Join your community now at http://community.ite.org! ITE values your membership and appreciates your commitment and investment in us. To enhance your membership experience, we have launched a new ITE online community for our members. This private member community will enhance the way you communicate and build relationships within ITE’s community.

The new ITE Community site is arranged into sections as explained below.

Directory 2.0—Create a comprehensive and interactive profile that will represent you both professionally and individually within the ITE Community. Your profile is similar to an online resume but with volunteer engagement feeds and member connections. Users will not only be able to browse information and facts but also interact with you. Think of your profile as your personal platform within the ITE Community.

Discussions—ITE’s discussions are a hybrid of listserv and threaded discussion forum technology. Are you looking for recommendations or have a question you’d like to ask your network? Community members can post, respond, or browse discussion threads. You’ll receive an easy-to-read e-mail that contains a picture of the author linked to the author’s profile, a link to the online archive where all postings are automatically stored, and a mistake–free link to respond to either the author or the entire group. Start new conversation topics or conduct research. You’ll be amazed at the collection of information and data.

Community/Council Sites—Browse the ITE Community. There are several Community/Council sites set up within our social network for you to join. Begin streamlining your volunteer experience and improving your membership interactions by participating. Start with a simple search. For example, if you’re on a council, check out your council site. Within the council site, you will be able to conduct council business, share resources and engage with other council members.

Wiki Glossary—This collaboration and reference tool was created with you in mind—and we need your help to keep it up to date and accurate. The ITE Community Wiki Glossary is designed to be a constantly evolving storehouse of terms that users can add or modify entries all in one place. The Wiki Glossary is set up with easy-to-use content creation interfaces, so you can post and modify new definitions, as well as rate, comment on, and view related terms.

Resource Library—The Resource Library is a treasure trove of user-generated content posted by members for members. You can securely share documents and work collaboratively with other members while institutionalizing content into ITE’s knowledge base. The Resource Library can hold multiple kinds of documents, including streaming video, PowerPoint presentations, PDFs, images, Microsoft Office, and Apple iWork docs.

Event Calendar—This is not your typical calendar—we want you to have a place where you can look anytime, anywhere and find out what is going on at ITE, both at the international and local level. The Event Calendar can be sorted by community name, event type, or keyword so that you can see a comprehensive view throughout the year. This is just the tip of the iceberg when it comes to this powerful new resource offered by ITE. Set up your profile now at http://community.ite.org.

Ready to get started? Here are some things you can do after setting up your profile on the ITE Community site.

• Start or join a discussion and add your valuable expertise into the mix.
• Start a blog and share your thoughts with fellow colleagues.
• Add a resource to the library. Help ITE build a useful library of searchable technical resources and information.

Your level of involvement is entirely up to you—but make sure that you take advantage of this valuable new member resource. Visit the new ITE Community today!
WELCOME

Thank you for joining us at the ITE 2011 Technical Conference and Exhibit, Moving Toward Zero.

2011-2020 is the “Decade of Action for Road Safety.” It is a global call for collaborative efforts to drastically reduce transportation-related injuries and fatalities around the world. This conference is one of many ITE efforts to focus on the tools, resources and strategies that will enhance our community’s contribution to “moving toward zero” deaths and injuries on the world’s roadways.

As you know, we face numerous challenges. However, your participation in this conference and collaboration with other transportation disciplines, while you are here, will enhance the planning, design and operation of safer transportation programs, facilities and systems. To aid in this collaboration, the conference program includes several elements that complement our traditional technical sessions including:

* Workshops
* Satellite Sessions
* Conversation Circles
* Highway Safety Manual and Leadership Training
* Plenary Sessions focused on domestic and international safety initiatives
* Software User Groups

The program will wrap-up with a closing plenary session that will reflect the progress we’ve made, the challenges we still face and the next steps to keep our community’s efforts “moving toward zero.”

Enjoy the conference.

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Acknowledgments

The Institute of Transportation Engineers (ITE) is grateful to its many members, their employers and families for their support of the ITE 2011 Technical Conference and Exhibit. In particular, ITE would like to thank:

• The U.S. Department of Transportation—Research and Innovative Technology Administration
• The U.S. Department of Transportation—Federal Highway Administration—Office of Safety
• Robert Wood Johnson Foundation
• ITE Coordinating Council and various ITE councils, committees, and task forces for organizing and collaborating on the development of many of the conference sessions.
• ITE Technical Program Committee for assisting in the development of the technical program.
GENERAL INFORMATION

EXHIBIT HOURS
Monday, April 4
Kickoff and Networking Break
Lunch Break
Networking Break
Reception (ticket required)

Tuesday, April 5
Networking Break
Lunch Break
Networking Break

REGISTRATION HOURS
Sunday, April 3 2:00 p.m.–5:00 p.m.
Monday, April 4* 8:00 a.m.–4:30 p.m.
Tuesday, April 5* 8:00 a.m.–4:30 p.m.
Wednesday, April 6 8:00 a.m.–10:00 a.m.

*Registration will be closed 11:00 a.m. -12:00 p.m. on Monday and Tuesday.

Concessions will be available for purchase in the exhibit hall during the morning breaks, lunches and afternoon breaks on Monday and Tuesday.

<table>
<thead>
<tr>
<th>Registration Category</th>
<th>Admission to Technical Sessions</th>
<th>Admission to Exhibit</th>
<th>Networking Reception</th>
<th>Access to online compendium of Technical Papers</th>
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EXHIBIT HOURS

Monday, April 4
9:30 a.m.—4:00 p.m.
9:30 a.m.—10:30 a.m.
12:00 p.m. –1:30 p.m.
3:00 p.m.—4:00 p.m.
5:30 p.m.—6:30 p.m.

Tuesday, April 5
9:30 a.m.—4:00 p.m.
9:30 a.m.—10:30 a.m.
12:00 p.m. –1:30 p.m.
3:00 p.m.—4:00 p.m.

REGISTRATION HOURS

Sunday, April 3 2:00 p.m.–5:00 p.m.
Monday, April 4* 8:00 a.m.–4:30 p.m.
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</table>

traffic mobility logistics.

Visit us at Booth #101
sales@pLVamerica.com
PAYMENT INFORMATION
Registration and event fees may be paid by cash, check (for the exact amount only), or credit card (American Express, MasterCard, or Visa). Make checks payable to the Institute of Transportation Engineers. ITE does not accept Discover card.

TICKET REFUND POLICY
Tickets for individual events are sold on a space-available basis and may be purchased at the registration desk until noon on the day before the event. No refunds will be issued for unused tickets, whether purchased as part of a registration package or separately.

CONFERENCE SPACE
Technical sessions and ancillary meetings are at the Walt Disney World Swan Resort. Conference room locations for ITE council and committee meetings are posted on the information board in the ITE registration area.

SPEAKERS
Speakers should meet in their session room 30 minutes prior to the start of their session. This gives presenters an opportunity to meet, exchange information and be briefed on logistics.

NETWORKING RECEPTION
April 4, 5:30 p.m.–6:30 p.m.
Exhibit Hall, Swan 1-6

You won’t want to miss the networking reception in the exhibit hall. Come and enjoy food and cocktails while perusing cutting-edge transportation products and services. Meet friends and make new contacts with representatives from approximately 50 exhibiting companies armed with information and products to help you solve your most pressing transportation questions and needs.

ONLINE COMPENDIUM OF TECHNICAL PAPERS
Access to the *ITE 2011 Technical Conference and Exhibit Online Compendium of Technical Papers* is included in the registration fee.

POSITIONS AVAILABLE AND WANTED
ITE is assisting attendees seeking employment by providing booklets of positions available and positions wanted in the ITE Registration area. Pick one up and be on your way to a new job with help from ITE.

AUDIOVISUAL
Each technical session has one LCD projector (to connect to a speaker’s personal laptop) and one screen. ITE does not provide 35-mm slide or overhead transparency projectors.

CELL PHONES
Please be courteous to fellow conference attendees by turning off or setting all cell phones and pagers to vibrate before entering sessions.

ATTIRE
Participants are encouraged to wear business casual attire.

RESTRICTIONS
Videotaping or audio recording of sessions or technical exhibits as well as the unauthorized sale of ITE-copyrighted material is prohibited.

BADGES
Registration name badges must be visible for entrance to technical sessions and the exhibit.
This list is current as of March 3, 2011. All locations are subject to change without notice. All meetings are open to everyone unless otherwise noted (e.g., by invitation only).

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Coordinating Council</td>
<td>Sun, April 3</td>
<td>8:00 a.m.-11:00 a.m.</td>
<td>Dove</td>
</tr>
<tr>
<td>SCORP</td>
<td>Sun, April 3</td>
<td>11:00 a.m.-12:00 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Sustainability Task Force and Sustainable Transportation Current Practices Committee</td>
<td>Sun, April 3</td>
<td>11:00 a.m.-12:30 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>Public Agency Council</td>
<td>Sun, April 3</td>
<td>2:00 p.m.-3:30 p.m.</td>
<td>Dove</td>
</tr>
<tr>
<td>Transportation Consultants Council</td>
<td>Sun, April 3</td>
<td>2:00 p.m.-3:30 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Parking Council</td>
<td>Sun, April 3</td>
<td>2:00 p.m.-3:30 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>Traffic Engineering Council</td>
<td>Sun, April 3</td>
<td>4:00 p.m.-5:30 p.m.</td>
<td>Dove</td>
</tr>
<tr>
<td>Transportation Expert Witness Council</td>
<td>Sun, April 3</td>
<td>4:00 p.m.-5:30 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Transportation Safety Council</td>
<td>Sun, April 3</td>
<td>5:00 p.m.-6:30 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>Nominating Committee</td>
<td>Mon, April 4</td>
<td>9:30 a.m.-11:30 a.m.</td>
<td>Heron</td>
</tr>
<tr>
<td>ITSO Committee</td>
<td>Mon, April 4</td>
<td>10:30 a.m.-12:00 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>Traffic Bowl Committee</td>
<td>Mon, April 4</td>
<td>11:30 a.m.-12:30 p.m.</td>
<td>Heron</td>
</tr>
<tr>
<td>TPCB Board of Directors (working lunch meeting)</td>
<td>Mon, April 4</td>
<td>12:00 p.m.-4:00 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Safety in Transportation Planning Workshop (in lieu of Transportation Planning Council Meeting)</td>
<td>Mon, April 4</td>
<td>1:30 p.m.-3:00 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>ETO/TIM Committees</td>
<td>Mon, April 4</td>
<td>1:30 p.m.-3:00 p.m.</td>
<td>Heron</td>
</tr>
<tr>
<td>Management &amp; Operations/ITS Council</td>
<td>Mon, April 4</td>
<td>4:00 p.m.-5:30 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Transportation Education Council</td>
<td>Mon, April 4</td>
<td>4:00 p.m.-5:30 p.m.</td>
<td>Ibis</td>
</tr>
<tr>
<td>ITE Roundabout Taskforce</td>
<td>Mon, April 4</td>
<td>4:00 p.m.-5:30 p.m.</td>
<td>Heron</td>
</tr>
<tr>
<td>Prospective International Vice President Candidates Reception</td>
<td>Mon, April 4</td>
<td>4:00 pm – 5:30 pm</td>
<td>Eagle Boardroom</td>
</tr>
<tr>
<td>NTOC Breakfast Meeting (by invitation only)</td>
<td>Tue, April 5</td>
<td>7:30 a.m.-9:00 a.m.</td>
<td>Eagle Boardroom</td>
</tr>
<tr>
<td>Multimodal Level of Service for Complete Streets Workshop (in lieu of Pedestrian and Bicycle Council Executive Committee Meeting)</td>
<td>Tue, April 5</td>
<td>10:30 a.m.-12:00 p.m.</td>
<td>Pelican 1</td>
</tr>
<tr>
<td>SimCap Committee</td>
<td>Tue, April 5</td>
<td>10:30 am -12:00 pm</td>
<td>Ibis</td>
</tr>
<tr>
<td>Connected Vehicle Taskforce</td>
<td>Tue, April 5</td>
<td>1:00 p.m.-5:00 p.m.</td>
<td>Ibis and Dove</td>
</tr>
<tr>
<td>Transit Council</td>
<td>Tue, April 5</td>
<td>1:30 p.m.-3:00 p.m.</td>
<td>Sandpiper</td>
</tr>
<tr>
<td>Right Turn on Red IR Committee</td>
<td>Tue, April 5</td>
<td>1:30 p.m.-3:00 p.m.</td>
<td>Eagle Boardroom</td>
</tr>
<tr>
<td>Connected Vehicle Taskforce</td>
<td>Wed, April 6</td>
<td>8:00 a.m.-12:00 a.m.</td>
<td>Ibis and Dove</td>
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</table>
PROFESSIONAL DEVELOPMENT HOURS

The technical content of this conference meets most state and provincial registration board requirements for P.E. / P.Eng. licensure including Professional Traffic Operations Engineer® (PTOE), Professional Transportation Planner® (PTP), and Traffic Signal Operations Specialist® (TSOS) certification renewals. For sessions approved for APA/AICP Certification Maintenance (AICP CM), please see the conference Web site.

Completion of an online evaluation form for session attendance may earn up to 15 professional development hours (PDH). Papers published as part of the ITE 2011 Technical Conference and Exhibit Online Compendium of Technical Papers earn 10 PDH. Please contact Nicola Tavares at 202-785-0060 ext. 155 if you have questions about this process. Please ensure that ITE has your current e-mail address.

Technical Sessions/Workshops earn 1.5 PDH/0.2 IACET CEU for attendance or presentation per plenary, technical, workshop or conversation circle session.

Seminars earn 1 PDH/0.1 IACET CEU per contact hour of attendance or presentation per seminar and completion of evaluation form.

Published Papers earn 10 PDH per paper published as part of the ITE 2011 Technical Conference and Exhibit Online Compendium of Technical Papers. Paper publication does not qualify for IACET CEU.

Web-Based Crash Data Management System
Brought to you by TOA’s GIS and Technology Services

TOA is pleased to introduce our award-winning GIS-based crash data management system (CDMS) online! The WebCDMS leverages cutting-edge GIS mapping technologies to provide the needed functionality for crash data records management, analysis, and safety project development. Our turnkey crash data service provides data management services and robust analysis capabilities through a Web-based mapping application to address safety, law enforcement, and engineering needs.

Benefits:
- Turnkey crash data center solutions
- No software to install or maintain
- Multiple users through Web interface

Key Features:
- Web-based GIS application
- Interactive collision diagram/analysis
- Hyperlink scanned crash report images
- Drill down reporting
Leadership Development Seminar
developed by the ITE Southern District

Date: Sunday, April 3, 1:30 PM - 4:30 PM
Room: Toucan Room
Credits: 3 PDH/.3 IACET CEUs
Registration fee: $75

Target Audience: Transportation professionals who aspire to leadership positions and/or who wish to strengthen their general leadership knowledge and skills.

Background: A survey of ITE Southern District (SDITE) members identified leadership training as a major professional development need. In response, SDITE appointed a team of senior members to develop leadership training materials. The resulting materials feature five teaching modules on key characteristics and ten modules on core management practices of leaders. In the past 15 months the materials were used to conduct mini-workshops for multiple ITE Sections and “train the trainer” sessions. These efforts were targeted at young members who were transitioning from management into leadership, by focusing on small groups with interactive and probing sessions. The three representative modules are being offered as a joint session to introduce transportation professionals to the materials.

Module 1: Leadership Development Overview:
This workshop helps participants identify their present leadership status in their firms or agencies, the key actions of good leaders, and motivations and methods to acquire enhanced leadership attitudes and skill sets. It also includes an overview of all the modules.

Facilitator: Dr. Daniel S. Turner, P.E., Fellow and Life Member of ITE, former President of SDITE, Emeritus Professor of Civil Engineering, University of Alabama

Learning Objectives: At the conclusion of this module the participant will be able to:
- Differentiate between management and leadership
- Identify personal characteristics, attitudes and skill sets needed for leadership
- Understand how personal character influences whether others follow their leadership
- Construct a leadership-oriented career path

Module 2: Dealing With Elected Officials:
This module covers a sensitive and highly popular topic. It allows transportation and planning professionals to view the role of elected politicians through the eyes of elected politicians. A City Manager facilitates this module, and shares observations of how politicians see the future; what they expect from public works and transportation agencies; and how they evaluate issues to make decisions. This module identifies specific reasons for the differences in politicians and transportation officials, and offers suggestions for improved communication and cooperation.

Facilitator: Ms. Kay G. Love, City Administrator, Roswell, Georgia, oversees eight departments and more than 30 offices/divisions with a $100 million annual budget

Learning Objectives: At the conclusion of this module the participant will be able to:
- Determine the needs and motivations of elected officials
- Know the ground rules for dealing with elected officials
- Communicate and build rapport with elected officials

Module 3: Leadership Communications:
Studies show that the top reason employees like their job is that they like and trust their leaders. The primary reason for such like and trust is the leaders’ ability to communicate effectively to them. This module concentrates on the role of communication and gives an overview of the general principles of good communication practices. It explains the effects of good and weak practices. The majority of the material addresses verbal communication techniques in varying situations, such as interviews with the press and presentations at public gatherings.

Facilitator: Dr. Robert E. Stammer, Jr., P.E., Fellow of ITE, Member of ITE the Board of Direction, former President of SDITE; Associate Professor of Civil Engineering, Vanderbilt University

Learning Objectives: At the conclusion of this module course participants will be able to:
- Define the basic elements of communication
- Tailor the message to the audience
- Know the role of body language and verbal tone to produce a single, clear message.
- Know the importance of the first appearance to the reader, the first paragraph, the first sentence in each paragraph, and a strong conclusion in written communication
- Use appropriate communication techniques for different types of interviews
Date: Sunday, April 3, 8:30 a.m.–5:00 p.m.
Room: Pelican
Credits: 7 PDH/0.7 IACET CEU per module
Seminar Full

Target audience
State, provincial, local government and private sector transportation professionals involved in any transportation and highway projects including designers, planners, traffic engineers and managers.

Background
The Highway Safety Manual (HSM) was developed to be the definitive document for highway safety analysis. It provides science-based quantitative information for integrating safety into project analyses. Applying tools from the manual will support the transportation professional to quantitatively estimate the number of crashes or potential number of crashes associated with a particular condition or treatment. Users will find that each part of the manual provides new tools and concepts for integrating quantitative safety analysis into different transportation planning, design, operations and maintenance projects. The document is published by the American Association of State Highway and Transportation Officials (AASHTO) and includes four major parts:

• Human Factors and Fundamentals
• Roadway Safety Management Process
• Predictive Methods
• Accident Modification Factors

The instruction of the course will place emphasis on the application techniques for local traffic engineering/transportation professionals and will include example HSM applications and case studies. The content will provide participants with a fundamental understanding of how HSM can be used to better evaluate, plan and program for safety improvements by integrating safety into all project development phases.

Learning Objectives
At the conclusion of the course participants will be able to:
• Recall and be familiar with the specific structure and content of HSM;
• Determine how and when to apply methods included in HSM; and
• Use and experience the hands-on examples of many of the analytical procedures contained within HSM.

Instructors
John R. Freeman Jr., Senior Principal, Kittelson & Associates Inc., Orlando, FL, USA; Brian J. Malone, Vice-President of Transportation, CIMA+, Burlington, ON, Canada; Darren J. Torbic, Principal Traffic Engineer, Midwest Research Institute, State College, PA, USA; Elizabeth A. Wemple, Senior Associate, Cambridge Systematics, Portland, OR, USA
FUTURE MEETINGS

Annual Meetings and Exhibits
August 12–15, 2012
Westin Peachtree Plaza
Atlanta, Georgia

August 4–7, 2013
Sheraton Boston and Hynes Convention Center
Boston, Massachusetts

August 10–13, 2014
Washington State Convention & Trade Center
Seattle, Washington

August 2–5, 2015
Westin Diplomat
Hollywood, Florida

August 14–17
Anaheim Convention Center
Anaheim, California

July 30–August 2, 2017
Sheraton Centre Toronto
Toronto, Ontario, Canada

Technical Conferences and Exhibits
March 4–7, 2012
Pasadena Convention Center
Pasadena, California

March 3–6, 2013
Sheraton San Diego
San Diego, California

March 9–12, 2014
Hyatt Regency Miami
Miami, Florida

March 29–April 1, 2015
Westin La Paloma
Tucson, Arizona
## SCHEDULE-AT-A-GLANCE

### SUNDAY, APRIL 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:00 a.m.-8:30 a.m.</td>
<td>Coordinating Council Breakfast &amp; Meeting</td>
<td>Room - Dow</td>
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<tr>
<td>8:30 a.m.-9:00 a.m.</td>
<td>Room - Sandpiper</td>
<td>Room - Isla</td>
</tr>
<tr>
<td>9:00 a.m.-9:30 a.m.</td>
<td>Room - Sandpiper</td>
<td>Room - Tucan</td>
</tr>
<tr>
<td>9:30 a.m.-10:00 a.m.</td>
<td>Room - Sandpiper</td>
<td>Room - Pelican 1</td>
</tr>
<tr>
<td>10:00 a.m.-10:30 a.m.</td>
<td>Sustainability Task Force Seminar - Session 1 (make up)</td>
<td>Room - Sandpiper</td>
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<td>10:30 a.m.-11:00 a.m.</td>
<td>Room - Isla</td>
<td>Room - Tucan</td>
</tr>
<tr>
<td>11:00 a.m.-11:30 a.m.</td>
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<td>Room - Tucan</td>
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### MONDAY, APRIL 4

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### Registration/Show Bidding Fair

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### SCHEDULE-AT-A-GLANCE

#### TUESDAY, APRIL 5

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<tr>
<th>Time</th>
<th>Engineering, Design and Operations</th>
<th>Human Behavior and Multimodality</th>
<th>Policy and Programs</th>
<th>Planning, Data Analysis and Tools</th>
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<td>7:30 a.m. - 8:00 a.m.</td>
<td>Room - Swan 7B</td>
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#### WEDNESDAY, APRIL 6

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**Color Legend**
- Registration: Blue
- Council/Committee: Orange
- Reception: Green
- Technical Sessions: Yellow
- Networking Breaks: Purple
- Evening: Red
- User Group: Pink
The Technical Program is comprised of the tracks listed below. You may follow one track or switch tracks as you wish.

- Engineering, Design and Operations
- Human Behavior and Multimodalism
- Policy and Programs
- Planning, Data Analysis and Tools

Technical Session is a moderated session arranged theatre style that includes 3-4 technical presentations and a concluding question and answer period.

Satellite Session is a discussion session featuring different tables focused on a specific topic. During the 1.5 hour session, participants will have the opportunity to sit at topic-oriented tables to engage in discussion with other professionals. Notes will be taken to provide feedback to ITE and others in the community to enhance transportation safety initiatives.

Conversation Circle is a facilitated session with 1-3 panelists. Chairs are arranged in a half-circle formation to encourage informal discussion about the session topic. In the conversation circle, the questions are often more important than the answers.

Workshop Session is a session that provides an opportunity for participants to collaborate on recommendations or review a design case study.

Software User Group is a session in which software vendors will provide an opportunity for attendees to ask questions and get assistance on their product. A company representative will be on hand to provide the service. Users need to bring their own laptops as appropriate.

All technical sessions, as well as the exhibit, are in the Walt Disney World Swan Resort. Room locations are subject to change without notice.

Disclaimer: The following program includes individuals confirmed at the time of publication. Information is subject to change. The views and opinions expressed by conference participants are those of the participants and do not reflect official ITE policy unless so stated.

√ Paper is included on the Online Compendium of Technical Papers.
2  Connecting Operations and Safety Satellite Session  
**Monday, April 4, 10:30 a.m.-12:00 p.m.**  
**Pelican 1**

**Learning Objective:** Identify and share perspectives on the relationship between operations strategies and safety objectives.

**Active Transportation Demand Management**  
**FACILITATOR:** Jeffrey A. Lindley, Associate Administrator for Operations, U.S. DOT- FHWA, Washington, DC, USA

**Work Zones**  
**FACILITATOR:** Tracy A. Scriba, Work Zone Technical Program Manager, U.S. DOT-FHWA, Washington, DC, USA

**Incident Management**  
**FACILITATOR:** Patricia B. Noyes, Principal, Pat Noyes & Associates, Boulder, CO, USA

3  Planning for Multimodal Safety at Intersections  
**Conversation Circle**  
**Sponsored by the ITE Transportation Planning Council**  
**Monday, April 4, 10:30 a.m.-12:00 p.m.**  
**Pelican 2**

**Learning Objective:** Discuss how participants are planning for and measuring success for safety of all modes in intersection planning and design.

**PANEL MODERATOR:** Lawrence J. Marcus, Vice President, Planning and Traffic Engineering, ATCS, Dulles, VA, USA

**PANELISTS:**  
Integrating Bicycle and Pedestrian Safety into Intersections  
Jeffrey R. Riegner, Vice President, Whitman, Requardt and Associates LLP, Wilmington, DE, USA

√ Crash Modification Factors for Selected Engineering Treatments at Signalized Intersections  
Raghavan Srinivasan, Research Engineer, University of North Carolina, Chapel Hill, NC, USA

4  Strategic Highway Safety Plans…Where’s the Progress?  
**Monday, April 4, 10:30 a.m.-12:00 p.m.**  
**Swan 7/8**

**Learning Objective:** Review several strategic highway safety plans and their results.

**PRESIDER:** Anthony R. Kane, Director of Engineering and Technical Services, American Association of State and Highway Transportation Officials, Washington, DC, USA

**SPEAKERS:**  
Utah’s Zero Fatalities Goal and Implementation of the Strategic Highway Safety Plan  
Robert E. Hull, Director of Traffic and Safety, Utah DOT, Salt Lake City, UT, USA

√ A Safer System Approach in Alberta  
Mavis Johnson, President, Canadian Traffic Safety Institute, Burnaby, BC, Canada

Minnesota Strategic Highway Safety Plan  
Bernie J. Arseneau, Deputy Commissioner/Chief Engineer, Saint Paul, MN, USA

Strategic Highway Safety Planning in Florida  
Marianne A. Trussell, Chief Safety Officer, Florida DOT, Tallahassee, FL, USA
ITS for Improving Transit Safety
Sponsored by the ITE Management and Operations/ITS Council
Monday, April 4, 10:30 a.m.-12:00 p.m.
Swan 9/10

Learning Objective:
Discuss how ITS technologies can improve transit safety.

PRESIDER:
Alan R. Danaher, Senior Supervising Engineer, Parsons Brinckerhoff, Orlando, FL, USA

SPEAKERS:
Transit ITS Safety and Security Applications
Louis F. Sanders, Director of Technical Services, American Public Transportation Association, Washington, DC, USA

√ ITS Aids Transit Safety and Security Managers Do Their Jobs
Gregory Cook, General Manager, Veolia Transportation, Las Vegas, NV, USA

√ Improving Transit Safety in Florida Through Implementing Yield-to-Bus LED Signs
Aldo D. Fabregas, Research Associate, Center for Urban Transportation Research, University of South Florida, Tampa, FL, USA

Modern Roundabouts Peer Exchange Conversation Circle
Sponsored by the ITE Roundabout Task Force
Monday, April 4, 1:30 p.m.-3:00 p.m.
Pelican 2

Learning Objective:
Understand the challenges associated with implementing modern roundabouts and developing strategies that local jurisdictions can use to overcome those challenges.

PANEL MODERATOR:
Hillary N. Isebrands, Highway Safety Specialist, U.S. DOT-FHWA, Lakewood, CO, USA

PANELISTS:
Ken Sides, Senior Professional Engineer, City of Clearwater, Clearwater, FL, USA

Jeffrey B. Shaw, Intersections Program Manager, U.S. DOT-FHWA, Matteson, IL, USA

Justin A. Bansen, Associate Engineer, Kittelson & Associates Inc., Orlando, FL, USA

Frank Sullivan, Senior Transportation Engineer, Florida DOT, Tallahassee, FL, USA

Ethics...You be the Judge
Sponsored by the ITE Transportation Safety Council and Ethics Standing Committee
Monday, April 4, 1:30 p.m.-3:00 p.m.
Swan 7/8

Learning Objective:
Discuss ethical decisions in transportation engineering and planning projects.

PRESIDER:
Russell G. Brownlee, Transportation Safety Engineer, Giffin Koerth Forensic Engineering, Toronto, ON, Canada

SPEAKERS:
Ethics in Consulting and Procurement Practices
Jeff Arey, Vice President-Transportation/Infrastructure, Reynolds, Smith & Hills Inc., Jacksonville, FL, USA

The Engineer That Couldn’t (or Shouldn’t)
Richard Ryan, Owner, R.F. Ryan and Associates, Amboy, WA, USA

Highway Safety Manual: Will You Use Your New Safety Powers for Good or Evil?
Russell G. Brownlee, Transportation Safety Engineer, Giffin Koerth Forensic Engineering, Toronto, ON, Canada
8  International Safety Programs and Successes  
Monday, April 4, 1:30 p.m.-3:00 p.m.  
Swan 9/10

Learning Objective: Discuss the challenges and results of implementing transportation safety measures outside of North America.

PRESIDER: Peter T. McCombs, Director, Chairman of the Board, Traffic Design Group Ltd., Lower Hutt, New Zealand

SPEAKERS:
√ Safety Challenges in Developing Countries  
Amir Rizavi, Assistant Vice-President / Associate, Eng-Wong, Taub & Associates, New York, NY, USA

√ Survey on the Effectiveness of Traffic Calming Measures in Slovenia  
Peter Lipar, Professor, University of Ljubljana, Ljubljana, Slovenia

Victoria’s Road Safety Achievement - From 1061 Deaths per Year to 300 per Year  
Andrew P. O’Brien, Chairman O’Brien Traffic, Hawthorn East, VIC, Australia

9  Current Issues in Grade Crossing Safety  
Sponsored by the ITE National Grade Crossing Committee  
Monday, April 4, 1:30 p.m.-3:00 p.m.  
Pelican 1

Learning Objective: Discuss a range of current safety issues at grade crossings including specific areas in which the state-of-art of countermeasures has recently been advanced as well as some emerging issues where additional research and/or experimentation is needed to identify best practices.

PRESIDER: Tom Lancaster, Founding Principal, Lancaster Engineering, Portland, OR, USA

SPEAKERS:
√ Issues and Potential Solutions for Roundabouts with Grade Crossings  
Eugene R. Russell, Sr., Professor Emeritus of Civil Engineering, Kansas State University, Manhattan, KS, USA

√ Recent Developments in Pre-Signals and Queue Cutters  
Brent Ogden, Vice President, AECOM, Oakland, CA, USA

√ Recent Developments in Bicycle and Pedestrian Safety at Grade Crossings  
John Ciccarelli, Consultant, Bicycle Solutions, San Mateo, CA, USA

Current Issues and New Tools for Intersections Near Grade Crossings  
John G. Van Hoff, Senior Project Manager, AECOM, Sandy, UT, USA

10  Rural Road Safety Measures  
Monday, April 4, 4:00 p.m.-5:30 p.m.  
Swan 7/8

Learning Objective: Review measures implemented to improve safety on rural roads.

PRESIDER: Edward J. Kant, Consultant, Naples, FL, USA

SPEAKERS:
√ Comparison of Calibration Factors Obtained Using Oregon and Georgia Data to Implement HSM Procedures on Two-Lane Two-Way Rural Roads  
Priyanka Alluri, Doctoral Candidate, Clemson University, Clemson, SC, USA

√ Evaluation of the Safety Benefits of Paved Shoulders  
Shauna L. Hallmark, Associate Professor, Iowa State University, Ames, IA, USA

√ A Multi-Criteria Evaluation of Alternative Designs for Two-Lane Rural Highways  
Alexandre Nolet, Transportation Engineer, CIMA+, Burlington, ON, Canada

Rural Safety Review in Northern Ontario  
Brian J. Malone, Vice-President of Transportation, CIMA+, Burlington, ON, Canada
TECHNICAL PROGRAM

11 Updates and Innovations in Pedestrian and Bicycle Planning and Engineering
Sponsored by the ITE Pedestrian and Bicycle Council
Monday, April 4, 4:00 p.m.-5:30 p.m.
Swan 9/10

Learning Objective:
Discuss pedestrian and bicycle safety activities and documents.

PRESIDER:
Meghan F. Mitman, Associate, Fehr & Peers Transportation Consultants, San Francisco, CA, USA

SPEAKERS:
Highway Safety Manual and Pedestrians
John McFadden, Geometric Design Engineer, U.S. DOT-FHWA, Baltimore, MD, USA

Miami-Dade Pedestrian Safety Study
Charles V. Zegeer, Associate Director for Engineering and Planning, University of North Carolina - Chapel Hill, Chapel Hill, NC, USA

Pedestrian and Bicycle Information Center (PBIC) – Current Initiatives
Carl Sundstrom, Program Manager, Pedestrian and Bicycle Information Center, UNC Highway Safety Research Center, Chapel Hill, NC, USA

12 Engaging Emergency Response Agencies in Traffic Calming Conversation Circle
Sponsored by the ITE Traffic Engineering Council
Monday, April 4, 4:00 p.m.-5:30 p.m.
Pelican 2

Learning Objective:
Discuss the perspectives on the international fire code revision from the emergency services personnel, transportation planners and traffic engineers perspective.

PANELISTS:
Shawn Kelley, Director, Strategic Services, International Association of Fire Chiefs, Fairfax, VA, USA
Gary W. Schatz, Assistant Director, City of Austin, Austin, TX, USA
Matt L. Orta, Assistant Chief, Austin Fire Department, Austin, TX, USA

13 Distracted Driving Safety
Monday, April 4, 4:00 p.m.-5:30 p.m.
Pelican 1

Learning Objective:
Raise awareness of resources and tools to aid in the reduction of distracted driving.

PRESIDER:
Steven B. Gayle, Gayle Consult LLC, Gilbertsville, NY, USA

SPEAKERS:
U.S. DOT Distracted Driving Initiative - Progress and Next Steps
John Maddox, Associate Administrator for Applied Research, National Highway Traffic Safety Administration, Washington, DC, USA

Using Technology to Prevent and Reduce Distraction
Miguel A. Perez, Research Scientist, Virginia Tech Transportation Institute, Blacksburg, VA, USA

Youth Safety and Distracted Driving
Sandy Spavone, Executive Director, National Organizations for Youth Safety, Gainesville, VA, USA
TECHNICAL PROGRAM

14 Moving Toward Zero: Decade of Action for Road Safety
Tuesday, April 5, 8:00 a.m.-9:30 a.m.
Swan 7-9

Learning Objective:
Enlighten participants about the decade of action for road safety and progress to date.

Welcome
Paul Eng-Wong, President, Eng-Wong, Taub and Associates, New York, NY, USA

ITE Vice President Candidate Presentations

Zaki Mustafa, Bureau Chief, City of Los Angeles, Los Angeles, CA, USA
Raymond E. Davis, President, RED3 Consulting, Emeryville, CA, USA

SPEAKERS:
Decade of Action for Road Safety
T. Bella Dinh-Zarr, Director of Road Safety, FIA Foundation for the Automobile and Safety, London, UK

ITS Technology: Making a Difference in Road Safety
Scott F. Belcher, President and CEO, ITS America, Washington, DC, USA

International Road Assessment Programme—A World Free of High Risk Roads
Rob McInerney, Global CEO, iRAP, Brisbane, Australia

15 Advisory Speeds on Curves: Good or Bad Advice
Sponsored by the ITE Traffic Engineering Council
Tuesday, April 5, 10:30 a.m.-12:00 p.m.
Swan 7/8

Learning Objective:
Discuss the limitations of ball bank indicator method for determining advisory speeds. Distinguish between AASHTO, MUTCD and proposed new criteria for setting advisory speeds; discuss new engineering study methods for setting consistent and credible advisory speeds.

PRESIDER:
James L. Pline, President, Pline Engineering Inc., Boise, ID, USA

SPEAKERS:
Advisory Speeds on Curves – An Historical Perspective
James L. Pline, President, Pline Engineering Inc., Boise, ID, USA

ITE Informational Report on Advisory Speeds on Curves
Robert K. Seyfried, President, R.K. Seyfried and Associates Inc., Evanston, IL, USA

Advisory Speeds on Curves: Practitioner Feedback
Robert Milstead, Vice President, Brudis and Associates Inc., Columbia, MD, USA

16 Multimodal Level of Service for Complete Streets Workshop
Sponsored by the ITE Pedestrian and Bicycle Council
Tuesday, April 5, 10:30 a.m.-12:00 p.m.
Pelican 1

Learning Objective:
Discuss available and needed tools for measuring and evaluating complete streets.

FACILITATORS:
Jeffrey R. Riegner, Vice President, Whitman, Requardt and Associates LLP, Wilmington, DE, USA
Meghan F. Mitman, Associate, Fehr & Peers Transportation Consultants, San Francisco, CA, USA
John LaPlante, Vice President/Director of Traffic Engineering, T.Y. Lin International, Chicago, IL, USA

FACILITATORS:
Jeffrey R. Riegner, Vice President, Whitman, Requardt and Associates LLP, Wilmington, DE, USA
Meghan F. Mitman, Associate, Fehr & Peers Transportation Consultants, San Francisco, CA, USA
John LaPlante, Vice President/Director of Traffic Engineering, T.Y. Lin International, Chicago, IL, USA
How Connected Vehicle Can Improve the Safety and Operation of City Streets
Sponsored by U.S. DOT-RITA the ITE Management and Operations/ITS Council
Tuesday, April 5, 10:30 a.m.-12:00 p.m.
Swan 9/10

Learning Objective:
Discuss how communications between vehicles and infrastructure can improve the safety and efficiency of urban arterial streets.

PRESIDER:
James L. Wright, IntelliDrive Liaison and Coordinator, American Association of State and Highway Transportation Officials, Washington, DC, USA

SPEAKERS:
Connected Vehicles – Benefits and Issues for Local Governments
Valerie A. Briggs, Team Lead, Knowledge Transfer and Policy, ITS Joint Program Office, U.S. DOT-RITA, Washington, DC, USA

Connected Vehicle Focus on Traffic Safety
Ralph Robinson, Research Scientist, University of Michigan Transportation Research Institute, Ann Arbor, MI, USA

Vehicle to Infrastructure Connection for Traffic Signal Priority and Safety
David Miller, Director of Engineering, Siemens ITS, Austin, TX, USA

Improving Safety and Operations of City Streets - Local Perspective
John E. Fisher, Assistant General Manager, City of Los Angeles DOT, Los Angeles, CA, USA

Breaking Through the 2009 Numbers Conversation Circle
Tuesday, April 5, 10:30 a.m.-12:00 p.m.
Pelican 2

Learning Objective:
Review safety data.

PANELISTS:
Highway Safety Improvement Program Obligations and Fatalities on U.S. Highways
Brian E. Chandler, Senior Transportation Engineer, SAIC, Seattle, WA, USA

2009 Traffic Safety Data – FARS and GES
Chou-Lin Chen, Chief, Mathematical Analysis Division, National Center for Statistics and Analysis, National Highway Traffic Safety Administration, Washington, DC, USA

Transoft Solutions Inc. Torus Roundabouts Software User Group 1
Tuesday, April 5, 1:30 p.m.-3:00 p.m.
Pelican 1

Learning Objective:
Address questions related to the use of Torus Roundabouts Software with other users and a representative from Transoft Solutions Inc.

FACILITATOR:
Daniel Shihundu, Vice President, Product Management, Transoft Solutions, Inc., Richmond, BC, Canada

Safer Streets for Healthier Children
Sponsored by the Robert Wood Johnson Foundation
Tuesday, April 5, 1:30 p.m.-3:00 p.m.
Swan 9/10

Learning Objective:
Discuss childhood obesity and the built environment.

PRESIDER:
Steven D. Hofener, Principal, Traffic Engineering Consultants Inc., Oklahoma City, OK, USA

SPEAKERS:
Engaging the Community in Transportation Solutions
Kelly Morphy, Director of Outreach and Communications, Walkable and Livable Communities Institute, Port Townsend, WA, USA

Children’s Travel to School: How Policy Influences Mode Choice Decisions
Ruth L. Steiner, Associate Professor, Director, Center for Health and the Built Environment, University of Florida, Gainesville, FL, USA

Small Steps to Better Health: Child-Friendly Planning Perspectives
John Hemingway, Senior Project Manager, Hatch Mott MacDonald, Mississauga, ON, Canada

Prioritizing Transportation Policy and Funding for Active Transportation, Safety, Equity and Health
Leslie A. Meehan, Senior Transportation Planner, Co-Chair Tennessee Obesity Taskforce, Nashville Area Metropolitan Planning Organization, Nashville, TN, USA
## TECHNICAL PROGRAM

### 21 Measuring Workzone Safety and Mobility Impacts

*Sponsored by the ITE Transportation Safety Council*

**Tuesday, April 5, 1:30 p.m.-3:00 p.m.**  
Swan 7/8

**Learning Objective:** Identify current work zone traffic crash modification factors, state practices on work zone safety and mobility monitoring, and recommended work zone safety and mobility performance measures to target.

**PRESIDER:**  
Tracy A. Scriba, Work Zone Technical Program Manager, U.S. DOT-FHWA, Washington, DC, USA

**SPEAKERS:**  
Work Zone Impact Assessment, Data Collection, and Performance Measurement in the U.S.: Results of an NCHRP Domestic Scan  
Tracy A. Scriba, Work Zone Technical Program Manager, U.S. DOT-FHWA, Washington, DC, USA

Pilot Test of Work Zone Mobility Performance Measurement Techniques  
Gerald Ullman, Senior Research Engineer, Texas Transportation Institute, Texas A&M University, College Station, TX, USA

Effects of Nighttime and Daytime Work Zone Activities on Traffic Crashes  
Melisa D. Finley, Associate Research Engineer, Texas Transportation Institute, Texas A&M University, College Station, TX, USA

### 22 Understanding Driver Behavior and Associated Crash Risk

*Sponsored by the Strategic Highway Research Program 2 (SHRP 2) of the Transportation Research Board*

**Tuesday, April 5, 1:30 p.m.-3:00 p.m.**  
Pelican 2

**Learning Objective:** Discuss emerging data collection techniques, data sets and analysis methods which will increase the understanding of how driver performance and behaviors affect traffic safety.

**PRESIDER:**  
Charles R. Fay, Senior Program Officer, Strategic Highway Research Program 2 at Transportation Research Board, Washington, DC, USA

**SPEAKERS:**  
SHRP 2 Safety Program: Purpose, Objectives and Anticipated Products  
Kenneth Campbell, Chief Program Officer, Strategic Highway Research Program 2 at Transportation Research Board, Washington, DC, USA

Design of the SHRP 2 Naturalistic Driving Study  
Thomas A. Dingus, Director, Virginia Tech Transportation Institute, Blacksburg, VA, USA

### 23 Putting Safety in Context Sensitive Solutions

**Tuesday, April 5, 4:00 p.m.-5:30 p.m.**  
Swan 7/8

**Learning Objective:** Discuss how safety can be a part of designing context sensitive solutions.

**PRESIDER:**  
John LaPlante, Vice President/ Director of Traffic Engineering, T.Y. Lin International, Chicago, IL, USA

**SPEAKERS:**  
Overcoming Engineering Obstacles to Walkable Thoroughfare Design … Case Studies  
Richard A. Hall, President, Hall Planning & Engineering Inc., Tallahassee, FL, USA

Planning Complete Streets for an Aging America  
Jana Lynott, Senior Strategic Policy Advisor, Transportation & Livable Communities, AARP Public Policy Institute, Washington, DC, USA

Free Pass: Lesser Known Considerations for Barrier Free Pedestrian Movement  
Pamela M. Blough, P.M. Blough Inc., Grand Haven, MI, USA
TECHNICAL PROGRAM

√ Integrating Roadway and Intersection Redesign with Site Redevelopment – A Win-Win for All
Lynn E. Allsbrook, Acting Director of Public Works, City of Hampton, Hampton, VA, USA

Case Studies in Applying the Highway Safety Manual
Sponsored by US DOT-FHWA, Office of Safety
Tuesday, April 5, 4:00 p.m.-5:30 p.m.
Swan 9/10

Learning Objective: Review applications of techniques from the Highway Safety Manual.

PRESIDER: John R. Freeman Jr., Senior Principal, Kittelson & Associates Inc., Orlando, FL, USA

SPEAKERS:
√ The Highway Safety Manual (HSM) What’s in it for Local and State Agencies
John McFadden, Geometric Design Engineer, U.S. DOT-FHWA, Baltimore, MD, USA

√ Highway Safety Manual, New Model Parameters vs. Calibration of Crash Prediction Models
Mohamadreza Banihashemi, Senior Transportation Research Engineer, GENEX Systems, McLean, VA, USA

√ Implementation of the Highway Safety Manual
Kimberly K. Silverman, Transportation Engineer, CH2M HILL, Chicago, IL, USA

25 MUTCD: Sign Requirements and Methods for Maintenance
Sponsored by the ITE Traffic Engineering Council
Tuesday, April 5, 4:00 p.m.-5:30 p.m.
Pelican 1

Learning Objective: Discuss the new sign retroreflectivity requirements, the various sign maintenance programs and methods for establishing written documentation/policy to support selected methods for sign management.

PRESIDER: Kevin J. Sylvestre, Transportation Specialist, U.S. DOT-FHWA, Washington, DC, USA

SPEAKERS:
Overview of New Traffic Sign Maintenance Requirements
Michael Griffith, Director, Office of Safety Technologies, U.S. DOT-FHWA - Office of Safety, Washington, DC, USA

Minnesota DOT Sign Management Program
George M. Stuempfig, Principal, SRF Consulting Group Inc., Minneapolis, MN, USA

√ Montgomery County Sign Management Program
Gary Shoup, Senior Engineer, Montgomery County Engineer’s Office, Dayton, OH, USA

26 Connected Vehicle and ITS Deployment Conversation Circle
Sponsored by U.S. DOT-RITA
Tuesday, April 5, 4:00 p.m.-5:30 p.m.
Pelican 2

Learning Objective: Discuss the current state of ITS deployments and the Connected Vehicle program.

PANELISTS:
Valerie A. Briggs, Team Lead, Knowledge Transfer and Policy, ITS Joint Program Office, U.S. DOT-RITA, Washington, DC, USA

Gary Duncan, Chief Technology Officer, Econolite, Anaheim, CA, USA

Gary C. Piotrowicz, Director of Traffic Safety, Road Commission for Oakland County, Waterford, MI, USA
Software User Group
Traffic Crash Location System by MS2 Software User Group 2
Tuesday, April 5,
6:00 p.m.-7:00 p.m.
Swan 7/8

FACILITATOR:
Ben Chen, Principle, MS2, Ann Arbor, MI, USA

Learning Objective:
Discuss your knowledge of and experience with Traffic Crash Location System with other users and a representative from MS2.

Software User Group
FHWA Interactive Highway Safety Design Model (IHSDM) User Group 3
Tuesday, April 5,
6:00 p.m.-7:00 p.m.
Swan 9/10

Learning Objective:
Address questions related to the use of Interactive Highway Safety Design Model with other users and a representative from GENEX Systems.

FACILITATOR:
Mohamadreza Banihashemi, Senior Transportation Research Engineer, GENEX Systems, McLean, VA, USA

Software User Group
HiSafe by Kittelson & Associates/Digiwest Software User Group 4
Tuesday, April 5,
6:00 p.m.-7:00 p.m.
Pelican 1

Learning Objective:
Address questions related to the use of HiSafe with other users and a representative from Kittelson & Associates.

FACILITATOR:
Paul White, Chief Information Officer, Kittelson & Associates, Orlando, FL, USA

Software User Group
Highway Capacity Software by McTrans Center, University of Florida Software User Group 5
Tuesday, April 5,
6:00 p.m.-7:00 p.m.
Pelican 2

Learning Objective:
Address questions related to the use of McTrans Highway Capacity Software with other users and a representative from University of Florida's McTrans Center.

FACILITATOR:
William Sampson, McTrans Center Director, University of Florida, Gainesville, FL USA

Implementation of the Flashing Yellow Arrow
Sponsored by the ITE Traffic Engineering Council
Wednesday, April 6,
8:00 a.m.-9:30 a.m.
Swan 7/8

Learning Objective:
Discuss the implementation issues, challenges, and successes of the flashing yellow arrow operation at traffic signals.

PRESIDER:
Robert K. Seyfried, President, R.K. Seyfried and Associates Inc., Evanston, IL, USA

SPEAKERS:
Experiences in Dakota County, MN
Kristi M. Sebastian, Traffic Engineer, Dakota County, Apple Valley, MN, USA

Oakland County, MI Experiences
Gary C. Piotrowicz, Director of Traffic Safety, Road Commission for Oakland County, Waterford, MI, USA

Technical Potpourri
CANCELLED

Engineers as Safety Advocates Conversation Circle
Wednesday, April 6,
8:00 a.m.-9:30 a.m.
Pelican 2

Learning Objective:
Discuss the impact that transportation professionals can have on the job and in their communities to improve transportation safety.

FACILITATOR:
Karen Mohammadi, Engineer-Manager, Neel-Schaffer Inc., Louisville, KY, USA
Safety Analysis in Practice
Wednesday, April 6,
8:00 a.m.-9:30 a.m.
Swan 9-10

Learning Objective:
Review safety data.

PRESIDER:
Nancy Dutta, Graduate Student,
University of Massachusetts –
Amherst, Amherst, MA, USA

SPEAKERS:
√ Spatial System for Identification
and Analysis of High Crash
Segments
Nancy Dutta, Graduate Student,
University of Massachusetts -
Amherst, Amherst, MA, USA

Calibrating the HSM SPF’s for
Florida
Sivaramakrishnan Srinivasan,
Assistant Professor, University of
Florida, Gainesville, FL, USA

√ Roadway Factors Associated
with Motorcycle Crashes
Alberto M. Figueroa, Associate
Professor, University of Puerto
Rico at Mayaguez, Mayaguez,
PR, USA

√ An Examination of the
Relationship Between Digital
Billboards and Traffic Safety in
Reading, Pennsylvania Using
Empirical Bayes Analyses
Michael W. Tantala, Principal,
Tantala Associates LLC,
Philadelphia, PA, USA

Moving Toward Zero:
Progress, Challenges and
Next Steps
Wednesday, April 6,
10:00 a.m.-11:30 a.m.
Swan 7-8

Learning Objective:
Discuss the progress, challenges
and next steps for reducing
transportation-related injuries and
fatalities.

PRESIDER:
Jeffrey B. Shaw, Intersections
Program Manager, U.S. DOT-
FHWA, Matteson, IL, USA

SPEAKERS:
Moving Toward Zero: Tools and
Applications
Darren J. Torbic, Principal Traffic
Engineer, Midwest Research
Institute, State College, PA, USA

Moving Toward Zero: Challenges
Kimberly A. Eccles, Engineer,
Vanasse Hangen Brustlin Inc.,
Raleigh, NC, USA

Moving Toward Zero: Next Steps
Susan B Herbel, Principal,
Cambridge Systematics Inc.,
Heathrow, FL, USA

Using ITS Technology to Save
Lives
Robert L. Bertini, Deputy
Administrator, U.S. DOT-RITA,
Washington, DC, USA
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**Leotek Electronics USA**: Leotek Electronics USA is a leader in traffic management, delivering total solutions for public and private sector clients worldwide. Leotek combines expertise in hardware and software engineering, image processing and traffic management to develop systems that reduce travel time, reduce congestion, enhance transit operations, provide safer mobility and improve the overall quality of life. **Booth: 202**

**McTrans Center/University of Florida**: McTrans Center is a leader in traffic management, delivering total solutions for public and private sector clients worldwide. McTrans combines expertise in hardware and software engineering, image processing and traffic management to develop systems that reduce travel time, reduce congestion, enhance transit operations, provide safer mobility and improve the overall quality of life. **Booth: 206**

**Miovision Technologies**: Miovision Technologies is a leader in traffic management, delivering total solutions for public and private sector clients worldwide. Miovision combines expertise in hardware and software engineering, image processing and traffic management to develop systems that reduce travel time, reduce congestion, enhance transit operations, provide safer mobility and improve the overall quality of life. **Booth: 312**

**Naztec Inc.**: Naztec Inc. manufactures a full line of traffic control hardware and software to meet current and future demands for your agency. Naztec's ATMS now central management package is feature rich with a multitude of practical applications. Please stop by our booth for a demonstration. **Booth: 417, 419**
EXHIBITOR DESCRIPTIONS

Pd’ Programming Inc.
725 Aegean Dr.
Lafayette, CO 80026 USA
Telephone: 303-666-7896
Fax: 303-666-7347
info@pdmagic.com
www.pdmagic.com
Booth: 400

Pedestrian and Bicycle Information Center (UNC Highway Safety Research Center)
730 Martin Luther King Jr. Blvd.,
Campus Box 3430
Chapel Hill, NC 27599-3430 USA
Telephone: 919-962-2202
Fax: 919-962-8710
pbic@pedbikeinfo.org
www.walkinginfo.org
www.bicyclinginfo.org
The Pedestrian and Bicycle Information Center (PBIC), funded by the USDOT Federal Highway Administration, seeks to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. To learn more, visit www.walkinginfo.org or www.bicyclinginfo.org.
Booth: 203

Polara Engineering Inc.
9153 Stellar Ct.
Corona, CA 92883 USA
Telephone: 714-521-0900
Fax: 714-521-5587
lmack@polara.com
www.polara.com
Polara is the leading manufacturer of Accessible Pedestrian Signals and ADA compliant push buttons. Polara’s products are extremely reliable, vandal resistant and ADA, MUTCD and TAC compliant. We are proud to be unveiling our next generation of APS. Come by our booth and take a look and find out more.
Booth: 203

Pexco, Davidson Traffic Control Products
3110 70th Ave. E.
Tacoma, WA 98424 USA
Telephone: 253-284-8000
Fax: 253-284-8080
www.davidsontraffic.com
Davidson Traffic Control has long been recognized as a leading manufacturer of quality traffic and highway safety products. Our innovative products include the FG 300, high impact resistant delineator posts, temporary pavement markers for chip seals, two versatile curb systems, type III barricades, guardrail delineators, barrier markers, snow poles, pedestrian safety signs, raised pavement markers and more.
Booth: 203

Peek Traffic Corp.
2906 Corporate Way
Palmetto, FL 34221 USA
Telephone: 941-845-1252
Fax: 941-845-1501
clara.alarcon@peektraffic.com
www.peektraffic.com
Peek Traffic Corp. a driving force of innovation in the intelligent traffic control industry, is one of the most trusted and widely recognized providers of traffic control hardware and software, data and classification hardware, tolling equipment, cabinet UPS systems and vehicle detection equipment in the world.
Booth: 209

PTV America Inc.
9755 SW Barnes Rd., Ste. 550
Portland, OR 97225 USA
Telephone: 503-297-2556
Fax: 503-297-2230
kgiese@ptvamerica.com
www.ptvamerica.com
PTV America provides cutting-edge transportation software products known as PTV Vision® – VISSIM, VISUM, TRAFFIX and Traffic Count Management – that support modeling, planning and engineering decision making in over 90 countries. PTV Vision® software is the worldwide leader for integration of strategic planning, transport operations and traffic engineering.
Booth: 101

Quality Counts LLC/ Digiwest
16285 SW 85th Ave., Ste. 302
Tigard, OR 97224 USA
Telephone: 544-599-0603
cstevenson@qualitycounts.net
Quality Counts is a nationwide full-service traffic data collection company with offices across the nation specializing in non-intrusive data collection. Digiwest is an end-to-end communications solutions company dedicated to providing its customers with a full range of IT consulting services.
Booth: 217

QWICK KURB® INC.
1916 US41
Ruskin, FL 33570 USA
Telephone: 813-645-5072
matthew@qwickkurb.com
www.qwickkurb.com
US Distributor and licensee of Horizont/Klemmfix delineation and traffic control products including traffic separators and lane shifting conveyors.
Booth: 302

Road Kare International
530 Jesse St.
Grand Prairie, TX 75051 USA
Telephone: 972-623-9885
Fax: 972-641-0851
bill@roadkare.com
www.roadkare.com
Booth: 204
EXHIBITOR DESCRIPTIONS

Rhythm Engineering
12351 W. 96th Terr., Ste. 107
Lenexa, KS 66215 USA
Telephone: 913-227-0603
Fax: 913-227-0674
angelia.weinzirl@rhythmtraffic.com
www.rhythmtraffic.com
Booth: 317

Sensata Technologies
4467 White Bear Pkwy.
St. Paul, MN 55110 USA
Telephone: 651-653-7000
Fax: 651-653-7600
mike.olsen@sensata.com
dimensions.sensata.com
Sensata Technologies manufactures Dimensions Battery Backup Systems. Dimensions products are known for high reliability, quality and ease of use. Sensata is the brand of choice by many agencies and has over 8,000 installations nationwide. Sensata stands behind their products with outstanding customer service and a five year warranty.
Booth: 200

Sensys Networks
2560 Ninth St., Ste. 219
Berkeley, CA 94710 USA
Telephone: 510-548-8264
Fax: 510-548-8264
mvolling@sensysnetworks.com
www.sensysnetworks.com
Booth: 219

TES Information Technology
137 Briarmeadow Pl.
Kitchener, ON N2A 4C6 Canada
Telephone: 519-208-4161
Fax: 519-208-4311
szgreg@tes.ca
www.tes.ca
TES’ state-of-the-art analytical software based on the Highway Safety Manual allows reviewing of the entire road network from a safety perspective in just a few clicks. The TES all-in-one system stores infrastructure, crashes, counts, speed, signs, signals and provides easy access to data and safety analysis through reports and integrated GIS maps.
Booth: 304

Traffic Logix
3 Harriett Ln.
Spring Valley, NY 10977 USA
Telephone: 866-915-6449
Fax: 866-995-6449
info@trafficlogix.com
www.trafficlogix.com
Traffic Logix is a direct sales manufacturer of a complete line of traffic calming solutions. Rubber solutions include patented interlocking speed humps, tables and cushions, as well as flexible rubber curbing. The radar sign lineup includes a variety of sign options to effectively slow traffic on any street.
Booth: 412

Traficon USA LLC
10161 Park Run Dr., Ste. 150
Las Vegas, NV 89145 USA
Telephone: 702-851-5880
bk@traficonusa.com
www.traficon.com
Booth: 108, 110

Transportation Control Systems
1030 S. 96th St.
Tampa, FL 33619 USA
Telephone: 800-886-2735
Fax: 813-630-2801
mkline@tctestatic.com
www.tctestatic.com
Booth: 303
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Note: SUG – Software User Group