



INTELLIGENT TRANSPORTATION SYSTEMS DEPLOYMENT WORKSHOP SERIES

ITS California's Northern Section and the California Center for Innovative Transportation (CCIT), in association with the SF Bay Area Section of the Institute of Transportation Engineers (ITE), are proud to invite you to join their next workshop, part of a bi-monthly series that focuses on the deployment of Intelligent Transportation Systems in California. With partial sponsorship by the California Department of Transportation (Caltrans), the series is designed to attract a broad audience of transportation professionals at public agencies, private firms and research centers. Each workshop features introductions to a selected topic from an expert panel, followed by a question and answer section with the audience. The workshops are free, include plenty of mingling time, and are broadcast live over the web for those unable to attend in person.

WORKSHOP #7

NEXT-GENERATION TRAFFIC MANAGEMENT SYSTEMS

Information technology can enable game-changing instruments such as demand management schemes, dynamic pricing, and adaptive traffic control. Further, ubiquitous wireless communications are opening the floodgates of mobile probe data, which means that transportation engineers and planners will soon have access to a level of information one order of magnitude greater than it is today. Data sharing and modeling offer the possibility to coordinate strategic and tactical measures at a regional level, across modes and institutional boundaries.

Residing at the center of this grand vision is software, typically referred to as advanced transportation management systems. In our next luncheon workshop, we examine present innovations and upcoming releases that will enable the next generation of traffic management practices. We are fortunate to host one of the best panels that one could assemble on this theme, comprising academia, government and the private sector. Three of the speakers are flying from out of state, which makes this event a real treat for ITS California members and friends.

As usual, a lunch option will be available to attendees, while remote participation will be made possible by a live web-based broadcast. The session will be designed to provide networking opportunities, as well as ample interactions between the panel and the audience. We look forward to seeing you!

PANEL

James Kranig, Minnesota DOT
Henry Liu, University of Minnesota
Farhad Pooran, Telvent-Farradyne
Pravin Varaiya, University of California, Berkeley

SPONSOR



TIME:	APRIL 13TH, 2009, 11:30AM – 1:30PM
LOCATION:	Metropolitan Transportation Commission – 101 8th Street – Oakland, CA 94607 Directions at http://www.mtc.ca.gov/about_mtc/directions.htm
WEBCAST:	www.calccit.org/resources/deployment_workshops.html
RSVP:	workshops@calccit.org (specify in-person or web attendance) by APRIL 8TH .
FEE:	Free for current ITS-CA members, \$10 for non-members (fees can be applied towards membership)
LUNCH:	A boxed lunch can be reserved for an additional \$10 fee. Please specify Roast Beef, Turkey or Veggie. Note that fees will be collected at the workshop but that no-shows will be invoiced.
