



The San Francisco Bay Area and Northern California ITE Sections are offering a one-day workshop on professional traffic/transportation modeling technologies, followed by a Vendors Night and Dinner Program in Lodi. **Register for both programs online at: www.sfbayite.org/technicalprograms**

TITLE: 2nd Annual SF Bay Area ITE Modeling Workshop

DATE: March 19, 2009

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

PDH/CEU: N/A

FEE: \$30 for ITE members, \$60 for non-ITE members and \$20 for full-time students. This fee includes a sandwich buffet lunch and coffee/drinks.

BACKGROUND:

Following the great success of the 1st Annual SF Bay Area ITE Modeling Workshop in San Jose on March 28, 2008, with a total of 75 participants gathered from around the world, the San Francisco Bay Area ITE Technical Programs Committee is organizing the 2nd Annual SF Bay Area ITE Modeling Workshop on March 19 with North California ITE Section in Lodi, California. 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 of macro planning models, dynamic models and micro-simulation models from around the world, as well as from California, will be featured in this workshop.

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



**PRESENTERS/
SCHEDULE:** Internationally renowned superstars will join our own locally famous heroes to share the latest transportation modeling technologies and research.

- 8:45am-9:00am (Registration)
 - 9:00am-9:15am
Introduction to ITE Technical Program
Jia Hao Wu, SF Bay Area ITE/TJKM
 - 9:15am-10:45am (Moderator A)
Recent Modeling Advances in Emme and Dynameq
Michael Florian, INRO
 - 10:45am-11:00am (Coffee Break)
 - 11:00am-12:30pm (Moderator B)
Turning Technology into Success – Looking in and beyond the Box
Keith Hangland, Citilabs
 - 12:30pm-1:30pm (Lunch)
 - 1:30pm-3:00pm (Moderator B)
Recent Advances in GIS and Transportation Modeling with TransCAD/TransModeler
Paul Ricotta, Caliper Corporation
 - 3:00pm-3:15pm (Coffee Break)
 - 3:15pm-4:15pm (Moderator C)
VTA Countywide Model Improvements for Project Analysis Needs
George Naylor, Santa Clara VTA
SACOG Model Development and Applications
Bruce Griesenbeck, SACOG
Integration of Micro, Meso and Macro Modeling Within Caltrans
Sarah Chesebro, Caltrans HQ
 - 4:15pm-4:30pm (Moderator C)
Q&A Session
Appreciations/Acknowledgments
- Moderator A: Wing Lok, Caltrans
Moderator B: Howard Smith, LAN
Moderator C: Jia Hao Wu, TJKM

REGISTRATION: To register for this seminar, please visit <http://www.sfbayite.org/> and submit your payment online. RSVP & cancellation deadline is March 13 (to cancel@sfbayite.org). Please direct general inquiries to Dr. Jia Hao Wu (jhwu@tjkm.com) or Simin Timuri (timuri@walnut-creek.org).

**LOCATION/
TRANSPORTATION** Thomas Theatre, Hutchins Street Square, 125 South Hutchins Street
Lodi, California 95240-3470. For directions, please visit
http://hutchinsstreetsquare.com/About_Us/directions.htm.

**MORE
INFORMATION:** See www.sfbayite.org for the 2nd Annual Transportation Modeling Workshop.
See www.norcalite.org for the 36th Annual Vendors Night.