ci.escondido.ca.us

FOR MORE PHOTOS

FEBRUARY LUNCHEON

Tyler Frisby and Steve Gomez with Wilson & Company Inc., Engineers & Architects discussed the traffic analysis and design of three recently completed Diverging Diamond Interchange (DDI) projects in Utah. These include the I-15 South Cedar City DDI retrofit project, the I-15 MP-8 DDI retrofit in St George, and the I-15 Pioneer Crossing DDI reconstruction project.

Two SDSU students received a $500 check to the following student scholarship recipients: Mario Flores and Lou Her. Zoubir Ouadah presented it to them at the meeting.

Ryan Zellers presented Certificates to Design Day Students who gave an overview of their design project.

Two Life Member certificates were presented one to Allen Holden who had his wife Carla Holden present; the second was present to Elliot Hurwitz.
WHERE DID YOU GROW UP?

A few places really - I grew up in Karachi, Pakistan as well as a few years in Doha, Qatar. Then moving back to Karachi for a few more years to graduate from Saint Patrick’s High School with my Senior Cambridge “O” Levels and University of London “A” Levels, before moving to San Diego in 1985 via a visit to Tokyo, Japan.

WHAT SCHOOLS DID YOU ATTEND FOR YOUR DEGREES?

San Diego State University (SDSU) for my Bachelor’s in Civil Engineering and graduate coursework in Traffic/Transportation and Public Administration at Long Beach State University (CSULB).

WHAT/WHO INFLUENCED YOU TO CHOOSE TRANSPORTATION ENGINEERING?

As I moved to Escondido, CA in the late eighties, while a student at SDSU, I was looking for a Civil Engineering opportunity to complement my coursework. I saw an opening on the Job board at the SDSU Career Center for a position in the Traffic Engineering Section at the City of Escondido. Starting there in late 1992 working for an experienced team sparked my interest in Traffic and Transportation Engineering. I continued to specialize in it, by taking additional advanced graduate courses at Long Beach State until I graduated from SDSU, and consequently obtaining my PE in Traffic Engineering.

WHAT DO YOU VALUE MOST ABOUT YOUR ITE MEMBERSHIP?

I value the learning experience that the membership has to offer in terms of the ITE Journal, monthly luncheon speakers, networking and occasionally being able to attend a Western District conference.
Describe a memorable/unusual experience/event in your life

Riding the Bullet Train in Japan, it felt so futuristic in 1985!

What are some of your hobbies or interests?

Some of my hobbies and interests are Aviation, building World War II airplane models, watching UFO videos on U-Tube, vacationing in Hawaii with my family, Superhero Comics, & Sci-Fi Movies.

What is the craziest thing you have ever done?

Fly a 1929 Bellanca CH-300 Pacemaker - a vintage airplane.

What interesting talent do you posses?


Let's Get Social

Upcoming Meetings & Events

Annual San Diego Golf Tournament
April 17 – 11:30 AM
@ Twin Oaks Golf Course

ITE Transportation Capacity & Mobility Task Force
April 20

Happy Hour Social/ITE SDSU Toy Drive
April 23

Western District Conference
July 19-22
@ Planet Hollywood Resort, Las Vegas

May Luncheon
May 7 – 11:30 AM
City of San Diego Bike Share Program
Brian Genovese

Joint Meeting ITE Student Chapter
September
@ San Diego State University
JOIN US IN FABULOUS LAS VEGAS

LOCATION: Planet Hollywood Resort, Las Vegas

DATE: July 19 – 22

REGISTER NOW!
EARLY REGISTRATION ENDS APRIL 15!

HOTEL RESERVATIONS

Book your stay at Planet Hollywood, the conference host hotel.
- Special Conference rate: $129/night
- $50 off Conference registration fee
- Visit www.lvite2015.com/hotel.html for more details

VENDOR INFORMATION*

- Booth Fee: $1,850
- 8’x10’ booth
- Recognition during opening sessions and lunches
- Booth selection is first come, first serve
- Register online at lvite2015.com

SPONSOR INFORMATION*

- Platinum: $2,500
- Gold: $1,500

- Silver: $1,000
- Bronze: $500

- A la Carte Sponsorships
  » Technical Track: $500
  » Student Program: $500
  » Traffic Bowl: $500
  » Luncheon: $500
  » Break: $500
  » Registration Gift: $800
  » Get Acquainted Event: $750
  » Awards Banquet: $1,000
  » Family Night: $750
  » Speaker Gifts: $600
  » MiteY Race: $500
  » Lanyards: $500 + production
  » Badges: $500 - Sold

*Contact Alyssa Reynolds Rodriguez (ar9901@yahoo.com, 702-633-1224) for more information.

www.lvite2015.com
March 1, 2015

Dear ITE San Diego Section Members:

As the Western District’s Endowment Fund Committee Chair, I would like to invite you to make a contribution to the Richard T. Romer Student Endowment Fund. In past years, your Section and its members have been strong supporters of the Student Endowment Fund, and I hope that this relationship continues.

The Endowment Fund reached the $400,000 milestone after the 2014 District Annual Meeting thanks to the generosity of groups such as yours, and we are quickly progressing towards our $500,000 goal. Since last year, we have been funding all of the Western District Student Initiatives from the Student Endowment Fund. As such, it is critical that we continue to have the support of our Sections and members to ensure that we can maintain our current level of student funding while still striving to meet our ultimate goal for the Endowment Fund.

To that end, I kindly ask that you consider continuing your Section’s support of the Richard T. Romer Student Endowment Fund with a contribution in 2015 as well as the years to come. With only $100,000 more before we reach our goal, every contribution matters. Together we can ensure the continuation and expansion of our student initiatives to develop our students into well-trained, well-educated, and enthusiastic ITE professionals.

More information about the Endowment Fund is available at westernite.org/endowment-fund-2/.

Sincerely,

Kimberly Leung
Endowment Fund Committee Chair
kimberly.leung@sfmta.com
February 18, 2015

Re: ITE San Diego Section Sponsorships for 2015

Dear Transportation Colleagues:

After successfully closing out 2014, the San Diego Section of the Institute of Transportation Engineers (ITE) is seeking sponsors and advertisers for our upcoming 2015 events! Sponsorship opportunities include ITE San Diego Newsletter advertising, ITE Annual Golf Tournament, ITE Holiday Party, monthly luncheons, and other social events.

The following tables are sponsorship packages that offer discounts for an annual package in an effort to save you time and money. Please review the packages and see if one might suit you. If you are not interested in these packages, you can still choose to sponsor specific events or amounts individually.

On behalf of the ITE San Diego Section Executive Board, I encourage you to take advantage of this opportunity and help us keep San Diego ITE a worthwhile and exciting organization for like-minded transportation members. Please send all advertising material (preferably in electronic format) and a check payable to the ITE San Diego Section to:

ITE San Diego Section  
4542 Ruffner Street, Suite 100  
San Diego, CA 92111

or contact our Treasurer:

K.C. Yellapu, PE, TE, PTOE  
Linscott, Law & Greenspan, Engineers  
(858) 300-8800 x 234  
yellapu@llgengineers.com

We also now offer a way to pay by credit card, via our website! http://www.sandiegoite.org/

Please don’t hesitate to call or email me if you have any questions. You are welcome to contact me by email: mjugar@rickengineering.com or by phone: (619) 291-0707. Thank you for your continued support of San Diego ITE!

Sincerely,

Mark Jugár, PE, TE, PTOE  
President, ITE San Diego Section
<table>
<thead>
<tr>
<th>Package</th>
<th>Individually</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Ad</td>
<td>$450</td>
<td>Half Page Ad in Each ITE Newsletter (6 issues)</td>
</tr>
<tr>
<td>Golf Tourney Sponsor</td>
<td>$150</td>
<td>Beverage Cart or Food Sponsorship at ITE Golf Tournament &amp; Recognition as Platinum Level Event Sponsor</td>
</tr>
<tr>
<td>Platinum Level Holiday Party Sponsor</td>
<td>$500</td>
<td>Holiday Dinner/Dance sponsor including 2 tickets to the event valued at $150 &amp; Recognition as Platinum Level Event Sponsor</td>
</tr>
<tr>
<td>Platinum Level Lunch Meeting Sponsor</td>
<td>$400</td>
<td>Lunch Meeting Sponsor including up to 4 paid lunches, display Table, only lunch sponsor and 4 minute Presentation by your Firm. Additionally, company brochures can be placed in each table and at the check-in area.</td>
</tr>
<tr>
<td>Logo</td>
<td>$200</td>
<td>Logo included in all luncheon fliers</td>
</tr>
<tr>
<td>Featured Article</td>
<td>$250</td>
<td>Featured Article in ITE Newsletter with upgrade to FULL page advertisement for that newsletter</td>
</tr>
<tr>
<td><strong>Package Price</strong></td>
<td><strong>$1,250</strong></td>
<td></td>
</tr>
</tbody>
</table>

* $700 Packaged Savings

**PLATINUM Package**

<table>
<thead>
<tr>
<th>Package</th>
<th>Individually</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page Ad</td>
<td>$250</td>
<td>Quarter Page Ad in Each ITE Newsletter (6 issues)</td>
</tr>
<tr>
<td>Golf Tourney Sponsor</td>
<td>$150</td>
<td>Beverage Cart or Food Sponsorship at ITE Golf Tournament &amp; Recognition as Gold Level Event Sponsor</td>
</tr>
<tr>
<td>Gold Level Holiday Party Sponsor</td>
<td>$200</td>
<td>Holiday Dinner/Dance sponsor with Recognition as Gold Level Event Sponsor</td>
</tr>
<tr>
<td>Gold Level Lunch Meeting Sponsor</td>
<td>$200</td>
<td>Lunch Meeting Sponsor including up to 2 paid lunches, display Table or 2 minute Presentation by your Firm</td>
</tr>
<tr>
<td>Logo</td>
<td>$200</td>
<td>Logo included in all luncheon fliers</td>
</tr>
<tr>
<td>Featured Article</td>
<td>$250</td>
<td>Featured Article in ITE Newsletter with upgrade to FULL page advertisement for that newsletter</td>
</tr>
<tr>
<td><strong>Package Price</strong></td>
<td><strong>$800</strong></td>
<td></td>
</tr>
</tbody>
</table>

* $450 Packaged Savings

**GOLD Package**

<table>
<thead>
<tr>
<th>Package</th>
<th>Individually</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page Ad</td>
<td>$250</td>
<td>Quarter Page Ad in Each ITE Newsletter (6 issues)</td>
</tr>
<tr>
<td>Golf Tourney Sponsor</td>
<td>$100</td>
<td>Hole Sponsor at ITE Golf Tournament &amp; Recognition as Silver Level Event Sponsor</td>
</tr>
<tr>
<td>Silver Level Holiday Party Sponsor</td>
<td>$200</td>
<td>Holiday Dinner/Dance Sponsor including Recognition as Silver Level Event Sponsor</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>$100</td>
<td>Lunch Meeting Sponsor including 1 paid lunch and Thank you announcement</td>
</tr>
<tr>
<td><strong>Package Price</strong></td>
<td><strong>$500</strong></td>
<td></td>
</tr>
</tbody>
</table>

* $100 Packaged Savings / ** $50 Packaged Savings
Newsletter Sponsorship

We will issue bi-monthly newsletters, a total of six (6) for the year. Newsletter sponsorship will include a logo or advertisement included in the newsletters. We also allow the opportunity to showcase your company’s work in the “Featured Article” along with a half-page advertisement for that issue. The sponsorship also includes a direct link from our website to your firm’s website as part of our yearly sponsorship acknowledgement.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Sponsorship or Advertisement Type (Bi-Monthly Newsletter and Website)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM Level</strong></td>
<td>✔ Full page insert (6 issues)</td>
<td>$750</td>
</tr>
<tr>
<td><strong>GOLD Level</strong></td>
<td>✔ Half-page advertisement (6 issues)</td>
<td>$450</td>
</tr>
<tr>
<td><strong>SILVER Level</strong></td>
<td>✔ Business card advertisement (6 issues)</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>✔ “Featured Article” up to 3 pages, including one half-page advertisement (1 issue)</td>
<td>$200</td>
</tr>
</tbody>
</table>

Lunch Meeting Sponsorships

Lunch sponsorships this year include paid lunches to have your company present and accounted for when receiving sponsorship credit! Like the other sponsorships, different levels offer varied promotional quality. It’s a great way for some recognition in front of our members for consultants and vendors alike!

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **PLATINUM Level** (all at 1 regular monthly lunch meeting of your choice) | $400 | ✔ Will be the only lunch sponsor  
✔ Up to 4 paid lunch attendees (all at 1 regular monthly lunch meeting of your choice)  
✔ “Thank You” announcement at the event  
✔ 4-minute presentation at the beginning of meeting  
✔ Display table to set up company information |
| **GOLD Level** (all at 1 regular monthly lunch meeting of your choice) | $200 | ✔ 2 paid lunch attendees (all at 1 regular monthly lunch meeting of your choice)  
✔ “Thank You” announcement at the event  
✔ Display table to set up company information or a 2-minute company presentation |
| **Lunch Sponsor** (all at 1 regular monthly lunch meeting of your choice) | $100 | ✔ 1 paid lunch attendees (all at 1 regular monthly lunch meeting of your choice)  
✔ “Thank You” announcement at the event |
| **Display Table** (all at 1 regular monthly lunch meeting of your choice) | $100 | ✔ Display table to set up company information |
| **Brochure Display** (all at 1 regular monthly lunch meeting of your choice) | $200 | ✔ Company brochures can be placed in each table and at the check-in area. |
SAN DIEGO SECTION

Social Event Sponsorships
At a cost of $200, Social Mixer includes a sign display recognition or logo-imprinted items at the sponsored event.
At a cost of $400, Summer Social Sponsor includes a sign display recognition or logo-imprinted items at the sponsored event.

Golf Tournament Sponsorships
The annual golf tournament is always a huge success for our organization. We spent a lot of effort to make the tournament low-cost and accessible for our members to make it a fun way to network within our group. This year, it is planned earlier, in April, in an effort to maximize attendance. A large amount of the proceeds go to our SDSU ITE Student Section. Below are the sponsorship packages we offer:

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM Level</td>
<td>$750</td>
<td>✓ Entries for golf foursome (4 golfers)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ Logo included on event display at entrance to the event (larger size than other categories)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ “Thank You” announcement at the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ 1 hole sponsorship/BBQ sponsorship</td>
</tr>
<tr>
<td>GOLD Level</td>
<td>$500</td>
<td>✓ Entries for golf foursome (4 golfers)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ Logo included on event display at entrance to the event (medium size)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ “Thank You” announcement at the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ 1 hole sponsorship</td>
</tr>
<tr>
<td>SILVER Level</td>
<td>$100</td>
<td>✓ Logo included on event display at entrance to the event</td>
</tr>
<tr>
<td>(Individual Hole/Food/Prize)</td>
<td></td>
<td>✓ 1 hole sponsorship</td>
</tr>
</tbody>
</table>
SAN DIEGO SECTION

Holiday Party Sponsorships

This sponsorship provides you an opportunity to showcase your company during the highly attended holiday event. The money collected helps to cover the cost of the event and a portion will also be deposited in the student scholarship fund. We have three levels to choose from, each including specific advertising benefits for your company. The following table summarizes these options:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **PLATINUM Level** | $500 | ✓ Dinner for two  
✓ Logo included on event board displayed at entrance to the event (larger size than other categories)  
✓ “Thank You” announcement at the event  
✓ Company slide included in Photo Slideshow  
✓ Company logo included in Event Program |
| **GOLD Level** | $200 | ✓ Logo included on event board displayed at entrance to the event  
✓ “Thank You” announcement at the event  
✓ Company slide included in Photo Slideshow |
| **SILVER Level** | $100 | ✓ Logo included on event board displayed at entrance to the event  
✓ “Thank You” announcement at the event |
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Econolite Group proudly offers transportation management solutions including traffic controllers, ATMS and adaptive traffic control, signals and cabinets, video and radar detection, and cabinet components.

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We are a full-service Traffic Engineering firm and are the leaders in planning, design, implementation, and operation of high-tech Intelligent Transportation Systems (ITS) and Traffic Engineering and Control Applications. Our firm’s core philosophy is to provide high level traffic systems expertise to the local San Diego County area and we are dedicated to building a long-term, mutually beneficial relationship with each client.

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- ITS Technologies
- Construction Management
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(760) 602-4290

SAN DIEGO OFFICE
2536 More St. Suite #102
San Diego, CA 92110
(619) 255-6338

GET SOCIAL

CONTACT
Each STC Traffic Office is arranged to provide personalized and dedicated service to our clients. For more information, please contact:

PRESIDENT
Morna Stack
morna.stacks@traffic.com
(619) 585-4598

VICE PRESIDENT
Jason Stack
Jason.Stack@traffic.com
(619) 585-4732

San Diego’s team is growing by adding staff resources, realigning existing priorities, and creating strategic partnerships to give you the expertise and depth to complete any type of transportation planning, traffic engineering, or transit project.

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OPEN

Public Outreach/Education Chair
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