



A Community of Transportation Professionals

LeadershipITE Experience

Catalina Echeverri, PMP - Gannett Fleming

Jody Godfrey – CUTR

Chris Russo, P.E., PTOE - Atkins



Shaping the Future - Strong Young Member and Student Programs



STUDENT LEADERSHIP SUMMIT



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Why a Leadership Program?



- Commitment to Individual Success
- Commitment to Partner Success
- Commitment to Organizational Success

What to Expect?

- A broad range of professional
- Leadership activities
- Enhanced teamwork/collaboration
- Webinars and Projects
- *Professional and personal friendships that will last a lifetime*



What is Expected?

- Early Engagement
- Active Participation
- Staying Informed
- Join the Community and Interact

Program Description

- A class of approximately 25 members
- Three multi-day workshops
- Professionally facilitated team-building and leadership development exercises
- Small team projects addressing real-world issues facing the transportation profession and/or ITE and its members
- Networking opportunities
- Alumni activities

Eligibility

- Be an active ITE Student, Member or Fellow in good standing with ITE
- Demonstrate contributions to ITE
- Work with their employer, District and Section for financial support

Three Dimensions of Leadership Competency



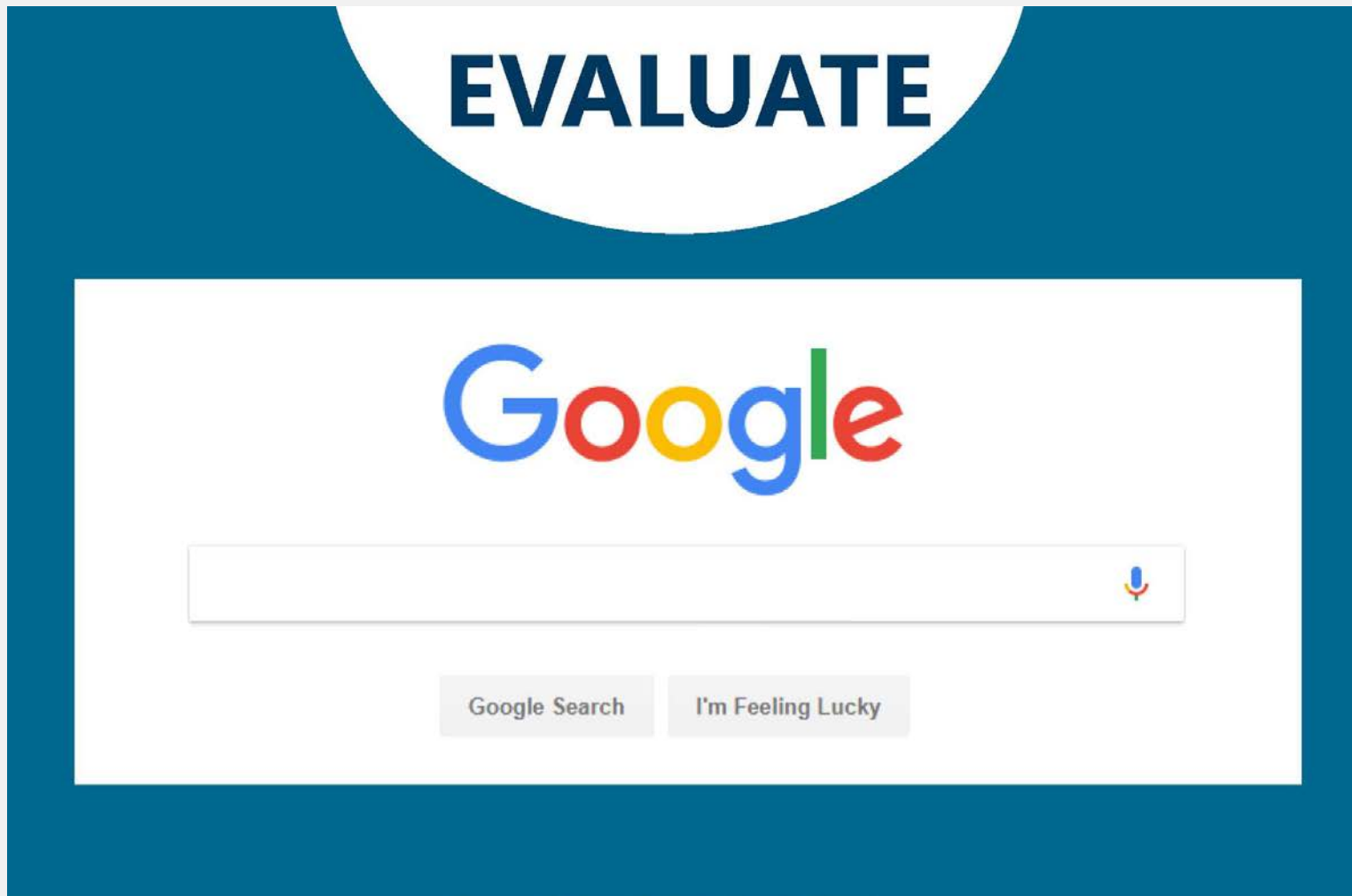
- Intellectually Competent
- Emotionally Competent
- Behaviorally Competent

Online Webinar: What is your Online Reputation?

Anything that can be found out about you online!



Evaluate




Google Yourself

- What do you find?
 - I found myself in the first result
 - I found myself in the first 5 results
 - I found myself in the first page
 - None of the results were actually me

Results



Chris Russo 

Christopher Michael Russo, known as "Mad Dog," is an American sports radio personality best known as the former co-host of the Mike and the Mad Dog sports radio show with Mike Francesa, which was broadcast on WFAN in New York City and simulcast on the YES Network. [Wikipedia](#)

Born: October 18, 1959 (age 58 years), Syosset, NY

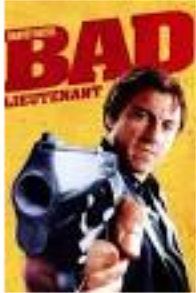


Spouse: [Jeanne Lavelle](#) (m. 1995)

Children: [Colin Russo](#), [Patrick Russo](#)

Education: [The Darrow School](#), [Rollins College](#)

Parents: [Anthony Russo](#), [Vera Russo](#)

Movies and TV shows

 <p>Bad Lieutenant</p>	 <p>Mike and the Mad Dog</p>	 <p>Undefeated 2003</p>
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Results

Jodi Godfrey, MS, RD - - Editor - EndocrineWeb

<https://www.endocrineweb.com/author/56317/godfrey-ms-rd> ▼

Ms. **Godfrey** is editor of EndocrineWeb, a digital news and education website that introduces research advances and clinical care across all aspects of ...

Jodi Godfrey, MS, RD (@JodiGodfreyMSRD) | Twitter

<https://twitter.com/jodigodfreymrd?lang=en> ▼

The latest Tweets from **Jodi Godfrey, MS, RD (@JodiGodfreyMSRD)**. Jodi is editor of EndocrineWeb, a digital news source for endocrinologists and PCPs.

Tales of Cloth | English Paper Pieces

<https://www.talesofcloth.com/> ▼

I'm **Jodi**, and my husband Tim and I laser cut English Paper Pieces in the old hospital in Castlemaine Victoria, about an hour and a half north of Melbourne, ...

[Blog](#) · [English Paper Pieces](#) · [About](#) · [Shop](#)

About Jodi Godfrey, MS, RD - Medical Editor

<https://www.practicalpainmanagement.com/author/20124/godfrey-ms-rd> ▼

Ms. **Godfrey**, a medical editor, assists in the editorial production of Practical Pain Management (Professional Content), a print and online clinical news magazine, ...

Images for Jodi Godfrey



→ [More images for Jodi Godfrey](#)

Results

Catalina Echeverri

Illustrator



Catalina Echeverri is a Colombian freelance illustrator specializing in children's books. She is based in London, UK, and illustrated the bestselling *The Garden, The Curtain and the Cross*. [Google Books](#)

People also search for: [Alison Mitchell](#), [Amanda Brandon](#), [Rachel Lyon](#), [Holly Harper](#), [Lisa Rose](#)

Books

[View 25+ more](#)



The Garden, the
Curtai...
2016



The Christmas
Promise
2014



The One
O'Clock
Miracle: A...
2014



The Storm
That
Stopped
2016



Alby's
Amazing
Book
2014

Evaluate

Three Common Results



Online
Star



Negative
Content



Irrelevant

Establish



Verizon 12:02 PM 48%

MONTANA STATE of mind

Michael Sanderson
@mpsanderson1 Follows you

ITE International President; President/CEO, Sanderson Stewart, 2014 America's Small Business of the Year

Montana sandersonstewart.com



Verizon LTE 4:29 PM 100%

Tyler Golly
@tylergolly Follows you

Music, sports, politics, and LEGO fan and transportation engineer...high amount of nerdiness. Walkable bikeable livable cities for all! Opinions are my own.

Edmonton, AB, Canada
youtu.be/2CVFQPSnTn8



Verizon 12:02 PM 48%

Dale Bracewell
@Dale_Bracewell Follows you

Plangineer | passionate about sustainable transportation solutions for cities | Manager of Transportation Planning in Vancouver | these tweets be mine

Vancouver, BC vancouver.ca



Verizon LTE 4:29 PM 100%

Dongho Chang
@dongho_chang Follows you

City Traffic Engineer

Seattle



Verizon 11:58 AM 46%

Orla Pease
@Orla_Pease Follows you

PE, PTOE. Associate Vice President - AECOM

Philadelphia, PA

Establish

ESTABLISH



Verizon LTE 5:08 PM 100%

Carrie (Williams) Falkenrath, PE, PTOE, PTP

7 distinct light cycles exist to prevent collisions. NYC HAS 12,460 TRAFFIC LIGHTS. Green. GO

Carrie (Williams) Falkenrath, PE, PTOE, PTP • 1st
Transportation Engineer & Planner | Owner at Tsquared Traffic & Transportation
University of Washington
Greater St. Louis Area • 500+ 


Message 


Solutions-oriented professional with 20 years of solid engineering, planning, and management experience on tr...



Verizon 12:06 PM 48%

Lynn (Verderese) LaMunyon

Lynn (Verderese) LaMunyon • 1st
Sr. Principal/ Discipline Leader Transportation at Maser Consulting
Rutgers University
Greater New York City Area • 500+ 

Message 

Ms. LaMunyon is Principal Associate and Department Manager for Traffic Engineering at Maser Consulting P.A...




Verizon 12:08 PM 48%

Shawn Leight

Shawn Leight • 1st
Transportation Engineer at CBB and Past President of ITE working to Improve Communities and Quality of Life.

United States Military Academy at West Point
Greater St. Louis Area • 500+ 

Message 

My passion is developing multi-modal transportation solutions that improve communities by forging relationsh...

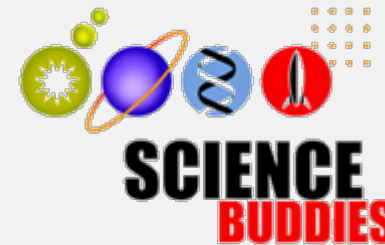


Small Team Project

- Jodi: Strategies for K-12 Engagement
- Catalina: ITE's Role in Addressing the Gap in Soft Skills Among Students and Early-Career Transportation Professionals
- Chris: A Possible New ITE Trip Generation Manual

Strategies for K-12 Engagement

1. Increase the Number & Effectiveness of ITE Members Engaged in Pre-College Outreach
2. Increase Awareness, Understanding and Interest in the Transportation Profession Among K-12 Students
3. Provide Relevant Exposure to the Transportation Profession to High School Students for Career Planning
4. Establish ITE as a Valuable Resource to Guide High School Students Through Future Education & Career Decisions



Strategies for K-12 Engagement Measurement of Effectiveness

- Website Visits
- Membership Statistics
- Pre-University Membership Enrollment
- Membership Engagement
- Partner Organization Benchmarking
- Post-Event Surveys
- Membership Surveys



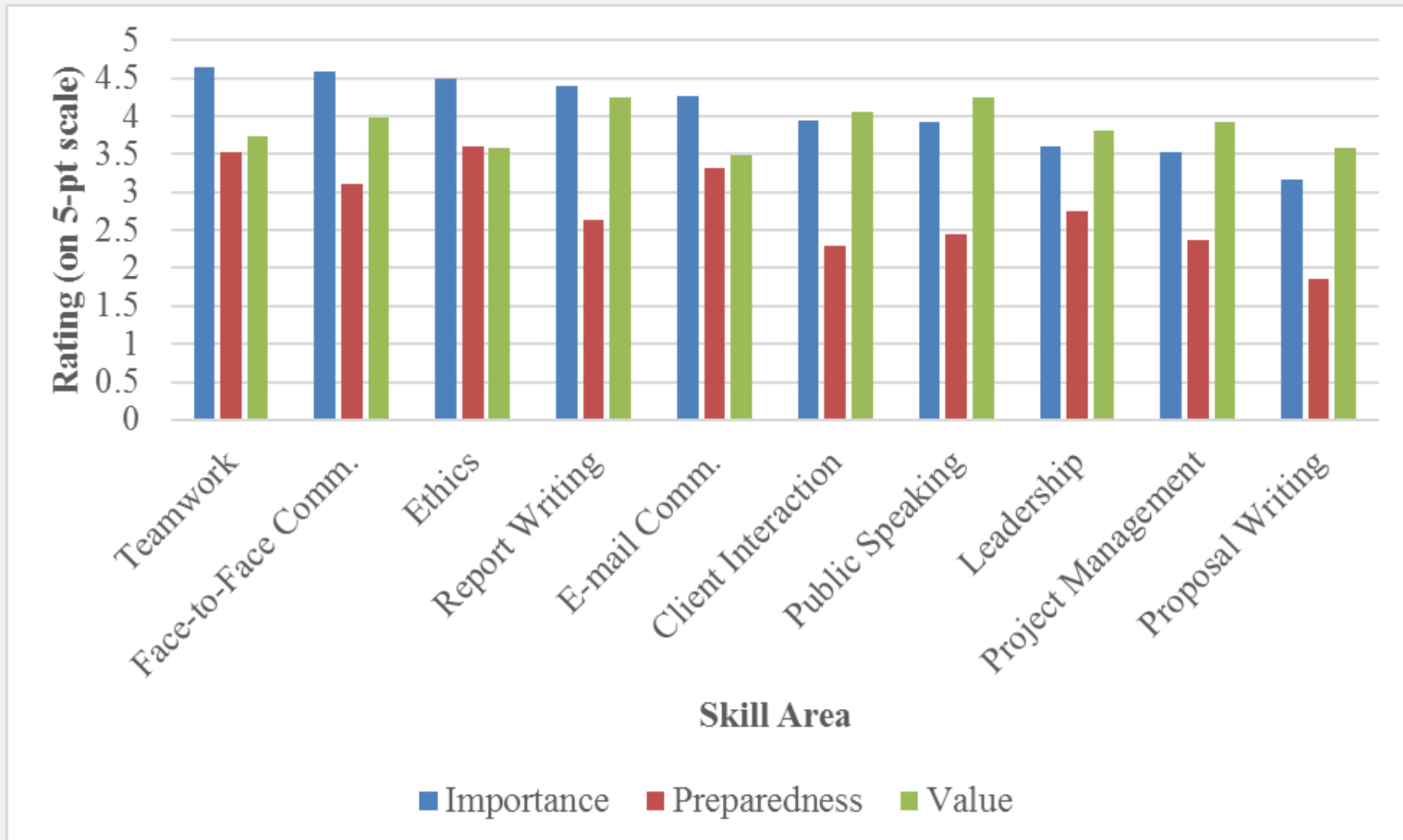
ITE's Role in Addressing the Gap in Soft Skills Among Students and Early-Career Transportation Professionals

- Significant gaps in technical writing, communication/public speaking, ethics, leadership, and conflict resolution
- Assess existing gaps in soft skills among students and early career transportation professionals
- Develop short- and long-term strategies

Assessing the Needs of the Transportation Industry

- 159 respondents: mid-career (31%) and senior-level (30%) staff
- Majority of respondents between ages 30-39 (37%) and 40-49 (22%)
- Geographical coverage across all ITE districts

Summary of Importance, Preparedness, and Value of Training by Skill Area



ITE's Role

- Develop a young professional training program
- Create and foster partnerships with partner organizations
- Integrate soft skill development into ITE district- and section-level meetings

A Possible New ITE Trip Generation Manual

Data & Partnerships to Build Better Communities



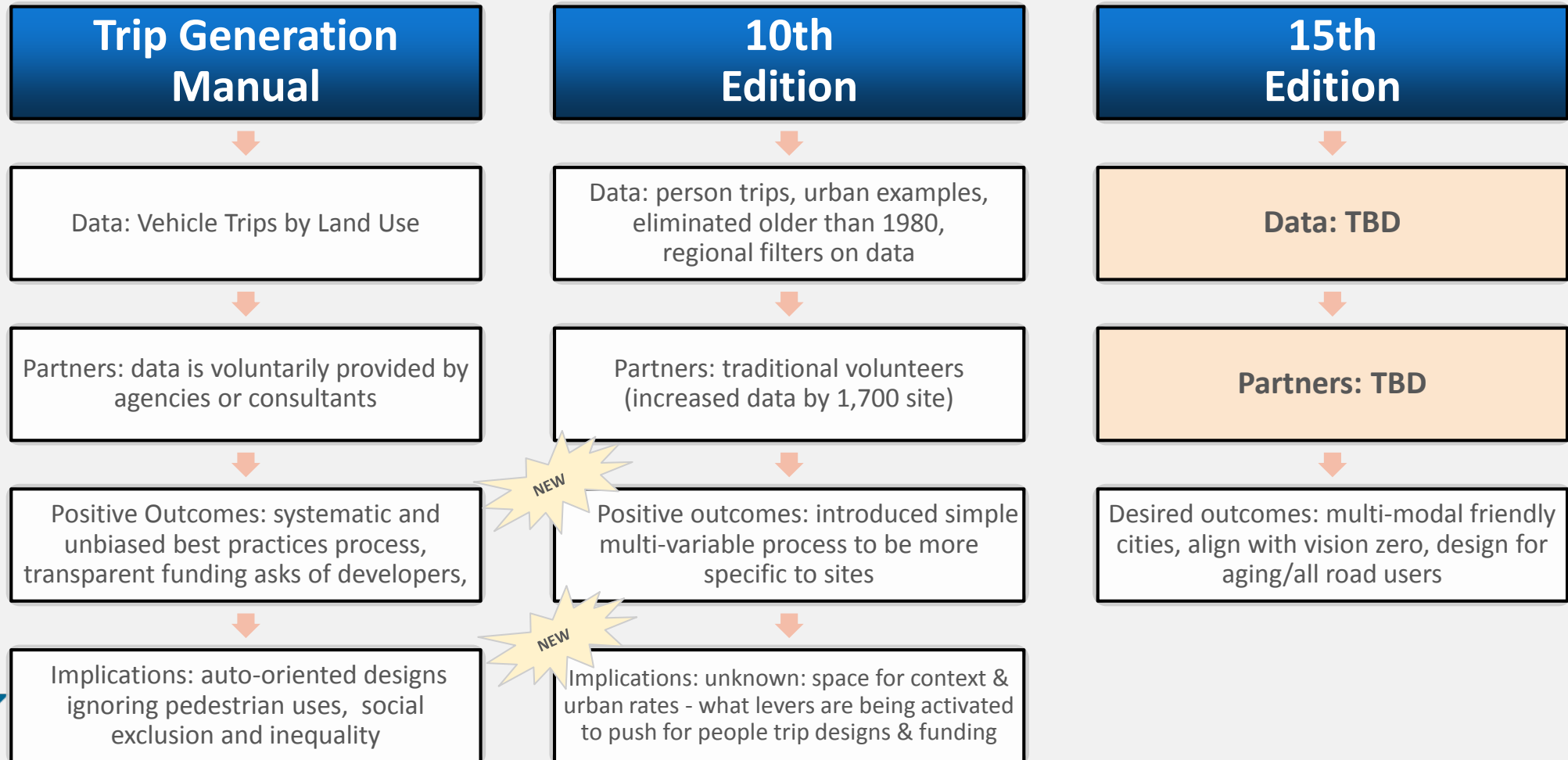


Because building communities using historical data is living in the past.

ITE needs new data to take communities to the future.



Why this project? - *New potential outcomes*



Why this project? - Current process **does not**

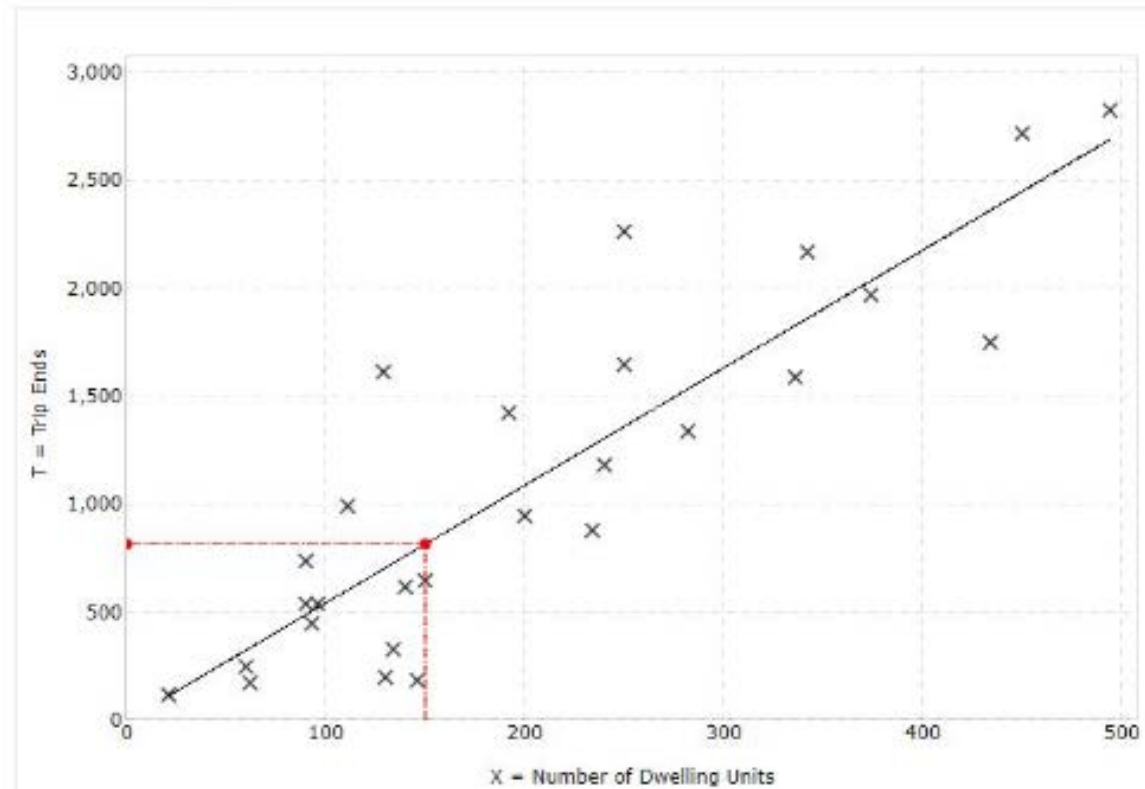


- Provision and quality of transit service
- Socio-demographic information, trends or local characteristics
- A user feedback loop on modal attractiveness
- How multiple variables combined impact results
- Transit Oriented Developments as a region

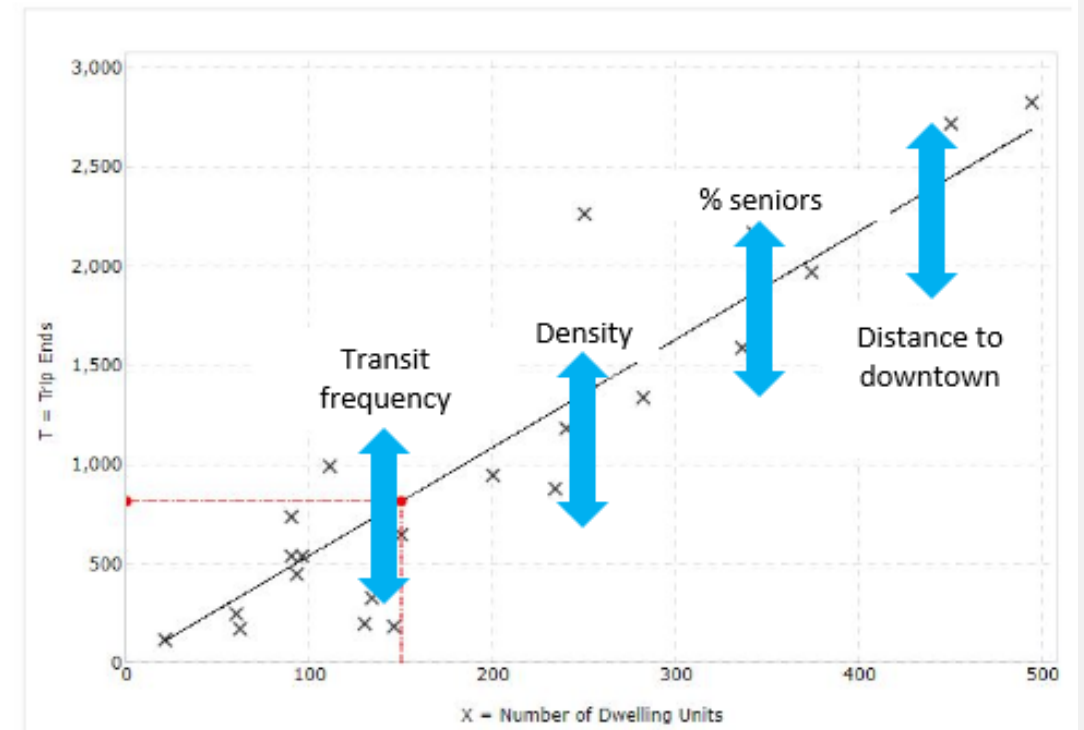
Current process measures patterns from the past but has no predictability of the future.

More than land use

Data Plot and Equation



Data Plot and Equation



$$\text{Trips} = \text{Counts}(x) (\text{TF})(\text{Den})(\% \text{sen})(\text{DT}) \dots (n)$$

Possible New capabilities



Dynamic

Continuous update
Beyond short duration counts

Multivariable

Transportation attributes
Demographic trends
Community health indicators

Biased towards healthy streets

Answer latent demand
Flag counts with missing AT infra

Iterative

Mode split targets
User preferences

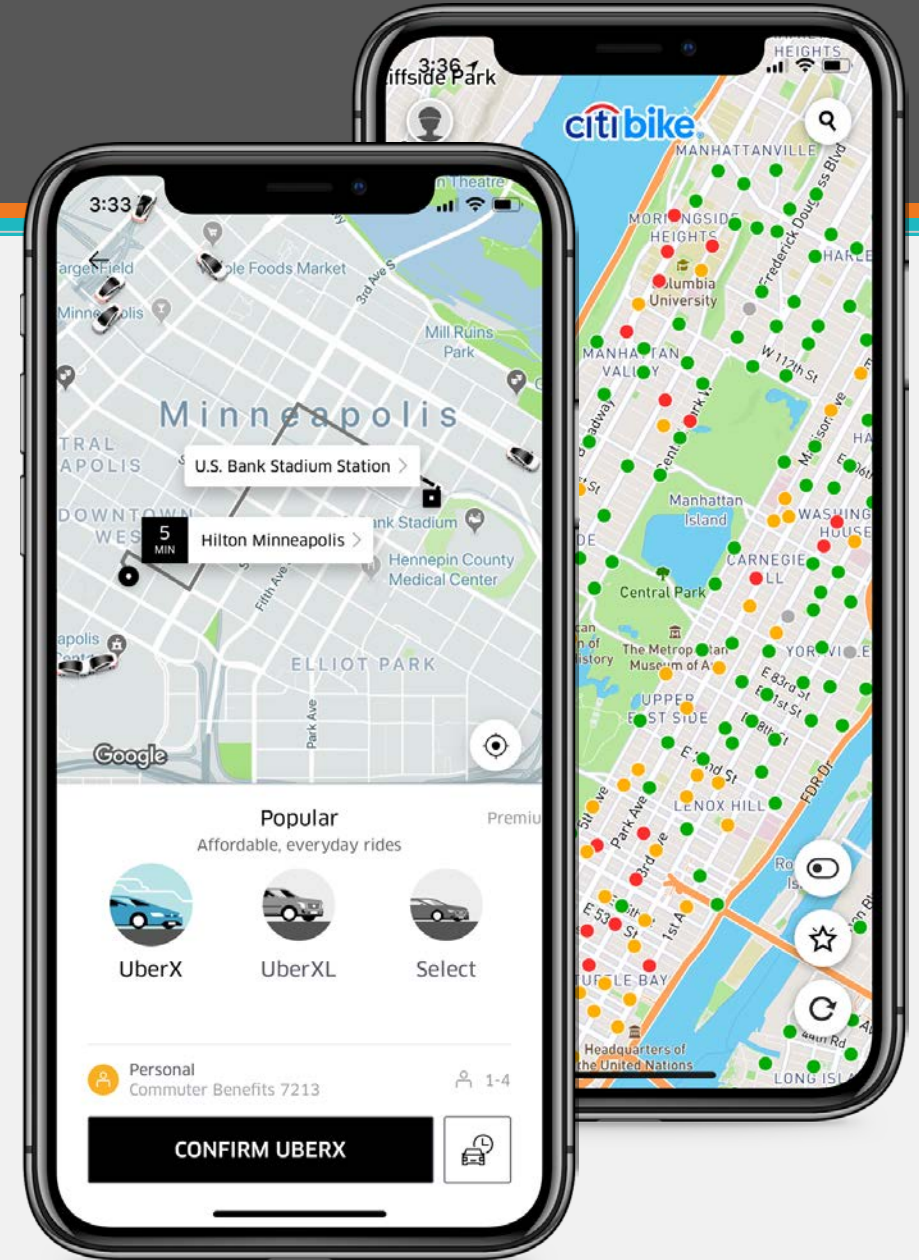




App-generated data

TNCs provide millions of rides per day.

CitiBike riders took 65,098 trips in June.



Accumulative Usage

Station Name	# of Trips
Perthing Square North	236
8 Ave & W 31 St	192
12 Ave & W 43 St	170
E 7 St & Avenue A	140
8 Ave & W 33 St	134
Broadway & W 41 St	109
W 31 St & 7 Ave	104
W 42 St & Dyer Ave	103
W 41 St & 8 Ave	101
E 12 St & Avenue A	99
Heavy Pl & Blair Terrace	54
Perthing Square South	54
E 33 St & 2 Ave	53



Select date: 09/20/2019 Share

09/20/2019

Search & select a station

- Show all transactions
- Planned station
 - W 41 St & 8 Ave
 - 8 Ave & W 33 St
 - Perthing Square North
 - W 42 St & Dyer Ave
 - 8 Ave & W 31 St

09/20/2019 09:36

Current user: 1377



Set 1 + NEW SET

KC Dec 2017-Feb 2018

Trips

TOTAL DAILY AVERAGE

64,800

3 filters applied

Network links Main St (19th-18th)

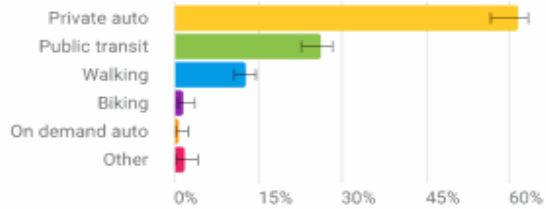
Time 6AM-10AM

Day Mon-Thur

Mode

Primary modes by share of trips

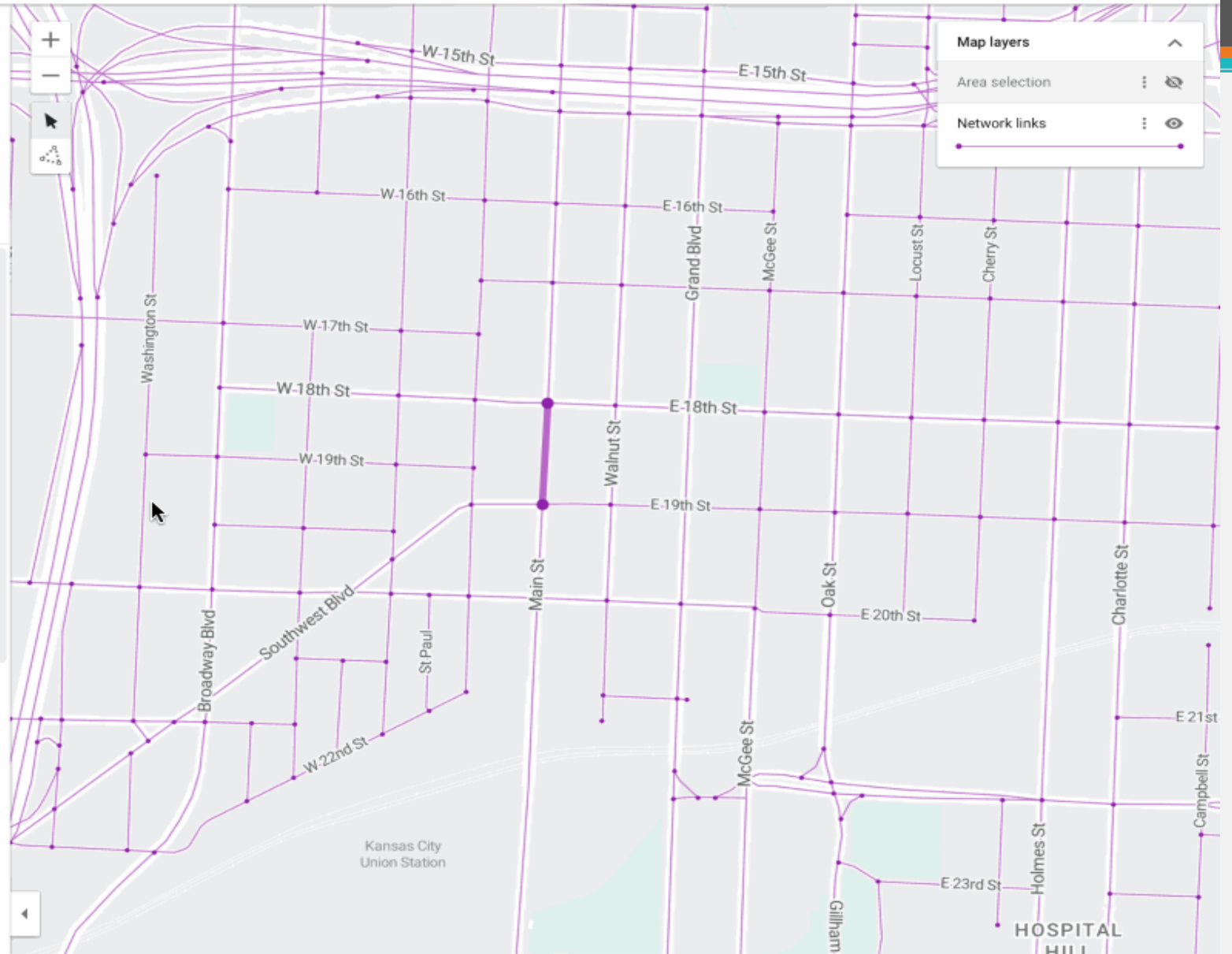
Any mode
64,800 trips



★ Travel purpose

📍 Origin

📍 Destination



Map layers

- Area selection
- Network links

Data providers can help....



- Expose full day trip patterns
- Understand mode choice
- Prove latent demand
- Identify shifting travel preferences





Well, should we?

Be a leading
force...

Keep the
elements that
work...

Be smart in how
we
collaborate...



First steps

- Step 1: Convene ITE's Trip Generation committee
- Step 2: Focus group and survey
- Step 3: Look at implications





You are the FUTURE ! Applications for 2020
Class are due September 2019