Hello ITE San Diego members,

Welcome to the first newsletter of 2020. I hope this newsletter finds you healthy and safe. I hope you are staying at home with your family and following the national and local health and safety guidelines. We have had a great start to the year with two monthly meetings in the first two months of the year. Our first meeting to kick off 2020 was held at the City of Escondido on January 9th. Ali Shahzad and Miriam Jim presented on the “Escondido Creek Bikeway Project”. Our second meeting of 2020 was held at the City of El Cajon on February 13th and had a large attendance. The luncheon topic “Regulations that Reduce Citywide Vehicle Miles Traveled (VMT),” presented by Jason Geldert from the City of Carlsbad, explored the transportation initiatives the City of Carlsbad is taking to reduce VMT. Heidi Vonblum from the City of San Diego also presented on “Mobility choices and the SB743 implementation in the City of San Diego”.

As we all know, the situation has turned for the worse with the increasing progression of the COVID-19 pandemic. We had planned and organized every detail for the March Tri-section joint meeting, but by the time of the meeting we recognized the need to postpone. We also had to cancel the April monthly meeting due to social distancing requirements. We are also postponing the May Golf tournament. We are hopeful the situation will improve within the next couple of months, and if so, plan to hold the Tri-section joint meeting in July and the Golf Tournament in August.

The COVID-19 outbreak may cause us to be physical separated, but we can stay connected with each other virtually! To do that, we are holding our first Webinar on April 16th discussing SB 743. It will be a free Webinar organized by ITE San Diego section, coordinated by International ITE, and invitations...
will be sent by e-mail to all California section members. We will conduct our future monthly meetings as Webinars until the restrictions are lifted.

I started this year with great aspirations to serve our ITE San Diego community as your President for 2020. The advantage of working on this position is that there is an Executive Board and a small army of Chairs to help along every step of the way. I feel very privileged to work with our 2020 Executive Board:

Karen Jewel – Vice President
Phuong Nguyen – Treasurer
Raul Armenta – Secretary
Teala Cotter – Past President

I’d also like to recognize the Chairs for their continued support to ITE San Diego. I appreciate all the help that the ITE San Diego team provides to make this section succeed. Please reach out to me or any of the board members if you would like to volunteer.

We’ve had a great annual sponsorship drive. I want to thank our sponsors for their continued support. We will reschedule our events and try to maintain all of our annual activities.

Although physically separated, stay connected to your family and friends virtually, and please follow the health and safety guidelines. We are looking forward to this outbreak being behind us so we can resume our activities once again.

Stay safe and healthy.

Mohammad Amin
President of ITE San Diego
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2019 ITE SAN DIEGO SECTION OFFICERS/CHAIRS
Our first meeting to kick off 2020 was attended by 45 ITE supporters and included a presentation by Ali Shahzad and Miriam Jim both from the City of Escondido. The presentation topic was on the “Escondido Creek Bikeway”. The Escondido Creek Bikeway Missing Link Project filled an existing gap with Class I and Class IV bike facilities through the City’s downtown area.

Our second meeting of 2020 was well attended with 85 attendees. The luncheon topic was Regulations that Reduce Citywide Vehicle Miles Traveled (VMT). Jason Geldert from the City of Oceanside spoke about the transportation initiatives the City of Carlsbad is doing to reduce VMT. Heidi Vonblum from the City of San Diego spoke to us about mobility choices and the SB743 implementation in the City of San Diego.
Join us this year at 2020 Western District Conference, Hawaii!

June 28 – July 1, 2020

UPCOMING MEETINGS & EVENTS

Please be on the lookout for these events, meeting information, updates, job announcements via email or by checking out our website sandiegoite.org

APRIL 16 – SB 743 WEBINAR
JUNE 4 – MONTHLY MEETING ONLINE
JULY 10 – TRI-SECTION JOINT MEETING
I went to University of California Santa Barbara and my degree is Bachelor of Science in Electrical and Computer Engineering in 1985.

Although I am huge into music and play several instruments – I do not know the words to almost any of my favorite songs.

Outside of traffic engineering, I enjoy reading, biking, beaching, road tripping across the US, and finding out cool facts about numbers.

Describe a memorable/unusual experience/event in your life.

After working for 14 years as an engineer on military defense projects at Rockwell International I was very nervous to go out on my own and start my own company. I had always worked for Rockwell International since I graduated with my engineering degree and had no idea what I was getting into in the transportation industry. My very first day of work as my own boss I swung by Office Depot to pick up my new business cards and I drove directly to the City of Orange and met with Hamid Bahadori, the city traffic engineer. By the end of our meeting I had received my very first purchase order and that was 20 years ago! That day changed my life forever!
As city streets and sidewalks become more congested, city planners face new safety challenges, including distracted pedestrians, more bicyclists, and an increase in public transportation. At the same time, smart and semi-autonomous vehicles that can communicate with each other and with roadside infrastructure are on the rise in cities and on highways. The challenge for senior traffic engineers and planners is complex. How do you choose the right technology to improve mobility, safety, and efficient use of roadways now and into the future?

IP cameras with onboard analytics processing capability operating as video sensors are a key component to intelligent transportation systems that help to keep roadways flowing safely and efficiently. In combination with other systems for city and traffic management, smart IP cameras enable detection and monitoring solutions that instantly alert to safety risks and gather information on roadway usage for data-driven decision-making.

Enhance safety with Video Analytics

Intelligent IP cameras deliver automatic incident detection and verification for slow or stopped vehicles, queues of vehicles at exit ramps, vehicles traveling the wrong way, objects in the road, and other traffic events. Alerts can be sent to traffic management centers, or through integration with highway information solution providers, the IP cameras can trigger third-party systems to notify drivers on the road.

By including pedestrian movement into traffic control strategies, city planners can also make intersections safer. With Video Analytics:

- Detection of pedestrians in a crosswalk can alert the traffic controller to preempt traffic signals
- Integration with highway information solutions can broadcast messages to smart vehicles to alert them to the presence of pedestrians in the area and display the pedestrian's GPS coordinates on a live map in the vehicle's on board unit

Analyze data to extend beyond safety

Using video as a sensor and software tools for tapping into camera generated metadata, the data can be extracted and stored in relational databases allowing city traffic planning directors and senior traffic engineers to continuously collect real-time data to analyze flow patterns on networks of roadways. The camera-generated data can be used for implementing new policies that result in safer and more efficient intersections.

From improving traffic flow on highways to implementing projects for pedestrian safety, gathering data for smart infrastructure planning, and more, video sensor technology enables a wide range of solutions for city planners and senior traffic engineers.
Thank you to our Sponsors!