



Active Transportation & Demand Management (ATDM): Concepts and Strategies

November 5, 2014

MTC Auditorium - 101 8th Street
Oakland, CA 94607

Morning Session

8:30 – 8:45

Welcome and Introductions

Beverly Kuhn, Ph.D., P.E. - *Texas A&M Transportation Institute (TTI)
Division Head/Sr. Research Engineer College Station, Texas*

Melanie Crotty - *Metropolitan Transportation Commission (MTC), Director
of Operations Section, San Francisco, CA*

8:45 – 9:30

Active Transportation and Demand Management (ATDM) Overview

Greg Jones - *USDOT/FHWA Transportation Specialist Office of
Operations/Resource Center Washington, D.C. & Atlanta, Georgia*

Question and Answer

9:30 – 10:00

History and Progress towards ATDM in San Francisco Bay Area

Facilitator: Beverly Kuhn, Ph.D., P.E. - *Texas A&M Transportation Institute
(TTI) Division Head/Sr. Research Engineer College Station, Texas*

Discussion Topics:

- HOV Master Plan
- HOT Lane Network
- Bay Area Managed Lanes Implementation Plan Development
- ATM in the Bay Area

10:00 – 10:15

Break

10:15 – 11:00

Building Blocks for ATDM

Greg Jones - *USDOT/FHWA Transportation Specialist Office of
Operations/Resource Center Washington, D.C. & Atlanta, Georgia*

- Planning/Systems Engineering
- Analysis, Modeling, and Simulation (AMS)
- Policy
- Design
- Implementation

- Management and Operations
- Information and Outreach
- Evaluation

Question and Answer

11:00 – 11:30 *Relevant National Research Projects*

Beverly Kuhn, Ph.D., P.E. - *Texas A&M Transportation Institute (TTI)*
Division Head/Sr. Research Engineer College Station, Texas

- FHWA Active Traffic Management Feasibility and Screening – This presentation will provide a brief overview of this FHWA project that is nearing completion along with a preview of the screening tool being developed.
- NCHRP 03-114 – Planning and Evaluating Active Traffic Management Strategies – This presentation will provide an update on the ongoing NCHRP Project 03-114 along with a discussion of pending deliverables and expected timeline for completion.

11:30 – 12:30 *Lunch*

Afternoon Session

12:30 – 1:45 *ATDM Operational and Implementation Peer Experience*

Marco Ruano – *Caltrans District 7 Freeway Operations Chief, Los Angeles, CA*

- ATM Feasibility Screening, modeling and potential deployment

Morgan Balogh, P.E. - *WSDOT Traffic Engineer, Washington State Department of Transportation, Seattle, WA*

- Ramp Metering, Variable Speed Limits, and Queue Warning

Question and Answer

1:45 – 2:30 *Active Traffic Management and ATDM in support of Multi-Modal Mobility*

Beverly Kuhn, Ph.D., P.E. - *Division Head/Sr. Research Engineer Texas A&M Transportation Institute (TTI) College Station, Texas*

- Integrated-Corridor Management
- Managed Lanes
- Regional Transit Services
- Park N'Ride

Active Transportation And Demand Management



U.S. Department of Transportation
Federal Highway Administration

Question and Answer

2:30 – 3:15 *Facilitated Discussion on San Francisco's Current Capabilities and Plans for Addressing Congestion Management*

Beverly Kuhn, Ph.D., P.E. - Texas A&M Transportation Institute (TTI)
Division Head/Sr. Research Engineer College Station, Texas

3:15 – 3:30 *Break*

3:30 – 4:30 *Facilitated Discussion on Developing an Action Plan for Planning and Developing an ATDM Program*

Facilitator: Greg Jones - USDOT/FHWA Transportation Specialist Office of Operations/Resource Center Washington, D.C. & Atlanta, Georgia

- Potential corridors/projects/agencies
- Strategies
- Key actions

4:30 – 4:45 *Wrap Up and Next Steps*