Looking Back:
Transportation through the Decades

In celebration of ITE’s 90th anniversary, throughout 2020 ITE Journal will feature a monthly snapshot of the transportation industry by decade, beginning with the turn of the 20th century through present day. These are the technologies, events, and key players that transformed transportation to bring us where we are today.

2010s
The last 10 years represented a time of change for ITE and a new era of growth. Since 2015, ITE has been led by a new CEO and executive director for the first time in nearly 30 years—Jeffrey Paniati, P.E. (F). Among its many achievements over the last decade, ITE founded the LeadershipITE program in 2014 with more than 100 graduates to date, developed a new Strategic Plan (2018-2020), and through the ONE ITE initiative established the new Mountain District, 16 new Sections, and a more consistent and enhanced member experience. Five Institute Initiatives were also established—Vision Zero, Connected and Automated Vehicles, Transportation and Health, Smart Communities, and Mobility as a Service/Mobility on Demand—allowing ITE to lead on the most critical topics in the transportation field today. As new technology and business models have transformed the industry landscape in the last decade, ITE has evolved into a global community of more than 16,000 transportation professionals who diligently work to shape their communities for the better.

The inaugural class of LeadershipITE poses in 2014 in Washington, DC, USA. LeadershipITE was designed to identify, develop, and engage leaders for the future of ITE and the transportation profession.

Rideshare Ramps Up
The advent of transportation network companies (TNCs) represents a shift in how transportation options are made available to the public. The two largest companies are Uber, which started in 2009, and Lyft, founded in 2012. Riders simply use their mobile phone to summon a rideshare service, and payment seamlessly occurs via the app’s platform. A recent Pew Research Center poll found that more than one-third of Americans had used a ride-hailing service by 2019, double the amount from a previous survey in 2015.

Many airports have a separate pickup location for rideshare companies, like this one at the Montreal Pierre Elliott Trudeau International Airport in Canada.
Connected and Automated Vehicles (CAVs)
The development and testing of autonomous vehicles has exploded in the past decade. Twelve U.S. states now authorize testing, while 16 states and Washington, DC authorize full deployment of CAVs. Of these, 18 states now allow testing or deployment without a human operator in the vehicle.1 In 2014, SAE International, an automotive standardization body, published a classification system with six levels—ranging from fully manual to fully automated systems—as J3016, Taxonomy and Definitions for Terms Related to On-Road Motor Vehicle Automated Driving Systems. ITE has been a strong advocate for the safe development of CAVs and views this technology as a key way to achieve zero road fatalities and serious injuries by 2050.

The Nevada Department of Motor Vehicles approved Google’s license application to test autonomous vehicles on Nevada public roads. It is the first license issued in the United States under new laws and regulations that put Nevada at the forefront of autonomous vehicle development.

ITE Presidents – 2010s

Paul Eng-Wong, 2010
Appointed ITE’s first liaison to China’s transportation professionals – Eva Lerner-Lam
Zaki Mustafa, 2013

“Together we are the best”
— Zaki Mustafa

Robert C. Wunderlich, 2011
Leadership ITE and ITE Community established

“We must commit ourselves to be problem solvers.”
— Robert C. Wunderlich

W. Hibbett Neel, Jr., 2014
Created Advocacy, Student, and Young Professional Committees

“Efforts like Vision Zero made us start to realize that safe is sometimes more important than swift.”
— Rock E. Miller

John J. Kennedy, 2015

“A year of change from Institute leadership to the dynamics of our profession.”
— John J. Kennedy
ITE Presidents – 2010s

“In 2016, the ‘New’ ITE emerged with a bold vision and leadership.”
— Paula Flores

Paula Flores (Benway), 2016

“Transportation is essential to improving quality of life in our communities.”
— Shawn Leight

Shawn Leight, 2017

“While technology improves, our role to provide safety and mobility for the public remains unchanged.”
— Bruce Belmore

Bruce Belmore, 2019

UN Conference on Sustainable Development – June 2012

The United Nation’s (UN) Sustainable Development Goals are declared at the UN Conference on Sustainable Development in Rio de Janeiro, Brazil, setting out calls to action represented by 17 goals. Three goals are strongly linked to sustainable transportation: #3) Good Health and Well Being; #9) Industry, Innovation, and Infrastructure; and #11) Sustainable Cities and Communities.2

The Rise of Micromobility

Micromobility has burgeoned in the last decade with the growth of bike share, e-bikes, e-scooters, and other lightweight transport modes that can be used on-demand by the rider for a fee. Micromobility modes address the first-mile/last-mile problem, and can bring transportation options to communities underserved by other modes such as public transit, taxis/rideshare, light rail, etc. By 2030, the micromobility market is estimated to be worth between $200 billion to $300 billion in the United States, $100 billion to $150 billion in Europe, and $30 billion to $50 billion in China.4

“A woman rides a Lyft e-scooter in Dallas, TX, USA.