

Canadian Institute of Transportation Engineers

Advocacy Guidelines (as of July 2009)

(Excerpt from CITE Executive Committee Guidelines)



These guidelines are intended to provide direction to members of the Canadian District of the Institute of Transportation Engineers (CITE) when they are representing the Institute on occasions involving interaction with the public or the media. It is of significant benefit to the Institute and the profession for transportation engineers and planners to be seen in a positive light, indicative of our contribution to society. The following guidelines identify various means of promoting CITE:

Objective: Members of CITE should be seen to be positively and proactively identifying planning and engineering issues related to Transportation. Our members should identify and analyze appropriate and realistic alternative solutions, and provide adequate technical information to effectively guide the decision making process.

Government Relations: CITE members must be seen as impartial and objective when dealing with government in our professional capacity. Our position should be emphasized as one of offering constructive technical advice for the solution of engineering problems. As individuals, this should not restrict us from expressing clearly personal opinions, nor from actively participating in political activities or seeking public office.

Professional Promotion: Our availability to solve problems for the benefit of society should be emphasized, when appropriate, during public presentations or on other occasions. In no circumstances should the profession be seen as self-serving, or as exaggerating our importance to society. CITE members should conduct promotional activities in such a way that the skills, knowledge and ability to perform the work are recognized without criticizing other practitioners, or other professions. Demonstration of skills through examples of work completed or in other ways is encouraged. Our interrelationship with other professions can be demonstrated without raising ourselves above others.

Education and Promotion of CITE: Education and public awareness should form a major thrust of this policy, with respect to raising the profile of the profession and the Institute. This may take the form of one or more of the following:

- Outreach to schools and mentoring students in transportation engineering programs;
- Career nights;
- Professional development;
- Distribution of brochures; and
- Participation in theme weeks.

Media Relations: Members should present themselves to the media as the opportunity arises. This must be undertaken in an impartial manner, stressing our role in society as one component of the Land Use/Transportation relationship. This may include presentations to public gatherings at which the media are present, preparation of articles for publication in the popular media (as opposed to technical journals), participation in specific media events, or through interviews related to projects or news events.

ITE Policy Statements: Individual members should not make policy statements on behalf of CITE. Members should clearly state their views or analyses as their own professional work. Any statement claiming to be, or that could be construed as, a statement of CITE policy, opinion or commitment must be approved by the Section prior to release, or if appropriate, by the Canadian District Executive. If there is any doubt on this issue, the Executive should be made aware of the speaker's remarks and the intended audience.