OCTOBER MEETING
"Exploring Options to the 85th percentile: Setting Speed Limits for all Road Users"

Join RSBITE as we welcome John Lower from Iteris as he will be discussing options for the 85th percentile speed limit. John Lower is a thought leader in the area of transportation and smart communities. With over 20 years of city transportation manager experience, he brings a perspective of creating public value. As an Associate VP with Iteris, Inc., his work ranges from multimodal policy guidance to V2I deployment testing.

The National Transportation Safety Board’s recent report acknowledges that speed is a deadly problem on our streets and roads and that we can do more to address it. The NTSB report joins the crescendo of calls to change the way speed limits are set, including the State of California’s 2017 Toward an Active California State Bicycle and Pedestrian Plan’s strategy to research methods for setting and enforcing speed limits, other than the standard approach that now uses the 85th percentile.

Available options will be presented, and input received at the California Bike Summit will be shared.

RSVP using the Eventbrite link:
https://www.eventbrite.com/e/2017-rsbite-october-lunchon-meeting-registration-38024514346

WHEN
Thursday, October 19th

WHERE
The Old Spaghetti Factory
11896 E Foothill Blvd
Rancho Cucamonga, CA 91730
2017-2018 RSBITE SECTION OFFICERS

PAST PRESIDENT:
DR. MOHAMMAD QURESHI, P.E., T.E.
County of Monterey Resource Management Agency
(831) 796-3009
MQ@co.monterey.ca.us

2017-2018 RSBITE SECTION CHAIRS

SOCIAL CHAIRS
JR MORGAN
County of Riverside – Retired
Home Phone: (951) 780-8435
jrnshirley@charter.net

DENNIS ACUNA, P.E.
County of Riverside Transportation
Office Phone: (951) 955-6820
dacuna@rctima.org

SCRIBE
BOWEN YANG
Iteris, Inc.
Office Phone: (949) 270-9632
byang@iteris.com

PROGRAM CHAIR
HERNANDO COTANGCO, P.E.
City of San Bernardino
Office Phone: (909) 384-5253
Cotangco_He@SBCity.org

VENDOR LIASON
ELIZABETH AZIZ
Polara
Office Phone: (714) 5950588
LAziz@polaraent.com

WORKSHOP CHAIR
MING GUAN, P.E., T.E.
KOA Corporation
Office Phone: (909) 890-9693
mguan@koacorp.com

WEBMASTER
JONATHAN HOFERT, P.E., T.E., PTOE
Los Angeles County Metropolitan Transportation Authority
(213) 922-8839
hofertj@metro.net

NEWSLETTER EDITOR
ANDREW OSAKI, E.I.T.
KOA Corporation
Office Phone: (909) 890-9693
aosaki@koacorp.com

CORPORATE SPONSORSHIP CHAIR
CARLA DIETRICH
Michael Baker International
Office Phone: (909) 974-4908
CDietrich@mbakerintl.com

MEMBERSHIP CHAIR
KHEANG TANG
Advantec Consulting Engineers, Inc.
Office Phone: (909) 860-6222
Kheangtang@advantec-usa.com

LEGISLATIVE CHAIRS
ANWAR WAGDY, P.E.
Albert Grover & Associates
Office Phone: (951) 536-4722
awag007@yahoo.com

TONY SALAS, E.I.T.
Michael Baker International
Office Phone: (909) 974-4945
TSALAS@mbakerintl.com

STUDENT CHAPTER LIAISON CHAIR
BRANDON WONG
LADOT
Office Phone: (323) 957-6823
Brandon.wong@lacity.org

HISTORIAN
BRETT CRAIG
Riverside County Transportation Dept.
Office Phone: (951) 955-6819
bcraig@rctima.org

ITE Founded 1930-Section Established 1989
2017-2018 Issue 2
RSBITE September Kick-off meeting was held at Original Roadhouse Grill in Riverside and was followed by a Tech Tour of a local HAWK beacon. The President, Daniel David, provided a warm welcome to all the attendees and introduced the speaker for the meeting. Mr. Nathan Mustafa is the Senior Traffic Engineer for the City of Riverside and the current chair of the City Traffic Engineer’s association. Mr. Mustafa oversees the Traffic Management Center, Traffic CEQA review, serves as the City’s Bicycle Coordinator, and is currently managing a project to install over 10 miles of fiber optic cabling in Riverside.

Mr. Mustafa’s presentation was on the High intensity Activated crossWalk (HAWK) and the HAWK currently implemented in the City of Riverside. The operation of the HAWK follows five sequences including dark until activated, flashing yellow upon activation, steady yellow, steady red during pedestrian walk interval, and alternating flashing red during pedestrian clearance interval. According to the FHWA studies, a HAWK can reduce total crashes by 29 percent, pedestrian crashes by 69 percent, and severe crashes by 15 percent. In general, several variables should be taken into consideration when installing a HAWK including pedestrian crossing volumes, crosswalk length, and vehicles per hour on major street. The HAWK installed in the city of Riverside is directly wired to an adjacent traffic signal and uses controller logic during AM peak to read output from the adjacent signal. In addition, the HAWK will serve during specific phases only, or after a max timer runs out in case of preemption or signal malfunction. Mr. Mustafa also discussed the Pros and Cons for the traditional HAWK and the solar HAWK. The traditional HAWK offers greater flexibility with replacement parts readily available and higher visibility, but at a higher cost. The solar HAWK is easy to operate as it has an integrated unit with a lower cost but the assembly could be tricky. Lastly, Mr. Mustafa talked about resident feedbacks for the HAWK and it has been requested by many residents to be installed at preferred locations.
ITE 15K MEMBERSHIP CAMPAIGN

ITE International has initiated a membership campaign aimed at bringing total membership to 15,000. As the largest ITE District, the Western District should be able to help ITE achieve this goal. If every Section and Chapter across the globe added just 10 members then ITE would reach their goal. But we can do much better than that!

**Section Contest**
- The three Sections with the largest percentage increase in paid memberships (counting those that we define as new) will be the winners.
- Top three highlighted at Annual Meeting and in other ITE communications (Journal, Social Media, Spotlight)
- Financial incentive for section winners: 1st place = $2500, 2nd place = $1000, and 3rd place = $500
- Sections will get credit for every new, paid member that signs up in this time period.

**Individual Contest**
- Individuals will get credit for new, paid members when a new member joins and notes that a particular person recommended they join. We will collect this information both online and by paper forms.
- For every new person that joins and indicates a person who asked them to join, the person who recommended the membership will receive a 50% discount on an ITE webinar, good through 12/31/2017.
- The individual who signs up the most new, paid members will receive a complimentary registration to the 2018 ITE Annual Meeting.
- The winner will be highlighted at the Annual Meeting and in other ITE communications (Journal, Social Media, Spotlight)

There are two contests as a part of this campaign: one at the Section level and one at the individual level. ITE will provide a status report every 2 weeks for the duration of the campaign. The contests are based on adding new, paid ITE members. ITE will count as a new member, individuals who have either never paid ITE dues or have not been a paid member since 12/31/2012. If you have any questions please contact Section Board Members. See link for ITE membership Video [https://www.youtube.com/watch?v=K_xOjQyedQ](https://www.youtube.com/watch?v=K_xOjQyedQ)

SECTION CHAIR SPOTLIGHT

Please welcome Hernando Cotangco as one of the new additions to the RSBITE family. He will be the Program Chair for this upcoming year. Hernando was the past president of the Traffic Signal Association, Main Chapter. He is also retired from the City of Burbank after 21 years of service and currently is working in the City of San Bernardino as the Traffic Operations and Systems Analyst. He loves to travel, play golf and bowl when time permits.

JOB ANNOUNCEMENT

W-Trans is at the forefront of the future in transportation and we are hiring! We are looking for Assistant, Associate and Senior Engineers and Planners for our Santa Rosa or Oakland offices. W-Trans specialize in projects that balance the technical needs and functionality of traffic with the desire to create more complete streets and sustainable transportation systems. Are you up to the challenge?! If so, please e-mail a letter of interest, resume, writing sample and references to Corinne Rasmussen (crasmussen@w-trans.com). Please visit our website at [www.w-trans.com](http://www.w-trans.com) for more information about W-Trans!
CORPORATE SPONSORS

Diamond Level

ITEFIS

Platinum Level

ECONOLITE

McCain

Counts

Silver Level

DDL Traffic, Inc.
Your sponsorship of RSBITE provides for advertisement to a wide-range of members while providing much-needed assistance to the section. Your sponsorship will help to subsidize the attendance of public-sector members at luncheons and to support students in our section, among other activities.

Please consider a sponsorship today to help maintain a robust and vital RSBITE section.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Sponsorship Level</th>
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<tr>
<td>SILVER</td>
<td>$300</td>
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<td>Company logo placement in each newsletter, on the RSBITE website, and during the meeting social period.</td>
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<td>PLATINUM</td>
<td>$1200</td>
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<td>All Silver benefits + preferred placement and pre-paid table with electrical at Vendor Show.</td>
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<td>DIAMOND (only 1 available)</td>
<td>$2400</td>
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<td>All Platinum benefits + opportunity to present on a relevant project or topic during a lunch meeting (entire lunch meeting devoted to your topic/organization).</td>
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<tr>
<td>Newsletter Featured Sponsor &amp; Instagram Advertisement</td>
<td>$150 for one month</td>
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<tr>
<td>Company name/logo featured in the newsletter header with hyperlink to your company website. Newsletter Featured Sponsors will also be mentioned in transmission e-mail and will receive one advertisement on RSBITE Instagram.</td>
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<tr>
<td>Vendor Show Prize Sponsorship</td>
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<td>Two opportunities to donate a gift and receive recognition as a prize sponsor both during the show and in RSBITE newsletter following the meeting.</td>
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<td>Golf Tournament Sponsorship</td>
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<td>Holiday Social Sponsorship</td>
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**SIGN-UP FORM**

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*Please remit payment to: RSBITE Sponsorships 7211 Haven Ave #E-403 Rancho Cucamonga, CA 91701*

For more information regarding Sponsorship opportunities, please contact:
Carla Dietrich, RSBITE Sponsorship Chair | (909) 974-4908 | cdietrich@mbakerintl.com
Riverside/San Bernardino Section of the Institute of Transportation Engineers
www.RSBITE.org | @rsbite on Instagram
Coachella Valley: Building a Smart Transportation Region - Vendor Show
Nov. 16, 2017

Schedule (Registration deadline is November 10 for sessions and vendor show)

7:30 a.m. – 9:00 a.m. – Vendor Set-Up
9:00 a.m. – 12:00 p.m. – Vendor Show
11:00 a.m. – 12:00 p.m. - Session No. 1: Pavement Restoration – Best Practices
  • Moderator: Mr. Timothy T. Wassil, Public Works Director, City of Indio
    o Mr. Mark Sambito, PE, Director of Public Works, City of Rancho Mirage
    o Mr. John Corella, PE, City Engineer, City of Cathedral City
12:00 p.m. – 1:00 p.m. – Lunch
  • Moderator: TBD
  o TBD
  o TBD
1:15 p.m. – 2:15 p.m. - Session No. 2: Traffic Control on Local Streets
  • Moderator: Mr. Ed Wimmer, PE, Principal Engineer, City of La Quinta
    o Mr. Keith Rand, PE, TE, Director of Operations, ADVANTEC Consulting Engineers, Inc.
1:00 p.m. – 4:00 p.m. – Vendor Show

Lunch Tickets - $40 ea:
Public Employee/Student Dinner Tickets - $25 ea:
Walk-in Tickets - $40 ea:
Vendor Booth - $600 ea:
VENDOR Sponsor - $1,000 ea:
CONSULTANT Sponsor - $500 ea:

To register, complete this form and mail check payable to APWA
Coachella Valley:
APWA Coachella Valley
P.O. Box 494
Palm Desert, CA 92261

Sponsors:

To sign up as a Vendor or Sponsor
please contact:
Carlos Ortiz | Advantec Consulting Engineers
T: (949) 861-4999
Email: cortiz@advantec-usa.com

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Coachella Valley:
APWA Coachella Valley
P.O. Box 494
Palm Desert, CA 92261

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SESSION NO. 1 REGISTRATION
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SESSION NO. 2 REGISTRATION
Name: ____________________________________________ Email: ________________________________
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Call for Presentation Abstracts
Submit by October 15, 2017
Sponsored by Pacific Southwest Region University Transportation Center (PSR UTC)
Co-sponsored by FHWA, AASHTO, ASCE

The bi-annual National Travel Monitoring Exposition and Conference (NaTMEC) provides travel monitoring professionals and transportation data users from around the world opportunities to share knowledge and good practices, exchange ideas, revisit fundamental concepts, learn new processes, procedures and techniques, and see the latest advancements in policy, technology, and equipment.

The goal of the conference is to increase the efficiency and effectiveness of multimodal traffic monitoring programs covering motorized, bicyclist, and pedestrian movements to enhance data driven decisions in areas of performance management, planning and design, asset management, safety, and program administration. In addition to the indoor vendor area, an outdoor demonstration area will be available for vendor use.

Call for Abstracts: If you have a project in any of the areas outlined, you are encouraged to submit an abstract for consideration as a presentation or poster.

Submitting an Abstract: To be considered for inclusion, abstracts must be submitted using the form at http://natmec.org/abstracts. Please note that abstracts:

• must be submitted by 5pm PDT on October 15, 2017;
• should not exceed 400 words (figures and tables excluded from limit)
• may be submitted as text or as a PDF file

For more information about presenting at the conference, please contact:
Dr. Craig Rindt, Assistant Director for Research Coordination, ITS
University of California, Irvine
Phone: (949) 824-1074
Email: crindt+natmec2018@uci.edu

Vendors: To participate as a vendor at the Expo, please contact:
Dr. Victoria Deguzman, Associate Director, PSR UTC
University of Southern California
Phone: (213) 821-1025
Email: VictoriV@usc.edu

Please visit - http://natmec.org
Presentation Topic Areas

Traffic Data Collection
Innovations related to traffic monitoring equipment, field fundamentals, technology, maintenance, and data collection methods for motorized, bicyclist or pedestrian traffic:
• Traffic Volume, Travel Time/Speed, Vehicle Classification and Vehicle Weight (Weigh-in-Motion WIM) and Per Vehicle Formatted (PVF) Data
• Travel Mode, Travel Purpose and Origin Destination
• Equipment and Technologies
• Hot Topics:
  • Non-intrusive (video and others)
  • Low volume roadways
  • Portable WIM
  • Connected and autonomous vehicles for collecting data

Traffic Data Tools
Best practices related to traffic data analysis, quality assurance, reporting, storage, and presentation methods, including software and specialized products for motorized, bicyclist or pedestrians:
• Data Integration, Analysis, and Quality Assurance
• Data Visualization
• Data Reporting
• Vendor tools and technologies
• Hot Topics:
  • Big data analysis
  • Geospatial analysis techniques
  • Open data and portals
  • Using third party data

Traffic Data Applications
Utilizing traffic data in various applications:
• Highway Performance Monitoring System (HPMS)
• Asset Management and Infrastructure Design
• Performance Management and Measurement
• Program Administration, Operations, Planning and Safety
• Freight Movement
• Air Quality/Conformity
• Hot Topics:
  • Connected and autonomous vehicle traffic data
  • Travel Time Reliability
  • Bicyclist and Pedestrian Facility Planning
  • National Performance Management Research Data Set (NPMRDS)

Traffic Data Utilization
Shared experiences, innovations, and best practices using motorized, bicyclist or pedestrian traffic data:
• Federal Programs
• State Programs
• Metropolitan Planning Organization (MPO) Programs
• Local Programs
• Non-Governmental Agencies
• Hot Topics:
  • Interactive mapping
  • Congestion management
  • Data sharing between agencies

Registration Fees

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<td>Exhibitor (Additional)</td>
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Conference Venue:
Hotel Irvine
17900 Jamboree Rd
Irvine, CA 92614
866.396.4201
HotellIrvine.com