



CANDIDATE STATEMENTS/BACKGROUND INFORMATION
Candidate for Secretary/Treasurer or International Director

Christa Greene, PE



- **Candidate's professional biography, including number of years of ITE membership, transportation experience and accomplishments:**

Christa completed her undergraduate and graduate degrees in Civil Engineering at North Carolina State University (NCSU). She initially worked for NCDOT in the areas of NEPA Planning, Traffic Engineering, and Training & Development as part of the State Road Maintenance Unit. After having children, she began consulting so she could balance raising a family and her professional career. Eventually, she started her own firm where she focused on Traffic Impact, Corridor Access, and Safe Routes to Schools Studies. In 2011 she took a position with Stantec where she currently serves as the company's Transportation Planning & Traffic Engineering Sub-Sector Leader. Her experience includes traffic engineering, congestion management, safety, signal warrant, feasibility studies, and environmental studies. She is part of the firm's Smart Mobility Team and is excited about the upcoming transformations in the transportation industry.

Christa has been a part of ITE since joining as a student at NCSU in 1986. She has served in various roles in NCSITE, SDITE, and ITE. She was honored to receive the NCSITE Robert. J. Dodge Professional Image Award (2014), NCSITE Special Recognition Award from 2017 President Mike Surasky (2017), and NCSITE RV Moss Lifetime Service Award (2019).

- **Prior service to the Southern District; prior service to your state ITE section; and prior service to other organizations and other qualifications:**

ITE has always been my professional organization of choice, so my service experience is all in the different levels of ITE.

NCSITE: Secretary, Vice President, President, Mentoring Program Executive Committee, Annual Meeting Co-Chair, Urban Street Symposium Co-Chair, Active participant in Traffic Engineering Council and Strategic Initiatives Council.

SDITE: Board Member as NC Section Representative (4 years), Audit Committee, Nominations Committee, Tellers Committee, Leadership Development Committee, SPAM Committee

International ITE: Traffic Engineering Council (TENC): Volunteer Coordinator (4 years), SDITE Representative (4 years), and Vice Chair (currently serving 2nd year of a 3 year term), ITE Professional Development Task Force.

- **Reasons for running for office:** Winston Churchill once said, “We make a living by what we get, but we make a life out of what we give”. I have always believed strongly in giving back to the profession that has blessed me beyond measure and I want to have the opportunity to mentor and encourage others to do the same. The benefits I have experienced both professionally and personally as a result of being an active member at various levels within ITE are hard to quantify. Professionally, I have been able to stay on the cutting edge of trends in the profession, participate in unique leadership development courses, and build an amazing network of professionals as technical resources. Personally, I have formed relationships that will last a lifetime. It’s not often that professional competitors are also great friends. Additionally, having the opportunity to build relationships with teaming partners and clients has been an amazing opportunity. By running for office and continuing my active involvement, I have an opportunity to share the benefits of being part of such a wonderful organization and ensuring that they continue to deliver the products and meetings that have made them wildly successful in the past.
- **Discussion of the candidate’s goals and priorities as a member of the executive board and how the candidate will accomplish them:**

SDITE made a considerable effort to develop the comprehensive **Imagine SDITE: The 2022 Strategic Plan**. This plan was developed based on feedback from the membership, so it incorporates a wide variety of elements to engage and inform membership based on what members of SDITE want to get out of the organization. Therefore, my goal would be to continue to execute the Strategic Plan since it defines the long-term mission for SDITE in the areas of communication, organizational structure, financial, people development, member engagement, external influence, and section support. SDITE is without a doubt an exceptional District and we do a lot of incredible things that can serve as an example to other Districts. My involvement with the International Traffic Engineering Council, Professional Development Task Force, and relationships with ITE executive leadership will allow me to share our successes with International ITE and other Districts while also being a strong voice in support of SDITE and our initiatives.

It would not be possible for one person, or even the entire SDITE Board to accomplish the 7 goals and numerous tasks outlined in the 2022 Strategic Plan. Therefore, my priority as leadership with SDITE will be to identify the right people to work on appropriate tasks where they will be motivated due to passion or skillset. It is similar to my current role where I am challenged with identifying the right companywide resources to build a team that will be successful on projects across the US and Canada. Letting someone with an interest or passion in an area will typically result in a better result than if the leader tried to do it all themselves. Therefore, I would plan to identify and motivate additional volunteers to continue to execute the Strategic Plan while also executing duties that are required of leadership.

- **Discussion of the challenges and opportunities the candidate believes the profession will face in the coming three years:**

The emergence of Smart Mobility in all forms will be both a challenge and an opportunity for transportation professionals. The rapid pace of technology and computing power will allow changes to happen at a rapid pace that we would have never imagined in the past. Look at how manufacturers are including “autonomous” type features on affordable cars (variable cruise control, lane assist, self parking, etc), electric cars and charging stations can be seen everywhere (lower end Tesla’s are even within the price range for average Americans now!), and scooters are everywhere in most urban areas

and campuses. These are just a few examples that were barely on our radars as transportation professionals just a few years ago. It's happening now and it's happening fast, so it is going to be our choice to get involved as it is happening or be left behind and have to play catch up.

- **Discussion of the challenges and opportunities the candidate believes the sections, district or international ITE will face in the coming three years:**

SDITE as well as many other Districts and Sections have faced challenges with the implementation of One ITE. While it is understandable that ITE needs some sort of order and consistency between its various Districts and Sections, it cannot be at a cost of what makes us special or unique. We are still in the early stages to determine the level of impact on the District, so the next three years will reveal the extent of the impact. If we identify areas that ITE needs to be aware of, we will need a voice and an advocate with International ITE which will be the role of the SDITE leadership and our representative to the International Board of Direction.

Internationally, ITE is faced with defining its value proposition to its members so that they will continue to grow and be the organization of choice for the industry in the future. They have made great strides under the new leadership which has been shown by the efforts they are making to improve coordination with the Sections and Districts. Based on my experience with the Professional Development Task Force, they are working hard to identify areas where the membership wants to receive additional training so that they can stay relevant. With the advancements in transportation due to technology, it will be important to be open to changes required to have a wide variety of professionals under one umbrella. Different types of engineers, planners, policy makers, computer programmers, IT experts, and data experts are just a few of the groups that will be part of the transportation networks of the future. ITE needs to be the organization that is able to cross boundaries and stay on the cutting edge of where the future is leading us.