Letter from the President

What a year this has been for Washington State Section ITE! We’ve had a full spectrum of training, technical programs, professional development and two major events with technical presentations. Programs have included a look at the long range regional plan for Puget Sound Regional Council – Transportation 2040, a summary of best practices on how to maximize traffic flows on existing facilities, Accessible Pedestrian Signal training, an overview of the new Masters Degree program at UW in Sustainable Transportation, a full day’s training in the new Highway Safety Manual, TDM and the success of the UPASS program at UW, ITE/IMSA/ITS Washington Joint meeting and Vendors Displays, SR 520 Tolling Ahead, the 2011 Quad Section Joint Meeting with technical presentations and tours, and wrapping up with the Student Night presentations and competition among four teams from three schools! We welcomed students (Continued on page 2)

This Month: Street Lighting Workshop & Annual Business Meeting

Come join us this month for a workshop followed by the annual business meeting for the section, which includes the election results and section business.

The workshop training topic is Street Lighting, which is an important tool that allows engineers to improve night time safety on our streets. New advances in lighting technology promise increased efficiency and quality of the roadway lighting. This training session will cover design guidelines when lighting is required, tools available for designing and evaluating lighting, operating and maintenance considerations for roadway lighting, and provide the latest information on the emerging lighting technology to can be used to best meet the lighting needs of the traveling public. Instruction at the workshop will be led by:

- Chris Trotter from WSDOT for illumination design on Interstate and State Highways
- Carl Einfeld from Perteet Engineers for illumination design on arterial streets/residential, and
- Ed Smalley from Seattle City Light for LED and other technology experiences nationally and in Seattle

When
Monday, June 6th, 2011
10:30 AM - 12:00 PM Street Lighting Workshop
12:00 PM – 2:00 PM Annual Business Meeting

Venue
Maggiano’s Little Italy Restaurant
10455 Northeast 8th Street (in Lincoln Square)
Bellevue, WA 98004
(425) 519-6476
Parking in the Lincoln Square garage will be validated for 3 hours.

Cost
$40 - ITE Members, Free - All Students

Menu
Morning training: coffee, tea, beverages and muffins
Lunch: Family style three-course lunch

RSVP
By 5 PM on Friday, June 3rd, please e-mail Carla Nasr at: itewaregister@gmail.com

Please include company name, address, phone number & names of attendees; note that you will receive an invoice from ITE if you RSVP but are unable to attend.
from Lake Washington Technical College – new faces on the transportation engineering and planning scene.

Our emphasis has been on making the best operation possible with the existing transportation system – making it work reliably and safely. We renewed the Section Safety Committee with Spotlight on Safety in the newsletter, following the United Nations lead, working toward zero traffic fatalities. The Traffic Simulation Roundtable has been on the road and is a great success in sharing skills, perspectives and knowledge in traffic simulation. This year has been a great success on the training front – for pedestrian facilities, safety and the upcoming street lighting workshop – to help you stay current in transportation planning, design and operations skills.

The 2011 Annual Business Meeting will be on June 6th – a luncheon meeting following the street lighting workshop at Maggiano’s in Bellevue. We’ll announce the new officers for 2011-2012 and provide a state-of-the-section report for the membership. Be sure to make your reservation and be there to celebrate the strong year for Washington ITE. I’ll be glad to see you and you’ll be glad you came!

On the District level and International level, see the candidates’ statements in the newsletter and be prepared to vote!

June 7th, rain or shine, Mark Poch and Terry Gibson will host the 23rd Annual ITE Golf Classic at Chambers Creek Golf Course.

Keep in touch and drop us a line to let us know what you’re thinking. Find a way to increase your involvement with the Section – there are many opportunities to share technical information, to meet colleagues and contribute to the profession. Let us know where you’d like to contribute – ideas, efforts, guidance – it’s all welcome and we look forward to hearing from you!

Just remember ITEWAxxx@gmail.com and replace xxx with president, treasurer, register and webmaster for the four roles.

itetawapresident@gmail.com will reach me, Katherine Casseday
itetawatreasurer@gmail.com will reach Kevin Chang, VP/Treasurer
itetawaregister@gmail.com will reach Carla Nasr, Hospitality Chair
itetawawebmaster@gmail.com will reach Rory Cameron, Webmaster

Happy and Safe Trails!

Katherine Casseday
President, ITE Washington Section
itetawapresident@gmail.com

Washington ITE Focus for 2010-2011:

- Safer Roads
- Sustainable Projects
- Accommodation & Accessibility for All
ITE Golf Classic #23  
Chambers Bay Golf Course – University Place, WA  
Tuesday, June 7th, 2011, 10:00am Shotgun Start

TOURNAMENT UPDATE #2

We are all set for the ITE Golf Classic #23 at beautiful Chambers Bay. A few reminders:

- This is a walk only course; pull carts are included.
- **Please check in NO LATER THAN 9:15!** We have to walk to our assigned starting holes for the shotgun start. Note it takes 10 minutes to get from the parking lot to the clubhouse/check in via the tram.
- Please leave plenty of time to get to the course…it is quite a ways off I-5.
- We have full use of the range (included) for warm up prior to the round.
- Don’t forget BBQ, prizes, and raffle after the round (included).

Thank you sponsors!!

<table>
<thead>
<tr>
<th>All Traffic Data</th>
<th>Advanced Traffic Products</th>
<th>Western Systems</th>
<th>Tetra Tech/INCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Skaggs</td>
<td>Mike Singson</td>
<td>Robert Nims</td>
<td>Scott Williams</td>
</tr>
</tbody>
</table>

BBQ sponsor  
Competition holes  
Raffle prizes  
Team awards

Also a big thank you to our hole sponsors – TransCore ITS and Fehr & Peers, & Zumar.

BBQ Menu: Grilled hamburgers, Grilled beer bratwurst in Chambers Bay ale, Mixed green salad with assorted vinaigrettes and dressings, Kettle chips, Seasonal fruit display, Fresh baked cookies, Choice of non-alcoholic beverage.

Want to play but not registered? We should be able to squeeze you in! Please contact Mark Poch (mpoch@bellevuewa.gov) to get into this year’s Classic!

See you on June 7th …. Mark Poch and Terry Gibson – Tournament Chairs
The World Goes Wireless

Wireless Sensor Networks — Transforming Transportation

Managing mobility in the 21st century requires a symphony of intelligent transportation systems—all working in accord. Yet worldwide, many roadway agencies still rely on outmoded, and disparate technologies—providing only a narrow view of the big picture—while leaving long-term planning to conjecture.

Until now.

With over 50,000 sensors deployed worldwide, Sensys Networks VDS240 infrastructure-based wireless detection solutions are rapidly replacing costly, maintenance-intensive inductive loop systems, and enabling traffic engineers to install detection precisely where needed—at a fraction of the cost.

Our compact, rugged, wireless sensors—with an unprecedented 10-year battery life—install in minutes, deploy in hours, and consistently outperform all other detection technologies in the world’s most adverse weather and pavement conditions.

With accurate, dependable, real-time data, freeway, arterial, and intersection optimization just got easier. From a single intersection—to an entire city, our flexible, highly scalable universal platform supports all traffic detection applications—with one set of equipment.


Are you getting the most out of your transportation infrastructure? Find out how Sensys Networks’ suite of wireless detection solutions can introduce efficiencies, streamline operations, and save your agency money.

Join the future. Go wireless.

Sensys Networks
2560 Ninth Street, Suite 219
Berkeley, CA 94710
T: +1 (510) 548-4820
F: +1 (510) 548-8264
info@sensysnetworks.com
www.sensysnetworks.com
May Student Night (Thursday, 05/19/2011)

Nestled in the back conference area of Ivar’s Salmon House on Northlake Way in Seattle, students and professionals mingled together for this year’s Student Night. As members toured the poster boards, students fielded questions from professionals regarding the selected project located in the City of Bellevue. Adjacent to a small private school, this year’s intersection improvement project posed challenges of pedestrian, bicycle and vehicular safety, sight distance, grade differentials and large spikes in volumes during school drop-off and pickup times for the student members to address.

Before the presentation, the 29 registered members and 22 students and faculty advisors paraded the buffet style offerings of Ivar’s World Famous Clam Chowder with entrees of Grilled Sockeye Salmon, Chicken Parmesan, Vegetable Lasagna, Four Cheese Ravioli and fresh baked cookies and Ganache Brownies. So popular were the entrees the wait staff remained busy replacing empty serving trays with loaded ones.

Washington Section President, Katherine Casseday, timed the start of the formal meeting after everyone had an opportunity to enjoy (most of) their meals. The students stepped up to the microphone and provided a formal presentation on their projects. Each team expressed individual style as they presented the challenges, research, conclusions and recommendations. Following the final teams’ presentation, members were asked to vote in order of best presentations. Each team would be competing for cash prizes of $500, $300 and $200. As the votes were being tallied, Hillary Stibbard (City of Bellevue) offered a few words regarding the project’s background and insights from the students’ presentation.

This year’s winning team was, Jeffery Fellows and Matias Rudback (UW) followed by second place Maureen O’Sullivan and Cindy Halim (SU) and tied for third place were Ethan Belen and Michele Myers (SU) and Chuck Kaufmann and Dylan Stoskopf (LWTC). Additionally, students Zhuohong Shen and Runze Yu were awarded the undergraduate and graduate scholarships respectively.

Before the conclusion of the evening, Jim Bloodgood announced the upcoming section elections. Mr. Bloodgood invited this year’s candidates for the position of ITE Washington Section Secretary, Dongho Chang (City of Everett) and Paul Cho (City of Redmond.) Each candidate provided a short statement of their background and vision and asked for your support. Following the formal meeting, the students and professionals continued to socialize as they shared their common interests in Transportation.
Place your ad in the following sizes:

- Business card ad for $100
- Full page ad for $1000
- 1/2 page ad for $500
- 1/4 page ad for $250

Also send a check for the ad size you desire (ad will run from January 2011 through December 2011) to:

Jim Ellison
Consulting Traffic Engineer
1600-B SW Dash Point Rd, #33
Federal Way, WA 98023

Call 253.666.2377 for further questions.
Over the next twelve months, Commerce will be updating our Transportation Element Guidebook. The Department of Commerce provides technical assistance to local governments in Washington on how to implement the Growth Management Act. As part of this responsibility, in 1993, Commerce developed, a set of guidance documents covering each required element of a GMA comprehensive plan. This is the first complete overhaul of the transportation planning guidebook since then.

The new guidebook will cover all of the amendments to the transportation planning statutes since 1993. It will integrate our 1993 guidebook, our guidebook on state transportation facilities and our guidebook on pedestrian and nonmotorized transportation.

The new guidebook is funded in part from statewide Energy Efficiency and Conservation Block Grant, as a way of implementing the new state energy strategy. New sections of the guidance will describe practical ways to integrate efforts to implement the GMA with efforts to reduce greenhouse gas emissions and promote more energy efficient transportation.

Another goal of the project is to create a document that is more accessible, concise, easier to use, and easier to update. The document to be published on the web for ease in updating, and to provide easy access to downloadable files and other links.

**Project Timeline**

Right now, Commerce is looking for input from guidebook users, including local government practitioners, planning commission members and elected officials, interested citizens and state and federal agency staff. Commerce is conducting outreach and scoping to ensure the final guidance meets the needs of Washington communities. As Commerce develops guidebook chapters, they will post drafts on the project web site for review and comment. Commerce plans to have the full draft finished this fall and the final document ready in April of 2012.

Commerce will be seeking input on an on-going basis. To receive regular updates on progress, sign up for the list serve. More information is available on the project web site.

- Go to the Project Web Site
- Sign up for the list serve

If you have any initial thoughts or questions, you can send them to: Dave Andersen, AICP

(509) 434-4491
e-mail to: transportation.guidebook@commerce.wa.gov
Thank you to all who attended the ITE Student Night. The evening was a great success. We had four competing teams from three different universities, with the University of Washington, Seattle University and Lake Washington Technical College represented. Each group did a great job putting together poster boards and PowerPoint presentations to prepare a conceptual design for intersection improvements at 112th Ave NE and NE 24th St in the City of Bellevue. The results from this year’s student competition are:

1st Place ($500)
Jeffery Fellows and Matias Rudback
University of Washington

2nd Place ($300)
Maureen O’Sullivan and Cindy Halim
Seattle University

(Continued on page 9)
A special thanks to All Traffic Data for donating $500 to the cash prizes awarded for the student competition! We would also like to thank Bob Wager for his continued support of the student activities. Finally, thanks to the City of Bellevue for providing a great project for this year’s competition.

The scholarships for Outstanding Graduate and Undergraduate in Transportation Engineering were also awarded at the student night. The graduate scholarship ($2,000) was awarded to Runze Yu from the University of Washington and the undergraduate scholarship ($1,500) was awarded to Zhuohong Shen from University of Washington. Congratulations to both winners!

Student Activities Committee Co-Chairs:
Meagan Powers, DKS Associates – (206)382-9800 or mcp@dksassociates.com
Scott Lee, Transpo Group – (425)821-3665 or scott.lee@transpogroup.com
Spot Light on Safety: Washington State Target Zero Overview
By Mike Dornfeld, WSDOT, ITE Washington State Section Safety Committee Co-Chair

Target Zero is Washington State’s strategic highway safety plan. Target Zero identifies Washington State’s traffic safety needs, guiding investments to significantly reduce traffic fatalities and serious injuries on all public roads. Washington State has a long tradition of focusing on Target Zero. The current version of Target Zero, the 2010 version, is the third edition. The State’s first Target Zero plan was completed in 2000 and the second version was produced in 2007. Because of these plans and the efforts of many people across the state, Washington State has seen a successful trend of decreasing fatalities and serious injuries.

The 2010 Target Zero Plan sets specific goals, objectives, and strategies for reducing traffic fatalities and serious injuries. It serves as a statewide strategic highway safety plan. The plan directs state agency efforts and funding, and seeks to support agencies, groups, and individuals to implement Target Zero strategies.

In keeping with its data-driven nature, Target Zero is an ongoing process that includes evaluation to examine our progress towards fatality and serious injury reduction goals, suggest changes to the strategies, and feed results back into the planning process, so that priorities can be revisited and the plan updated periodically.

Target Zero sets a goal to reduce traffic fatalities and serious injuries to zero by 2030. To meet that goal we must reduce fatalities by 23 and serious injuries by 130 each year (beginning in 2008) for the next 20 years.

Target Zero contains four levels of priority based on the percentage of traffic fatalities between 2006 and 2008. Target Zero by addressing the most common fatal and serious injury factors such as impairment, speeding and run-off-the-road collisions, should make all roads safer.

(Continued on page 11)
The Priority Four area identified in Target Zero are areas that involve less than 10 percent of all fatalities during this time period. While these areas do not have dedicated chapters in Target Zero, the plan has a brief discussion of current efforts.

<table>
<thead>
<tr>
<th>Target Zero Priority Areas</th>
<th>% of traffic fatalities between 2006 and 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority One</strong></td>
<td></td>
</tr>
<tr>
<td>Impaired driving</td>
<td>48 %</td>
</tr>
<tr>
<td>Run off the road</td>
<td>41.9 %</td>
</tr>
<tr>
<td>Speeding</td>
<td>40.2 %</td>
</tr>
<tr>
<td><strong>Priority Two</strong></td>
<td></td>
</tr>
<tr>
<td>Young drivers</td>
<td>37.9 %</td>
</tr>
<tr>
<td>Unrestrained vehicle occupants</td>
<td>27.7 %</td>
</tr>
<tr>
<td>Distracted drivers</td>
<td>24.7 %</td>
</tr>
<tr>
<td>Intersections</td>
<td>20.6 %</td>
</tr>
<tr>
<td>Traffic data systems*</td>
<td></td>
</tr>
<tr>
<td><strong>Priority Three</strong></td>
<td></td>
</tr>
<tr>
<td>Unlicensed drivers</td>
<td>20.4 %</td>
</tr>
<tr>
<td>Opposite-direction multi-vehicle crashes</td>
<td>18.7 %</td>
</tr>
<tr>
<td>Motorcycles</td>
<td>13 %</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>11.5 %</td>
</tr>
<tr>
<td>Heavy trucks</td>
<td>11.5 %</td>
</tr>
<tr>
<td>Emergency Medical Services*</td>
<td></td>
</tr>
<tr>
<td><strong>Priority Four</strong></td>
<td></td>
</tr>
<tr>
<td>Older drivers</td>
<td>7.0 %</td>
</tr>
<tr>
<td>Drowsy drivers</td>
<td>4.5 %</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>1.7 %</td>
</tr>
<tr>
<td>Work zones</td>
<td>1.2 %</td>
</tr>
<tr>
<td>Wildlife</td>
<td>.5 %</td>
</tr>
<tr>
<td>Vehicle train collisions</td>
<td>.5 %</td>
</tr>
<tr>
<td>School bus related collisions</td>
<td>.1 %</td>
</tr>
</tbody>
</table>

While neither the Traffic Data System and Emergency Medical Services categories cause traffic fatalities they are included because both activities are vital to reducing or preventing fatal crashes.

**Target Zero Strategies**

This plan includes dozens of strategies for further reducing traffic fatalities and serious injuries in our state. These strategies can be adopted by any agency or organization interested in improving traffic safety. Many were developed using national-level research, existing pilot programs, and input from many statewide stakeholders. Most of the strategies in Target Zero have been proven effective through professional evaluation in Washington and in other states or countries.

Go to [targetzero.com](http://targetzero.com) to get more information and a copy of the plan.
### Candidates for ITE Office: Washington Section Secretary

**Dongho Chang, PE, PTOE**
- Graduated with BS in Civil Engineering and Masters Degree Public Administration from University of Washington.
- Worked at WSDOT in ITS operations, ITS software development, ITS and signal design, and managed signal and traffic operations for NW Region.
- Currently working as City Traffic Engineer for the City of Everett.
- Serving as technical chair for ITE booking speakers at monthly meetings, assisting with ITE/IMSA meetings, tracking down technical articles for publication, and helping with training sessions.
- Serving as co-chair for Regional Traffic Operation Committee at PSRC.

I enjoy taking active role in making our ITE section a valuable resource for you. Our organization provides a unique opportunity to meet our peers in a social setting while getting informed on the topics that are important to us. The state of our transportation infrastructure and funding is foremost in our minds. Our ITE section should continue to educate our members on National and State transportation policies and funding, regional transportation strategies and policies, and the transportation projects that impact the regional economy. I will continue to provide timely training on technical topics that will help us serve our community and clients better. I will be honored to serve you as the section Secretary.

**Paul Cho, PE, PTOE**
- Graduated with BS in Civil Engineering from University of Washington – 3/94.
- Performed data gathering for University of Idaho on Chapter 10 updates to Highway Capacity Manual.
- Worked through WSDOT’s NW Region TSMC from Flow Operator to Engineer.
- Designed Traffic Signal and Streetlight plans at W&H Pacific.
- Currently Senior Traffic Operations Engineer for the City of Redmond specializing in Traffic Signal, ITS and Streetlight Operations.

As we were reminded by Rock Miller at the Quad Conference, “collaboration” makes ITE so successful. We are able to come out of our bubbles; whether between agencies or between public and private sectors to provide the best services possible for our community and region. Each member has so much to offer with their experiences and training. We can’t all be experts at every aspect of Transportation Engineering. Yet, by building relationships, we are able to access the expertise needed to meet the ever present challenges. Like all good relationships, it does require effort. It doesn’t just happen.

There has already been good ground work laid out. However, there are opportunities still on the table.

We’ve always aspired to have more regional representation. Although Cities and Counties are present, improved participation from State and Transit would further enhance the membership. The time is ripe with the Light Rail project and the A-Line of Rapid Ride operational with the B-Line currently under construction. The SR 520 tolling opens up so many questions but also provides opportunities to share information and collaborate on meeting the needs of moving goods, people and services throughout the region.

Many of our members also belong to institutions such as ITS America and IMSA. We have much to gain from increased collaboration with members that are heavily involved in the advancement of technology. Fiber optic communication is just the next evolution of copper interconnect of our signals; basically a long extension cord. But it still remains a mystery when we want to build a small communications link between a field device and our office. And how difficult is an LED light fixture to install? This can impact the performance and longevity that we seek from this technology but without the hands on knowledge from field experts, we may be designing lighting projects in the dark (pun intended.)

And as always, the up and coming professionals from our Student Chapter will continue to help infuse new ideas and energies into our membership.

My sincere hope is that I can provide the effort needed to continue to build and strengthen these relationships. ITE Washington relies so heavily on its individual members to contribute to provide a strong institution to serve our community and region.
Candidates for ITE Office: Western District Elections

All district members are encouraged to vote. Regardless of how you vote, please vote and make your voice be heard. The deadline for voting electronically has been set as late as possible to allow you to meet and/or learn about the Western District candidates before voting. Thanks for helping the Western District serve its members efficiently and effectively!

CANDIDATE LIST:
- Candidate for President: Alyssa Reynolds
- Candidate for Vice President: Walter Okitsu
- Candidate for Secretary-Treasurer: Karen Aspelin
- Candidate for Secretary-Treasurer: Cathy Leong
- Candidate for International Director: Patrick Gibson
- Candidate for International Director: Doug Smith
- Candidate for International Director: Monica Suter

You can find candidate statements here: http://westernite.org/2011/western-district-officers-election/ as well as information on how to cast your vote.


Ewan Speirs, Managing Director of Paramics, will present a 1 hour session around a central theme of “Building Better Models.” This session will introduce some features of the Paramics range that are designed to help users build accurate, transparent, and future proof models on time and in budget. Specific topics covered on the day will include:

- Getting maximum value from your data
- Model transparency
- Run time analytics
- Process automation
- Post simulation data analysis

Webinar Registration:
Date: Wednesday, June 22, 2011
Time: 12:00 PM – 1:00 PM

To register, please email Tony Woody (tony.woody@CH2M.com) by June 17, 2011. Registration is required for this webinar. Once registered, the webinar login and conference call phone number will be provided the week of the webinar.

If you have any questions, feel free to contact James Colyar at james.colyar@dot.gov or (360) 753-9408 or Tony Woody at tony.woody@CH2M.com or (425) 453-5000.
**Newsletter Contact Info**

If you have any changes in your contact information, please let us know so you continue to receive monthly ITE e-mail announcements and newsletters. To update your information, click on the "Membership" link on the Washington State Section ITE website:

[http://www.westernite.org/Sections/washington/index.htm](http://www.westernite.org/Sections/washington/index.htm)