

A group of people in a modern office setting. In the foreground, a man is sitting at a table, working on a laptop. Another man is standing behind him, leaning on the table. There are papers and a tablet on the table. The background shows large windows and other people in the office.

# ITE ENGAGEMENT STRATEGIES

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## STRENGTHENING ITE THROUGH RECRUITMENT AND RETENTION

Class of 2023 LeadershipITE  
Traffic DeLITE

# Team Traffic DeLITE

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# INTRODUCTION

There are many organizations available for a transportation professional. ITE and organizations such as ASCE, APWA, ITS America, etc. have similar pools of candidates that often overlap with one another. With a limited pool of candidates, Traffic DeLITE highlights the importance of retention and recruitment working together so that ITE continues to meet the expectations of current members and attract new members along the way.

The Traffic DeLITE team analyzed past surveys such as the 2019 ITE membership survey and the 2022 ITE District, Section, Chapter Best Practices Survey, interviewed several ITE Sections, and reached out to our professional network for additional surveys.

After some research and analyses, Traffic DeLITE identified the following areas for ITE to engage existing and potential members: (1) ITE Sections, (2) Member Benefits, and (3) Employer Benefits.

## ITE SECTIONS

According to the most recent ITE District, Section, Chapter (D/S/C) Best Practices Survey only 26% of the D/S/Cs have a specific membership officer, committee, or ambassador to focus on recruitment and retention. To identify actionable steps for the remaining 74%, Traffic DeLITE reached out to the sections that experienced the largest growth in the past three years.



The largest overall membership increases are attributed to an increase in agency members. The overall largest increase in new members over the last three years as a percentage of their membership are: Upstate NY, Kentucky, and Capital Area. The largest growth in memberships from the private sector are seen in Georgia, the Mid-Atlantic, and North Carolina.

Feedback through surveys and virtual interviews converged on the following pillars: collaboration with other ITE Sections and other organizations, creating smaller communities, and supporting student chapters.

### COLLABORATION

Nearly all sections that responded to the survey or reached out through phone interviews indicated that collaborating with other transportation organizations increased community awareness and served as a tool for recruiting new members. Examples ranged from planning the social activity at a local transportation conference, to co-hosting an event for Young Members with ASCE.

Successful sections also recognized the advantages of collaborating with near-by Sections. As an example, the Mid-Colonial District, Mid-Atlantic Section and Washington DC Section hosted a joint technical webinar in February, while Kentucky and Ohio Sections held a joint in-person technical session. These collaborations strengthened member networks beyond their respective section and exposes members to ITE as a larger entity.

## COMMUNITY

ITE Sections that are geographically large, or are concentrated in one city, should consider carving smaller areas with appointed activities committee or chair to foster smaller communities within the larger section. A collection of smaller communities engages more members throughout the year compared to a large community concentrated in one place.

A great example of this is the Mid-Atlantic Section which covers Pennsylvania, southern New Jersey, Delaware, and West Virginia. The Mid-Atlantic Section is divided into an East, Central, and West region. Each region having a chairperson or committee that plan smaller, local events like golf outings, bike rides, or attending sports events. Within a year, the section holds 10-15 local events across the three regions.

A similar strategy is employed by the NY Upstate Section, with success.

## SUPPORT STUDENT CHAPTERS

Lastly, the sections we corresponded with recognize that many of their leadership joined as students and encourage other sections to work in partnership with student chapters. An example is holding a panel for students to use as a resource, co-hosting events with the student chapter, and integrating them into the section activities by providing a discounted price to luncheons or activities.

Synergy between Sections and Student Chapters leads to a greater continuity in transitioning students to full members.

## MEMBER BENEFITS

According to the 2023 ITE All Member Survey, the number one reason for members not rejoining ITE was due to cost, or employer not reimbursing membership dues.

While cost of membership may be a common challenge among membership organizations, the Traffic DeLITE team believes that enhancing the benefits of joining ITE increases the value of membership for potential members concerned about membership dues.

## CURRENT ITE BENEFITS

The Traffic DeLITE team first started by evaluating the current benefits of ITE membership. According to the ITE website, benefits to ITE membership include the following:

- Discounts on ITE publications
- Access to free webinars
- Discounts on ITE sponsored events
- Access to ITE programs including LeadershipITE, Mentoring, etc.

A common theme among the ITE benefits noted is that the benefits are largely professional benefits. There is no mention of any personal benefits or perks for joining ITE listed on the ITE website.

## OTHER MEMBERSHIP ORGANIZATIONS

The Traffic DeLITE team thought it was important to investigate member benefits of other organizations like ITE. While ITE is a unique organization and is not in competition with other organizations, many members (or potential members) are likely to be involved with organizations which could be at the expense of ITE. Traffic DeLITE team evaluated the member benefits of organizations such as ITE, SAE, ASCE, etc. A general summary of the membership benefits of these organizations in addition to professional benefits includes the following perks:

- Gym membership discounts
- Travel benefits such Hotel or Car rental discounts
- Professional liability insurance
- Movie ticket discounts
- Discounts on computer equipment

A common theme among some of the other organizations was to emphasize how the cost of membership pays for itself through the membership benefits offered by the organization.

## CORPORATE BENEFIT PROGRAMS

When conducting a review of membership organizations, it became apparent that most other organizations used third party vendors that administer corporate benefit programs, also known as corporate affinity programs. These vendors administer the day-to-day affairs of the benefits programs such as finding member deals, coordinating with retail partners, and maintaining the online platform for organization members to redeem corporate benefits. The Traffic DeLITE team found that corporate benefit program vendors have a pay structure that is either no cost or low-cost to organizations and their members. Their main source of revenue is typically charging retail partners to promote deals through corporate benefit programs.

Two corporate benefit program vendors that seemed to be commonly used in the industry include the following:

- **Memberdeals** ([www.memberdeals.com](http://www.memberdeals.com)): This vendor seemed to commonly be used by membership organizations to administer corporate benefit programs. They offer various services to membership organizations such as access to discounts on movie tickets, entertainment events, amusement parks, etc. Their pay structure appears to be no-cost for membership organizations and their members. They appear to find and promote member discounts on a frequent basis, keeping their content fresh for members.
- **Active & Fit** ([www.activeandfitnow.com](http://www.activeandfitnow.com)): This vendor is commonly used to administer health benefits for membership organizations including gym membership discounts, access to health videos, etc. Their pay structure is unknown. It is recommended for ITE to conduct further research into this organization to evaluate their potential use as a membership benefit to ITE members.

## RECOMMENDATIONS TO ITE

After reviewing the current benefits that ITE offers as well as the benefits of other similar organizations as ITE, the Traffic DeLITE team recommends that ITE enhance perks to ITE membership to things that members value. For example, discounts on professional liability insurance, car rentals, or gym memberships. We believe that enhancing the benefits of joining ITE increases the value of membership for potential members concerned about membership dues.

It is also important for ITE to increase awareness of the benefits of ITE benefits to show the value of ITE membership. The ITE benefits webpage should be enhanced to show how the cost of ITE membership pays for itself by reaping the benefits that ITE offers. The member benefits page should also be prominently shown and accessible from the main ITE membership page (<https://www.ite.org/membership/become-a-member/join-ite/>).

We believe that enhancing ITE member benefits increases the attractiveness of ITE to reach new members in key demographic areas such as younger members. Younger members bring new energy into any organization and so it is important to target this group in particular to help ensure the long-term success of ITE. Other key demographics that may have a heightened interest in member benefits include potential members who have employers who only reimburse membership for one organization. This group is likely to factor the potential advantages of joining an organization, including personal benefits, when deciding on which organization to join.

## EMPLOYER BENEFITS

As the ITE may be aware, not only attraction and retention of individual members is important, but the bulk of the membership comes from both small and large employers. ITE must keep in mind that employers are often faced with a decision to determine which is the best organization to join, and which would provide the most incentive to their firm/agency. That decision may be difficult as other organizations compete to recruit members. ITE must take in consideration the following strategies to improve the employer benefits and attract and retain a larger pool of members.

To help this and narrow down our targeted strategies, our team created a survey and sent it to a variety of transportation firms and public agencies asking what they did or did not like about ITE. What can be improved, or why they don't have membership. Survey feedback are attached in the appendix.

## CHAMPIONS

ITE should promote and/or designate an ITE champion program for the firms. The concept is similar like the ITE student chapter where there is a student president. This individual would help improve communication of any recent ITE news, meetings and events to their respective staff who may not have the time to gather the information themselves. From this, we would expect higher levels of active participation and enthusiasm within the ITE.

## **EQUAL AFFORABILITY**

In line with the benefits offered to young members and public agency memberships, the second strategy revolves around enhancing affordability. It is imperative for ITE (Institute of Transportation Engineers) to extend a similar benefit structure to smaller private firms, with a particular focus on disadvantaged business enterprises. Based on our analysis of our surveys, we saw a trend where smaller private transportation firms opt out from acquiring an ITE membership due to costs.

Furthermore, this will demonstrate ITE's commitment to its strategic goal of diversity and inclusion and provide equal opportunities for smaller firm easier access to ITE resources, activities, and events.

## **LOCAL COLLABORATION**

The final strategy centers around fostering active local engagement between public and private firms within ITE, with a particular emphasis on cultivating partnerships between them. Public firms, being potential clients of private firms, hold the key to significant financial incentives for both parties. While some sections may employ this strategy, it is not universally adopted across all sections. We envision a consistent approach by encouraging a senior leader of a public firm in each section to provide a presentation on a yearly basis. Presentation by public agencies held in public offices is a successful approach done by many sections, which creates a hub where both local public and private sectors come together.



## CONCLUSION

Engagement is important when it comes to recruitment and retention—and it is widely accepted that recruitment and retention of younger generations have been a topic of discussion in many associations.

Team Traffic DeLITE believes that ITE can boost engagement—to recruit new members and retain existing members by focusing on ITE Sections, and benefits for the member and for employers. We want members to realize the worth of their benefits and become champions of ITE within their workplace, and we want employers of all sizes to realize these benefits as well, especially disadvantaged businesses.

## **APPENDIX I - Section Surveys**

## Kentucky Section of ITE Survey – April 2023

**1. Does the Kentucky Section of ITE have a strategy for attracting new members?**

We do not have a defined strategy as of right now, but some smarter people than me were able to get an agency membership with KYTC (our DOT) that brought a lot of people in. Another thing we are trying to do is get more involved with the student chapters and attracting planners in with the free ITE membership this year.

**2. If yes, what approaches has the section taken to increase new member engagement? (Ex: discounted luncheon tickets, free admission to networking events for the year, discount for existing members if accompanied by new member, etc).**

**3. List ITE Section membership benefits (if any).**

We usually do discounted rates for PDHs and luncheons, plus we recommend the membership benefits from international ITE.

**4. How many events are held by the section each year?**

We usually have 4, but we are trying out 6 this year to help gain more traction.

**5. What type of events have seen the highest number of new member attendees?**

Southern District ITE was the largest in 2022, but local attendance was probably highest at our banquet at the end of the year.

**6. What do you consider to be the most important event/benefit for new members to be?**

Networking and continued learning.

**7. Does the Mid Atlantic Section of ITE partner/collaborate with other ITE sections nearby?**

We have a joint meeting with Ohio and are trying to do one with Indiana.

**8. Does your ITE District provide sufficient guidance and support for the section to continue growing?**

Yes, the president is from Kentucky and international liaison is also from KY.

**9. If no, how can your district help your section?**



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## MASITE Survey – April 2023

### 1. Does the Mid Atlantic Section of ITE have a strategy for attracting new members?

Yes. Prior to 2020, we partnered with the PSU Transportation and Engineering Safety Conference (TESC) to support a 2 day conference. We would provide the speaker gifts, provide volunteers, and plan the outside social for the event. As time evolved, the TESC has recruited its own volunteers and we do not provide speaker gifts. However, we are still providing the Social which we use as a membership drive to advertise the section. When the TESC Conference was virtual in 2021, we held coordinated socials in the three areas of our section all in one night. Starting in 2020, we restructured our annual corporate sponsorship program. In 2019, MASITE had 28 annual sponsors. In 2020, our sponsorship jumped to 44 sponsors. Since then, sponsorship has grown every year, and in 2023, we have 55 committed sponsor companies. As part of the sponsorship package, we offer free attendance seats at the annual meeting, a dedicated session for our highest level sponsor at the annual meeting, advertisements in all email communications, free attendance at a designated number of local area events, and other perks such as early registration for events. In addition to bringing in more money to the Section to allow us to expand our event capacity throughout the year, we feel that the sponsorship program has brought to light what MASITE offers to the transportation community and has encouraged more engagement from members as well as attracted new members. The sponsors have recognized that the free seats at an area event or the annual meeting can be used for non-members to reduce their cost; but in the end will attract new membership throughout the year. Both MASITE and the District provide funding to student chapters within our Section. We hope that by supporting our student chapters, we will have greater continuity in transitioning students into full members.

### 2. If yes, what approaches has the section taken to increase new member engagement? (Ex: discounted luncheon tickets, free admission to networking events for the year, discount for existing members if accompanied by new member, etc).

Each event we host has a member price and a non-member price (as well as a discounted student price) ; the price between members and non-member pricing is always greater than \$10. We have not hosted any dedicated member only events or new member events in recent years. However, we do provide many opportunities for new members to get involved with MASITE. Volunteering for a local area events committee or helping with the annual meeting are great ways for newer members to get involved, and our board members and current committee members frequently encourage new people we see at events to consider these opportunities. We have put more thought into engaging young professionals within the Section recently. While we don't currently have an active young member committee, we have had much success pairing with ASCE YMF in the Philadelphia area for joint events dedicated to younger members.

### 3. List ITE Section membership benefits (if any).

We offer attendance at reduced rates for members at most of our events throughout the year. PDHs are obtained for all technical presentations and we are working on increasing our technical training (analysis programs, ethics, etc.).

### 4. How many events are held by the section each year?

Every year, MASITE's three largest events are the annual technical conference, a golf outing (joint with ITSPA), and a social at the Penn State Transportation Engineering and Safety conference. In addition to these annual events, we have split the section into three regions (east, central, and west) where we have a chairperson and committee that plans smaller, local events. We typically host 10-15 local events annually across the three regions, but these numbers are still normalizing coming out of COVID. Prior to

COVID, we hosted almost exclusively in person events, but since 2021, we have been striving to offer a mix of in-person, virtual, and hybrid events to our members. We distribute “how are we doing” questionnaires at some events to gauge feedback on our events and the interests of our members.

**5. What type of events have seen the highest number of new member attendees?**

Our highest attended events annually are the technical conference, golf outing, and TESC social in terms of registration most likely because members from across the entire section travel to attend these events. We do not restrict these events to members only, and we likely get a high proportion of non-members at these events. Candidly, we could probably do a better job working to transition the non-members to members at these events, and we plan to strive to do so in the future. In the category of local area events, our events that are presented by DOT staff or hosted at DOT facilities are often some of the highest attended events. We have also hosted technical cabinet training events led by our vendor sponsors, and they are very well received. Post-COVID, we have found that webinars can attract 100-200 registrations even with charging a small fee, and these events give us the opportunity to widen our reach both geographically and to new members.

**6. What do you consider to be the most important event/benefit for new members to be?**

We provide new members with the opportunity to grow in all facets of their career through MASITE. We offer a variety of events that allow attendees to grow their professional network, acquire PDH credits, and develop new technical skills. We also launched a mentoring program in 2022 which we hope provides benefit to all members, particularly new ones.

**7. Does the Mid Atlantic Section of ITE partner/collaborate with other ITE sections nearby?**

Somewhat. We hosted a panel discussion webinar with the Met Section in 2021, and recently did a joint webinar on the MUTCD with WDCSITE. We’re certainly not opposed to collaborating with other sections, but a bigger focus for MASITE over the past few years has been collaborating with our student chapters. We’ve had a lot of success recently planning joint events with MASITE and the University of Pittsburgh student chapter to strengthen membership in western PA while supporting the student chapter at Pitt. We are working to provide this programing at all of our student chapters.

**8. Does your ITE District provide sufficient guidance and support for the section to continue growing?**

Our District (MCDITE) is a little unique in that we are made up of two geographically expansive, and largely self-sufficient sections (MASITE and WDCSITE). For many years, the District put on an annual meeting and provided general oversight to the Sections but gave a lot of autonomy to the Sections. The Section boards for MASITE and WDSITE are both individually larger than the MCDITE board. In 2022, MCDITE went through a District Visioning process, and the role of the District is expanding as a result. Since the District is still implementing the changes from the visioning process, it's a little too soon to see how it will play out for MASITE.

**9. If no, how can your district help your section?**

As part of the District visioning process, we identified student chapter guidance centralization and providing a connection between the Sections and ITE international as ways that MCDITE could help MASITE grow. The District was also largely relying on the Sections for communication to members, but has since formed their own communication committee to take on some of that responsibility to free up the Section board members to focus on other initiatives.

**REBECCA BIRO, PE, PTOE**  
**Project Delivery Manager, Traffic**



## New York Upstate Section of ITE Survey – April 2023

**1. Does the New York Upstate Section of ITE have a strategy for attracting new members?**

Not officially, but we should... We actively promote our annual section meeting, annual district meeting, local activity committees e.g. Rochester and hockey games or bike rides on the Erie Canal Trail, ITE webinars and most recently joint section meetings. We found a location for Upstate and the MET (NYC area) sections to meet with speakers, PE credits, etc. We are looking to do the same with the Hamilton ON section at some point. As noted in our call, others have been doing a lot of great work with engaging student chapters and getting new schools to join.

**2. If yes, what approaches has the section taken to increase new member engagement? (Ex: discounted luncheon tickets, free admission to networking events for the year, discount for existing members if accompanied by new member, etc).**

Those are great ideas, I'll bring them up during our board meeting next week.

**3. List ITE Section membership benefits (if any).**

I wish we did, or a go to document. It's not the end all, but ensuring we have an up to date section website. If someone is wanting to know what is going on this year, they should be able to go to our calendar. We also make sure to point benefits from HQ like PE credits from watching prior sessions online.

**4. How many events are held by the section each year?**

We have an annual section meeting, annual district meeting, various local activities like holiday parties that coincide with other associations. For 2023, it will be three official meetings. Section meeting in the Albany area, district meeting in Burlington VT, and our joint section meeting with the MET in Poughkeepsie.

**5. What type of events have seen the highest number of new member attendees?**

It is still TBD with NYSDOT joining us last year. With our section meeting in Albany, our hopes are to attract a lot of NYSDOT members as that is where their HQ is location, so the travel objection is minimal.

**6. What do you consider to be the most important event/benefit for new members to be?**

For myself, being part of a group that is outgoing and new relationships to be made. For others it may start as networking or 'I need PE credits', but it always turns into other great reasons. For example, we had two existing ITE members that moved to upstate NY from other states and I like to think there is a common sense of belonging by already being a member. A lot of our current leadership joined as students. I'd really stress engaging in given universities that have traffic/transportation planning programs.

**7. Does the Mid Atlantic Section of ITE partner/collaborate with other ITE sections nearby?**

The MET section so far. New England section is now several sections, so that is to be determined. There is always a group that stays up late after during our section and district meetings. As noted in the call, the MET section does a lot with ITS NY with dinners and speakers. For them, it's a little easy to pick a spot in Manhattan vs a 4 hour drive.

**8. Does your ITE District provide sufficient guidance and support for the section to continue growing?**

Yes, we had a change in leadership this year and I've stayed in touch with our prior international director as well as Coleen at HQ in DC.

## **APPENDIX II - Member Surveys**

**ITE Leadership Survey**  
**Team: Traffic DeLITE**

Hello, thank you for your time in participating in this survey. This is a group project sponsored by the ITE as part of their leadership program. For my team, we are collecting data from various private and public institutions for their opinions, and membership status with the ITE in general. The outcome of this project, we hope, will greatly improve the following, with ITE adopting this as part of their standards of procedure:

- Improve communication and better provide employers with information on the benefits of ITE membership.
- Encourage and support an ITE champion within a public and private entity so that membership engagement within the transportation community is more frequent.
- Reevaluate and recommend new membership fee schedule to better support employers and their staff with their ITE membership.
- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Will Johnson
<b>Role:</b>	Senior ITS Project Manager
<b>Organization Name:</b>	HDR
<b>Private or Public:</b>	Private
<b>Location:</b>	Denver, CO

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.



- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

6. Do you use any ITE reference material? If so, what, and why?

Very little. Every so often I will look up things in the Intelligent Transportation Primer or the Traffic Engineering Handbook. But that has not happened in the last couple years.

7. Are there any new or emerging practices that you wish to be considered in ITE?

8. Do you have any suggestions on how ITE can increase the membership enrollment?

I understand that ITE membership is increasing again, which is a good thing, however I would like to see more industry relevant publication in the ITS Journal versus academic. Maybe some joint meetings or collaboration with WTS and ITS America.

9. In your opinion, what sets ITE apart from other organizations?

## ITE Leadership Survey

### Team: Traffic DeLITE

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- Reevaluate and recommend new membership fee schedule to better support employers and their staff with their ITE membership.
- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Anabel Hernandez
<b>Role:</b>	Project Manager
<b>Organization Name:</b>	Kimley-Horn
<b>Private or Public:</b>	Private
<b>Location:</b>	Las Vegas

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
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  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
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  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
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- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

I like having the Member Forum Digest where people can reach out to others regarding different topics. I am not sure if other organizations have something similar. I like the PDH tracker that ITE offers as well, not sure if other organizations have a similar tool.

6. Do you use any ITE reference material? If so, what, and why?

Yes, I have used the PTOE and RSP practice test material and it has all been very helpful. I have not used the webinars yet, but like the option for webinars and podcasts that are available through ITE.

7. Are there any new or emerging practices that you wish to be considered in ITE?

Exploring other practices within Transportation Planning could be helpful now that we are trying to recruit more Transportation Planners.

8. Do you have any suggestions on how ITE can increase the membership enrollment?

I think ITE is doing a good job with their initiative to bring on transportation planners on board, continuing to cater to this new group will allow for further increase in membership as more planners hear about what ITE has to offer. Having more outreach at the college level will also be great for both engineers/planners so that students are encouraged to remain in ITE after

9. In your opinion, what sets ITE apart from other organizations?

I used to be a member of ASCE, but switched over to ITE as this is THE organization for transportation professionals, while ASCE was helpful in meeting other engineers in my area it did not provide me technical information on transportation. The topics discussed through ITE directly impact my work so felt this was more beneficial as I continue to grow professionally.

**ITE Leadership Survey**  
**Team: Traffic DeLITE**

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- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Samuel Ahiamadi
<b>Role:</b>	Network and Operations Analysis
<b>Organization Name:</b>	Nevada DOT
<b>Private or Public:</b>	Public
<b>Location:</b>	Carson City

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?  
I believe ITE is doing very well and keeping up with the industry standards

6. Do you use any ITE reference material? If so, what, and why?

ITE Trip Generation Manual  
ITE Journal

7. Are there any new or emerging practices that you wish to be considered in ITE?  
I believe ITE is doing very well and keeping up with the industry standards

8. Do you have any suggestions on how ITE can increase the membership enrollment?  
No

9. In your opinion, what sets ITE apart from other organizations?

ITE caters for the needs of professionals in the traffic and transportation industry. It provides guidance and information relevant to our work.

**ITE Leadership Survey**  
**Team: Traffic DeLITE**

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- Improve communication and better provide employers with information on the benefits of ITE membership.
- Encourage and support an ITE champion within a public and private entity so that membership engagement within the transportation community is more frequent.
- Reevaluate and recommend new membership fee schedule to better support employers and their staff with their ITE membership.
- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Mitchell Fink
<b>Role:</b>	Licensed Engineer with Transportation/Traffic Responsibilities
<b>Organization Name:</b>	Washoe County Community Services Department
<b>Private or Public:</b>	Public
<b>Location:</b>	Washoe County, NV

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

Quite a few of the ITE certifications (RSP1, RSP2, PTOE) are not required certifications to obtain by our organization and only ITE CEUs/PDHs are allowed to maintain these certifications. Other certifications allow different organizations CEUs/PDHs to qualify for continuing education.

6. Do you use any ITE reference material? If so, what, and why?

Yes. The Trip Generation Manual, Traffic Engineering Handbook, Traffic Calming. Used to evaluate projects and make engineering determinations for transportation/traffic issues.

7. Are there any new or emerging practices that you wish to be considered in ITE?

8. Do you have any suggestions on how ITE can increase the membership enrollment?

In-person workshops for CEUs/PDHs.

9. In your opinion, what sets ITE apart from other organizations?

Focusing specifically on all transportation/traffic related items. Other organizations have a broader engineering scope but don't provide the level of detail and information sometimes required for that specific item/task.

## ITE Leadership Survey

### Team: Traffic DeLITE

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- Reevaluate and recommend new membership fee schedule to better support employers and their staff with their ITE membership.
- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	David Hutchinson
<b>Role:</b>	Associate Civil Engineer
<b>Organization Name:</b>	City of Reno
<b>Private or Public:</b>	Public
<b>Location:</b>	Reno, NV

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.



- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?  
I am not active in any other organizations.

6. Do you use any ITE reference material? If so, what, and why?  
Traffic Engineering Handbook.

7. Are there any new or emerging practices that you wish to be considered in ITE?

NA

8. Do you have any suggestions on how ITE can increase the membership enrollment?  
Lower the price.

9. In your opinion, what sets ITE apart from other organizations?  
It is the only organization that I am aware of that is traffic specific.


**ITE Leadership Survey**  
**Team: Traffic DeLITE**

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- Reevaluate and recommend new membership fee schedule to better support employers and their staff with their ITE membership.
- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Dean Mentjes
<b>Role:</b>	Transportation Specialist
<b>Organization Name:</b>	Federal Highway Administration
<b>Private or Public:</b>	Public
<b>Location:</b>	Springfield, IL

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other Did not need as part of position; previously had to pay yourself out of pocket; now 

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other Learning and networking

5. Are there any differences in ITE compared to other organizations you are active in?

N/A

6. Do you use any ITE reference material? If so, what, and why?

7. Are there any new or emerging practices that you wish to be considered in ITE?

N/A

8. Do you have any suggestions on how ITE can increase the membership enrollment?

9. In your opinion, what sets ITE apart from other organizations?

National organization dealing with traffic engineering best practices

**ITE Leadership Survey**  
**Team: Traffic DeLITE**

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<b>Name:</b>	Rich Pettinari
<b>Role:</b>	Associate Engineer
<b>Organization Name:</b>	Headway Transportation
<b>Private or Public:</b>	Private
<b>Location:</b>	5482 Longley Lane, Suite B Reno, NV 89511

1. Are you currently a member of ITE? Yes, **No** (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
  - Was not engaged and/or involved with ITE.
  - Benefits from an ITE membership did not justify the cost, lack of value.
  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

6. Do you use any ITE reference material? If so, what, and why?

No, I do not.

7. Are there any new or emerging practices that you wish to be considered in ITE?

8. Do you have any suggestions on how ITE can increase the membership enrollment?

Conduct regularly scheduled chapter meetings/luncheons.

9. In your opinion, what sets ITE apart from other organizations?

## ITE Leadership Survey

### Team: Traffic DeLITE

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- Create a guide for ITE with the overall goal of also including other disciplines that works directly or closely with transportation engineers and planners.

<b>Name:</b>	Ana Varhaug
<b>Role:</b>	Manager and Transportation Planning Engineer
<b>Organization Name:</b>	Associated Engineering Ltd.
<b>Private or Public:</b>	Private
<b>Location:</b>	Vancouver

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
  - Staying up to date on information, news, and trends related to the transportation industry.
  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
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  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

6. Do you use any ITE reference material? If so, what, and why?

Most frequently ITE Trip Generation Manual.

7. Are there any new or emerging practices that you wish to be considered in ITE?

Micro mobility.

Autonomous and connected vehicles.

Integrated development and transportation planning practices.

8. Do you have any suggestions on how ITE can increase the membership enrollment?

9. In your opinion, what sets ITE apart from other organizations?

ITE's dedication to connecting transportation planning and engineering professionals.

**ITE Leadership Survey**  
**Team: Traffic DeLITE**

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<b>Name:</b>	Dale Bracewell
<b>Role:</b>	former City of Vancouver transportation planning manager, Principal
<b>Organization Name:</b>	Mobility Foresight
<b>Private or Public:</b>	former public, now private
<b>Location:</b>	Vancouver, BC

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
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  - Access to information and technical resources specific to the transportation industry.
  - Opportunities meeting and networking with industry professionals.
  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
  - Cost of membership/employer will not pay or reimburse membership dues.
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  - Lapse in membership.
  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.



- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
- Access to technical resources and publications.
- Professional development and educational opportunities/obtain PDHs or CEUs.
- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

ACEC provides a more direct opportunity for local clients than ITE.  
Also, ACEC seems to be more supportive coaching environment as the new consulting firm.  
Annual guide on charge out rates.

6. Do you use any ITE reference material? If so, what, and why?

use them as part of scanning, just review them.  
Not cutting edge on references. more helpful who are early in their career

7. Are there any new or emerging practices that you wish to be considered in ITE?

I think ITE should come with road space reallocation, how to systematically think towards your network towards sustainable modes

8. Do you have any suggestions on how ITE can increase the membership enrollment?

ITE should focus on urban, do things like complete street and separate from urban , challenging congested limited space we have, European guidelines

9. In your opinion, what sets ITE apart from other organizations?

NACTO focus on more urban and city areas and they ask their members what think are the strategic priorities, ITE depends on council and committees, NACTO has its own board and does annual engagements with us  
Stable parental trust worthy organization, steady, traditional

**ITE Leadership Survey**  
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<b>Name:</b>	Deepnath Majumder
<b>Role:</b>	Transportation Planner
<b>Organization Name:</b>	WSP
<b>Private or Public:</b>	Private
<b>Location:</b>	Vancouver, BC, Canada

1. Are you currently a member of ITE? Yes/No (If No, skip questions #2, #4, #5, #7, & #9)
2. Why are you, or your organization have active ITE membership? (Select that apply)
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  - Professional development and educational opportunities, CEUs or PDHs.
  - Maintain certification/credentials.
  - Career advancement/job opportunities.
  - Member discounts on meetings, conference registrations, publications, webcasts, online courses, etc.
  - Volunteer and leadership opportunities.
  - Council and Committee participation.
  - Other \_\_\_\_\_
3. Reasons why you, or your organization, not active members of ITE? (Select that apply)
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  - A member of other organizations more specific to my area of discipline.
  - Canceled my ITE membership and joined another organization.
  - Employer does not support membership.
  - Shared ITE resources provided by active ITE members/other sources.

- Retiring/Retired.
- Other \_\_\_\_\_

4. What does ITE do/provide that is most impactful to you and/or your organization? (Select that apply)

- Up to date information and news related to the transportation industry.
- Opportunities to meet, network, and collaborate with others involved in the transportation industry.
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- It is THE organization for transportation professionals.
- Career advancement/job opportunities.
- Discounts to meetings, conference registrations, publications, webinars, online courses, etc.
- Volunteer and leadership opportunities.
- Other \_\_\_\_\_

5. Are there any differences in ITE compared to other organizations you are active in?

I am a member of the local planning chapter as well. I find them way more engaging and get a lot more opportunities for networking compared to the local ITE chapter.

6. Do you use any ITE reference material? If so, what, and why?

ITE Trip Generation Manual  
ITE Parking Manual

7. Are there any new or emerging practices that you wish to be considered in ITE?

Nothing in particular

8. Do you have any suggestions on how ITE can increase the membership enrollment?

Have more events, socials, group events, etc.

9. In your opinion, what sets ITE apart from other organizations?

I am a new member of ITE, so difficult for me to comment at this stage.