



The San Francisco Bay Area ITE Section will offer a one-day workshop on professional traffic/transportation modeling technologies as part of 2010 ITE Western District Annual Meeting in San Francisco.

TITLE: **Transportation Modeling Workshop**
3rd Annual SF Bay Area ITE Transportation Modeling Workshop

DATE: Saturday, June 26, 2010

TIME: 8:00 a.m. -4:30 p.m.

PDH/CEU: (To be determined soon)

FEE: \$50. This fee includes a sandwich buffet lunch and coffee/drinks.

BACKGROUND: Following the great success of last two Annual SF Bay Area ITE Modeling Workshops in San Jose and Lodi in 2008 and 2009, with participants gathered from around the world, the San Francisco Bay Area ITE Technical Programs Committee is organizing the 3rd Annual SF Bay Area ITE Modeling Workshop on June 26 as part of 2010 ITE Western District Annual Meeting in San Francisco, California. The objectives of this seminar are to show what transportation modeling 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. California SB 375 and urban/transportation planning,
2. land use models,
3. green house gas reduction,
4. travel demand forecasting methodologies,
5. highway operations with the meso and micro simulations,
6. model calibrations/validations,
7. transportation analysis tools for both road network and transit operations,
8. integration of models with GIS maps and
9. 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: Urban and 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.

- 7:30 a.m.-9:00 a.m. (Registration)
- 8:00 a.m.-8:30 a.m.
Introduction to ITE Technical Program and Modeling Needs
Jia Hao Wu, SF Bay Area ITE/W & S Solutions
- 8:30 a.m.-9:15 a.m. (Moderator A)
Land Use and Transportation Modeling in California
Robert Johnston, University of California, Davis



- 9:15 a.m.-10:00 a.m. (Moderator A)
Rapid Deployment of DTA for the Presidio Parkway in San Francisco
Michael Mahut, INRO
- 10:00 a.m.-10:15 a.m. (Coffee Break)
- 10:15 a.m.-11:00 a.m. (Moderator B)
Application and Sharing of the Silicon Valley's Travel Forecasting Models through a Web-Accessed, Cloud-Based Modeling Approach
George Naylor, VTA and Michael Clarke, Citilabs
- 11:00 a.m.-11:45 p.m. (Moderator B)
Application of a Combined Travel Demand and Micro-simulation Model for a Small City
Paul Ricotta, Caliper Corporation
- 11:45 a.m.-1:30 p.m. (Lunch)
- 1:30 p.m.-2:15 p.m. (Moderator C)
Combining Different Traffic Modeling Levels for Effectively Tackling Complex Project: a Hybrid Meso/Micro Approach
Jordi Casas, Josep Perarnau and Alex Torday, TSS-Transport Simulation Systems
- 2:15 p.m.-3:00 p.m. (Moderator C)
Multi-Resolution Corridor Modeling with PTV Vision
Kiel Ova, PTV America
- 3:00 p.m.-3:15 p.m. (Coffee Break)
- 3:15 p.m.-4:00 p.m. (Moderator A)
California SB 375 and Greenhouse Gas Modeling:
New Transportation and Land Use Modeling Challenges
Robert Johnston, University of California, Davis
- 4:00 p.m.-4:30 p.m. (Moderator A)
Issues on Land Use, Transportation and Emission: Q&A Session
Appreciations/Acknowledgments

Moderator A: Jia Hao Wu, W & S Solutions

Moderator B: Joe Story, DKS

Moderator C: Nate Chanchareon, Citilabs

REGISTRATION: To register for this seminar, please visit <http://www.westernite.org/annualmeetings/meeting.htm> and click on [Registration](#) and submit your payment online. RSVP & cancellation deadline policy is indicated in the FAQs section there. Please direct general inquiries to Dr. Jia Hao Wu (jiahao.wu@wu-song.com or 925-468-4132). The space is limited to 90 participants only.

LOCATION/ TRANSPORTATION San Francisco Municipal Transportation Agency (SFMTA) at the 2nd Floor Atrium, One South Van Ness Avenue, San Francisco, CA 94103

MORE INFORMATION: Visit <http://www.westernite.org/annualmeetings/meeting.htm> and click on [Technical Program/Brochure](#) for updated information.