April 17th ITE Luncheon on -

**Sponsors**
Wiltec - Moses Wilson - Data Collection
Telegra - ITS, Signs, new energy efficient signs

**Emma Reed**
Emma is the winner of the student paper which she wrote on infill development. She studied the Portola Valley, including proposing a mixed use development increased transit.

**Ted Sumers- Automatic**
Automatic uses a device called automatic link which is a OB2 dongle. The device is paired with an android app that gives the driver feedback on driving style and detects inefficient behaviors. It also gives you cost per trip. The dongle can link to all other apps and have data dumped into spreadsheets for data analysis. The dongle used near field communication for connection allows device to connect It also gives crash alerts. An important toll is looking at people’s behavior.

**Nicki Foletta - Fehr&Peers**
Presented on the comparison of the different data sources from traditional to big data, and the different techniques for using automated data sources. A sample project was the use of AVL data on Muni to show performance. A known issue in the field is origin destination data which is hard to get and expensive. Parking data is also hard

Parking data