



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

Workshop Planning Team

David Gardner, Ohio Department of Transportation, *Chair*
Ralph Gillmann, Federal Highway Administration
David Hamilton, Kentucky Transportation Cabinet
Laine Heltebridle, 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
Rob 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

TRB Staff

Thomas M. Palmerlee
Julie Miller
Matthew Miller

TRANSPORTATION RESEARCH BOARD

OF THE NATIONAL ACADEMIES

The Transportation Research Board is one of six major divisions of the National Research Council, which serves as an independent adviser to the federal government and others on scientific and technical questions of national importance. The National Research Council is jointly administered by the National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine. The mission of the Transportation Research Board is to provide leadership in transportation innovation and progress through research and information exchange, conducted within a setting that is objective, interdisciplinary, and multimodal. The Board's varied activities annually engage about 7,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest. The program is supported by state transportation departments, federal agencies including the component administrations of the U.S. Department of Transportation, and other organizations and individuals interested in the development of transportation. www.TRB.org

Tuesday and Wednesday, March 24–25, 2009



Regional Forum to Share Successful Strategies

The Midwest Traffic Monitoring Workshop is designed as a forum for Midwestern state and local agencies to establish a regional dialogue among their data producers and consumers. The goal is to share successful strategies for collecting, analyzing, disseminating, and using traffic data.

Members of the data community have a common need to learn about effective approaches and techniques for traffic data collection, innovative methods for displaying and disseminating traffic data, methods for assessing the influence of data quality on their usability, and the use of traffic data for evaluation, planning, and decision making.



*David Gardner
Planning Team Chair*

Workshop attendees will discuss how traffic data adds value to our organizations, collaborative ways to collect data, why quality traffic count data matters, and how we can create cooperative arrangements among regional states as well as encourage state and local partnerships for building better traffic data sets. The objective of the workshop is to explore the following issues:

- Successful strategies for collecting and analyzing traffic data;
- Successful applications of traffic data: What makes traffic counts useful? and
- Maximizing productivity and results through collaboration.

I encourage you to join this effort, to participate actively, and to discuss the successes and challenges you have experienced in collecting and analyzing traffic data. Together we can make this event the starting point for a continuing dialogue on traffic data within the region.

—David Gardner
Workshop Planning Team Chair
Ohio Department of Transportation

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.

Tuesday and Wednesday, March 24–25, 2009



Workshop Program

Tuesday, March 24

8:30 a.m.–9:00 a.m.

Continental Breakfast and Registration

9:00 a.m. – 9:30 a.m.

Opening Session, Welcome, Quality Traffic Data: Investing in a Regional Resource

Howard Wood, Deputy Director, Division of Planning, Ohio Department of Transportation
Bob Lawler, Director of Transportation, Mid-Ohio Regional Planning Commission

Workshop Objectives and Structure

Dave Gardner, Traffic Monitoring Section Manager, Ohio Department of Transportation

9:30 a.m.–10:30 a.m.

Session 1, Successful Strategies in the Collection and Analysis of Data

Panelists will discuss successful traffic data collection techniques and their use of technology to achieve agency goals to better satisfy customer requirements.

Using Non-Intrusive Axle Detection Sensor

Rob Robinson, Data Management Chief, Illinois Department of Transportation

Collecting Data Using Traffic Signals

Chade Saghri, Southeast Michigan Council of Governments

Collecting Vehicle Classification Data: A State Perspective

Mike Walimaki, Travel Information Unit Supervisor, Michigan Department of Transportation

10:30 a.m.–11:00 a.m.

Break and Tabletop Exhibits

Exhibitors

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

11:00 a.m.–12:30 p.m.

Break Out Discussion: Successful Strategies in the Collection and Analysis of Data

Participants will break into discussion groups to explore how ideas from the general public relate to their organizations, how improvements might be implemented, and how organizations can better help each other.

Tuesday, March 24, 2009



12:30 p.m.–1:30 p.m.

Lunch and Tabletop Exhibits

1:30 p.m.–2:00 p.m.

Reports from Breakouts: Successful Strategies in the Collection and Analysis of Data

Each group will share the key ideas from their discussion with the entire workshop.

2:00 p.m.–3:15 p.m.

Private Sector Tools and Services Improving Traffic Data Operations, Part 1

Rob Robinson, Illinois Department of Transportation, *presiding*

The two final Tuesday sessions will be forums for our private sector partners to share examples of how their products and services have helped governments improve the collection and use of traffic data. Each exhibitor will be given a few minutes to address the following questions:

Discussion Questions

1. In light of growing interest in ensuring the quality of data for decision making, how are you addressing quality issues and how might that help workshop participants improve the quality of their traffic data?
2. In the context of budget pressures on staffing and resources in the agencies responsible for collecting and disseminating traffic data, what new technologies or processes are available to protect and improve the quality and completeness of traffic data?
3. With your background and insights in the traffic data business, what trends do you see for the next three to five years in the technology for collecting and displaying traffic data?

Ben Chen, MS2

Robb Bingham, Control Specialists Company

Donna Bergan, International Road Dynamics Inc.

John Krause, Jamar Technologies, Inc.

Corry Flatt, Miovision Technologies

3:15 p.m.–3:45 p.m.

Break and Tabletop Exhibits

3:45 p.m.–5:00 p.m.

Private Sector Tools and Services Improving Traffic Data Operations, Part 2

Kirk Mangold, Indiana Department of Transportation, *presiding*

L.J. Wilkinson, Chaparral Systems Corporation

Steve Perone, PTV America, Inc.

Daniel Gossack, TimeMark Incorporated

William Doron, Traffic Signal Company

Brent Padilla, Wavetronix

5:00 p.m.–5:30 p.m.

Planning Team Meeting

Tuesday, March 24, 2009



Wednesday, March 25

8:00 a.m.–8:30 a.m.

Continental Breakfast

8:30 a.m.–9:30 a.m.

Session 2, Successful Applications of Traffic Data: What Makes Traffic Counts Useful?

Traffic data is used in a wide variety of applications. It can be used to prioritize safety improvements, determine long-term roadway network needs, and enforce proper signal use and travel speeds. In this session, you will see applications of traffic data on the local and regional level.

Use and Applications of Traffic Count Data in Travel Forecasting Models

Rebekah Anderson, Transportation Engineer, Ohio Department of Transportation

CAM Tool: A Statewide Crash Database

Jonathan Hughes, Systems Planning Supervisor, Ohio Department of Transportation

Enforcement Through Red Light and Speed Cameras

Detective Carol Johnson, City of Dayton, Ohio

Deputy Chief Doug Woodard, City of West Carrollton

9:30 a.m.–10:30 a.m.

Session 3, Maximizing Productivity and Results Through Collaboration

Resource constraints and increasing demands for timely and comprehensive traffic data to support funding requests create incentives for efficiencies in data collection as well as for collaborations to get maximum use from shared data. This session will include several examples of data collection, sharing, and application cases that illustrate increased efficiency and enhanced data availability.

Joint Use of an Online Traffic Count Database in the Mid-Ohio Region

Zhuojun Jiang, Senior Transportation Engineer, Mid-Ohio Regional Planning Commission

Nancy Reger, Assistant Director of Transportation, Mid-Ohio Regional Planning Commission

Traffic Data Collection Techniques in Iowa

Peggi Knight, Director, Office of Transportation Data, Iowa Department of Transportation

Sharing Data in Pennsylvania with the Internet Traffic Data Upload System (iTDUS)

Laine Heltebridle, Pennsylvania Department of Transportation

How is Traffic Data Used for Funding Allocation?

Marcus Wilner, Director of Program Development, FHWA

10:30 a.m.–11:00 a.m.

Break and Tabletop Exhibits

11:00 a.m.–Noon

Break Out Discussion: Maximizing Productivity and Results Through Collaboration

Participants will break into discussion groups to explore how ideas from the general public relate to their organizations, how improvements might be implemented, and how organizations can better help each other.



Noon–1:00 p.m.

Lunch and Tabletop Exhibits

1:00 p.m.–1:30 p.m.

Reports from Breakouts: Maximizing Productivity and Results Through Collaboration

Each group will share the key ideas from their discussion with the entire workshop.

1:30 p.m.–2:30 p.m.

Improving Availability and Use of Traffic Data in the Midwest

Panelists

Joseph Schofer, Professor of Civil Engineering and Associate Dean, Northwestern University

Mark McCord, Professor of Civil Engineering–City and Regional Planning, Ohio State University

Ralph Gillmann, Travel Monitoring Team Leader, Office of Highway Policy Information, Federal Highway Administration

Closing Comments

David Gardner, Ohio Department of Transportation

Registration Information

	Early Bird: Expires January 23, 2009	Advance: Expires February 23, 2009	Regular: After February 23, 2009
General	\$220	\$270	\$320
Speaker & Sponsor*	\$175	\$225	\$275
Student	\$55	\$105	\$155

* Includes State DOTs

www.TRB.org/conferences/2008/TrafficMidwest

Hotel Information

Hampton Inn & Suites
501 North High Street
Columbus, OH 43215
614-559-2000

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: February 23, 2009

Name of Event: Transportation Research Board Traffic Monitoring Data Workshop

Exhibitors

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

Contacts

- For exhibits information: Julie Miller, jmiller@nas.edu, or 202-334-2982
- For workshop information: Matthew Miller, mamiller@nas.edu, or 202-334-2608

Professional Development Hours

Many licensure and certification agencies require the demonstration of continuing-professional competency. Your attendance at this meeting may entitle you to earn Professional Development Hour (PDH) units. See www.TRB.org/conferences/2008/TrafficMidwest for more information.

Wednesday, March 25, 2009



THE NATIONAL ACADEMIES™
Advisers to the Nation on Science, Engineering, and Medicine

The nation turns to the National Academies—National Academy of Sciences, National Academy of Engineering, Institute of Medicine, and National Research Council—for independent, objective advice on issues that affect people's lives worldwide.

www.national-academies.org

TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

500 Fifth Street, NW
Washington, DC 20001
www.TRB.org