

ITE DISTRICT INNOVATION AWARD

ITE Western District — Implementation of the Section 101 Program



ITE—A Community of Transportation Professionals is pleased to announce that the **Western District** has been awarded the 2024 [District Innovation Award](#) for its exemplary implementation of the Section 101 Program. This innovative initiative has significantly enhanced leadership, management, and community engagement across the Western District's Sections.

The Western District's Section 101 Program was developed to address the diverse challenges faced by its Sections, ranging from varying membership sizes and geographic spreads to competition with other professional associations. Recognizing that a one-size-fits-all approach was insufficient, the Western District designed its Section 101 to provide tailored guidance and strategic planning for each Section. The program aims to empower Section leaders with the tools needed to manage vibrant Sections, promote ITE as a premier professional organization, and implement the strategic vision of the One ITE initiative.

Section 101 involves a series of three to five sessions between Section leadership and District Section 101 leaders, including at least one District Executive Committee member. The initial session focuses on understanding the unique conditions and goals of each Section by addressing foundational questions. These insights are then developed in subsequent sessions to encourage strategic thinking, create action plans, and provide management tools necessary for achieving identified goals. The program concludes with a summary report documenting the action plan and management tools, providing a roadmap for each Section's future.

Five Sections have successfully participated in the Section 101 Program (as of this nomination):

- **Central California Section:** Developed an annual calendar of events and recruited a full Executive Board. Efforts are ongoing to increase public agency participation, particularly with local Caltrans employees.
- **Washington Section:** Organized a Student-Professionals Industry Night, engaged remote members through virtual/hybrid meetings, and expanded the student coordination team.
- **Riverside San-Bernardino Section:** Overhauled its website, hosted multiple events, and increased social media engagement. The Section won the District's 2023 Section Momentum Award.
- **San Francisco Bay Area Section:** Hosted ten events (up from three in 2019) and re-activated committees to foster younger member connections.
- **Central Coast Section:** Decided to maintain separate Sections from Central California after discussions, and now hosts new in-person social events and hybrid meetings.

Feedback from all participating Sections has been overwhelmingly positive, highlighting stronger relations between District and Section leaders and significant progress on action items.

Acknowledgements. Congratulations to the Western District Leadership, pictured below, and to the volunteers and members who participated in launching and executing this impressive initiative that is strengthening the Western District.



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Doug Smith, P.E.



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Visit [here](#) for more information on ITE's Awards Program and to see the other 2024 award recipients.