LeadershipITE Experience

Catalina Echeverri, PMP - Gannett Fleming
Jody Godfrey – CUTR
Chris Russo, P.E., PTOE - Atkins
ITE 2018 – A Community of Transportation Professionals

Relevant
Recognized
Value-added
Connected
Shaping the Future - Strong Young Member and Student Programs
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

- Bad Lieutenant
- Mike and the Mad Dog
- Undefeated

2003
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
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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,...
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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,...
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

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**Books**

- The Garden, the Curtain and the Cross
  - 2016
- The Christmas Promise
  - 2014
- The One O'Clock Miracle
  - 2014
- The Storm That Stopped
  - 2016
- Alby's Amazing Book
  - 2014
Evaluate

Three Common Results

- Online Star
- Negative Content
- Irrelevant
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

[Bar chart showing ratings for various skill areas such as Teamwork, Face-to-Face Communication, Ethics, Report Writing, E-mail Communication, Client Interaction, Public Speaking, Leadership, Project Management, Proposal Writing, and more. The chart uses blue, red, and green bars to represent Importance, Preparedness, and Value respectively.]
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

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<tbody>
<tr>
<td>Data: Vehicle Trips by Land Use</td>
<td>Data: person trips, urban examples, eliminated older than 1980, regional filters on data</td>
<td>Data: TBD</td>
</tr>
<tr>
<td>Partners: data is voluntarily provided by agencies or consultants</td>
<td>Partners: traditional volunteers (increased data by 1,700 site)</td>
<td>Partners: TBD</td>
</tr>
<tr>
<td>Positive Outcomes: systematic and unbiased best practices process, transparent funding asks of developers,</td>
<td>Positive outcomes: introduced simple multi-variable process to be more specific to sites</td>
<td>Desired outcomes: multi-modal friendly cities, align with vision zero, design for aging/all road users</td>
</tr>
<tr>
<td>Implications: auto-oriented designs ignoring pedestrian uses, social exclusion and inequality</td>
<td>Implications: unknown: space for context &amp; urban rates - what levers are being activated to push for people trip designs &amp; funding</td>
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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

Trips = Counts(x) (TF)(Den)(%sen)(DT)...(n)
Possible New capabilities

**Dynamic**
Continuous update
Beyond short duration counts

**Biased towards healthy streets**
Answer latent demand
Flag counts with missing AT infra

**Multivariable**
Transportation attributes
Demographic trends
Community health indicators

**Iterative**
Mode split targets
User preferences
App-generated data

TNCs provide millions of rides per day.

CitiBike riders took 65,098 trips in June.
Main Street Project

Trips

**TOTAL**

**DAILY AVERAGE**

64,800
3 Fridays analyzed

Network links Main St (19th–18th)

Time 6AM–10AM

Day Mon–Thur

Mode
Primary modes by share of trips

Any mode 64,800 trips

- Private auto
- Public transit
- Walking
- Biking
- On demand auto
- Other

Travel purpose

Origin

Destination
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