Managing Operational Performance… Exceeding Expectations

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Booth # 207
Welcome

Thank you for joining us at the ITE 2012 Technical Conference and Exhibit, Managing Operational Performance... Exceeding Expectations

A decade ago, a national dialogue on transportation operations began. Ten years later, the ITE 2012 Technical Conference and Exhibit will help transportation professionals take the next step forward. Attendees at all stages in the development process will leave the conference with tools and strategies to exceed expectations back at the office.

This conference supports the development of transportation engineering, planning, and multidisciplinary professionals responsible for management and operations of transportation systems. The meeting content addresses the application and performance of multimodal transportation management strategies to exceed customer expectations within today’s budgetary constraints.

The program also links transportation operations with economic competitiveness, safety, livability, and sustainability goals. Transportation professionals will leave the meeting with strategies to improve mobility and safety.

Acknowledgments
ITE is grateful to its many members, their employers, and their families for their support of the ITE 2012 Technical Conference and Exhibit. In particular, ITE would like to thank:

- the U.S. Department of Transportation—Federal Highway Administration—Office of Operations;
- the National Transportation Operations Coalition;
- the Strategic Highway Research Program II;
- the ITE Coordinating Council and various ITE councils, committees, and task forces; and
- the ITE Technical Program Committee.

Pasadena photos courtesy of visitpasadena.com
Meeting Highlights

All sessions and meetings are held at the Pasadena Convention Center or the Hilton Pasadena.

The Exhibit—Exhibit Hall A, Pasadena Convention Center

Monday, March 5  9:30 a.m.–4:00 p.m.     Tuesday, March 6  9:30 a.m.–4:00 p.m.
Networking Break  9:30 a.m.–10:30 a.m.     Networking Break  9:30 a.m.–10:30 a.m.
Lunch in the hall  12:00 p.m.–1:30 p.m.     Lunch in the hall  12:00 p.m.–1:30 p.m.
Networking Break  3:00 p.m.–4:00 p.m.     Networking Break  3:00 p.m.–4:00 p.m.
Pasadena Tailgate Party  5:30 p.m.–6:30 p.m.

Networking Breaks provide you with a chance to catch up with old friends, make new contacts, and find out about the latest technology in the exhibit hall. Beverages will be provided.

Lunches on Monday and Tuesday are included in every registration category and are held in the exhibit hall. Taking advantage of this option allows you to get a quick bite to eat for no additional cost. It is also a great time to discuss what’s happening in the industry with attendees and exhibitors.

The Pasadena Tailgate Party immediately follows Monday’s education sessions, held conveniently in the exhibit hall. Take this time to mingle with old friends and new while perusing the exhibit floor. Show your team spirit by wearing your college colors. Some favorite tailgate foods will be served. And, for a free drink, stop by booth 301 and visit with Econolite.

Plenary Sessions provide opportunities for the entire delgation to join together in learning. At this year’s conference, you will have four such opportunities. Topics covered include: Engaging Policy Makers to Support Operations; Innovations in States and Provinces; Innovations in Local and Regional Agencies; and Technology’s Role in Operations.

Traffic Signal Program Management Seminars will be held throughout the day on Tuesday, March 6 and are included in your registration fee. These seminars will cover all aspects of signal systems management from defining goals and objectives all the way through to maintenance management.

Sustainable Transportation Tour

Monday, March 5, 1:15 p.m.–5:00 p.m., Meet at ITE Registration Desk; Course Credit: 3.5 PDH
Cost: $25 registration fee; public transportation fares extra

California has enacted a state law requiring that its regional transportation agencies develop a “Sustainable Communities Strategy” to reduce greenhouse gas emissions. This tour visits key examples of how southern California communities have created transportation projects and programs to meet the requirements of the law into its transportation projects. Participants will walk and take public transit to sites including LA Union Station, the Los Angeles METRO building, and the City of Los Angeles Automated Traffic Surveillance and Control Center. Presentations will be given by Don Sepulveda, Executive Officer, Los Angeles METRO; Amir Sedadi, Assistant General Manager for the Office of Parking Management, City of Los Angeles DOT; John Fisher, Assistant General Manager in charge of Transportation Operations, City of Los Angeles DOT.

Participants should plan to attend the Sustainable Transportation Tour Overview at 10:30 a.m.
Registration Information

The registration desk is located on Level One of the Pasadena Convention Center and is open during the following times:

- **Sunday, March 4** 2:00 p.m.—5:00 p.m.
- **Monday, March 5*** 8:00 a.m.—5:30 p.m.
- **Tuesday, March 6*** 8:00 a.m.—4:30 p.m.
- **Wednesday, March 7** 8:00 a.m.—10:00 a.m.

*The registration desk will be closed Monday and Tuesday from 11:00 a.m.—12:00 p.m.*

**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 are issued for unused tickets, whether purchased as part of a registration package or separately.

**Payment Information**—On-site 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.

*Registration name badges must be visible for entrance into technical sessions and the exhibit.*

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

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Technical Sessions</th>
<th>Exhibit</th>
<th>Monday Lunch</th>
<th>Tuesday Lunch</th>
<th>Tailgate Party</th>
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*Final Program.indd 2/1/2012 :1: PM*
Meetings and Events

*all meetings are open to everyone unless otherwise indicated*

••••••• Sunday, March 4 ••••••

8:00 a.m.-11:00 a.m.
- Coordinating Council
- SCORP*

11:00 a.m.-12:00 p.m.
- Sustainability Task Force and Sustainable Transportation Current Practices Committee
- Management & Operations/ITS Council

11:00 a.m.-12:30 p.m.
- Public Agency Council
- Transportation Consultants Council
- Joint Task Force on Collaborative Parking Issues

12:30 p.m.-2:00 p.m.
- Parking Council
- ITSO* Committee

2:00 p.m.-3:30 p.m.
- Traffic Engineering Council
- Transportation Expert Witness Council
- Transportation Safety Council
- ITE Leadership Information Session

2:00 p.m.-3:00 p.m.
- Joint Task Force on Collaborative Parking Issues

3:00 p.m.-3:30 p.m.
- ITSO* Committee

3:30 p.m.-5:00 p.m.
- Parking Council
- Transportation Safety Council

4:00 p.m.-5:30 p.m.
- Transportation Consultants Council
- Transportation Expert Witness Council

5:00 p.m.-6:30 p.m.
- Joint Task Force on Collaborative Parking Issues
- ITSO* Committee

5:30 p.m.-6:30 p.m.
- Transportation Safety Council
- ITE Leadership Information Session

••••••• Monday, March 5 ••••••

9:00 a.m.-11:30 a.m.
- Joint Rail Grade Crossing Committee
- Nominating Committee Meeting

9:30 a.m.-11:30 a.m.
- Policy and Legislative Committee
- Traffic Bowl Committee
- ETO/TIM* Committees

10:30 a.m.-12:00 p.m.
- Traffic Bowl Committee
- ETO/TIM* Committees

11:30 a.m.-12:30 p.m.
- Traffic Bowl Committee
- ETO/TIM* Committees

1:30 p.m.-3:00 p.m.
- ETO/TIM* Committees
- SimCap Committee

4:00 p.m.-5:00 p.m.
- Transportation Consultants Council
- Transportation Expert Witness Council

4:00 p.m.-5:30 p.m.
- Transportation Safety Council

5:00 p.m.-6:30 p.m.
- Joint Rail Grade Crossing Committee
- Nominating Committee Meeting

••••••• Tuesday, March 6 ••••••

7:30 a.m.-9:00 a.m.
- NTOC* Small Group (invitation only)

10:00 a.m.-1:00 p.m.
- TPCB Board of Directors Meeting
- Transit Council

1:30 p.m.-3:00 p.m.
- TPCB Board of Directors Meeting
- Transit Council

4:00 p.m.-5:30 p.m.
- TPCB Board of Directors Meeting
- Transit Council

*SCORP=Standing Committee on Recommended Practices; ITSO=Intelligent Traffic Signal Operations; ETO/TIM=Emergency Transportation Operations/Traffic Incident Management; NTOC=National Transportation Operations Coalition.
## Schedule-at-a-Glance

### March 5

**MONDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>8:00 a.m.–9:30 a.m.</td>
<td>Engaging Policy Makers to Support Operations Plenary</td>
</tr>
<tr>
<td>10:30 a.m.–12:00 p.m.</td>
<td>Public Health Benefits of Active Transportation Workshop, Integration of Transit into Traffic Operations, Leadership Development Seminars, Strategic Investment in Infrastructure</td>
</tr>
<tr>
<td>1:30 p.m.–3:00 p.m.</td>
<td>Innovations in States and Provinces Plenary</td>
</tr>
<tr>
<td>4:00 p.m.–5:30 p.m.</td>
<td>Safety Analysis Tools and Results, Transit Signal Priority–Planning and Analysis, Active Transportation and Demand Management Overview and Early Adopters, Performance Measures to Drive Success, Trip Generation in the Cloud</td>
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### March 6

**TUESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>8:00 a.m.–9:30 a.m.</td>
<td>Innovations in Local and Regional Agencies Plenary</td>
</tr>
<tr>
<td>10:30 a.m.–12:00 p.m.</td>
<td>Challenges &amp; Opportunities for Emergency Transp. Ops &amp; Traffic Incident Mgmt. Conversation Circle, Getting Ready for Connected Vehicles, Integrating Travel Demand Management into Operations, Advancing Planning for Operations in Metropolitan Regions</td>
</tr>
<tr>
<td>1:30 p.m.–3:00 p.m.</td>
<td>Agency Processes to Improve Operations Reliability, Roundabout Practices Training, Crossroads of Active Transportation and Demand Management and Integrated Corridor Management, Analysis Tools in Planning for Operations</td>
</tr>
<tr>
<td>4:00 p.m.–5:30 p.m.</td>
<td>Pedestrian Safety, Roundabout Conversation Circle: From 0 to 50,000+, Transportation Planning Analysis to Support System Operations Improvements, Integrating Operations, Safety and Multimodal Planning, Maintenance Management for Signal Systems Seminars</td>
</tr>
</tbody>
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### March 7

**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>8:00 a.m.–9:30 a.m.</td>
<td>Adaptive Signal Control Technology, Complete Streets and Operations, Freeway Operations, Technology Application for Improved Operations</td>
</tr>
<tr>
<td>10:00 a.m.–11:30 a.m.</td>
<td>Technology’s Role in Operations Plenary</td>
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</tbody>
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Quality Counts
TRANSPORTATION DATA COLLECTION SERVICES
Leadership Development Seminars
Monday, March 5, 10:30 a.m.-12:00 p.m.
Course Credit: 1.5 PDH/.2 IACET CEU
This session is two seminars in one— “Communication Tips for Transportation Professionals” and “Dealing with Difficult People.” Learn the fundamentals for successful communication, stressing verbal presentation, and introductions into written communications, conducting interviews and handling negotiations.
Target Audience: Though open to all attendees, this course is targeted towards young professionals.

Learning Objectives:
- Recognize behaviors associated with difficult people;
- Understand the two primary sources of problems associated with actions of difficult people;
- Learn how to deal with specific types of difficult people or special situations;
- Understand basic elements of communication;
- Know the importance of tailoring the message to the audience;
- Understand the roles of body language, verbal tone, and a single clear message; and
- Know why the first paragraph, first sentence of each paragraph, and conclusion are so important.

Instructor: Daniel S. Turner, Emeritus Professor, University of Alabama, Tuscaloosa, AL USA

Defining Organizational Mission, Values, Goals, and Objectives for Signal Systems
Tuesday, March 6, 8:00 a.m.-9:30 a.m.
Course Credit: 1.5 PDH/.2 IACET CEU
The purpose of this course is to assist organizations responsible for traffic signal services to understand their core values and how to establish their group’s mission, goals, and objectives in the context of internal and external environmental factors, organizational culture, and span of control.

Target Audience: Agency staff responsible for administration, management, or operation of traffic signal programs including traffic signal program managers, transportation operations engineers, advanced supervisory technicians, consultants, and contractors.

Learning Objectives:
- Define your organization’s purpose within the government agency and community;
- Recognize your current organization’s culture and incorporate responses based on your organization’s purpose and need;
- Identify major stakeholders; and
- Compose mission, values, goals, and objectives (MVGOs) for your organization.

Instructor: Lawrence J. Marcus, Associate Vice President, Mid Atlantic Planning Practice Leader, HNTB, Inc., Arlington, VA, USA.

Organizational Management for Signal Systems
Tuesday, March 6, 10:30 a.m.-12:00 p.m.
Course Credit: 1.5 PDH/.2 IACET CEU
This course focuses on tools for organizations responsible for delivering traffic signal services to assess their structure and service delivery processes to align the organization to meet defined goals and objectives.

Target Audience: Agency staff responsible for administration, management or operation of traffic signal programs including, traffic signal program managers, transportation operations engineers, advanced supervisory technicians, consultants, and contractors.

Learning Objectives:
- Assess whether the participant’s organization is structured to meet the needs of its stakeholders;
- Develop an organizational structure that efficiently meets defined core values, mission, goals, and objectives;
- To be able to create flexible program
management custom-tailored to your organization for improving the performance of your traffic system organization on a continuous basis;
- Establish a set of evaluation criteria to measure the success of the organization; and
- Align an organization to meet goals and objectives.

Instructor: Lawrence J. Marcus, Associate Vice President, Mid Atlantic Planning Practice Leader, HNTB, Inc., Arlington, VA, USA.

Performance Management for Signal Systems
Tuesday, March 6, 1:30 p.m.-3:00 p.m.
Course Credit: 1.5 PDH/ .2 IACET CEU

This course provides information on performance management techniques for organizations responsible for delivering traffic signal services to define measures of success and to integrate these into their program.

Target Audience: Agency staff responsible for administration, management, or operation of traffic signal programs including, traffic signal program managers, transportation operations engineers, advanced supervisory technicians, consultants, and contractors.

Learning Objectives:
- Describe the elements of performance management;
- Explain the selection process and key elements of measures of success (organization/system/customer);
- Identify data sources needed to support performance measures;
- Examine methods to integrate measures of success into decision making for resource allocation; and
- Recognize and describe the factors that lead to successful performance management in signal systems:
  - Tool for evaluation and continuous improvement;
  - Method to engage staff and affect organizational culture;
- Opportunity to communicate with customers through reporting tools; and
- Sustainability for ongoing achievement of customer and organizational goals.

Instructor: Gary B. Thomas, Center Director, Texas Transportation Institute, College Station, TX, USA.

Maintenance Management for Signal Systems
Tuesday, March 6, 4:00 p.m.-5:30 p.m.
Course Credit: 1.5 PDH/.2 IACET CEU

This course is an introduction to the methods and practices used in traffic signal maintenance programs. Course materials are developed from the ITE/IMSA Traffic Signal Maintenance Handbook.

Target Audience: Agency staff responsible for maintenance management or operation of traffic signal programs including, traffic signal program managers, traffic engineers, traffic signal technicians, maintenance technicians, and contractors.

Learning Objectives:
- Describe the importance of an effective preventative maintenance program and be able to develop such program given the resources available;
- Identify the need for specialized staffing, training and development in light of prevailing and emerging advancements in technology and applications;
- Recognize the concept of maintenance management, its components and benefits; and
- Explain the concept of maintenance-specific performance measures and their significance in funding justification and overall agency accountability.

Instructor: David A. Ellis, Traffic Engineer, David A. Ellis, LLC, Poughkeepsie, NY, USA.
About the Program

The ITE 2012 Technical Conference and Exhibit offers more than just your standard session. Traditional technical sessions, plenary sessions, training seminars, discussion sessions, workshops, and technical tours will address the integration of operational performance with organizational goals through the application of 21st-century technologies.

Plenary sessions provide an opportunity for the entire delegation to join together in learning. At this year’s conference, you will have four such chances.

Traditional technical sessions incorporate presentations by industry experts, focusing on information sharing, introduction to research, and state-of-the-practice tools and resources.

Discussion sessions & workshops focus on problem solving, critical issues, nuts-and-bolts management and operations, innovative design and effective communications for today’s transportation professionals.

Training seminars are embedded directly into the technical program to allow a greater number of attendees to take advantage of training. They are designed to help you turn knowledge into real-life solutions.

Disclaimer: Individuals involved in developing, administering, and delivering learning events demonstrate high standards of professional conduct and do not discriminate against learners on the basis of gender, age, socioeconomic or ethnic background, religion, sexual orientation, or disability.

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.

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) and Professional Transportation Planner® (PTP) certification renewals. For sessions approved for APA/AICP Certification Maintenance (AICP CM), please see www.ite.org/conference.

Total number of professional development hours (PDH) earned will be determined by the completion of an online evaluation for sessions, seminars, tour attendance, and/or papers published as part of the ITE 2012 Technical Conference and Exhibit Online Compendium of Technical Papers. The online evaluation link will be e-mailed after the conference and posted on the ITE web site. Please contact Nicola Tavares at +1 202-785-0060 ext. 155 if you have questions about this process.

Technical Sessions, Seminars/Workshops earn 1.5 PDH/0.2 IACET CEU for attendance or presentation per plenary, technical, seminar/workshop or conversation circle session. May earn a maximum of 15 PDHs.

Published Papers earn 10 PDH per paper published as part of the ITE 2012 Technical Conference and Exhibit Online Compendium of Technical Papers. Paper publication does not qualify for IACET CEU.

Technical Tours earn 1 PDH per hour of attendance.

The Institute of Transportation Engineers has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102.
1—Engaging Policy Makers to Support Operations Plenary
Monday, March 5, 8:00 a.m.–9:30 a.m.
Room: Ballroom D/E
Learning Objective: Learn about the information policy makers need to support allocation of resources to transportation management and operations focused programs in their communities.

PRESIDER: Randell Iwasaki, Executive Director, Contra Costra Transportation Authority, Walnut Creek, CA USA

SPEAKERS:
County Supervisor Perspective
Zev Yaroslavsky, Supervisor, Los Angeles County Board of Supervisors, Los Angeles, CA USA

Mayoral Perspective
Bill Bogaard, Mayor of the City of Pasadena, Pasadena, CA USA

Mayoral Perspective
David M. Sander, Mayor of the City of Rancho Cordova, Rancho Cordova, CA USA

Media Relations and Government Affairs Perspective
Tracy Bower, Director of Media and Government Affairs, Regional Transportation Commission of Southern Nevada, Las Vegas, NV USA

2—Public Health Benefits of Active Transportation Workshop
Sponsored by the ITE Pedestrian and Bicycle Council
Monday, March 5, 10:30 a.m.-12:00 p.m.
Room: Ballroom F

Learning Objective: Understand current research on the public health benefits of active transportation and its role in project planning and design.

MODERATOR: Jeffrey R. Riegner, Vice President, Whitman, Requardt & Associates LLP, Wilmington, DE USA

FACILITATORS:
Nicole Nagaya, Senior Transportation Engineer, Fehr & Peers Transportation Consultants, San Jose, CA USA

James F. Sallis (invited), Distinguished Professor, Family and Preventive Medicine, University of California, San Diego, San Diego, CA USA

Sean Co, Active Transportation Planner, Metropolitan Transportation Commission, Oakland, CA USA

3—Integration of Transit into Traffic Operations
Monday, March 5, 10:30 a.m.-12:00 p.m.
Room: Ballroom A

Learning Objective: Discuss techniques to and evaluation of integrating transit service into street operations.

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

SPEAKERS:
Detailed Operational Analyses for the Integration of a New Street-Running Light Rail Line in Santa Monica
Jill Liu, Senior Transportation Engineer, Fehr & Peers, Santa Monica, CA USA

Evaluation of Red Bus Lane Treatments in New York City
William J. Carry, Senior Project Manager, New York City DOT, New York, NY USA

Seattle Central Link Light Rail: What the Seattle City DOT has Learned Since it Began Operations in 2009
Noreene Pen, Signal Operations Engineer, City of Seattle DOT, Seattle, WA USA

Flashing Yellow Arrow Signals for Enhanced Light Rail Transit (LRT) Preemption
Joaquin T. Siques, Engineer, City of Pasadena DOT, Pasadena, CA USA

4—Leadership Development Seminars
Sponsored by the ITE Leadership Development Planning Committee
Monday, March 5, 10:30 a.m.-12:00 p.m.
Room: Ballroom C

Learning Objective: Learn the fundamentals for successful communication, stressing verbal presentation, and introductions into written communications, conducting interviews and handling negotiations. Understand how to identify and connect with difficult people in the workplace while minimizing work disturbances.

MODERATOR: Jim Westmoreland, Principal, Transportation, Stantec, Raleigh, NC USA

INSTRUCTORS:
Communication Tips for Transportation Professionals
Daniel S. Turner, Emeritus Professor, University of Alabama, Tuscaloosa, AL USA

Dealing with Difficult People
Daniel S. Turner, Emeritus Professor, University of Alabama, Tuscaloosa, AL USA

5—Strategic Investment in Infrastructure
Monday, March 5, 10:30 a.m.-12:00 p.m.
Room: Ballroom B

Learning Objective: Discuss evaluation of long-range investment strategies in city and suburban communities.

PRESIDER: Robert C. Wunderlich, Sr. Managing Director, Transportation/Engineering, City of Garland, Garland, TX USA

SPEAKERS:
Managing Infrastructure Investments: Benefit-Cost Analysis Lessons from the Waterfront District
Brent Turek, Senior Transportation Engineer, Transpo Group, Eagle, ID USA

Funding Transportation Projects During a Downturn in the Las Vegas Economy: Federal Funds and Not Much Else!
Michael J. Janssen, Assistant City Traffic Engineer, City of Las Vegas, Las Vegas, NV USA

√ Paper is included in the online compendium of technical papers.
Technical Program

√ Carrollton’s Infrastructure Report Card
Cesar J. Molina, Director of Engineering, City of Carrollton, Carrollton, TX USA

√ Redesigning Our World
Melinda Tickle, Transportation Planner, Logan City Council, Logan Central DC, Queensland, Australia

6—Sustainable Transportation Tour Overview
Sponsored by the ITE Management & Operations/ITS Council and ITE Transportation Planning Council
Monday, March 5, 10:30 a.m.–12:00 p.m.
Room: Ballroom G
Learning Objective: Provide insight into the role of transportation in the Sustainable Community Strategies, highlighting the state of California’s mandates and the role of MPOs in conjunction with local agencies to achieve GHG reduction targets by transportation measures. Presentation will be followed with guided field trip for participants to experience the sustainability-contributing transportation modes.

PRESIDER: John A. Lower, Associate Vice President, Iteris Inc., Santa Ana, CA USA

SPEAKERS:
New Strategies
Marlon Boarnet, Director, Graduate Programs in Urban Planning, Sol Price School of Public Policy, University of Southern California, Los Angeles, CA USA

Pedestrian Strategies: Land Use Mix
Frederick C. Dock, Director, Transportation Department, City of Pasadena, Pasadena, CA USA

Making the Last Great Train Station the Next Great Station
Don Sepulveda, Executive Officer - Regional Rail, METRO, Los Angeles, CA USA

ATSAC Signal Timing; Traffic Incident Clearance; Bicycling Strategies
John E. Fisher, Assistant General Manager, City of Los Angeles DOT, Los Angeles, CA USA

Los Angeles ExpressPark
Amir Sedadi, Assistant General Manager, City of Los Angeles, Los Angeles, CA USA

7—Innovations in States and Provinces Plenary
Monday, March 5, 1:30 p.m.–3:00 p.m.
Room: Ballroom D/E
Learning Objective: Discuss innovative practices, projects and programs in transportation management and operations in states and provinces.

PRESIDER: Jeffrey A. Lindley, Associate Administrator for Operations, U.S. DOT—FHWA, Washington, DC USA

SPEAKERS:
Transportation Operations Innovations in Washington State
Danella Bremmer, Director of Strategic Assessment, Washington State DOT, Olympia, WA USA

Transportation Operations Innovations in Wisconsin
John Corbin, Director of Traffic Operations, Wisconsin DOT, Milwaukee, WI USA

Transportation Operations Innovations in Ontario, Canada
Philip H. Masters, Head, Advanced Traffic Management, Ministry of Transportation—Ontario, Downsview, ON, Canada

9—Innovations in States and Provinces Plenary
Monday, March 5, 10:30 a.m.–12:00 p.m.
Room: Ballroom G
Learning Objective: Provide insight into the role of transportation in the Sustainable Community Strategies, highlighting the state of California’s mandates and the role of MPOs in conjunction with local agencies to achieve GHG reduction targets by transportation measures. Presentation will be followed with guided field trip for participants to experience the sustainability-contributing transportation modes.

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ATSAC Signal Timing; Traffic Incident Clearance; Bicycling Strategies
John E. Fisher, Assistant General Manager, City of Los Angeles DOT, Los Angeles, CA USA

Los Angeles ExpressPark
Amir Sedadi, Assistant General Manager, City of Los Angeles, Los Angeles, CA USA

8—Safety Analysis Tools and Results
Monday, March 5, 4:00 p.m.–5:30 p.m.
Room: Ballroom A
Learning Objective: Review application of safety analysis tools.

PRESIDER: Jeffrey Shaw, Highway Engineer, U.S. DOT—FHWA, Matteson, IL USA

SPEAKERS:
Application of Crash Modification Factors
Richard Retting, Vice President, Sam Schwartz Engineering, Fairfax, VA USA

√ Highway Safety Manual Lite: Low Cost Safety Countermeasures
John McFadden, Geometric Design Engineer, U.S. DOT—FHWA, Baltimore, CMD USA

√ Determining Work Zone Crash Causation Using Linked Crash and Citation Data
Erica Swansen, Graduate Research Assistant, University of Massachusetts—Amherst, Amherst, MA USA

9—Innovations in States and Provinces Plenary
Monday, March 5, 1:30 p.m.–3:00 p.m.
Room: Ballroom D/E
Learning Objective: Discuss innovative practices, projects and programs in transportation management and operations in states and provinces.

PRESIDER: Jeffrey A. Lindley, Associate Administrator for Operations, U.S. DOT—FHWA, Washington, DC USA

SPEAKERS:
Transportation Operations Innovations in Washington State
Danella Bremmer, Director of Strategic Assessment, Washington State DOT, Olympia, WA USA

Transportation Operations Innovations in Wisconsin
John Corbin, Director of Traffic Operations, Wisconsin DOT, Milwaukee, WI USA

Transportation Operations Innovations in Ontario, Canada
Philip H. Masters, Head, Advanced Traffic Management, Ministry of Transportation—Ontario, Downsview, ON, Canada

10 —Active Transportation and Demand Management (ATDM) Overview and Early Adopters
In cooperation with U.S. DOT—FHWA
Monday, March 5, 4:00 p.m.–5:30 p.m.
Room: Ballroom B
Learning Objective: Understand the breadth of the ATD program, motivations for adopting an active management philosophy, and learn from early adopters ATDM approaches to advance from concept to implementation.

PRESIDER: James T. Hunt, Federal Highway Administration, Harrisburg, PA USA

√ Paper is included in the online compendium of technical papers.
SPEAKERS:
An Overview of ATDM: Federal Perspective
James T. Hunt, Federal Highway Administration, Harrisburg, PA

Active Traffic Management—Washington State Experience
Patty Rubstello (invited), Tolling and Systems Development Engineer, Washington State DOT, Bellevue, WA USA

Colorado Consideration of Active Management Concepts
Michael Gill, Principal—Transportation, Stantec, Denver, CO USA

Active Transit Management—FHWA/FTA
Darren G. Buck, Marketing Specialist, U.S. DOT-FHWA, Washington, DC USA

11—Performance Measures to Drive Success
Monday, March 5, 4:00 p.m.–5:30 p.m.
Room: Ballroom F

Learning Objective: Discuss the application of performance measures to improve the transportation system.

PRESIDER: Stephen R. Kuciemba, Vice President, National ITS/Operations Manager, Parsons Brinckerhoff, Baltimore, MD USA

SPEAKERS:
√ Let Your Plan do the Driving: Effective Performance Measurement
Stephanie McCabe, General Supervisor, City of Edmonton, Edmonton, AB, Canada

Traffic Signal Performance Measures for Operations and Management
Ryan F. Gallagher, Director of Traffic Management, Indiana DOT, Indianapolis, IN USA

√ Relationship between Incident Clearance Time and Roadway Clearance Time
Huaguo Zhou, Assistant Professor, Southern Illinois University—Edwardsville, Edwardsville, IL USA

√ Highway Safety Performance Measures for Transportation

Management Centers
Matthew T. Carmody, Senior Project Manager, Vanasse Hangen Brustlin Inc., New York, NY USA

Transportation Operations Innovations in Arlington County, Virginia
Dennis M. Leach, Director of Transportation, Arlington Department of Environmental Services, Arlington, VA USA

12—Official Launch of Trip Generation in the Cloud
Monday, March 5, 4:00 p.m.–5:30 p.m.
Room: Ballroom G

Learning Objective: Learn how you can complete your trip generation analysis and key elements of your TIAs on the cloud; and find out about new land uses and data from over 400 new studies coming in the ninth edition.

Speaker:
Trip Generation and TIA—the first cloud based application of its kind!
Milton Carrasco, President and CEO, Transoft Solutions Inc., Richmond, BC Canada

What’s new in the upcoming 9th Edition of Trip Generation
Jina Mahmoudi, Planning and Engineering Projects Director, Institute of Transportation Engineers, Washington, DC USA

13—Innovations in Local and Regional Agencies Plenary
Tuesday, March 6, 8:00 a.m.–9:30 a.m.
Room: Ballroom D/E

Learning Objective: Discuss innovative practices, projects and programs in transportation management and operations in local and regional agencies.

PRESIDER: W. Hibbett Neel, President, Neel-Schaffer Inc., Jackson, MS USA

SPEAKERS:
Transportation Operations Innovations in Salt Lake City
Timothy P. Harpst, Consultant, Salt Lake City, UT USA

Transportation Operations Innovations at Los Angeles Metro
Frank Quon, Executive Officer—Highway Program, Los Angeles Metropolitan Transportation Authority—Metro, Los Angeles, CA USA

14—Defining Organizational Mission, Values, Goals, and Objectives for Signal Systems
Sponsored by the National Transportation Operations Coalition
Tuesday, March 6, 8:00 a.m.–9:30 a.m.
Room: Ballroom F

INSTRUCTOR: Lawrence J. Marcus, Associate Vice President, Mid-Atlantic Planning Practice Leader, HNTB Corp., Arlington, VA USA

15—Challenges and Opportunities for Emergency Transportation Operations (ETO) and Traffic Incident Management (TIM)
Conversation Circle
Sponsored by the ITE Management & Operations/ITS Council ETO/TIM Committee
Tuesday, March 6, 10:30 a.m.–12:00 p.m.
Room: Ballroom G

Learning Objective: Discuss methods to improve the use of performance measures in ETO and TIM planning and operations.

MODERATOR: Patricia B. Noyes, Principal, Pat Noyes & Associates, Boulder, CO USA

PANELISTS:
Incident Management Performance Measures
Kevin Balke, Program Manager/Research Engineer, Texas Transportation Institute, Texas A&M University System, College Station, TX USA

Performance Measures for Emergency Transportation Operations in Local Government
Aram Sahakian, Senior Transportation Engineer—Special Traffic Operations and Emergency Response, City of Los Angeles, Los Angeles, CA USA

√ Paper is included in the online compendium of technical papers.
Implementing Performance Measures for ETO and TIM
John Corbin, Director of Traffic Operations, Wisconsin DOT, Milwaukee, WI USA

16—Getting Ready for Connected Vehicles
Sponsored by the ITE Management & Operations/ITS Council
Tuesday, March 6, 10:30 a.m.–12:00 p.m.
Room: Ballroom A

Learning Objective: Understand the benefits of multimodal vehicle-to-vehicle and vehicle-to-roadside communications capabilities with the development of associated infrastructure to agencies managing transportation networks.

PRESIDER: Alan Clelland, Senior Vice President, Iteris, Santa Ana, CA USA

SPEAKERS:
Dynamic Mobility Applications
Katherine Hartman, Dynamic Mobility Applications Program Manager, ITS Joint Program Office, U.S. DOT-RITA, Washington, DC USA

California's Connected Vehicle Testbed
Greg Larson, Chief, Office of Traffic Operations, California DOT, Sacramento, CA USA

The Private Sector Role in Connected Vehicle Operations
Ted Trepanier, INRIX Inc., Kirkland, WA USA

More Private Sector Perspective on Connected Vehicles
Christopher Wilson, Consultant, Redwood City, CA USA

18—Advancing Planning for Operations in Metropolitan Regions
In cooperation with U.S. DOT–FHWA
Tuesday, March 6, 10:30 a.m.–12:00 p.m.
Room: Ballroom C

Learning Objective: Provide insight into developing and applying objectives-driven, performance-based approach to planning for operations in metropolitan areas, focusing on the critical step of developing mutually agreed-upon regional operations objectives.

MODERATOR: Richard Backlund, U.S. DOT–FHWA, Los Angeles, CA USA

19—Organizational Management for Signal Systems
Sponsored by the National Transportation Operations Coalition
Tuesday, March 6, 10:30 a.m.–12:00 p.m.
Room: Ballroom F

INSTRUCTOR: Lawrence J. Marcus, Associate Vice President, Mid-Atlantic Planning Practice Leader, HNTB Corporation, Arlington, VA USA

20—Agency Processes to Improve Operations Reliability
Tuesday, March 6, 1:30 p.m.–3:00 p.m.
Room: Ballroom A

Learning Objective: Discuss techniques to provide reliable transportation management and operations.

PRESIDER: Richard F. Beaubien, Consultant, Troy, MI USA

SPEAKERS:
Los Angeles County Department of Public Works' Multi-jurisdictional Traffic Signal Operations Program
Jane White, Senior Civil Engineer, Los Angeles County Department of Public Works, Alhambra, CA

Service Level Benchmarks for Urban Transport—An Indian Perspective
CSRK Prasad, Professor and Head, Transportation Division and Department of Civil Engineering, NIT, Warangal, India

Reliability by Design: Applications of Highway Design Features to Improve Operations (LO7)
Ingrid B. Potts, Principal Traffic Engineer, MRIGlobal, Kansas City, MO USA

Agency Integration of Business Processes to Improve Travel Time Reliability
Lisa Burgess, Vice President, Kimley-Horn and Associates Inc., Phoenix, AZ USA
21—Roundabout Practices Training  
Tuesday, March 6, 1:30 p.m.-3:00 p.m.  
Room: Ballroom G  
**Learning Objective:** Discuss analysis and design issues for modern roundabouts and provide information not currently in the available guides.  
**INSTRUCTOR:** Mark S. Lenters, President, Ourston Roundabout Engineering Inc., Madison, WI USA

22—Crossroads of Active Transportation and Demand Management and Integrated Corridor Management  
*In cooperation with U.S. DOT–FHWA*  
Tuesday, March 6, 1:30 p.m.-3:00 p.m.  
Room: Ballroom B  
**Learning Objective:** Identify active transportation management approaches beyond freeway management strategies to include dynamic management of arterial streets, transit facilities, and multimodal corridors.  
**PRESIDER:** Beverly T. Kuhn, Division Head/Senior Research Engineer, Texas Transportation Institute, Texas A&M University System, College Station, TX USA  
**SPEAKERS:**  
- **Active Arterial Management**  
  Richard G. Dowling, Principal, Kittleson & Associates, Oakland, CA USA  
- **CAPRI: Off-Peak Commuting Incentives and Parking Pricing at Stanford University**  
  Balaji Prabhakar, Professor of Computer Science and Electrical Engineering, Stanford University, Palo Alto, CA USA  
- **Active Corridor Management—San Diego**  
  J. Alex Estrella, Senior Transportation Planner, San Diego Association of Governments, San Diego, CA USA  
- **Active Corridor Management—Dallas**  
  Koorosh Olyai, Assistant Vice President-Mobility Programs Development, Dallas Area Rapid Transit, Dallas, TX USA

23—Analysis Tools in Planning for Operations  
*In cooperation with U.S. DOT–FHWA*  
Tuesday, March 6, 1:30 p.m.-3:00 p.m.  
Room: Ballroom C  
**Learning Objective:** Review the latest innovative practice tools and methodologies to analyze management and operations strategies in the context of better planning for operations.  
**PRESIDER:** Wayne Berman, Transportation Specialist, U.S. DOT-FHWA, Washington, DC USA  
**SPEAKERS:**  
- **Highway Capacity Manual Methodologies to Evaluate Active Transportation and Demand Management Strategies**  
  Richard A. Margiotta, Principal, Cambridge Systematics Inc., Knoxville, TN USA  
- **Dynamic Traffic Assignment (DTA) Applications to Planning for Operations**  
  Eric M. Pihl, Transportation Planner, U.S. DOT-FHWA, Lakewood, CO USA  
- **Innovative Tools to Analyze Management Operations Actions in Plans and Programs**  
  Doug Sallman, Principal, Cambridge Systematics Inc., Portland, OR USA

24—Performance Management for Signal Systems  
*Sponsored by the National Transportation Operations Coalition*  
Tuesday, March 6, 1:30 p.m.-3:00 p.m.  
Room: Ballroom F  
**INSTRUCTOR:** Gary B. Thomas, Center Director, Texas Transportation Institute, College Station, TX USA

25—Pedestrian Safety  
Tuesday, March 6, 4:00 p.m.-5:30 p.m.  
Room: Ballroom A  
**Learning Objective:** Discuss the use of different traffic signal and flashing beacon applications for pedestrian safety.  
**PRESIDER:** Andrew M. Maximous, Transportation Engineer, City of Santa Monica, Santa Monica, CA USA  
**SPEAKERS:**  
- **/ Left-Turn Vehicle Versus Pedestrian Crashes at Signalised Intersections in Melbourne, Australia**  
  Andrew O’Brien, Chairman and Director, O’Brien Traffic, Hawthorne East, Australia  
- **Pedestrian Safety at Signalized Intersections—A Balancing Act**  
  Miguel A. Nunez, Transportation Planner, Fehr & Peers, Santa Monica, CA USA  
- **Comparative Evaluation of Flashing Beacon Devices in Santa Monica**  
  Sam Morrissey, City Traffic Engineer, City of Santa Monica, Santa Monica, CA USA

26—Roundabout Conversation Circle: From 0 to 50,000+  
*Sponsored by the ITE Traffic Engineering Council and the Roundabout Committee*  
Tuesday, March 6, 4:00 p.m.-5:30 p.m.  
Room: Ballroom G  
**LEARNING OBJECTIVE:** Discuss how roundabouts can be planned, designed, and constructed at varying levels of traffic volumes—ranging from very low to high volumes.  
**MODERATOR:** Gary W. Schatz, Assistant Director, City of Austin, Austin, TX USA  
**PANELISTS:**  
- **Scott Ritchie, President, Roundabouts & Traffic Engineering, Truckee, CA USA**  
- **Rachel Price, Project Engineer, Reid Middleton, Everett, WA USA**  
- **Karen L. Giese, Vice President Product Management, PTV America Inc., Portland, OR USA**
Technical Program

27—Transportation Planning Analysis to Support System Operations Improvements
Tuesday, March 6, 4:00 p.m.-5:30 p.m.
Room: Ballroom B

Learning Objective: Discuss the results of various travel forecasting tools that analyze transportation system changes.

PRESIDER: Les N. Jacobsen, Senior ITS Manager, Parsons Brinckerhoff, Seattle, WA USA

SPEAKERS:
√ Moreno Valley’s TRANSIMS Traffic Model: Microsimulating the MPO’s Model
John A. Kerenyi, Senior Traffic Engineer, City of Moreno Valley, Moreno Valley, CA USA

√ Forecasting Pasadena’s Travel Demand Management Strategies Using the Mode Shift Analysis Tool in TransCAD
Gustavo A. Jimenez, Senior Transportation Engineer, Fehr & Peers, Santa Monica, CA USA

√ Integrating Travel Demand Model, Traffic Simulation Model and Benefit-Cost Analysis (BCA) for Project-Level Alternatives Analysis
Maureen Paz de Araujo, Professional Associate, HDR Engineering, Colorado Springs, CO USA

√ Leveraging Project-Level and Scenario-Level Performance Assessment to Achieve Sustainability Goals of Plan Bay Area
David Vautin, Transportation Planner, Metropolitan Transportation Commission, Oakland, CA USA

28—Integrating Operations, Safety and Multimodal Planning
In cooperation with U.S. DOT—FHWA
Tuesday, March 6, 4:00 p.m.-5:30 p.m.
Room: Ballroom C

Learning Objective: Demonstrate current, innovative practices, and techniques that can be utilized to better integrate operations, safety, and multimodal planning at a statewide or regional level.

PRESIDER: Wayne Berman, Transportation Specialist, U.S. DOT—FHWA, Washington, DC USA

SPEAKERS:
√ Organizational Architectures and Self Assessment to Advance Operations
Stephen C. Lockwood, Principal Consultant, Parsons Brinckerhoff, Washington, DC USA

√ Integrating TDM into Metropolitan Plans and Programs
Wayne Berman, Transportation Specialist, U.S. DOT—FHWA, Washington, DC USA

29—Maintenance Management for Signal Systems
Sponsored by the National Transportation Operations Coalition
Tuesday, March 6, 4:00 p.m.-5:30 p.m.
Room: Ballroom A

INSTRUCTOR: David A. Ellis, Traffic Engineer, David A. Ellis LLC, Poughkeepsie, NY USA

Learning Objective: Learn how adaptive signal control technologies can increase the value of our streets through use of real-time traffic information to reduce congestion, improve traffic flow, respond to traffic conditions, lower costs, and increase customer satisfaction.


SPEAKERS:
× Applying Systems Engineering to Adaptive Signal Control Technology Implementation
Eddie Curtis, Traffic Management and Systems Operations Engineer, U.S. DOT—FHWA, Atlanta, GA USA

Evaluating the Potential for Adaptive Signal Control in Pasadena
James M. Peters, Senior Transportation Engineer, DKS Associates, Portland, OR USA

ACS-LITE in Anaheim, CA
John Thai, Traffic Engineer, City of Anaheim, Anaheim, CA USA

√ Performance Measures and Evaluation Process for Adaptive Control Systems Technology
Douglas Gettman, Senior Project Manager, ITS Technology Team, Kimley-Horn & Associates, Phoenix, AZ USA

30—Adaptive Signal Control Technology
Sponsored by the ITE Management & Operations/ITS Council
Wednesday, March 7, 8:00 a.m.-9:30 a.m.
Room: Ballroom A

Learning Objective: Discuss transportation projects that connect complete streets and operational goals.

PRESIDER: Rock E. Miller, Principal, Stantec, Irvine, CA USA

SPEAKERS:
√ City of Pasadena Complete Streets Transportation Review Guidelines
Mike Bagheri, Transportation Manager, City of Pasadena DOT, Pasadena, CA USA

√ Shared Space
Klaus Schlabbach, Professor, HafenCity University Hamburg, Hamburg, Germany

√ Transforming South Congress in Austin, Texas
Gary W. Schatz, Assistant Director, City of Austin, Austin, TX USA

31—Complete Streets and Operations
Wednesday, March 7, 8:00 a.m.-9:30 a.m.
Room: Ballroom F

Learning Objective: Discuss transportation projects that connect complete streets and operational goals.

PRESIDER: Rock E. Miller, Principal, Stantec, Irvine, CA USA

SPEAKERS:
√ City of Pasadena Complete Streets Transportation Review Guidelines
Mike Bagheri, Transportation Manager, City of Pasadena DOT, Pasadena, CA USA

√ Shared Space
Klaus Schlabbach, Professor, HafenCity University Hamburg, Hamburg, Germany

√ Transforming South Congress in Austin, Texas
Gary W. Schatz, Assistant Director, City of Austin, Austin, TX USA

√ Paper is included in the online compendium of technical papers.
Overcoming Barriers and Challenges to Localized Congestion Removal Projects
Scott A. Cooner, Research Engineer/Program Manager, Texas Transportation Institute, Arlington, TX USA

32—Freeway Operations
Wednesday, March 7, 8:00 a.m.-9:30 a.m.
Room: Ballroom A

Learning Objective: Discuss innovative solutions to freeway operations challenges.

PRESIDER: Steven Itagaki, Project Manager, JMDiaz Inc., City of Industry, CA USA

SPEAKERS:
/ DCMI (Double Crossover Merging Interchange) Design, Operations, and Application
Michael A. Gingrich Sr., Principal, Alternative Intersection Control, Sycamore, IL USA

/ Improving Freeway Operations Using Real-Time Adaptive Ramp Meters—A Case Study for I-680 Southbound Corridor in Alameda County, California
Mark Bowman, Senior Principal Engineer, Kittelson & Associates, Inc., Oakland, CA USA

/ Doing More with Less—Providing Innovative Mobility Solutions to TxDOT
Anna Martin, Project Manager, HDR Engineering Inc., Austin, TX USA

/ A Case Study of Using Performance Measures to Assess and Improve Tollway Operations
Yang Ouyang, Traffic Operations Engineer, North Texas Tollway Authority, Plano, TX USA

33—Technology Application for Improved Operations
Wednesday, March 7, 8:00 a.m.-9:30 a.m.
Room: Ballroom B

Learning Objective: Discuss the use of technology-based data collection systems and analysis tools to support feedback to transportation operations practices.

PRESIDER: Lily Lim-Tsao, Division Manager, Department of Transportation, City of San Jose, San Jose, CA USA

SPEAKERS:
/ Five Transit Agencies, One Goal: Big Savings Through Partnership and Innovation
Mazedur Rahman, Transportation Engineer, David Evans and Associates Inc., Coeur d’Alene, ID USA

/ Bluetooth vs. GPS Travel Time Data
Yung Koprowski, Project Engineer, Lee Engineering LLC, Phoenix, AZ USA

/ The First Penguin Through the Data Ice Hole - Using Cell Phone and GPS Data to Improve Integrated Models
Ronald T. Milam, Principal, Fehr & Peers, Roseville, CA USA

Real Time Information
Dennis M. Leach, Director of Transportation, Arlington Department of Environmental Services, Arlington, VA USA

34—Technology’s Role in Operations Plenary
Wednesday, March 7, 10:00 a.m.-11:30 a.m.
Room: Ballroom D/E

Learning Objective: Learn about the role of technology applications in addressing the challenges in operating the transportation system of the future.

PRESIDER: Shelley J. Row, Director, ITS Joint Program Office, U.S. DOT-RITA, Washington, DC USA

SPEAKERS:
Abbas Mohaddes, President and CEO, Iteris Inc., Santa Ana, CA USA
David R. Gehr, Senior Vice President, Parsons Brinckerhoff, Herndon, VA USA
Michael Doyle, Chief Executive Officer, Econolite Control Products Inc., Anaheim, CA USA
Ann Flemer, Deputy Executive Director, Policy, Metropolitan Transportation Commission, Oakland, CA USA
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Check the exhibit entrance unit for a complete list of exhibitors.

ITE on the Web, Booth 216

Visit the “ITE on the Web” booth to find out about ITE’s latest online offerings. Take a spin around our newest online benefit, the ITE Community and get a free gift.

ITE Information Services Manager, Zach Pleasant, will be on hand to answer all your burning questions and hear your thoughts about the ITE Web site—your source for expertise, knowledge, and ideas.
CLARY Corp.
150 E. Huntington Dr.
Monrovia, CA 91016 USA
Tel: 626-359-4486 ext. 250
Fax: 626-305-0254
cnovits@clary.com
www.clary.com

CLARY Corp., a 73 year old company, specializes in power quality products for traffic applications. Located in Monrovia, CA, CLARY designs, manufactures, and services its “Made in America” products. Our 30+ years experience in UPS back-up for traffic application has allowed us to develop extremely reliable and capable products. Please stop by booth 306 to examine our NewTechnology products.

Booth: 306

Dialight Corp.
1501 Route 34 S.
Farmingdale, NJ 07727 USA
Tel: 714-838-1245
Fax: 714-832-3439
jcastner@dialight.com
www.dialight.com

With 40 years experience integrating LED technology into rugged applications, Dialight is known by municipalities around the world for its industry leading LED traffic signals. As one of the first manufacturers in the 1990’s to introduce an LED traffic signal, Dialight now has the largest installed base within North America.

Booth: 114

Econolite
3360 East La Palma Ave.
Anaheim, CA 92806 USA
Tel: 714-630-3700
Fax: 714-630-5120
ljimenez@econolite.com
www.econolite.com

Econolite Group Inc. (EGI) was formed as the umbrella organization to a group of privately held companies that serve the traffic management, aerospace, medical, and broadcasting industries. The EGI companies include Econolite Control Products Inc. and Econolite Canada, Inc. (Econolite), Safetran Traffic Systems Inc. (Safetran), California Chassis, and Aegis ITS. Stop by for a drink ticket.

Booth: 301

EOI Excellence Opto. Inc.
1663 W. 2nd St
Pomona, CA 91766 USA
Tel: 909-784-3333
Fax: 909-784-3330
allankua@eoius.com
www.eoi.com.tw

Booth: 403

EtherWAN Systems
4570 E. Eisenhower Cir.
Anaheim, CA 92807 USA
Tel: 714-779-3800
Fax: 714-779-3806
donald.wang@etherwan.com
www.etherwan.com

Booth: 317

Evonik Cyro LLC
299 Jefferson Rd.
Parsippany, NJ 7054 USA
Tel: 973-929-8000
stephen.barratt@evonik.com
www.acrylite-soundstop.com

Evonik Cyro LLC produces and sells ACRYLITE® Soundstop transparent sound wall systems. Since 1977, Evonik has installed over 25 million square feet of ACRYLITE Soundstop around the world including projects in 22 states and provinces in NAFTA.

Booth: 106

FHWA, Office of Operations
1200 New Jersey Ave SE
Washington, DC 20590 USA
Tel: 202-366-6021
darren.buck@dot.gov
ops.fhwa.dot.gov

The Office of Operations provides national leadership for the management and operations of the surface transportation system. Reshaping traditional transportation approaches into 21st century operations using 21st century technologies is the focus of its key program areas.

Booth: 202

FLIR Systems Inc.
27700 SW Parkway Ave.
Wilsonville, OR 97070 USA
Tel: 877-773-3547
Fax: 503-498-3153
sales@flir.com
www.flir.com

FLIR’s high-performance thermal cameras can solve all of your common imaging challenges, giving you uninterrupted 24-hour detection of vehicles, cyclists, and pedestrians regardless of the amount of light. Because they can see clearly regardless of lighting, thermal cameras are the
Exhibitors

most efficient, cost-effective way to improve traffic flow, automatically determine traffic volume, and control signals.

Booth: 207

GE Lighting Solutions
1975 Noble Rd., Bldg. 338E
East Cleveland, OH 44112 USA
Tel: 888-694-3533
Fax: 216-266-2158
signals@gelightingolutions.com
www.gelightingolutions.com
Traffic signals applications require constant reliability 24 hours a day, 365 days a year. Replacing conventional halogen lamps with high-efficiency, long-life GE Lighting Solutions LED system facilitate energy and maintenance cost savings. Keyed to country-specific standards, its line of robust LED traffic signals are designed for both OEM and retrofit applications.

Booth: 209

Intelight
3450 S. Broadmont, Ste. 126
Tucson, AZ 85713 USA
Tel: 520-795-8808
Fax: 520-795-8811
michele.gardner@intelightits.com

Intelligent Traffic Equipment Marketing Ltd.
40 Cadillac Ave., Unit 2
Victoria, BC V8Z 1T2 Canada
Tel: 250-381-4836
Fax: 250-381-4830
info@itemltd.com
www.itemltd.com
Intelligent Traffic Equipment Marketing Ltd. (ITEM) specializes in ITS and traffic safety solutions, including LaneLight LED in-road crosswalk and dynamic delineation systems, LED-enhanced signage and BlueMAC BlueTooth data collection devices.

Booth: 200

Iteris
1700 Carnegie Ave., Ste. 100
Santa Ana, CA 92705 USA
Tel: 949-270-9684
Fax: 949-270-9411
gtaylor@iteris.com
www.iteris.com
Iteris is a leader in traffic management focused on the development and application of advanced technologies that reduce traffic congestion and improve the safety of surface transportation systems infrastructure. Iteris is headquartered in Santa Ana, CA, with offices throughout North America, Europe, and the Middle East.

Booth: 110

JAMAR Technologies Inc.
1500 Industry Rd., Ste. C
Hatfield, PA 19440 USA
Tel: 800-776-0940
Fax: 215-361-2267
sales@jamartech.com
www.jamartech.com
JAMAR Technologies Inc. has been providing innovative data collection equipment to the traffic engineering community for more than 30 years. Stop by booth 203 to see the new TRAX Stealth Stud—a simple, cost effective way to collect continuous volume data without tubes or loops.

Booth: 203, 302

JTB Supply Co. Inc.
1030 N. Batavia, Ste. A
Orange, CA 92867 USA
Tel: 714-639-9498
Fax: 714-639-9488
mindy@jtbsupplyco.com
www.jtbsupplyco.com
JTB Supply Co. is your source for the finest traffic control products. JTB brings these quality products to you combined with a level of expertise and attentive customer service that help you eliminate guesswork and avoid delays. JTB is committed to solving all of your transportation and safety needs.

Booth: 107

McCain Inc.
2365 Oak Ridge Way
Vista, CA 92081 USA
Tel: 888-262-2246
info@mccain-inc.com
www.mccain-inc.com

Miovision Technologies Inc.
148 Manitou Dr., Ste. 101
Kitchener, ON N2C 1L6 Canada
Tel: 877-646-8476
Fax: 866-413-2928
rprihodko@miovision.com
www.miovision.com
Miovision Technologies Inc. creates intelligent solutions to
address the challenges facing today’s global transportation networks. With our video and web-based technologies, we help data collectors, traffic consultants and municipal governments reduce the cost of collecting, analyzing, and reporting accurate traffic data. Our products and services help reduce traffic congestion, minimize environmental impacts, and improve the overall safety of our roads.

**Booth: 109**

**Mygistics**  
9755 SW Barnes Rd., Ste. 550  
Portland, OR 97225 USA  
Tel: 503-575-2191  
www.mygistics.com

Mygistics and GEVAS present model-based traffic prediction for traffic management and traveler information fusing sensor, probe, and incident data for powering adaptive network signal control and traffic management decision support as well as in-car navigation and smart phone traveler information.

**Booth: 102, 104**

**Naztec Inc.**  
P.O. Box 765  
Sugar Land, TX 77487 USA  
Tel: 281-240-7233  
Fax: 281-240-7238  
vernon@naztec.com  
www.naztec.com

Naztec Inc. is a North American full line complete manufacturer of NEMA TS2, 2070 and ATC hardware and software platforms for the traffic control industry. The Naztec ATMS. now software package provides today’s traffic engineer with a wide array of tools to manage and move traffic efficiently in an ever increasing and demanding environment.

**Booth: 115, 214**

**OMNI-MEANS Ltd.**  
943 Reserve Dr., Ste. 100  
Roseville, CA 95678 USA  
Tel: 916-782-8688  
Fax: 916-782-8689  
mgerman@omnimeans.com  
www.omnimeans.com

OMNI-MEANS is a California based firm specializing in transportation design and planning including expertise in roundabout planning, design and implementation. Infrastructure planning and design, traffic engineering, Caltrans processing (PSR/PR/PS&E), and specific planning. Interchange and roadway design. Travel forecasting, TSM/TDM, and project grantsmanship/financing.

**Booth: 303**

**Peek Traffic Corp.**  
2906 Corporate Way  
Palmetto, FL 34221 USA  
Tel: 941-845-1252  
Fax: 941-845-1501  
clara.alarcon@peektraffic.com  
www.peektraffic.com

**Booth: 300**

**Pocket Radar Inc.**  
3535 Industrial Dr., Ste. A4  
Santa Rosa, CA 95403 USA  
Tel: 888-381-2672  
Fax: 707-775-6040  
info@pocketradar.com  
www.pocketradar.com

Pocket Radar Inc. develops and manufactures innovative new technology for speed measurements. They recently introduced the patented new Pocket Radar™, the world’s only full-performance radar gun the size of a cell phone. It can accurately measure the speed of a car from a half-mile at a very affordable price.

**Booth: 116**

**Polara Engineering Inc.**  
9153 Stellar Ct.  
Corona, CA 92883 USA  
Tel: 714-521-0900 ext. 131  
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. Polara is proud to be unveiling its next generation of APS. Come by booth 406 and take a look and find out more.

**Booth: 406**

**PTV America Inc.**  
9755 SW Barnes Rd., Ste. 550  
Portland, OR 97225 USA  
Tel: 503-297-2556  
Fax: 503-297-2230  
sales@ptvamerica.com  
www.ptvamerica.com

PTV America, a wholly owned subsidiary of PTV AG, is the North American distributor of
PTV Vision® software, including VISSIM, VISWALK, VISUM, and TRAFFIX. PTV is a leader in design and development of transportation planning and traffic engineering software. The PTV Group includes over 700 employees worldwide.

Booth: 409

Quadstone Paramics
39 Melville St.
Edinburgh EH375F UK
Tel: +44 131 240 3102
info@paramics-online.com www.paramics-online.com
Quadstone Paramics traffic and pedestrian simulation software is used by transport professionals worldwide to design efficient, economical, driver and pedestrian friendly transportation infrastructure, allowing assessment of current and future year traffic conditions, detailed reporting of key MOE’s and high definition presentations to non-technical stakeholders.

Booth: 315

Quazite/CDR (Hubbell Power Systems)
3621 Industrial Park Drive
Lenoir City, TN 37771 USA
Tel: 800-346-3062
Fax: 865-986-0585
hpsliterature@hubbell.com
www.hubbellpowersystems.com

Booth: 316

QWICK KURB® INC.
1916 US41 South
Ruskin, FL 33570 USA
Tel: 813-645-5072
www.qwickkurb.com

Booth: 307

RBF Consulting
14725 Alton Pkwy.
Irvine, CA 92618 USA
Tel: 949-472-3505
Fax: 949-855-7050
cortiz@rbf.com
www.rbf.com
RBF Consulting, a company of Michael Baker Corp., is a leading nationwide civil engineering, planning, transportation, design, survey, and construction management firm. Professionals within the firm provide the expertise, experience and solutions to achieve the goals, objectives and vision of clients, including public and governmental agencies, the development community, private enterprise, and non-profit organizations.

Booth: 206

Road Kare International
530 Jesse St.
Grand Prarie, TX 75051 USA
Tel: 972-623-9885
Fax: 972-641-0851
sales@roadkare.com
www.roadkare.com
Manufacturer and Supplier of Traffic Calming products for roadway, sidewalk, parking lot/garage applications. All products made in the USA. Products include speed bumps and humps, speed cushions, flexible curbing, wheel stops, parking curbs and ADA detectable Warning panels. Introducing our latest innovative addition at NPE, Memphis.

Booth: 208

Rodel
313 Price Pl. Ste. 5
Madison, WI 53705 USA
Tel: 608-238-5000
noah@rodel-interactive.com
www.rodel-interactive.com
Rodel is a design and analysis tool for roundabout engineering. Rather than simply checking designs after they have been drawn, Rodel generates geometry prior to scheme drawing. The program provides accurate capacity and delay analysis data to assist a designer in finding a comprehensive solution for a given problem.

Booth: 416
RTC Manufacturing Inc.
1016 Enterprise Pl.
Arlington, TX 76001 USA
Tel: 817-860-1217
Fax: 817-274-3610
ron@rtc-traffic.com
www.rtc-traffic.com
Booth: 100

SHRP2
500 Fifth St. NW
Washington, DC 20001 USA
Tel: 202-334-2944
Fax: 202-334-3471
keanderson@nas.edu
www.nas.edu
Booth: 201

Siemens
8004 Cameron Rd.
Austin, TX 78754 USA
Tel: 512-837-8300
Fax: 512-837-0196
www.itssiemens.com
Booth: 101

Spot Devices
1455 Kleppe Ln.
Sparks, NV 89431 USA
Tel: 888-520-0008
joem@spotdevices.com
www.spotdevices.com

Tesco Controls Inc.
8440 Florin Rd.
Sacramento, CA 95828 USA
Tel: 916-952-5088
Fax: 916-403-0013
wsumner@tescocontrols.com
www.tescocontrols.com
Based in Sacramento, CA since 1972, Tesco Controls is a 100% employee owned, American-made manufacturer for the

water, wastewater, traffic and electrical utility industries. The TESCO pedestal product line provides a cost-effective solution for street lighting, park lighting, irrigation, and battery backup systems for traffic signal installations.

Booth: 414

Traffic Safety Corp.
2708 47th Ave.
Sacramento, CA 95822 USA
Tel: 888-446-9255
Fax: 916-394-2809
ted.vaeches@xwalk.com
www.xwalk.com

Booth: 215

Traficon USA LLC
10161 Park Run Dr. Ste. 150
Las Vegas, NV 89145 USA
Tel: 702-851-5880
Fax: 702-851-5881
bk@traficonusa.com
www.traficonusa.com

Traficon USA is the “reference” in traffic detection based on video image processing: providing total traffic, pedestrian and bicycle video detection solutions for intersections; crosswalks; tunnels; automatic incident detection (AID), data collection with centralized transportation management systems using FLUX (TMS-FLUX). At this year’s ITE Technical Conference, Traficon USA is introducing its pedestrian/bicycle detection solutions for automatic pedestrian systems (APS).

Booth: 417, 419

Western Pacific Signal
15890 Foothill Blvd.
San Leandro, CA 94578 USA
Tel: 510-276-6400
Fax: 510-397-0398
shupp@wpsignal.com
www.wpsignal.com

Successful ITS Product Integration is our specialty. WP Signal provides advanced communication network strategies to link and control numerous field devices into a seamless command and control center. From our IP-based 360° single camera CCTV and video detection combo cameras, to its GIS-based ATMS central software. Even accessible pedestrian system (APS) may be network controlled and central linked. See these systems on display at WP Signal.

Booth: 314

Willdan
2401 E. Katella Ave. #300
Anaheim, CA 92806 USA
Tel: 714-940-6367
Fax: 714-940-4935
dholguin@willdan.com
www.willdan.com

Willdan specializes in providing professional traffic engineering and transportation planning services to governmental agencies. Its first hand knowledge and understanding of municipal services is the cornerstone of its business, and through this understanding its staff applies state-of-the-art solutions to transportation facilities to promote the safe and efficient operation of the transportation system.

Booth: 103