



## **Midwest Traffic Data**

### ***Successful Strategies in the Collection and Analysis of Data***

**March 24–25, 2009**

*Hosted by*

**Ohio Department of Transportation  
Ohio Department of Transportation Headquarters  
1980 West Broad Street, Columbus**

*Organized by*

**Transportation Research Board**

*Cosponsored by*

**Central Ohio Section of the American Society of Civil Engineers  
County Engineers Association of Ohio  
Federal Highway Administration  
Institute of Transportation Engineers, Ohio Section  
Ohio Association of Regional Councils  
WTS Columbus**

**[www.TRB.org/conferences/2008/TrafficMidwest](http://www.TRB.org/conferences/2008/TrafficMidwest)**

### **Workshop Objectives**

- Develop a regional dialogue among data producers and users on successful strategies for collecting, analyzing, disseminating, and using traffic data, including the following:
  - Effective approaches and techniques for traffic data collection, including the benefits and costs of the use of new technologies;
  - Innovative methods for displaying and disseminating traffic data;
  - Creative applications of traffic data in planning, operations management, monitoring, evaluation, and decision making;
  - Methods for overcoming weather challenges that affect traffic data collection;
  - Strategies for collecting intermodal traffic data for freight planning;
  - Methods for determining the influence of data quality on usability and use for evaluation, planning, and decision making; and
  - Successful approaches for dealing with reduced funding for data.
- Explore cooperative arrangements among regional states and among in-state and local partnerships for building better traffic data sets.

### **Who Should Attend and Why**

This workshop is for data producers and data users who are interested in better traffic data in the Midwest region of the United States. Data producers and data users will exchange knowledge about successful techniques in the collection and the analysis of traffic data.

## Planning Team

David Gardner, Ohio Department of Transportation, *Chair*  
 Ralph Gillmann, Federal Highway Administration  
 David Hamilton, Kentucky Transportation Cabinet  
 Laine Heltebride, Pennsylvania Department of Transportation  
 Peggi Knight, Iowa Department of Transportation  
 Tony Manch, Ohio Department of Transportation  
 Kirk Mangold, Indiana Department of Transportation  
 Mark McCord, Ohio State University  
 Noel Mehlo, Federal Highway Administration, Ohio Division  
 Leigh Oesterling, Ohio Department of Transportation  
 Lindsey Pflum, Ohio Department of Transportation

Nancy Reger, The Mid-Ohio Regional Planning Commission  
 Robert Robinson, Illinois Department of Transportation  
 Kathleen Rodi, Eastgate Regional Council of Governments  
 Joseph Schofer, Northwestern University  
 Mike Walimaki, Michigan Department of Transportation  
 Jean-Ellen Willis, City of Dublin, Ohio  
 David Floyd, Transportation Research Board  
 Thomas M. Palmerlee, Transportation Research Board  
 Julie Miller, Transportation Research Board  
 Matthew Miller, Transportation Research Board

### Exhibitors

Chaparral Systems Corporation  
 Control Specialists Company  
 International Road Dynamics Inc.  
 Jamar Technologies, Inc.  
 Miovision Technologies  
 MS2  
 PTV America, Inc.  
 Time Mark Incorporated  
 Traffic Signal Company  
 Wavetronix

### Hotel Information

Hampton Inn & Suites  
 501 North High Street  
 Columbus, OH 43215  
 614-559-2000  
[www.hamptoninn.com/hi/columbus-downtown](http://www.hamptoninn.com/hi/columbus-downtown)

Rates: \$101/day, tax 16.75%. Rates are subject to change with prevailing federal per diem for 2009.  
 Cutoff: March 2, 2009  
 Name of Event: Transportation Research Board  
 Traffic Monitoring Data Workshop

### Registration Information

	Early Bird: Expires 1/23/09	Advance: Expires 2/23/09	Regular: After 2/23/09
General	\$220	\$270	\$320
Speaker & Sponsor*	\$175	\$225	\$275
Student	\$55	\$105	\$155

\* Includes State DOTs

### Contacts

- For exhibits information: Julie Miller, [jmiller@nas.edu](mailto:jmiller@nas.edu), or 202-334-2982
- For workshop information: Tom Palmerlee, [tpalmerlee@nas.edu](mailto:tpalmerlee@nas.edu), or 202-334-2907

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