



INSTITUTE OF TRANSPORTATION ENGINEERS  
District 6 (Western) - San Francisco Bay Area Section

2007-2008 Officers: President Rich Haygood, Vice-President Wing K. Lok, Secretary-Treasurer Nate Chanchareon, Secretary Mike Dahlin

Your ITE Section is sponsoring a one-day free workshop on professional traffic/transportation modeling technologies. Space is limited. Register now!

**TITLE:** Professional Traffic/Transportation Modeling Technologies

**DATE:** March 28, 2008

**TIME:** 8:45 a.m. -4:30 p.m.

**PDH/CEU:** N/A

**FEE:** \$25 for ITE members and \$50 for non ITE members. This fee includes a sandwich buffet lunch and coffee/drinks.

**BACKGROUND:** The San Francisco Bay Area ITE Technical Program recently organized The Professional Transportation Planner™ (PTP) certification program in December, 2007. The traffic modeling process is an important component of the urban transportation planning process. Following this successful event, the Program will organize a technical seminar in March, 2008. The objectives of this seminar are to show what tools are available to our engineers and planners in the modeling industry and how these tools can be used to serve our local communities better. The application areas may include:

1. travel demand forecasting methodologies,
2. traffic impact studies,
3. highway operations with the meso and micro simulations,
4. level of service analysis at intersections,
5. model calibrations/validations,
6. transportation analysis tools for both road network and transit operations,
7. pedestrian simulation models,
8. emergency evacuation planning,
9. integration of models with GIS maps and
10. ITS evaluations.

Real applications in different areas including the Bay Area will be shown in the presentations with these tools including the macro planning models, dynamic models and micro-simulation models.

**INTENDED AUDIENCE:** Transportation Planners, Demand Forecasting Modelers, Traffic/Transportation Engineers, Consultants, Government Staff

**PRESENTERS/SCHEDULE:** In the TRB 2008 conference, there were many presentations on the modeling topics. Five world leaders in the modeling industry exhibited their technologies. Some presented their latest research results. They will make their presentations for the above topics and the new developments in the industry as follows:



INSTITUTE OF TRANSPORTATION ENGINEERS  
District 6 (Western) - San Francisco Bay Area Section

2007-2008 Officers: President Rich Haygood, Vice-President Wing K. Lok, Secretary-Treasurer Nate Chanchareon, Secretary Mike Dahlin

- 8:45am-9:30am (Registration)
- 9:00am-9:30am (Program Introduction, Jia Hao Wu, TJKM)
- 9:30am-10:30am (Moderator A)  
Static and Dynamic Traffic Assignment: From Planning to Operations with Emme 3/Dynameq  
Dan Florian, Shane Velan, Michel Florian, INRO
- 10:30am-10:45am (Coffee Break)
- 10:45am-11:45am (Moderator A)  
Use of Mesoscopic Simulation for Hurricane and Other Emergency Evacuation Planning with CUBE/Dynasim  
Nate Chanchareon, Citilabs
- 11:45am-12:30pm (Lunch)
- 12:30pm-1:30pm (Moderator B)  
Recent Advances in GIS and Transportation Modeling with TransCAD/TransModeler  
Howard Slavin, Andres Rabinowicz, and Daniel Morgan Caliper Corporation
- 1:45pm-2:45pm (Moderator B)  
An Integrated Approach for Traffic Modeling: Case Studies with AIMSUN  
Alex Torday, TSS-Transport Simulation Systems
- 2:45pm-3:00pm (Coffee Break)
- 3:00pm-4:00pm (Moderator B)  
Recent Developments in Modeling with VISUM/VISSIM  
Ed Hayes, PTV America, Inc.
- 4:00pm-4:30pm  
Questions/Answers/ITE Appreciations

**REGISTRATION** To register for this seminar, please send your email to Dr. Jia Hao Wu at  
**LUNCH MEMU** jhwu@tjkm.com or contact him at 925-463-0611x3119, San Francisco ITE  
**CHOICES:** Technical Programs Co-Chair.

**LOCATION/  
TRANSPORTATION** Dr. Martin Luther King Library, Room 225 and 229  
150 E. San Fernando St.  
San José, CA 95112

Driving: Take any Bay Area freeway toward San Jose; take any Downtown exit from Highway 280 or 87 and proceed to Fourth St. and San Fernando intersection. Library and public parking are both adjacent to this intersection.

Train: From East Bay or Peninsula, exit at Diridon Train Station in Downtown San Jose, take free DASH every 20 minutes to Martin Luther King Library.



INSTITUTE OF TRANSPORTATION ENGINEERS  
District 6 (Western) - San Francisco Bay Area Section

---

2007-2008 Officers: President Rich Haygood, Vice-President Wing K. Lok, Secretary-Treasurer Nate Chanchareon, Secretary Mike Dahlin

For more information regarding the transportation direction, please contact:

Rebekah G. Rodriguez  
City of San Jose  
Department of Transportation  
200 E. Santa Clara Street  
San Jose, CA 95113  
(408)975-3220  
[rebekah.rodriguez@sanjoseca.gov](mailto:rebekah.rodriguez@sanjoseca.gov)