ITE’s Noble Purpose
Noble Judges

- Michelle Birdsall – ITE Staff, Washington DC, USA
- Katherine D’Ambrosio – GDOT, Atlanta GA, USA
- Jim Mallett – Paradigm Transportation Solutions, Waterloo ON, Canada
- Joey Staszcuk – Sanderson Stewart, Bozeman MT, USA
- Ray Yparraguirre – Kimley-Horn and Associates, Phoenix AZ, USA
What do we need to do to fulfill ITE’s Noble Purpose?
The Long Road to Here....Why does ITE Exist?

1920s
Horse drawn carriages and pedestrians gave way to streetcars traveling in the center of city streets flanked by automobiles.

1930s
The mainstream adoption of automobiles began changing the way people and goods moved, and the traffic engineering profession emerged as a result. The Institute of Traffic Engineers (ITE) was born.

1950s
President Dwight D. Eisenhower signed the Federal-Aid Highway Act of 1956, which led to the formation of the Interstate Highway System.

1970s
The Institute of Traffic Engineers changed its name in 1975 to the Institute of Transportation Engineers. Not limiting membership to just traffic engineers but embracing transportation engineers, transportation planners, consultants, educators, and researchers.

2015
ITE encompasses all transportation professionals responsible for meeting mobility and safety needs across all surface transportation modes for all users—drivers, transit riders, pedestrians, and cyclists alike.
ITE’s Core Purpose:

“The purpose of the Institute shall be to enable transportation and traffic engineers, transportation planners, and other professionals with knowledge and competence in transportation and traffic engineering to contribute individually and collectively toward meeting human needs for safety and mobility.

The core purpose of the Institute is to advance transportation knowledge and practices for the benefit of society.”

-ITE Strategic Plan, 2014
Who Does ITE Serve?

- Members
- Sister Agencies
- Non-Members Who May Benefit from Coordination
- Non-Members Who Want Information
WHAT Makes ITE Successful?

VS.

Photo Credit: Eric Shen
Constituent-Based Model

- Manage member expectations
- Focus resources
- Smaller, connected community
- Increase perceived value
- Willing to pay higher dues
- Unique identity in industry
- No need to re-brand

PRO

CON

- Increased competition for membership
- Social club
- Smaller chapter and section membership
- Reduced revenue
- Effort required to establish connections with other industry organizations to expand ITE member’s network
**Content-Based Model**

- Increased opportunity to affect policy direction
- Increased networking and exposure
- Broader industry recognition and status
- Opportunity to attract industries and non-traditional experts
- Provide a baseline of knowledge and support
- More members and revenue

- Diluted technical resources
- Potential to lose members to more technical organization
- Competition with existing industry organizations
- Growth Management
- Rebranding required
Where can ITE have the greatest impact?

• Name recognition?
• Maintain and support technical excellence?
• Bigger tent?
• Combination?
Is your preference for ITE to be constituent based or content based?

- Constituent based (focused on members): 10%
- Content based (focused on being principal source of professional expertise, knowledge, and practices): 15%
- Combination of both: 73%
- Other: 1%
Our Recommendations

• We see the solutions as being two parts
  • Focus on Constituents
  • Leverage existing and potential partnerships to increase content for membership growth
Support Constituents...

• Be the information catalyst
• Increase Local Chapter support
• Encourage involvement at all levels
• Free webinars
• Increase online access to resources
Expand Content...

• Leverage foundation
• Collaborate rather than compete
• Build bridges
Conclusion

• Constituent-based focus should be the driver on how we fulfill our noble purpose.

• Once today’s membership needs are met, ITE can expand to deliver more content-based expansion.

• Become the Catalyst for Transportation