



**INSTITUTE OF TRANSPORTATION ENGINEERS
Western District - San Francisco Bay Area Section**

JOINT PROGRAM WITH
**INTELLIGENT TRANSPORTATION SOCIETY OF
CALIFORNIA (ITS-CA), formerly CAATS**

Your ITE Section and ITS California are sponsoring a one-day workshop on transportation data needs and collection for transportation studies/modeling/ITS applications. Guests include presenters from:

- The International Workshop on Traffic Data Collection & Its Standardization (Barcelona, 2008), and
- The 15th Annual World Congress on ITS (New York City, 2008)

Space is limited to 100 persons. Register now!

(Visit www.sfbayite.org for online maps, directions, and links to more information on this event.)

TITLE: Transportation Data Needs for Transportation Studies/Modeling/ITS Applications

DATE: November 21, 2008

TIME: 9:00am - 4:00 p.m.

PDH/CEU: N/A

FEE: \$ 35 for ITE and ITS-CA members, \$ 60 for non members. \$10 for full-time students (bring ID card). This fee includes a sandwich buffet lunch and coffee/drinks. Make checks payable to "ITE."

BACKGROUND: Transportation data and its collection are very important in transportation analysis, modeling and ITS applications. There are two important international conferences devoted to data collection: International Workshop on Traffic Data Collection & Its Standardization in Barcelona (September 8-9, 2008) and The 15th World Congress on ITS and ITS America's 2008 Annual Meeting in New York (November 16-20, 2008).

Following the great success of the 1st Annual SF Bay Area ITE Modeling Workshop on March 28 with a total of 75 participants gathered from around the world, the San Francisco Bay Area ITE Technical Program and ITS California's Northern Section have invited speakers and organizers from these two conferences to our section. The one day technical program will include presentations covering both Bay Area applications and international perspectives such as:

1. Data collection objectives and methodologies of data collection
2. State of the art of the data collection technologies and their drawbacks, and future new technologies
3. Data reliability, processing & quality on "meta" information
4. Discussions from traffic flow theory to network transportation models
5. UC Berkeley PATH's highway performance measures and local arterial data collection system
6. Traffic data needs for the City of Redwood City new traffic model
7. Traffic impact studies
8. Highway operations
9. Data for model calibrations/validations
10. Integration of models with GIS maps and
11. Evaluation of ITS applications

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

ACKNOWLEDGMENTS: The ITE SF Bay Area Section would like to thank ITS California for making a generous donation to partially cover the travel expenses for the invited guest speakers. Many thanks go to the City of Redwood City for providing space in its brand-new facility for this event. The ITE Section would also like to thank the Technical Programs Committee and ITS Coordinators for bringing this world-class technical program within reach of transportation professionals in our region.

NOTE: Mark your calendar for the [ITS-CA Annual Meeting](#) in Sacramento Dec. 8-9, 2008.



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**PRESENTERS/
SCHEDULE:**

Friday, November 21, 2008

- 9:00am (Registration)
- 9:30am-9:35am (Program Introduction, Jia Hao Wu)
- 9:35am-10:05am (Moderator A)
Transportation Data Needs and Issues in the SF Bay Area: A Redwood City Traffic Model Case, Tom Passanisi, City of Redwood City, and Jia Hao Wu, TJKM
- 10:05am-10:55am (Moderator A)
Traffic Data Collection: An Overview of the International Workshop held in Barcelona: An International Perspective
Jaime Barcelo, Technical University of Catalonia, Spain
- 10:55am-11:05am (Coffee Break)
- 11:05am-11:55am (Moderator A)
Collection and Application of Freeway, Arterial and Transit Data: A UC Berkeley PATH Perspective
Wei-Bing Zhang, Parsons Traffic and Transit Lab, UC Berkeley PATH
- 12:00pm-1:00pm (Lunch and Networking)
- 1:00pm-1:50pm (Moderator B)
International Traffic Database - Gathering Traffic Data Fast and Intuitive: A Japan Perspective
Marc Miska and Masao Kuwahara, University of Tokyo
- 1:50pm-2:40pm (Moderator B)
Freeway Operations Analysis in Caltrans: Using the PeMS System, Karl Petty, Berkeley Transportation Systems, Inc. and Pravin Varaiya, UC Berkeley.
- 2:40pm-2:50pm (Coffee Break)
- 2:50pm-3:20pm (Moderator C)
Arterial Travel Time and Integrated Traffic Data System Using Wireless Vehicle Detection Platform
Brian Fuller, Sensys Networks Inc.
- 3:20pm-4:00pm (Moderator C)
Panel Discussion: Question and Answer Time

Moderator A: Joan Ravier, Telvent Farradyne

Moderator B: Joy Bhattacharya, TJKM

Moderator C: Nate Chanchareon, Citilabs

**REGISTRATION
LUNCH MENU
CHOICES:**

E-mail your name, affiliation, phone number, membership status (student, ITE, or non-member) and if you want a ride from Caltrain (see below) to events@sfbayite.org. If you have any questions, please visit www.sfbayite.org or contact Dr. Jia Hao Wu at 925-463-0611 x3119, San Francisco ITE Technical Programs Co-Chair.

**LOCATION &
TRANSPORT**

Redwood Shores Branch Library, 399 Marine Parkway, City of Redwood City

Auto Access: From San Francisco or San Jose, take US 101 and exit at Ralston Ave/Marine Pkwy (Exit 412) and turn east onto Marine Pkwy. Free parking provided.

Transit Access: Event sponsors will provide a free shuttle between the San Carlos Caltrain station and the Library, if you make a request when you register before the event date. Morning pick-up at the San Carlos Caltrain station will be provided at approximately 8:55 a.m. (based on scheduled train arrival times: 8:07, 8:13 and 8:50 from the north (San Francisco), 8:24 and 8:55 from the south (San Jose). Free rides to the Caltrain station will be provided at the conclusion of the event. In addition, Samtrans Route 260 provides fixed-route bus service between Redwood Shores and the San Carlos and Belmont Caltrain stations at half-hour headways. For additional information, please visit caltrain.com and samtrans.com

MAPS, DIRECTIONS, & LINKS TO MORE INFO AVAILABLE AT www.sfbayite.org.