



NORTH CENTRAL SECTION

INSTITUTE OF TRANSPORTATION ENGINEERS

2021 Executive Board

Kevin Peterson, PE

President
Washington County
11660 Myeron Road North
Stillwater, MN 55082
Kevin.Peterson@co.washington.mn.us

Tyler Krage, PE, PTOE

Vice President
Alliant Engineering, Inc.
733 Marquette Avenue, Suite 700
Minneapolis, MN 55402
tkrage@alliant-inc.com

Natalie Sager, PE

Secretary
HDR, Inc.
701 Xenia Avenue South, Suite 600
Minneapolis, MN 55416
Natalie.Sager@hdrinc.com

Jeremy Melquist, PE, PTOE

Treasurer
City of Bloomington
1700 West 98th Street
Bloomington, MN 55431
jmelquist@BloomingtonMN.gov

Cortney Falero

Director
SRF Consulting Group, Inc.
3701 Wayzata Boulevard, Suite 100
Minneapolis, MN 55416
cfalero@srfconsulting.com

Mark Powers

Director
SRF Consulting Group, Inc.
2550 University Ave W Suite 350N
St Paul, MN 55114
mpowers@srfconsulting.com

Jacob Folkeringa, PE

Past President
SRF Consulting Group, Inc.
3701 Wayzata Boulevard, Suite 100
Minneapolis, MN 55416
jfolkeringa@srfconsulting.com

Jeff Preston, PE

District Representative
Stantec
733 Marquette Avenue, Suite 1000
Minneapolis, MN 55402
jeff.preston@stantec.com

2020 Annual Report

Overview

2020 was an extremely tough year on all of us. A year of impacts from a worldwide pandemic, civil unrest, and widening disparities in our society challenged the way we work, commute, and live our lives. Luckily, the North Central Section (NC-ITE) had put in the work beforehand and was able to rise to the occasion to help provide the sense of normalcy needed in these trying times, some of which included (but not limited to) an increased social media presence, delivery of relevant technical trainings and presentations in a virtual format, increased STEM and student outreach, much-needed networking through socially distanced/virtual activities, a boom in Young Member activity and engagement, and an increase in putting out a positive impact to our community through fundraising and charitable work.

By utilizing these factors and adapting easily into a virtual setting, the Section held six successful Section Meetings throughout the year with attendance totaling 470 attendees (up to 60 of which were new or non-members), a number that is nearly double the amount from last year. Additionally, a Virtual Summer Social and Virtual Annual Meeting were hosted by the Section in addition to other networking and technical events.

Regular Meetings

NC-ITE hosted several meetings and events throughout the year including Executive Board Meetings, Section Meetings, an Annual Meeting, other events (socials, fundraisers, student outreach, etc.), the ITE Annual Meeting and Exhibit.

The Section strives to hold section meetings at a variety of different locations and on different topics. As the pandemic took hold, all meetings were held in a virtual fashion, and allowed for a larger number of attendees from across the three-state section compared to previous in-person meeting. As shown below, meetings were very well attended.

One notable meeting was the March Ethics Training on "Making Decisions in a Morally Diverse Workplace" presented by Hamline University Political Science professor David Shultz. The Section teamed up with the local WTS chapter and saw a high number of new attendees in search of Ethics Training opportunities and had a conversation on what diversity means for the industry. It's also notable as it happened right at the beginning of the pandemic. The Section was able to cancel the initial reservations and logistics to pivot to the virtual platforms that the groups already utilized in "the before times".

Another notable meeting was the "Twin Cities Speed Limit Reduction Evaluation" meeting that occurred in May. This virtual meeting presented on St. Paul's and Minneapolis's respective processes for city-wide speed limit evaluations, and featured St Paul Traffic Engineer Randy Newton and Minneapolis Vision Zero Program



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Coordinator Ethan Fawley. This meeting was also highly attended and had a large number of planners and non-motorized oriented transportation professionals, and reflects the attempts of the Section to include safer streets that favor all modes and users into the transportation conversation.

The six section meetings included:

Meeting	Topic	Attendance
January	MnDOT Budget Programming Updates – In-Person	28
February	MnDOT State Highway Safety Plan – In Person	58
March	Ethics Training – Making Decisions in a Morally Diverse Workplace (Joint Meeting with WTS-MN) - Virtual	128
May	St. Paul and Minneapolis Speed Limit Reduction Evaluation - Virtual	122
September	TH 65 PEL Study - Virtual	57
October	ATSPM Agency Forum (FHWA, Hennepin County, MnDOT) - Virtual	74

Student/Younger Member Support:

NC-ITE includes three Student Outreach Coordinators, one of which was added in 2020. These coordinators educate and expose young people to the field of transportation engineering through outreach activities and scholarship opportunities. Responsibilities include managing the student scholarship programs, attending student career fair events, participating in the Great Lakes District Student and Young Member Activities Committee, serving as a liaison for ITE Student Chapter groups to coordinate funding opportunities, participation of such groups in District annual meetings, and their interaction with ITE headquarters.

These coordinators are responsible for interacting with the student chapters within NC-ITE, presenting on engineering careers to students, and administering the annual scholarship program. NC-ITE awarded \$2000 to four students via scholarship in 2020, two of those scholarships were dedicated to a student who completed a transportation related internship. The Section also fundraised \$1200 for the student scholarship fund in the yearly fundraiser at the Section Annual Meeting, in addition to the yearly budgeted scholarship allocation. The University of MN's Traffic Bowl Team also advanced from the District competition and competed in the International competition for the first time since 2017.

By policy, NC-ITE supports student attendance at Section Meetings by reducing the meeting cost to \$5 for students. In all cases, the balance of the students' cost will be paid for from the Section treasury. However, due to the virtual setting, all meetings (with the exception of January and February) were free of charge for all attendees.

NC-ITE also has an extremely active Younger Member Committee (YMC) and provided numerous activities and opportunities for networking to the entry level and newer members that need it most. The purpose of the Younger Member Committee of NC-ITE is to connect young professionals in the diverse field of transportation and create opportunities to build relationships and grow professionally.

This year the YMC increased its planning and activity by conducting the following:

- February Skiing Event
- March Virtual Happy Hour and Board Game Night
- April Virtual Trash Pick-up
- June Socially Distanced Minneapolis Bike Infrastructure Tour
- August Socially Distanced Barbecue and Volleyball Game
- October Podcast Listening Club

The YMC began a Professional Engineer Exam Study group in 2020 that continues to be active today. The YMC also participated in listening sessions during the ITE International Virtual Meeting with the ITE International Young Member Council to determine new ways that ITE can serve its younger members on a larger scale.



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Application of Technical Knowledge

NC-ITE and its members come from a wide variety of backgrounds, and the technical content the Section puts out reflects that broad spectrum. In addition to the diverse blend of Section Meeting topics, NC-ITE has seven technical committees (Geometric Design, Operations/Maintenance, Intelligent Transportation Systems, Intersection Traffic Control, Complete Streets -formerly Pedestrian/Traffic Safety, Planning Methods and Applications, and Simulation/Capacity Analysis) whose sole purposes are to dig deeper into each respective area of the industry. Despite the lack of in-person meetings, the technical committees met a combined 16 times over virtual meetings throughout 2020.

Networking Events

While all of the pre-covid NC-ITE events (Section Meetings, Annual Meeting, etc) contained scheduled time for networking, with the increase of virtual meetings, this became an unlikely and intimidating task for 30-120 attendees to talk all at once. NC-ITE quickly adapted and setup randomized 5-10 minute breakout rooms to occur at the beginning of each section meeting to allow for mingling, talking about the question of the day, or to get thoughts on how life is under the pandemic. The Summer Social and Section Annual Meeting were also conducted virtually, and featured trivia, fundraising via silent auctions/raffle tickets, and other informal events. In addition to the Section Meetings, Summer Social, and Annual Meeting, seven other opportunities for networking occurred through happy hours and events put on by the technical committees and YMC.

Just as our lives became more virtual, the Section increased its social media presence in a multitude of innovative ways. One of these ways was by posting interesting content on behalf of our 18 sponsors, ensuring our supporters find value from their contributions. Social media was also used to connect to our constantly shrinking world with fun challenges. One of these was a “Non-Motorized May Madness Bracket Challenge” where participants filled out an NCAA-style bracket wherein each non-motorized infrastructure type faced off and each “winner” was decided by public polls. The section also worked with ITE International HQ to create a New Orleans themed playlist for the ITE Virtual Annual Meeting (set to occur in New Orleans), which was shared in weekly installments leading up to the meeting over social media. Increased social media not only helps reach out to all corners of our large three state section, but also allows for working and communicating across our district and the world, all at a time when members are most likely to consume this content due to lockdowns and decreased “normal” activity.

Additionally, the current NC-ITE president has a tradition of hosting a Past-President’s dinner. The 2020 dinner was conducted virtually and included over a dozen past NC-ITE presidents reaching back decades.

K-12 STEM Outreach

NC-ITE continued its commitment to outreach of future potential transportation professionals through many engagement opportunities. In fact, the NC-ITE intended STEM schedule had an increase in events for 2020, however these were halted by the pandemic. Regardless of the pandemic, the Section was able to participate in two large events during the two “normal” months of 2020. In January, members from the Section hosted a booth at the Minneapolis Public Schools K-12 Career Day and the 2020 Minnesota Science Museum’s Civil Engineering Day in February. The Minnesota Science Museum’s event included hosting a booth highlighting the importance of safety and efficiency in the transportation network.

With the increase of STEM related outreach activities planned, in 2020 the Section added another Student Outreach Coordinators to a total of three, as discussed. In addition to coordination between University ITE chapters already mentioned, these coordinators work with K-12 organizations and public schools to spread the word of what transportation professionals do and the impact they have on the world.

New Member Recruitment

Over the course of 2020 NC-ITE welcomed 29 new members (a slight increase from 2019). The Executive Board and Communications Group continued distributing the [new member flyer](#) to help members get more involved and plugged in with the Section and ITE, and are in the process of developing a flyer specifically aimed at younger members and their needs.



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The Executive Board and Membership Chair are committed to ensuring that members see and feel value in being a part of ITE International and NC-ITE. The goal of bringing value to members was accomplished in the various activities and initiatives NC-ITE accomplished in 2020:

- Hosted free [Section meetings](#) throughout the year to increase interest.
- Worked with other organizations on joint meetings and opportunities
- Communicated with members per the NC-ITE Communications Plan using tools such as the Section [website](#), [newsletter](#), [LinkedIn](#), and [YouTube](#).
- Maintained a Twitter account [@NC ITE](#).
- Provided an [Annual Report](#) and [Membership Directory](#).
- Supported Midwestern and National ITE events, workshops, and courses for members by sending members to the District and National meetings, promoting events, workshops, and courses.
- Developed and fostered partnerships with other transportation organizations in the Midwest.
- Supported student activities via scholarships and attendance at meetings to encourage the future of the transportation profession.
- Increased Young Member Activity to draw in new members in the 20-35 age range.

Diversity and Inclusion

NC-ITE continued its commitment to diversity. The 2020 board was successful in recruiting a diverse 2020 NC-ITE board from all backgrounds, consisting of consultants, public agencies, women, and even a first-generation immigrant. [NC-ITE members reflect the diversity](#) of our profession, and count planners, architects, retired professionals, and technicians among its membership. One only needs to be active in the field of transportation and traffic engineering to be eligible to join ITE, and many opportunities exist within the Executive Board, technical Committees, and Communication committees to ensure all can get a seat at the table.

Training/Professional Development

In addition to the Section Meetings and technical meetings, NC-ITE conducts Ethics Trainings and a Transportation Symposium alternating every other year to give its members more PDH opportunities. 2020 was the Year that the Ethics training was conducted.

In addition, the Section grants PDH hours for all of its Section meetings and work is being made to allow PDH availability to the section's technical committees. Add in the PE Study group and it is clear that the Section places a large amount of value on the professional development of its members.

Field Trips/Technical Tours

Despite the Covid-19 pandemic, NC-ITE provided an opportunity for a technical educational tour through the YMC Minneapolis Bike Infrastructure Tour.

Service Projects

NC-ITE's YMC conducted a virtual trash pickup on Arbor Day, in which participants would clean up sidewalks, parks, or other public right-of-way around their homes.

NC-ITE also participated in a jacket drive with former ITE International President Zaki Mustafa and his organization "Transforming a Life" to raise funds to provide jackets for the homeless.

Funding Support

NC-ITE supports its members in many ways. The section offers stipends to its advancing student traffic bowl teams, award winners, and select board members to attend the Great Lakes District meeting and in some cases the International ITE meeting.

In addition to providing value to the members for the recognition they deserve, in 2020 NC-ITE raised \$1200 in funds for the Student Scholarship Fund and \$500 dollars for the Great Lakes District Endowment Fund. In fact, NC-ITE has



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consistently devoted funds to the Great Lakes Endowment fund. NC-ITE was also fundamental to ensuring that a Virtual Mitey Race (scavenger hunt type event) Endowment Fundraiser took place in 2020 to increase funds to utilized by those who may need it.

LeadershipITE

NC-ITE has a strong commitment to LeadershipITE, with four alumni and one current attendee. In fact, that focus is reflected in the Section leadership, as three current Executive Board members have either participated or are participating in the program. Recognizing the benefits to the Section of having its members participate in Leadership ITE, it is the policy of NC-ITE to offer financial assistance for each NC-ITE participant in the program up to \$250 each.

Advocacy

As an agency, NC-ITE is proud to advocate for the transportation industry through education, networking, and service. We are a growing organization who will continue to support the advocacy of ITE. To reflect that, all Virtual Section Meetings were free for attendees, and in lieu of a registration fee, attendees were recommended to donate to local charities. The charities were all aimed to help ease the impacts of the civil unrest in Minneapolis, covid relief, the homelessness crisis, and other noteworthy causes in the Section.

In addition, all door prizes and silent auction items were gift cards or donations to minority owned, historically disadvantaged, or small businesses in the area. NC-ITE continues to work to create a transportation system that works for all system users and is even continuing by providing comments to the MUTCD that reflect the changes in safety and operations that we all aim to see.

The North Central Section is excited at the opportunity to apply for the "Outstanding Section Award", and hopes that all the hard work put in by its members reflect that in this application.

Thank you for your consideration.

Sincerely,

Kevin Peterson, P.E.
2021 NCITE President

Tyler Krage, P.E., P.T.O.E.
2021 NCITE Vice President

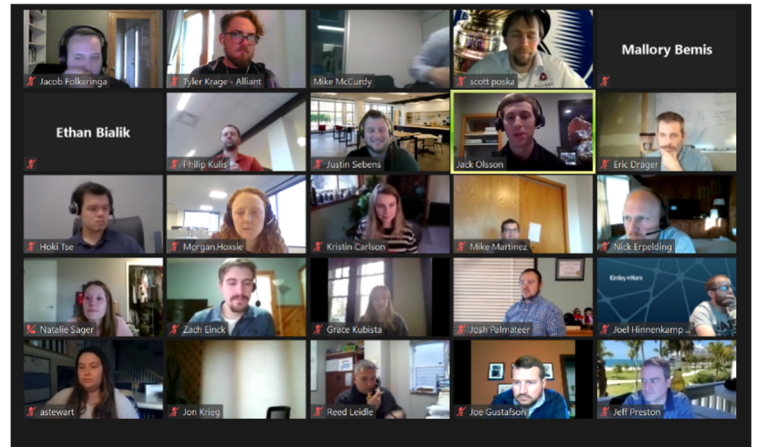


Virtual Trash Pickup



YMC Happy Hour and Game Night

YMC Bike Infrastructure Tour



Virtual Section Annual Meeting



Jan 2020 In-Person Section Meeting

Minneapolis K-12 Career Day

