



# INTELLIGENT TRANSPORTATION SYSTEMS DEPLOYMENT 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 invite you to join their next workshop, part of a bi-monthly series that focuses on the deployment of Intelligent Transportation Systems in California. With partial sponsorship 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 plenty of mingling time, and are broadcast live over the web for those unable to attend in person.*

## **SPECIAL TOPIC WORKSHOP #1**

### **ACTIVE TRAFFIC MANAGEMENT – IN COLLABORATION WITH AASHTO**

Traffic congestion burdens society and imposes costly productivity losses worldwide. Traditionally, governments have responded to congestion by building up infrastructure to increase roadway capacity. However, most large cities in developed countries have run out of space or face strong environmental barriers that prevent them from constructing additional miles of highways. In this context, two strategies remain to beat congestion. One is to constrain demand with pricing or regulations. The other strategy consists in squeezing extra capacity out of the existing infrastructure through technology and ever more precise traffic monitoring and control.

In 2004, the United Kingdom's Highways Agency began the implementation of a pilot project to demonstrate the concept of Active Traffic Management along a 10-mile section of M42 near Birmingham, West Midlands. The M42 Active Traffic Management pilot now features variable speed limits, lane-by-lane driver information systems, a comprehensive set of sensing and automated enforcement technologies, and hard shoulders that can be open or closed to general use based on traffic volumes. To date, the M42 project represents the most aggressive attempt to fight off congestion using sophisticated operational concepts and technology.

In the United States, interest in Active Traffic Management is growing. A 2006 European scanning tour for top highway officials brought the Federal Highway Administration to the conclusion that Active Traffic Management should be tested in American cities. Several ongoing federal programs advocate elements of Active Traffic Management, including the Integrated Corridor Management initiative and the Urban Partnership Agreements.

In order to explore the potential value and the implementation of Active Traffic Management, the Intelligent Transportation Society of California (ITS California), in collaboration with the California Center for Innovative Transportation (CCIT), the Institute of Transportation Engineers (ITE), and the California Department of Transportation (Caltrans), will host a one-day workshop on August 13, 2008. The workshop will be held in the San Francisco Bay Area during the annual meeting of the Subcommittee on Systems Operations and Management (SSOM) of the American Association of State highway and Transportation Officials (AASHTO). Responding to ITS California's invitation, representatives of the United Kingdom's

Highways Agency and of other European countries will relate their experience getting projects off the ground.

The Active Traffic Management workshop welcomes all transportation professionals who will be in the Bay Area during the SSOM meeting. While the organization will be local, the breadth of the topic will resolutely be global. In keeping with the usual format of the ITS California / CCIT joint workshop series, the panels will boast a combination of public sector and private sector speakers. Two focused roundtables will allow a high level of interactivity between the panel and the audience.

#### **PROGRAM**

- 12:00pm – 1:00pm: Lunch with keynote speakers
- 1:00pm – 2:45pm: Projects presentations: State, National and International
- 2:45pm – 3:15pm: Break and networking
- 3:15 pm – 4:00pm: Roundtable Part 1 – Operational benefits of active traffic management
- 4:00pm – 4:45pm: Roundtable Part 2 – Deployment challenges of active traffic management
- 4:45pm – 5:00pm: Closing remarks

#### **KEYNOTE SPEAKERS:**

**Randell Iwasaki**, Caltrans Chief Deputy Director  
**Pravin Varaiya**, UC Berkeley

#### **PANEL MEMBERS:**

**Phil Bates**, Jacobs Consultancy UK  
**Les Jacobson**, Telvent Farradyne  
**Cyrus Minoofar**, Alameda County Congestion Management Agency  
**Roger Pagny**, French Ministry of Transport  
**Connie Sorrell**, Virginia DOT  
**John Wolf**, Caltrans

#### **MODERATORS:**

**Kris Balaji**, Jacobs Engineering  
**Hamed Benouar**, Sensys Networks  
**JD Margulici**, California Center for Innovative Transportation

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**TIME:** **AUGUST 13<sup>TH</sup>, 2008 / 12:00PM – 5:00PM**

**LOCATION:** Intercontinental Hotel – 888 Howard Street – San Francisco, CA 94103  
[www.intercontinentalsanfrancisco.com](http://www.intercontinentalsanfrancisco.com)

**WEBCAST:** [www.calccit.org/resources/deployment\\_workshops.html](http://www.calccit.org/resources/deployment_workshops.html)  
**Updated:** no live webcast. Proceedings to be available on the website soon after the event.

**RSVP:** [workshops@calccit.org](mailto:workshops@calccit.org) by **AUGUST 8<sup>TH</sup>**.

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