Hello ITE San Diego members,

I hope you are keeping well with your family and friends. The pandemic has changed life and living for everyone. However, we have somewhat adapted to this state of working from home, maintaining social distance in every aspect of our daily life, and trying to make the best of the current situation. Similarly, ITE San Diego has also adapted to this condition. We have conducted monthly virtual meetings and workshops since April. We plan to do so for the rest of the year until we get confirmation that it is ok to hold large social gatherings.

With hosting and support from ITE International’s GotoMeeting platform, in April we had our first virtual meeting since the beginning of the outbreak. It was a workshop on SB 743. The meeting was attended by more than 100 ITE members from all over California. The presentation was led by Erik Ruehr, our Mobility Task Force lead. Other presenters for the workshop were Minjie Mei, K.C. Yellapu, and Katy Cole.

Following the successful workshop in April, we arranged another two-part workshop in May with SoCal and RSB sections jointly. This two-part workshop on two consecutive Thursdays in May featured six projects from the three sections selected for nomination to International ITE’s Project of the Year Award. The two presentations selected from the San Diego section were ‘Escondido Creek Bikeway project (presented by Miriam Jim) and SB 743 task force report (presented by Erik Ruehr). The two-part workshop was attended by approximately 100 members from the three sections.

We also held our June monthly meeting as a virtual workshop. Ray Major, the Chief Economist for SANDAG, was the presenter for this workshop. His presentation titled “COVID-19: an economic update for San Diego region”
gave us a detailed depiction of how the economic indices have changed since the beginning of the pandemic in the San Diego Region. The meeting was attended by 60 members from the San Diego Section.

We held one more workshop in July. Loren Bloomberg, the Global Technology Leader for Traffic Operations for Jacobs presented “HCM’s Freeway Facilities Methodology – The Right-Sized Tool for Planning and Operations”. The presentation showed how to use an alternative HCS tool, Freeval, to analyze traffic operations during early phases of a project.

I had the opportunity to attend the Western District Annual Meeting virtually on the last week of June. This year the meeting was planned to be held in Hawaii. However, due to the pandemic, the Western District had to cancel the in-person Annual Meeting, instead holding it virtually. I had the chance to meet presidents from other sections and Western District Leader virtually. The San Diego section won the ‘Section Communication Award’. Congratulations to Matthew Cox our website chair and the Board members on this success.

We plan to continue our activities for the rest of the year virtually, unless the local health and safety officials declares it is ok to have in-person meetings. We have cancelled the summer social and Annual Golf Tournament for 2020. Instead of the social events we are going to hold a virtual happy hour on 14th August.

If you have any questions or suggestions regarding San Diego Section or if there is any way we can help you, please let us know.

Stay safe and healthy.

Mohammad Amin
President of ITE San Diego
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April
Monthly Webinar

Erik Ruehr from VRPA Technologies, KC Yellapu from LLG Engineers, Minjie Mei from the City of Santee and Katy Cole from Fehr and Peers who are part of the Transportation capacity and mobility task force discussed the San Diego Regional Transportation Impact Study guidelines. The team provided an update on SB 743, gave an overview of the San Diego Regional Guidelines, and spoke about the Vehicle miles traveled (VMT) estimation and mitigation and gave sample problems using screening maps and the Regional Travel Demand Model.

May
Monthly Webinar

With the current circumstances of COVID-19 the originally planned in-person Innovative project of Southern California 2019-2020 workshop was moved to a virtual meeting format during the month of May. The ITE SoCal, RSBITE and San Diego Section hosted two free webinars.

The May 14th webinar presented by Miriam Jim from the City of Carlsbad, presented introduced the Escondido Creek Bikeway: Missing Link Project. Noely Serrato from the City of Santa Clara shared with us the innovative Exclusive Pedestrian Crossing Cycle by Time of Day Project. Lastly, Erik Ruehr from VRPA discussed the Guidelines for TIS in the San Diego Region.

Webinar 2, hosted on May 20th, featured Port of Long Beach’s Rajeev Seetharam who spoke about An Experience with 9th Street Closure. Avery Rhodes from the Fourth Dimension Traffic Developers informed us about the Advanced Signal Priority System with No New Infrastructure. ADVANTEC’s Carlos Ortiz joined us and shared the CVAG Regional Traffic Signal Synchronization Program project.

June
Monthly Webinar

Ray Major, Chief Economist at the San Diego Associate of Governments (SANDAG) joined us virtually and gave us an update on the current COVID crisis and the impact on the local economy. Ray provided detailed information on the COVID impact in the US economy and in the San Diego Region. SANDAG is predicting 13.2% decrease in revenue in the next two years and potentially back to normal in 2023.
Join us next year at 2021 Western District Conference, Portland!

July 18 – July 21, 2021

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

SEPTEMBER 10th – Virtual Workshop
OCTOBER 8th – SDSU Student Chapter Joint Meeting
NOVEMBER 12th – Annual Awards Luncheon
My father was the founder and owner of TJKM Transportation Consultants, headquartered in the Bay Area. Prior to that he held various TE positions with Northern and Central California agencies. So, from the time I can remember I was surrounded by all things traffic. When I was old enough, I would sit on corners of intersections and count cars on a manual board, and also help with floating car studies- as a young girl, I could not wait to be old enough to do those! After graduating college in 1992 with a degree in Public Relations, I became TJKM’s first Marketing Manager. At that time marketing staff was not common in traffic engineering firms and I was hired to manage proposals, presentations, technical writing/editing and business development activities. I worked there for 22 years prior to joining NexTech Systems. My brother is also a Senior Associate with HDR, so traffic runs in our family. My father influenced me from an early age to love and understand everything about traffic. We could never just drive to a destination; we would evaluate the traffic control devices and learn about the traffic patterns and planning that went in to designing our routes. He is still working as Vice President of TJKM at the age of 81!

I have been involved with ITE activities my entire life. Growing up, my family’s summer vacations revolved around Western District and International conferences and we would see the same families every summer. In addition to the excellent technical programs, I value most the relationships I have made by being involved with ITE. It makes me very happy to volunteer in our chapter and contribute to an organization that supports and promotes traffic engineers.

The most memorable experiences of my life have been the births of my two children. I have a 21-year old daughter and an 18-year old son and am grateful every day for them. I enjoy live music, baseball, cooking, baking, reading, beach walks, hanging out with friends and spending time with my family. I also really love my Peloton bike- it is my obsession!
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.
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