

# 2009 National Conference on Transportation Operations for Planned and Unplanned Events

## Final Program



**March 25–26, 2009  
Phoenix Convention Center  
Phoenix, AZ, USA**



Federal Highway Administration



# Welcome

Our nation’s highway network is vulnerable to disruption from a number of events including traffic incidents, weather/nature, planned special events, construction and security threats. These events often cause severe degradation to mobility and can significantly affect both public and responder safety. Whether or not directly affected by an event, emergency, or crisis, the highway network is always the means by which response and recovery are facilitated. This conference highlights the essential working relationships among transportation and public safety professionals and emergency responders and facilitates dialogue between them.

To mitigate the impacts of these planned and unplanned events, and to ensure the safety of the traveler and efficiency of the highway network, transportation and public safety professionals must be prepared to deal with these situations whenever they occur. Departments of transportation, law enforcement, emergency management, fire and rescue, towing and recovery and other emergency responders must recognize the importance of planning and preparedness prior to an event as well as cooperation and communication during their response; have the resources and training necessary to manage any situation effectively;

and commit to regular dialogue regarding their respective roles and best practices.

Nonrecurring congestion and its associated safety impacts as part of a Traffic Incident Management (TIM)-Planned Special Events (PSE)-Emergency Transportation Operations (ETO) continuum are specifically addressed. You will have an opportunity to share lessons learned and exchange information with peers, in order to:

- Maximize the use of finite staff and resources
- Develop and implement traffic management plans for special events
- Apply the National Incident Management System (NIMS) and Incident Command System (ICS) as a basis for response
- Incorporate training and exercises
- Implement responder communication and public information
- Use tools, technology and infrastructure
- Apply case study examples and innovative successful operations strategies
- Learn about ongoing TIM/ETO related initiatives from USDOT-Federal Highway Administration, AASHTO, Institute of Transportation Engineers, National Traffic Incident Management Coalition and Transportation Research Board.

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## What the Registration Fee Covers:

registration includes admission to all technical sessions, beverage breaks, opening reception and luncheon.

## Registration Hours:

Sunday, March 22	2:00 p.m.–5:00 p.m.
Monday, March 23	8:00 a.m.–4:30 p.m.
Tuesday, March 24	8:00 a.m.–4:30 p.m.
Wednesday, March 25	8:00 a.m.–4:30 p.m.
Thursday, March 26	8:00 a.m.–4:30 p.m.

**Restrictions:** Videotaping or audio recording of sessions as well as the unauthorized sale of copyrighted material is prohibited.

**Attire:** Participants are encouraged to wear business casual attire.

**Cell Phones:** Please be courteous to fellow conference attendees by turning off or setting all cell phones and pagers to vibrate before entering sessions.

**Professional Development Hours (PDH):** Attendees may earn PDH for technical sessions they attend. 1 PDH is earned for each hour of session attendance or presentation. To successfully earn PDH, the professional development tracking form found on p. 5 must be completed and submitted to ITE Headquarters by April 13. Please contact Diana Taylor at +1 202-289-0222 ext. 141 if you have questions about this process.



## Michael Bidwill, President, Arizona Cardinals

### Luncheon Keynote: Hosting World Class Events— The Owner's Perspective

Michael Bidwill joined the Arizona Cardinals in 1996 and today serves as President.

Among his most prominent roles with the Cardinals has been the development of University of Phoenix Stadium, a project that he spearheaded from its inception through its August, 2006 opening and which continues today. The venue has received worldwide acclaim for its distinctive architecture and cutting-edge design. Even before it opened, it was selected by BusinessWeek as one of the 10 most impressive sports facilities in the world and it has been named the NFL's top facility each of the last two years by a SportsBusiness Journal readers survey.

He has not only taken on an ever-increasing role in guiding the Cardinals but in the National Football League and the greater Phoenix business community as well. In 2007, NFL Commissioner Roger Goodell appointed Michael to the league's Business Ventures Committee, one of the NFL's most prominent. He recently took over as Chair of the influential Greater Phoenix Economic Council (GPEC) and is also a member of Greater Phoenix Leadership (GPL), an organization composed of the region's top business and civic leaders.

Michael also serves on Arizona's Super Bowl Host Committee which successfully staged Super Bowl XLII at University of Phoenix Stadium last February and will seek to bring the game back to the state.

Strong community involvement has been a hallmark of Bidwill's tenure with the Cardinals and a particular emphasis has been placed on the value of youth sports. That awareness was recognized in 2005 when the Cardinals were selected as the NFC recipient of the "2005 Pop Warner NFL Team of the Year" for their commitment to the development of youth football in the Arizona area. Two years earlier, that same organization presented Michael with the Glenn S. "Pop" Warner Award, presented annually by the national youth football organization to an individual who has achieved excellence in athletics, scholarship and life's endeavors with integrity and humanity.

Bidwill earned a bachelor of science degree in finance from St. Louis University in 1987 and in 1990 earned a law degree from Catholic University in Washington, DC, USA.

# Technical Program Diagram

	TRAINING	PLANNING	OPERATIONS
<b>Wednesday</b>			
1			
2:00 p.m.–3:00 p.m.	<b>Opening Session:</b> Transportation Operations Linkages Between Planned Special Events, Traffic Incidents and Emergencies Room 212A		
2			
4:00 p.m.–5:30 p.m.	International Perspectives: Learning from Others Room 212A	3 Unique Impacts—Monetary, Resource and Environmental Room 212C	4 Minnesota DOT I-35 Bridge Collapse Conversation Circle Room 212B
6:00 p.m.–7:00 p.m. <b>Reception</b> Room 213A			
<b>Thursday</b>			
5			
8:30 a.m.–10:00 a.m.	National TIM Coalition Conversation Circle Room 212B	6 Using Models to Plan Better Room 212C	7 Operations at a Local Level Room 212A
<b>Break</b>			
10:00 a.m.–11:00 a.m. <b>Poster Session</b> Room 213B			
8			
11:00 a.m.–12:30 p.m.	Resources for Emergency Responders Room 212C	9 Planning Large Regional Events Conversation Circle Room 212B	10 Expect the Unexpected Room 212A
11			
12:30 p.m.–2:00 p.m. <b>Luncheon Keynote:</b> Hosting World Class Events—The Owner's Perspective Room 211			
12			
2:00 p.m.–3:30 p.m.	Tabletop Exercise: The Real Deal Room 213A	13 Large Scale Events Room 212C	14 Complexities of Managing Large and Regional Events Room 212A
<b>Break</b>			
3:30 p.m.–4:30 p.m. <b>Poster Session</b> Room 213B			
15			
4:30 p.m.–6:00 p.m. <b>Closing Session:</b> The Road Ahead—Updates about On-going Initiatives Room 212A			

## 1

### **Opening Session: Transportation Operations Linkages Between Planned Special Events, Traffic Incidents and Emergencies**

Wednesday, March 25, 2009  
2:00 p.m.–3:00 p.m.  
Room 212A

#### **PRESIDER:**

Steven J. Cyra, HNTB Fellow,  
National Traffic Operations  
Practice Leader, HNTB  
Corporation, Milwaukee, WI, USA

#### **SPEAKERS:**

##### **Strategic Transportation Operations Perspective**

Kenneth H. Voigt, Senior Traffic  
Engineer, Ayres Associates,  
Waukesha, WI, USA

##### **Coalitions and Relationships**

John M. Corbin, State Traffic  
Engineer, Wisconsin DOT,  
Madison, WI, USA

##### **Interoperability of Communications Between TMC/ EOC/Fusion Centers**

Kimberly C. Vasconez, Team  
Leader, Emergency Transportation  
Operations, U.S. DOT-FHWA,  
Washington, DC, USA

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### **International Perspectives: Learning from Others**

#### **Training Track**

Wednesday, March 25, 2009  
4:00 p.m.–5:30 p.m.  
Room 212A

#### **PRESIDER:**

David L. Helman, Traffic Incident  
Management Program Manager,  
U.S. DOT-FHWA, Washington, DC,  
USA

#### **SPEAKERS:**

##### **Planning Transport for Stadiums—An International Review**

Graeme Steverson, NSW Traffic  
and Transport Planning Manager,  
Parsons Brinckerhoff, Australia  
Pty. Ltd., Sydney, NSW, Australia

##### **EU Embassy Open House Transit and Public Information Plan: Improving Upon the Past**

Brandon Nevers, Associate  
Engineer, Kittelson & Associates  
Inc., Baltimore, MD, USA

##### **Scanning Tour of the Netherlands**

Rick Phillips, Incident Response  
Program Manager, Washington  
DOT, Olympia, WA, USA

## 3

### **Unique Impacts - Monetary, Resource and Environmental**

#### **Planning Track**

Wednesday, March 25, 2009  
4:00 p.m.–5:30 p.m.  
Room 212C

#### **PRESIDER:**

John A. Lower, Traffic and  
Transportation Manager, City of  
Anaheim, Anaheim, CA, USA

#### **SPEAKERS:**

##### **Cost Recovery, Economics and Management's Role**

Laurel Radow, Transportation  
Specialist, U.S. DOT-FHWA,  
Washington, DC, USA

##### **Integrating Business Continuity and Travel Demand Management Measures to Ensure Regional Emergency Preparedness and Mobility**

Frank T. Mongioi Jr., Senior  
Associate, ICF International,  
Fairfax, VA, USA

##### **Reducing Lexington's Carbon Footprint**

Ronald D. Herrington, Director  
Traffic Engineering, Lexington  
Fayette Urban County  
Government, Lexington, KY, USA

##### **Smart and Sustainable Special Event Management**

John A. Lower, Traffic and  
Transportation Manager, City of  
Anaheim, Anaheim, CA, USA

# Technical Program

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## Minnesota DOT I-35 Bridge Collapse Conversation Circle

### *Operations Track*

Wednesday, March 25, 2009  
4:00 p.m.–5:30 p.m.  
Room 212B

#### **PANELISTS:**

John McClellan, Incident Management Program Specialist, Minnesota DOT, Roseville, MN, USA

James P. McCarthy, Traffic Operations Engineer, U.S. DOT-FHWA, St. Paul, MN, USA

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## National TIM Coalition Conversation Circle

### *Training Track*

Thursday, March 26, 2009  
8:30 a.m.–10:00 a.m.  
Room 212B

#### **PANELISTS:**

John M. Corbin, State Traffic Engineer, Wisconsin DOT, Madison, WI, USA

T.J. Nedrow, Fire Protection Policy Board, Fire Protection Bureau, Washington State Patrol, Olympia, WA, USA

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## Using Models to Plan Better

### *Planning Track*

Thursday, March 26, 2009  
8:30 a.m.–10:00 a.m.  
Room 212C

#### **PRESIDER:**

Kevin Lee, Engineer, Kittelson & Associates Inc., Baltimore, MD, USA

#### **SPEAKERS:**

### **Development of a Traffic Model to Predict Game-day Operations**

Robert D. Brooks, National Design Manager, Parsons Brinckerhoff, Boston, MA, USA

### **Simulation of Emergency Evacuation Scenarios using TRANSIMS**

Hubert Ley, Traffic Simulation Project Leader, Argonne National Laboratory, West Chicago, IL, USA

### **Large Scale Simulation Modeling of Events for Phoenix**

Mark D. Hickman, Associate Professor, University of Arizona, Tucson, AZ, USA

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## Operations at a Local Level

### *Operations Track*

Thursday, March 26, 2009  
8:30 a.m.–10:00 a.m.  
Room 212A

#### **PRESIDER:**

Walter H. Kraft, Executive Technical Director, Eng-Wong, Taub and Associates, Newark, NJ, USA

#### **SPEAKERS:**

### **AZTech Traveler Information Services**

Darrell R. Bingham, TTG Support Manager, Arizona DOT, Phoenix, AZ, USA

### **2009 U.S. Presidential Inauguration**

Soumya Dey, Deputy Associate Director, Transportation Operations Administration, District DOT, Washington, DC, USA

### **Integrated Corridor Management**

Dale Thompson, Transportation Research Specialist, U.S. DOT-FHWA, McLean, VA, USA

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## Resources for Emergency Responders

### Training Track

Thursday, March 26, 2009  
11:00 a.m.–12:30 p.m.  
Room 212C

#### **PRESIDER:**

Steven P. Latoski, Engineering Manager, Design, Mohave County Public Works, Kingman, AZ, USA

#### **SPEAKERS:**

### **The National Traffic Incident Management Coalition and the Role of Public Works/Transportation Professionals and Workers as Emergency Responders**

Dave Bergner, Traffic Operations Manager, City of Overland Park, Overland Park, KS, USA

### **21st Century EMS Communications Systems**

Kevin McGinnis, Program Advisor, National Association of State EMS Officials, Hallowell, ME, USA

### **Emergency Transportation Operations Perspective**

David J. Pichette, Captain, Wisconsin State Patrol, Fond du Lac, WI, USA

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## Planning Large Regional Events Conversation Circle

### Planning Track

Thursday, March 26, 2009  
11:00 a.m.–12:30 p.m.  
Room 212B

#### **PANELISTS:**

### **2010 Olympic Winter Games Host City Transportation Plan**

Dale Bracewell, Director, Olympic Transportation Branch, City of Vancouver, Vancouver, BC, Canada

### **Sports Complex Planning**

Avery Rhodes, ITS Manager, City of Glendale, Glendale, AZ, USA

### **The President-elect's Election Night Event in Chicago's Grant Park**

David Zavattono, Deputy Director, Chicago Office of Emergency Management and Communications, Chicago, IL, USA

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## Expect the Unexpected

### Operations Track

Thursday, March 26, 2009  
11:00 a.m.–12:30 p.m.  
Room 212A

#### **PRESIDER:**

Robert M. Frey, Senior Transportation Planner, HNTB Corp., Milwaukee, WI, USA

#### **SPEAKERS:**

### **Innovative Large Event Traffic Monitoring and Reporting**

Lee Maynus, Senior Engineer, Calmar Telematics LLC, Liverpool, NY, USA

### **Snow, Ice and Water Everywhere**

Kelly A. Langer, System Operations Chief, Wisconsin DOT, Milwaukee, WI, USA

### **MacArthur Maze Bridge Collapse**

Michael Miles, Deputy Director of Maintenance and Operations, California DOT, Sacramento, CA, USA

# Technical Program

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**Luncheon Keynote:  
Hosting World Class Events—  
The Owner's Perspective**

Thursday, March 26, 2009  
12:30 p.m.–2:00 p.m.  
Room 211

**SPEAKER:**

Michael Bidwill, President, Arizona Cardinals Football Club Inc., Tempe, AZ, USA

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**Tabletop Exercise: The Real Deal  
Training Track**

Thursday, March 26, 2009  
2:00 p.m.–3:30 p.m.  
Room 213A

Table-top exercises are an excellent tool for planning and preparing for both planned and unplanned situations that impact the transportation system. The goal of this session is to effectively serve as a “how to” demonstration of what is involved in planning for and conducting an exercise. A mock exercise will be conducted with several emergency scenarios to help illustrate the various components of the exercise. The mock exercise will be conducted with ample opportunities for attendees to ask questions.

**PANEL MODERATOR:**

Katherine L. Belmore, Traffic Operations Engineer, HNTB Corporation, Milwaukee, WI, USA

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**Large Scale Events  
Planning Track**

Thursday, March 26, 2009  
2:00 p.m.–3:30 p.m.  
Room 212C

**PRESIDER:**

Walter M. Dunn Jr., President, Dunn Engineering Associates, Westhampton Beach, NY, USA

**SPEAKERS:**

**Hurricane Ike—Preparation and Recovery**

Jeffrey S. Weatherford, Senior Assistant Director of Public Works, City of Houston, Houston, TX, USA

**Travel Time Measurement  
Procedures for Special Events:  
The Indiana Toolbox**

Darcy M. Bullock, Professor, Purdue University, Lafayette, IN, USA

**City of Glendale Mega Events  
Traffic Management**

Avery Rhodes, ITS Manager, City of Glendale, Glendale, AZ, USA

**Incident Response Vehicle  
Technology**

Thomas Dickson, Severe Incident Response Manager, Florida DOT, Fort Lauderdale, FL, USA

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**Complexities of Managing Large  
and Regional Events**

**Operations Track**

Thursday, March 26, 2009  
2:00 p.m.–3:30 p.m.  
Room 212A

**PRESIDER:**

Ingrid L. Birenbaum, Senior Project Manager, PBS&J, Fort Lauderdale, FL, USA

**SPEAKERS:**

**Opening the New Woodrow  
Wilson Bridge—Planning and  
Implementing a Major Traffic  
Switch**

Scott C. Crumley, Project Manager, Rummel, Klepper, & Kahl LLP, Beltsville, MD, USA

**Temporary Traffic Control for  
Traffic Incident Management**

Donna M. Sheehy, Transportation Management Engineer, Regional Sign Coordinator, Northern Region USDA Forest Service, Missoula, MT, USA

**2008 Democratic National  
Convention**

Kenneth V. DePinto, ITS Branch Manager, Colorado DOT, Golden, CO, USA

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### **Closing Session: The Road Ahead—Updates about On-going Initiatives**

Thursday, March 26, 2009  
4:30 p.m.—6:00 p.m.  
Room 212A

#### **PRESIDER:**

Laurel Radow, Transportation Specialist, U.S. DOT-FHWA, Washington, DC, USA

#### **SPEAKERS:**

#### **Regional Transportation Systems Management and Operations Committee Perspective**

Walter H. Kraft, Executive Technical Director, Eng-Wong, Taub and Associates, Newark, NJ, USA

#### **FHWA ETO Roadmap**

Kimberly C. Vasconez, Team Leader, Emergency Transportation Operations, U.S. DOT-FHWA, Washington, DC, USA

#### **National Traffic Incident Management Coalition Perspective**

John M. Corbin, State Traffic Engineer, Wisconsin DOT, Madison, WI, USA

#### **AASHTO Perspective**

Mark S. Bush, Program Manager, American Association of State Highway and Transportation Officials, Washington, DC, USA

## Poster Sessions

Thursday, March 26, 2009  
10:00 a.m.—11:00 a.m. and  
3:30 p.m.—4:30 p.m.  
Room 213B

#### **1) Disaster Planning and Evacuation Response—Case Study of Honolulu Tsunami Warning and Intelligent Transportation Systems Route Planning**

Kekoa Anderson, Vice President, Tetra Tech, Honolulu, HI, USA

#### **2) Emergency Response Planning Framework for the Phoenix, AZ Metro Area**

Scott Andreasen, Roadway Engineer, Parsons Brinckerhoff, Tempe, AZ, USA

#### **3) Traffic Management for Events and Cardinal's Games at the University of Phoenix Stadium**

Yi-Chang Chiu, Assistant Professor, The University of Arizona, Tucson, AZ, USA

#### **4) Maricopa Department of Transportation: Coordination of Our Incident Management Team and the Traffic Management Center**

Barbara Hauser, TMC Coordinator, Maricopa Department of Transportation, Phoenix, AZ, USA

#### **5) NHI Course 133099: Managing Travel for Planned Special Events**

Walter M. Dunn Jr., President, Dunn Engineering Associates, Westhampton Beach, NY, USA

#### **6) NHI Course 133101: Using the Incident Command System at Highway Incidents**

Walter M. Dunn Jr., President, Dunn Engineering Associates, Westhampton Beach, NY, USA

#### **7) New FHWA Resources for Traffic Incident Management**

David L. Helman, Traffic Incident Management Program Manager, U.S. DOT-FHWA, Washington, DC, USA

#### **8) Integrated Human Decision Behavior Model for Emergency Evacuation Crowd Simulation: Case of Washington, DC Mall**

Young-Jun Son, Associate Professor, The University of Arizona, Tucson, AZ, USA

#### **9) Analysis of Manual Traffic Control at All-way Stop-controlled Intersections During Special Events**

David Veneziano, Research Scientist, Western Transportation Institute, Montana State University, Bozeman, MT, USA

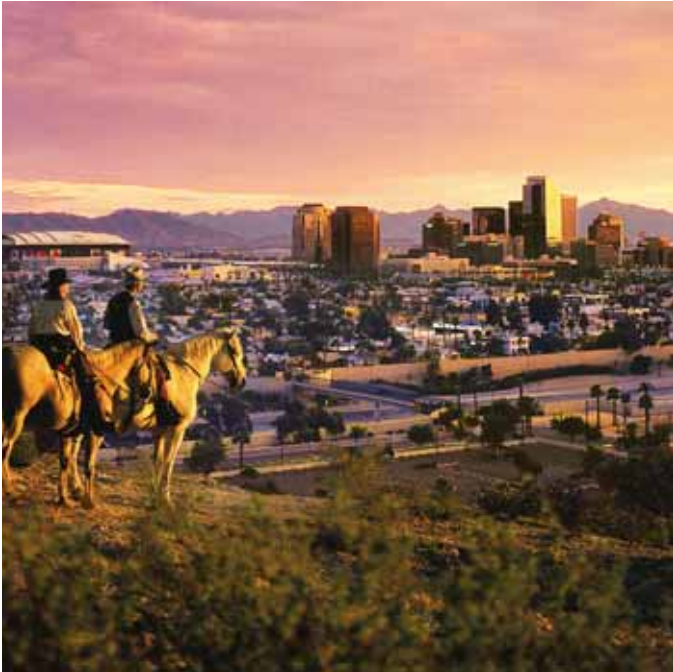
#### **10) Transportation Safety Planning: Forecasting the Safety Impacts of Socio-Demographic Changes and Safety Countermeasures**

Daehyun You, Graduate Student, Arizona State University, Tempe, AZ, USA

# Presider and Speaker List

<b>Speakers/Presider</b>	<b>Session</b>	<b>Speakers/Presider</b>	<b>Session</b>	<b>Speakers/Presider</b>	<b>Session</b>
Anderson, Kekoa.....	PS	Dunn Jr., Walter M.....	13, PS	Mongioi Jr., Frank T.....	3
Andreasen, Scott.....	PS	Frey, Robert M.....	10	Nedrow, T.J.....	5
Belmore, Katherine L.....	12	Hauser, Barbara.....	PS	Nevers, Brandon.....	2
Bergner, Dave.....	8	Helman, David L.....	2, PS	Phillips, Rick.....	2
Bidwill, Michael.....	11	Herrington, Ronald D.....	3	Pichette, David J.....	8
Bingham, Darrell R.....	7	Hickman, Mark D.....	6	Radow, Laurel.....	3, 15
Birenbaum, Ingrid L.....	14	Kraft, Walter H.....	7, 15	Rhodes, Avery.....	9, 13
Bracewell, Dale.....	9	Langer, Kelly A.....	10	Sheehy, Donna M.....	14
Brooks, Robert D.....	6	Latoski, Steven P.....	8	Son, Young-Jun.....	PS*
Bullock, Darcy M.....	13	Lee, Kevin.....	6	Steverson, Graeme.....	2
Bush, Mark S.....	15	Ley, Hubert.....	6	Thompson, Dale.....	7
Chiu, Yi-Chang.....	PS	Lower, John A.....	3	Vasconez, Kimberly C.....	1, 15
Corbin, John M.....	1, 5, 15	Maynus, Lee.....	10	Veneziano, David.....	PS
Crumley, Scott C.....	14	McCarthy, James P.....	4	Voigt, Kenneth H.....	1
Cyra, Steven J.....	1	McClellan, John.....	4	Weatherford, Jeffrey S.....	13
DePinto, Kenneth V.....	14	McGinnis, Kevin.....	8	You, Daehyun.....	PS
Dey, Soumya.....	7	Miles, Michael.....	10	Zavattero, David.....	9

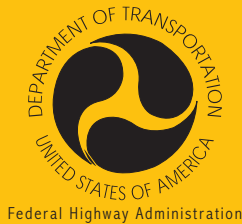
**PS – Poster Session**







The Institute of Transportation Engineers (ITE) is an international educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs. ITE facilitates the application of technology and scientific principles to research, planning, functional design, implementation, operation, policy development and management for any mode of transportation. Through its products and services, ITE promotes professional development of its members, supports and encourages education, stimulates research, develops public awareness programs and serves as a conduit for the exchange of professional information.



The mission of the U.S. Department of Transportation is to serve the United States by ensuring a fast, safe, efficient, accessible and convenient transportation system that meets our vital national interests and enhances the quality of life of the American people, today and into the future.



The National Traffic Incident Management Coalition (NTIMC) is a unique forum where national organizations representing major stakeholders involved in traffic incident response work together. Our members represent the emergency medical services, fire, law enforcement, public safety communications, towing and recovery and transportation communities. NTIMC promotes multidisciplinary, multijurisdictional Traffic Incident Management programs to achieve enhanced responder safety; safe, quick traffic incident clearance; and more prompt, reliable, interoperable communications.