



ITS-CA – CCIT Joint Workshop Series

ITS California's Northern Section and the California Center for Innovative Transportation (CCIT), in association with the SF Bay Area Section of the Institute of Transportation Engineers (ITE), are proud to introduce a joint lunchtime workshop series that focuses on the deployment of Intelligent Transportation Systems in California. Sponsored by the California Department of Transportation (Caltrans), the series is designed to attract a broad audience of transportation professionals at public agencies, private firms and research centers. Each workshop features introductions to a selected topic from an expert panel, followed by a question and answer section with the audience. The workshops are free, include a hosted lunch, plenty of mingling time, and are broadcast live over the web for those unable to attend in person. Workshops will be held approximately bi-monthly, with topics and locations announced about a month in advance.

Workshop #1: Lane tolling and congestion pricing

Traffic congestion has become increasingly apparent as one of the biggest impediments to not only our individual quality of life but also has serious consequences in terms of economic development. To quote from the FHWA handbook on Congestion Pricing – “Growing congestion in the U.S. transportation network poses a substantial threat to the U.S. economy and to the quality of life of millions of Americans.”

The San Francisco Bay Area region now experiences some of the worst congestion in the nation. It is time to examine some of the alternatives that might provide relief to the major choking of all aspects our road transportation system: freeways, arterials and central business districts. The advent of congestion pricing, emerging technologies in the tolling industry and innovative financing models are among the most promising options that could be used to address this issue. Each can produce some relief even when applied in an independent mode but working in an integrated system appears to provide the maximum benefit.

This workshop will highlight examples of successful applications presented by a panel of industry experts in each of these technologies and how these might apply to the Bay Area Region as part of a total system approach. Following their presentations the panel will be available to engage in a Q&A session with the attendees.

Panel: James Alves, AR Technologies
Elizabeth Bent, SFCTA
Patrick DeCorla-Souza, FHWA
Lisa Klein, Metropolitan Transportation Commission
Alice Klemashevich, Telvent-Farradyne
Lisa Loftus-Otway, Center for Transportation Research, University of Texas, Austin

Time: March 19th, 11:30am – 1:30pm

Location: CCIT – 2105 Bancroft Way, Suite 300 – Berkeley, CA 94720
Directions at <http://www.calccit.org/about/directions.html>

Webcast: www.calccit.org/resources/deployment_workshops.html

Lunch Sponsor: CCIT / Caltrans

RSVP: workshops@calccit.org (specify in-person or web attendance) by March 15th.