

Transportation Professional Certification Board, Inc.



TPCB Exam Schedule



Computer-based exams for PTOE, PTP, and RSP1 may be taken during the following three time frames:

June 1 to 30, 2019 - application deadline is **April 4, 2019**

October 1 to 31, 2019 - application deadline is **Aug, 6, 2019**

February 1 to 28, 2020 - application deadline is **Dec 5, 2019**

2019 TPCB Board Meeting Recap

Following a dinner on Sunday, March 24th, members of the TPCB Board met on Monday, March 25th in Washington, DC at the Institute of Transportation Engineers headquarters.

The board meeting included a presentation by Dr. James Penny and Dr. James P. Henderson of Castle/Scantron (test administrators), a board budget update, the review and adoption of the strategic plan, a strategic planning discussion on marketing certification programs by ITE Senior Marketing Director Pam Goodell, and a marketing brainstorming session where the board worked together in-depth on how to market toward the various generations of engineering professionals.

Board members left with new ideas on how to reach out to and engage current and prospective engineers and stress why being certified is so important.



TPCB Board Member Profile: Joseph Balskus, P.E., PTOE

TPCB board member Joe Balskus has a broad background in the technical design and management of progressive transportation systems and parking projects for various clients. He has worked for several New England departments of transportation, as well as regional planning agencies and dozens of municipalities.



Joe has regularly done work for education clients, including numerous secondary education and magnet schools. He has prepared studies and transportation improvements for master plans and expansions for many of Connecticut's hospitals. He also understands the private development arena, having secured approvals for dozens of retail developments across southern New England. Joe has been involved extensively with large development, mixed use, and transit-oriented development projects. He has led traffic engineering efforts for master planning efforts for large casinos in Connecticut and Massachusetts.

As a triathlete, Joe has competed in numerous triathlons and half marathons. As a professional, he serves as Secretary of the Connecticut Bicycle and Pedestrian Advisory Board. He is also a leading roundabout designer in southern New England, with several roundabouts under study, design, and/or construction in Massachusetts and Connecticut. He is on the ITE Roundabout Committee (formerly the national task force) and the Transportation Research Board (TRB) Roundabout Committee subcommittee on Autonomous Vehicles. He presented at the TRB International Roundabout Conferences in April 2014 in Seattle, Washington and May 2017 in Green Bay, Wisconsin. Joe has also written articles for International Parking Institute's *The Parking Professional* magazine and New England ITE's *Chronicle*.

1. When did you join the TPCB Board and why is it important to you to be a Board member?

I am brand new to the Board, being elected by my fellow ITE community members this year, thank you for your support in electing me to serve in a different role, overseeing the professional certifications for our transportation industry. After having served the membership of ITE from the Connecticut Chapter, New England Section as presidents and recently as LAC Chair of the Northeastern District, I desired to continue serving the membership, albeit in a different role, serving on the Certification Board. Luckily, I was elected and entrusted to serve the next several years overseeing the expansion of the certifications being offered including the recent Roadway Safety Professional (RSP) and the next phase of the RSP certification, and expanding the certifications for PTOE and PTP professionals.

2. Why do you support certification?

I support certification because in the case of the PTOE, it provides a differentiator for traffic engineers amongst peers who do not display the certification and more importantly, shows clients, stakeholders, and others that we are specifically trained in traffic operations. I also support RSP certification because safety is paramount in our industry and being able to provide certification on the expertise of professionals involved with safety has always been a question for engineers. The certification promulgates the expertise of professionals.

3. What are some of the things professionally you see as benefits of becoming certified?

Using myself as an example, at least for the PTOE since I have yet to take the RSP (and I am planning to), the PTOE has set the bar for my colleagues in the profession where we are working together and competitively. Having the PTOE puts a traffic engineer a step above those without the certification. And because it is an extensive examination and requires constant professional development, the certification assures that the professional continues to learn, train, and hone their skills. Whereas many state licensures do not require continuing education, the PTOE does.

Joe adds, after my second board meeting and first in-person meeting, I am thoroughly impressed with the professionalism, competency, ambition, and thoroughness of the board members I have joined in leading the TPCB through the next phase of the RSP and hopefully expansion of certifications the future.

As part of the TPCB Board Meeting on March 25, Pam Goodell, ITE Marketing Senior Director presented on marketing trends facing the certification industry as a basis to create strategies to bolster application and renewal rates for the PTOE and PTP certifications and the applications for RSP Levels 1 and 2. A focus of the presentation discussed how the different generations (Baby Boomer, Generation X, Millennial, and Generation Z) view the workplace environment and how they communicate. This intelligence will help influence the development of marketing plans aimed at achieving the established application and renewal goals. TPCB marketing materials and messaging need to reflect these viewpoints and the respective communication style. The "Generations" charts below illustrate how these different generations view their careers, technology, decision making, and communication preferences.

Generations and Communication: A Snapshot

	Baby Boomers	Generation X	Millennials	Generation Z
Communication Media	Telephone	Email/Text	Text/Social Media	Hand-held or integrated
Communication Preference	F2F/Telephone	Text/Email	Online/mobile (instant messaging)	Facetime
Decision Making Style	F2F preferred but will go online	Online, F2F if time permits	F2F	Solutions will be crowdsourced
Marketing Preferences	Traditional marketing and sales tactics; Social media is for connection with friends/family; shorter articles	Email marketing; susceptible to trends, products/services that make things easier; benefit to society/environment; targets for social media marketing and also direct mail	Unresponsive to traditional marketing w/exception of radio; Decisions heavily influenced by what they see on social media and recommendations from friends and others	Messages need to reflect diversity and inclusion; respond to authentic 2-way conversations (with not to); privacy matters; looking for traditional messaging in digital formats

Generations and the Workplace: A Snapshot

	Baby Boomers	Generation X	Millennials	Generation Z
Age in 2019	55-73 (30%)	39-54 (35%)	23-38 (29%)	4-22
Aspiration	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward career	Loyal to employer; Careers are defined by employers; "Workaholics"; Work and status tied to self worth	Loyal to profession, not employers; Focus on performance not experience or status; Adaptable to job instability; Willingness to develop skills; Appreciate training opportunities; Independent	Job is a means to end (loyal to self, not employer); work "with" not "for" employers; Resilient; Goal-oriented; Globally and diversity focused; Team-centric; Need for constant communication; Like ambiguity but expect feedback and training	Career multitaskers Globally and diversity focused; Focused on working virtually and collaboratively; seek structure and predictability
Attitude toward technology	Early IT adopter	Digital immigrants	Digital natives	Digital dependent

**Congratulations New PTOE, PTP, and RSP1
Certificants!**

extends

congratulations to the very first class of Roadway Safety Professional Level 1 certificants (RSP1.) Launched in October 2018, the RSP1 certification is aimed at a broad audience of transportation professionals from the engineering, motor vehicle, behavioral, law enforcement, and emergency response communities.

Congratulations to the First RSP₁ Certificants

The Transportation Professional Certification Board and the Institute of Transportation Engineers extends congratulations to the very first class of Roadway Safety Professional Level 1 certificants (RSP1.) Launched in October 2018, the RSP1 certification is aimed at a broad audience of transportation professionals from the engineering, motor vehicle, behavioral, law enforcement, and emergency response communities.



Zaeinulabddin M. Adam	Justin M. Curewitz	Daniel Brooks Helms	Timothy Paul Murphy	
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Lindsay Sara Arnold	Ari Jacob Deitch	Spencer Ray Keane	Kevin Peter O'Meara	Chowdhury Kawsar Arefin Siddiqui
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Geni Brafman Bahar	Daphne Dethier	Francisco Roberto Klein	Colin Patterson	Kevin R. St. Jacques
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Congratulations to the newest Professional Traffic Operations Engineers (PTOEs) and Professional Transportation Planners (PTPs) who passed their certification exams last fall. Please read on for the names of the latest PTOEs and PTPs.

Take Your Career to the Next Level with Certification

The Transportation Professional Certification Board, Inc. and the Institute of Transportation Engineers congratulate the following 61 new Professional Traffic Operations Engineers (PTOEs) and 10 new Professional Transportation Planners (PTPs) who passed the certification exams in October 2018. To learn more about these certifications and how to apply, visit www.tpcb.org. The next application deadline for the June 2019 exam period is April 4, 2019.



New PTOE Certificants

Hossam-Eldeen A. Abdel-All
Sk Monsur Ahmed
Chris Andrew Barretts
Upal Barua
Kristel Shu Bassett
Richard Edward Bennett
Bradford K. Brimley
Samuel Adam Campbell
David Gutkin Champoux
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Matthew Thomas Taylor
Anamaria Elena Torres
Brandon Jacob Tucker
Aimee Sharita Turner
Gregory J. Wallace
Kevin Charles Wehner
Philip Francis Westcott
Brittany Marie Williams
Eva C. Wilson



New PTP Certificants

Shadi B. Anani
Shane Michael Bergin
Gentjan Heqimi
Rishi Lukka
Ronnie S. Navarro

Sarah Walters Nicolai
Timothy Ryan Phelps
Matthew L. Simons
Aly Mohamed Aly Tawfik Aly Ahmed
Mohammad Sharif Ullah