



**CITE BOD
Waterloo Conference Minutes
June 1, 2014 8:30 EST**

Present: Peter Truch (President) (PT)
Jen Malzer (Vice-President) (JLM)
Edward Soldo (Secretary/Treasurer) (ES)
Bruce Belmore (District Director) (BB)
Jeannette Montufar (Past President) (JM)

Jonathan Regehr (Manitoba)
Jean-Philippe Desmarais (Québec)
Ed Switenky (Hamilton)
Maged Elmadhoon (Southwestern Ontario)
Paul Steel (Southern Alberta)
Daniel Vriend (Northern Alberta)
Greg O'Brien (Atlantic)
James Donnelly (BC Interior)
Campbell Inwood (National Capital)
Mehemed Delibasic (Toronto)
No representative (Vancouver Island)
No representative (Greater Vancouver)
No representative (Saskatchewan)

Paula Flores Benway (ITE VP Candidate)

1. Call to Order

- PT called the meeting to order at 8:30 am EST.

2. Approval of Agenda

- **Motion** (Jonathan Regehr / Ed Switenky): That the Agenda be approved. ✓ **CARRIED**

3. Approval of April 10 , 2014 Minutes

- **Motion** (Ed Switenky / Daniel Vriend): That the Minutes be approved. ✓ **CARRIED**

4. Board of Directors Roundtable – SWOT Analysis

- What are the current issues and challenges facing CITE?

Strengths:

- National representation
- More student chapters are becoming involved; and they are more active
- History—many chapters have been active for many years
- ITE International viewed as a stable parent organization
- Sections are generally financially stable
- Good topics/speakers draw larger crowds
- Section activities can be responsive to local opportunities
- Benefits are more individual/local than on national-level transportation issues (as TAC would be)
- ITE membership has international impact and recognition
- In each section, there is core of very dedicated people to rely on

Weaknesses:

- National level has had some financial issues
- Some sections are very geographically dispersed (e.g., Atlantic, Ft. McMurray, BC Interior, SW Ontario)
- Sometimes hard for sections to find speakers
- Difficult to find people to take leadership roles
- Link between sections and national level is weak/unclear (what is really the purpose of the district?)
- No strict regulations on, for example, how sections can spend money (though this needs to be done in a balanced way)
- What is the value for the sections to participate at the national level? Why would one join International ITE if the benefits are primarily local?
- Managing mailing lists (who might be interested?) Most mailing lists are much larger than membership rosters
- Organizing conferences is a strain on local sections. And the financial “cut” to sections needs to reflect the commitment at the local organization. Sometimes this happens, other times not, depending on the location of the conference. Also, hosting a conference can displace local activities/sponsors. Joint conferences (like here in Waterloo) also pose challenges with how to share revenues. [There is recognition that CITE has made changes to relieve the strain on local sections.]

Opportunities:

- People coming to meetings that are not members
- Lots of non-engineers are interested in ITE-related topics, but are not actually members→do we have a problem with the “E”?
- Find a way to reach out to satellite communities (e.g., Red Deer)
- Involve vice-presidents in BOD earlier to maintain continuity
- Can the District Director position work as a liaison between Executive and BOD? Perhaps the Section presidents are not the best to be sitting on the BOD? But this person would need to be committed/able to attend meetings
- CITE should fund (to some extent) presidents to come to board meetings
- Opportunities to promote the benefits of ITE (i.e., individual) to prospective members
- Prepare/distribute a list of reasons for people to become members/get involved with ITE
- Sections could forward ITE international emails to members/non-members more regularly (and even organize actions around these (e.g., webinars))
- Sections could be more active at promoting CITE events (e.g., TLC projects)

Threats:

- Other organizations sometimes compete for the same membership/audience/volunteers (e.g., TAC, OTC)
- Other professions “encroaching” on engineering practice
- TAC, CUTA, CSCE mandates overlap with CITE (e.g., volunteers, project sponsorship)
- There is a perceived minimal benefit to an organization to have one of their employees become a member

5. Board of Directors Roundtable – Ideas Proposition

- A Strategic Look at CITE. Assuming goals of the organization are to
 - Maintain existing membership
 - Attract new membership
 - Been seen as the ‘go to’ place for the profession
 - Build partnerships and strong links with other organizations with involvement in transportation
 - Provide a ‘best in class’ service for our membership and profession

What do we need to do as an organization to achieve this?

- Engage with student chapters

How do we do it?

What concrete actions need to be taken in the next three months, six months and one year?

- Encourage sections to purposely organize student-centred events (say at least one each year). Find a champion (e.g., liaison officer—could be a professor) at the section executive. Examples are: summer BBQ, joint organization of all events, student discounts, student paper/presentation competitions.
- Partner with related organizations (e.g., planning organizations) and offer a day-long event (this works well particularly in areas that are dispersed geographically). Include multiple presentations, including student presentations.
- Partnerships could involve planning, volunteering, promotion, etc. with other organizations (e.g., students encouraged to volunteer for TAC)
- Strategies to build on “local” communities (e.g., CITE strengths) and let TAC act as a national-level entity
 - Should ITE promote TAC’s cross-Canada presentations? (e.g., bike design guidelines)
 - There would be overlap to manage
 - Options to fund TAC projects strategically as CITE; this could give CITE a stronger role in certain TAC projects that are of interest to CITE’s goals/objectives
 - Options to “bid” on TAC projects as CITE; this would help raise CITE’s profile at the national level
 - How can CITE complement TAC and vice versa
 - The Canadian Capacity Guide was a major effort for CITE, yet has not been adopted by many places in Canada (perhaps because it does not carry the same authority as a TAC guideline)
 - Offer more national training courses (this could show value in membership)
- Discount conference/course/webinar registration fees for members (to show membership benefits)

- Adopt a registration fee structure similar to ITE International conference (e.g., benefits for members, students, young members, etc.)
 - Have a reduction in fees for members at conference, offer option to non-members to sign up as part of registration.
 - Promote ITE training courses so that it is viewed as a “go to” organization
 - What are we trying to be the “go to” organization for?
 - Areas of implementation in transportation (design vs. operations)
 - Community knowledge sharing/best-practices
 - There are many “stronger” organizations that already do what we might be interested in doing (e.g., in Quebec there is the AQTR; C-TEP in western Canada is seen as a “go to” organization for training courses; OTC)
 - The “T” in ITE is still more often “Traffic” than “Transportation”. Is this good? Tends to be urban rather than rural in focus.
 - Promote ITE’s topical strengths: urban issues, ITE trip generation (planning), parking, traffic calming, transportation planning handbook
 - Think about ways to integrate with non-traditional ITE topics (e.g., freight, rail, transit, light rail transit) OR strategically focus on traditional strengths (e.g., traffic, planning, active transportation, safety)
 - We are not “old people” with “old paradigms”; we are not “pure traffic guys”; capacity is not the absolute; we are city builders with balanced/global/multimodal perspectives; we are mode integrators; we need to change the perception that ITE is not only about automobiles; we frequently work with other professions (especially planners)
 - “Best in class” requires a strong network of leadership and strategic direction (BOD members have a short window of opportunity to shape organizational direction). We recognize improvements in involving BOD members by the Executive. Engagement in sections has improved.
 - If the BOD is to have ownership of CITE activities, there needs to be longevity in participation in the BOD. Sections could have a separate “director” position to act as a liaison between Section and District. This could be a separate position from the Section Executive.
 - Continue to increase involvement of Executive in Section activities (e.g., presidential visits)
 - Provide communications packages/templates (e.g., logos, websites, emails) to Sections. Similar efforts to “standardize” the conference guidelines.
- **Action:** That an overview summary of other organizations be provided so that potential partnerships be considered. JM to provide summary, their role and overlap of responsibilities.
- A review of the BOD model is required. Look at model that has a three year commitment for BOD involvement. Look at ways to better engage the BOD and their role in providing strategic direction.
- **Motion:** That a task force review board representation and level of engagement (Paul Steel, Ed Switenky, Daniel Vriend, Greg O’Brien, BB and ES) and report back at the next BOD meeting at the Regina conference.

✓ **CARRIED**

6. Board of Directors Roundtable – Section and Chapter Best Practices

- Atlantic:
 - Two meetings a year (one-day event)
 - Evening banquet
 - Host one-day training courses (e.g., rural road safety) in conjunction with these events
 - Collaboration with IMSA (this enables trade show opportunities)
 - Executive is 4 positions (including PP), on two-year terms, normally progression through these positions occurs
 - Student discounts and poster sessions
 - Sponsors @ \$250
- SW Ontario
 - 3-4 meetings per year (over dinner usually)
 - 5 executive positions; 2 years each
 - Take advantage of ITE webinars
 - Try to attract presentations on timely local transportation projects
 - Student discounts
- Hamilton
 - Bring meetings to students (at Mohawk College)
 - 5 positions with 2-year terms
- Southern Alberta
 - 1-year terms to encourage more volunteers on executive
 - 2-years as secretary OR treasurer (so one person is never secretary and treasurer during their time on executive)
 - 10 luncheons throughout year (break in summer)
 - Include BBQs (tailgate party for Stampeders game)
 - Challenge to involve students
- Quebec
 - Concentrate on involving student chapter
 - Created a “Quebec ITE student chapter” from multiple universities
 - Montreal transportation engineering student competition—involves poster/presentation/paper for one day; location rotates between universities (note that language issue is a challenge)
 - Involvement in CITE’s traffic bowl
- Northern Alberta
 - 9 events per year (take place at Faculty Club at U. of Alberta)
 - Close to students because of this
 - Advertise on email list/website—looking at streamlining advertising process; have a paypal account if needed (end up with small loss at each lunch); students charged \$10
 - Events are well-attended (70-100 people)
 - Offer \$100 section-supporter cards to companies (gives some discounts); slideshow to promote sponsors
 - Challenge: government employees have a harder time coming to lunch because of expense
 - 2 evening student mixers (difficult to attract industry)
- Manitoba
 - Regular monthly events (except summer)

- 5 positions; 2 years per term
- 9 technical presentations, plus informal events (BBQ, golf tourney)
- Lunch location works w/o RSVP
- Document local roles/responsibilities
- Attempt cross-section of membership on executive (e.g., public sector, private sector, city/province, university)
- Improve section transparency
- BC Interior
 - 2 one-day events per year to facilitate travel (Kelowna/Kamloops)
 - Hosted at UBC-O when in Kelowna; include student competition
 - Student mixers
 - Executive has 5 positions, each 1-year term which is a two-year term. Transitions through the executive are not necessarily followed.
 - Allow members-at-large on executive (sometimes this is too many)
 - Partner with PIBC (planning); typically attract 30-70 people
 - Paypal account used
 - Sponsorships @ \$150 each per event

7. TLC Presentation

- Mike Skene provided a presentation of current TLC projects.
- CLASP – Working with tools from Peel Region Health, focus of project is on active transportation, providing guidance and dealing with retrofits. Looks at priorities within a complete streets context. Pedestrians, cycling, lane widths, identifies which element is the priority within the row based on case studies.
- Potential new projects were identified including a review of accessibility issues and different standards across the country and distracted driving.
- CUTA – met with TLC, Integrated Urban Mobility and CUTRIC initiatives. Need for greater collaboration between CUTA and CITE.
- Training program for 2014 was reviewed. Need for a greater initiative from the Sections to organize training sessions and advertise for larger attendance. Content is well received, need for more sessions to make a profit. Item for discussion at the BOD meeting.
- Need for formal arrangement with OTC regarding potential future training sessions.
- Discussion ensued regarding the Rural Road Safety course. Dates should be promoted on local section and national websites. Interest for course in Northern Alberta, Southern Alberta, Manitoba and Southwestern Ontario. Southern Alberta indicated a timeline of November, would like to see course outline on the website to help promote awareness.
- The roles and objectives of the TLC were discussed. TLC to provide a new TOR to executive and BOD. There was a desire to setup a task force to review TLC technical projects and training initiatives.
- **Motion:** That a task force review existing and potential new projects and training initiatives (James Donnelly, JLM, PT, Jean Phillippe Desmarais, TLC Chair and student advisor) and report back at the next BOD meeting at the Regina conference.

✓ **CARRIED**

8. 2016 CITE Conference – Proposal Presentation

- BC Interior Chapter, represented by James Donnelly, provided a presentation of their proposal for hosting the 2016 CITE conference in Kelowna.
- **Motion** (Jonathan Regehr / Ed Switenky): That the Expression of Interest by the BC Interior Chapter to hold the 2016 conference in Kelowna be approved and that the conference be awarded with James Donnelly and Jan Voss as the Appointed LAC co-chairs, PT as the District Liaison and Billy Dong as the Section Liaison.

✓ **CARRIED**

- **Motion** (Paul Steel / Maged Elmadhoon): That rates for students be reviewed and potentially lowered in order to attract a greater student representation

✓ **CARRIED**

9. 2015 CITE Conference – Regina Overview

- Saskatchewan Chapter, represented by BB, provided an overview presentation of the Regina conference. It is the 25th anniversary of the section, conference will be from June 7 to 10, theme is Supporting a Healthy Vibrant Community, will have ties with the Health Unit, Police Services. Delta Hotel is the venue.

10. Leadership Structure and Administration

- PT provided an overview of potential changes and the development of an administrator role for the executive that will provide clerical and administration functions to the executive.
- Clerical duties and coordination duties were primary areas which the executive required additional resources and where items were not being completed. Transportation Talk sponsor contact and conference sponsorship need consistency not available at the present time. Volunteer time by Executive members needed to be allocated to key initiatives versus administration.
- Reduction in administrative duties currently undertaken by Communication Coordinator and the reconsideration of a separate webmaster were discussed.
- Funding for the new position would be derived from existing accounts for 2014 and 2015, allocation of time would be on as needed basis. Role would include:
 - Managing the entire e-commerce system, including addressing conference registrants' issues. This would mean handling the quarterly collection of statements, etc.
 - Keeping documentation on operating procedures and Board-approved actions, particularly those with financial obligations (e.g. appointee travel expense amounts, award winner travel expenses)
 - TT Advertisers / Conference Sponsorship – annual renewals

- Elections. Notifying the membership of available positions, and if there's to be an election, setting up the voting procedures, etc.
- Review proposed changes to Section/Chapter Charter and Bylaws to ensure general compliance with District and International guidelines and requirements.
- Maintain all of the District's historical records including, but not limited to, the minutes of the Executive, Board and Annual Business meetings, financial records, Executive and Board member's correspondence, committee reports and correspondence, and Transportation Talk reports.
- Publish job and tender postings on the CITE website and issue said postings by broadcast email.
- **Motion** (Ed Switenky / Greg O'Brien): That the retention of an contract position of an Administrator to provide clerical, administrative and website support to manage day to day activities within CITE be approved.

✓ **CARRIED**

11. Next Meeting

- Next meeting to be set up by PT for September.
- **Motion** (ES/BB): Adjourn meeting at 16:00 EST.

✓ **CARRIED**