



TRANSPORTATION DATA SYMPOSIUM

PARTICIPANT PROGRAM

October 23 - 24, 2014
Renaissance Orlando at SeaWorld[®]



ABOUT THE 2014 TRANSPORTATION DATA SYMPOSIUM

<http://www.fleng.org>

MISSION

The Data Symposium will bring together public and private data providers to share knowledge regarding needs, availability, and methods for sharing and integrating data to provide optimum value and use by FDOT and its partners.

FDOT and its partners currently collect and report on a variety of transportation data to accomplish business objectives. This data includes but is not limited to roadway performance, condition and inventory. The data is multimodal, covering highway (auto/truck), aviation, rail, seaport, transit, pedestrian and bicycle travel/movement/management and facilities. The data is used for a variety of business functions including asset management, performance measurement, planning, operations (including traveler information), maintenance, and preservation of the multimodal transportation system.

FDOT is interested in maximizing efficiency in collecting and disseminating such data and ensuring the information derived from the data is directly relevant to business decision making and the needs of the public. FDOT recognizes that there are a variety of private sector data solutions utilizing technology to provide similar data and information.

We look forward to exploring new and exciting data/information collection, management and reporting techniques through the breakout sessions, vendor displays and posters. The outcome will be the identification of issues, challenges and opportunities for FDOT and partners to take transportation data to the next level in Florida.

ANNOUNCING: THE 2015 TRANSPORTATION DATA SYMPOSIUM

FDOT and FICE are excited to announce the second annual Transportation Data Symposium to be held in Jacksonville in July 2015!

A LETTER FROM: RICHARD M. BITER, FDOT ASSISTANT SECRETARY



Transportation data accumulation and usage is a daily occurrence within the state of Florida. FDOT and its partners currently collect and report on a variety of transportation data to accomplish business objectives. This data includes but is not limited to roadway performance, condition and inventory. The data is multimodal, covering highway, aviation, rail, seaport, transit, pedestrian and bicycle travel/movement/management and facilities. The data is used for a variety of business functions including asset management, performance measurement, planning, operations, maintenance and preservation of the multimodal transportation system.

FDOT is interested in maximizing efficiency in collecting and disseminating such data and ensuring the information derived from the data is directly relevant to business decision making and the needs of the public. FDOT recognizes that there are a variety of private sector data solutions utilizing technology to provide similar data and information.

It is important that we take advantage of the collaboration between public and private transportation data providers. By doing so,

knowledge will be shared regarding data needs, availability and methods for sharing and integrating data to provide ideal value and use by FDOT and its partners.

Today's technology has allowed FDOT to independently utilize data for a competitive advantage. In addition to FDOT, corporations and organizations around the globe are realizing the value of big data and analytics. Technology and researchers are able to delve through large data accretions to perform analytics and discover important trends. These trends and uses of technology have become a very useful factor in all realms of the FDOT.

By planning for improvements in data accumulation and management, we are in a better position for Florida to capitalize on data implementation, and send a message to our private sector partners that Florida is the state for their data practice.

We welcome you to the Florida Transportation Data Symposium this October at the beautiful Renaissance Orlando at SeaWorld to explore the data that drives our business decisions.

Sincerely,

Richard Biter
Assistant Secretary
Intermodal Systems Development

Host Committee

Ed Hutchinson, FDOT
Tanner Martin, Kimley-Horn
Kaitlin Porter, Kimley-Horn
Abby Andersen, FICE
Anita Vandervalk, Cambridge Systematics, Inc.
Lisa Smith, Cambridge Systematics, Inc.
James Golden, RS&H

Program Design:

Ana Bartel, CDM Smith

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SYMPOSIUM PANEL SESSION TRACKS



PLANNING



MODAL



INFORMATION TECHNOLOGY



SAFETY



ENGINEERING & OPS

Thursday, October 23, 2:30 - 4:30 pm

1 **(P)** **Session Name: MOBILITY PERFORMANCE MEASURES**
Moderator: Lois Bush, FDOT
Room: Odyssey

Presenters:

Doug McLeod, FDOT TranStat
Anita Vandervalk, Cambridge Systematics, Inc.
Lily Elefteriadou, University of Florida
Jessica Josselyn, Kittelson & Associates, Inc.

Topics:

Statewide Multi-Modal Performance Measures Program
Data for Mobility Performance Measures – A National Perspective
Travel Time Reliability
Southeast Florida Performance Measures Case Study

2 **(M)** **Session Name: FREIGHT DATA**
Moderator: Rickey Fitzgerald, FDOT
Room: Atlantis

Presenters:

Paul Ciannavei, IHS
Abdul Pinjari, USF
Richard Langer, Quetica
Sam Fayez, Productivity Apex
Rob Palmer, RS&H

Topics:

TranSearch: Capturing the Importance of Commodity Flow Data
ATRI: Maximizing Technology and Truck Mobility
Statewide: Freight Transportation Network Optimization Strategy (Macro Level)
FRATIS: Route Optimization Strategy (Micro Level)
Transportation Statistics Freight Data

3 **(E&O)** **Session Name: GEOSPATIAL DATA ELEMENTS**
Moderator: Jared Causseaux, FDOT
Room: Discovery Ballroom

Presenters:

Cesar Quiroga, Texas A&M Transportation Institute
Mike Reading, Leica Geosystems

Topics:

Management of ROW Parcels and Utility Data
Mobile Mapping with LiDAR

Panel Discussion:

Jared Causseaux, FDOT
Cesar Quiroga, TTI
Mike Reading, Leica Geosystems
John Krause, FDOT
Ryan Francoforte, DTS

4 **(E&O)** **Session Name: OPERATIONS AND ITS**
Moderator: Mark Wilson, FDOT
Room: Crystal Ballroom ABC

Presenters:

Michael Pack, UMD
Paige Fitzgerald, Waze
Rick Schuman, Inrix

Topics:

Impacts of Performance Measures Methodologies on Meaning & Interpretation
Connecting Cities And Citizens To Outsmart Traffic Together
How Crowds, Clouds, and Cars are Improving Transportation System Management, Operations, Planning, & Performance Measurement
Next Generation Traveler Data & Applications
Operational Data and Its Uses

Friday, October 24, 10:00 am - 12:00 pm

5 **P** **Session Name: UTILIZING TRANSPORTATION DATA WITH GIS**
Moderator: Paul O'Rourke, FDOT
Room: Labrid

Presenters:
Eudel Cepero, FDOT District 6
Carl Metz & George Martin, FDOT D1
Gary Waters, Esri
Shanshan Yang & Min-Tang Li, FDOT D4
Mike Vandall, Microsoft

Topics:
 Usability of Web-Based GIS Applications at District 6
 GIS Data Distribution in District 1
 Tools and Data to Meet MAP-21 Requirements
 Visualization of National Performance Measure Research Data
 Activating Asset, Traffic, GIS and Vehicle Data to Reduce Costs, Improve Safety and Predict Growth

6 **E&O** **Session Name: 3D DESIGN & CIVIL INTEGRATED MANAGEMENT**
Moderator: John Krause, FDOT
Room: Atlantis

Presenters:
Ted Knaak, Certainty 3d
Bryan Baker, Leica Geosystems

Topics:
 Extracting 3D Elements from LiDAR Data
 Unmanned Aircraft Systems (UAS) in Data Acquisition

Panel Discussion:
John Krause, FDOT
Ted Knaak, Certainty 3d
Bryan Baker, Leica Geosystems
Rich Hewitt, FDOT

7 **P** **Session Name: DATA FOR MODELING**
Moderator: Thomas Hill, FDOT
Room: Discovery Ballroom

Presenters:
Penelope Weinberger, AASHTO
Shelby Coke, TrafficCast
Peter Vega, FDOT D2
Ken Kaltenbach, Corradino Group

Topics:
 CTPP Data Development
 Bluetooth Overview and Data
 Bluetooth Application Observations
 Cellular Distribution with Airsage

8 **IT** **Session Name: BIG DATA: BEYOND THE MARKETING HYPE**
Moderator: Tom McCullion, FDOT
Room: Odyssey

Presenters:
Paul Jurevicius, Gartner Consulting
Fred Springer, Bryant Miller Olive P.A.
Michiko Wolcott, North Highland
Brian Sovik, DTS

Topics:
 Industry Approach To Managing "Big Data"
 The Legal Issues Related to "Big Data" – Ownership, Liability, Etc.
 Big Data Analytics & the Technical Challenges for Managing, Transmitting & Securing
 LiDAR for Transportation

Friday, October 24, 1:30 - 3:30 pm

9 **M** **Session Name: MODAL DATA**
Moderator: Juan Flores, FDOT
Room: Labrid

Presenters:
Aivers Lode, IT Capitol
A.J. Piplica, Generation Orbit
Andy Wilson, Aerostar Airports
Aliet Martinez, PIERS
Janet Jainarain, Enterprise Florida

Topics:
 What is Florida's Digital Transportation Network Strategy?
 Revolutionary Space-based Data and Applications
 Trends in Florida International Seaport Trade: Extracting Actionable Intelligence from Trade Data
 Understanding International Trade Data

10 **P** **Session Name: TRAFFIC DATA**
Moderator: Steven Bentz, FDOT
Room: Atlantis

Presenters:
Bob McQueen, OCash Company
Bruce Myers, IRD
Scott Perley, Iteris
Mitch Caya, Mandli Communications
Chris Francis, FDOT

Topics:
 What's the Big Deal About Big Data in Transportation?
 VectorSense WIM Sensor
 Analyzing Bottlenecks With Various Data Sources
 LIDAR & 3D Asset Management
 Linking Planning and Operations – Connecting Agency Functions, Programs, and Projects

11 **M** **Session Name: DEVELOPING TRANSIT BUSINESS APPLICATIONS IN A DATA RICH INDUSTRY**
Moderator: Diane Quigley, FDOT
Room: Discovery Ballroom

Presenters:
Diane Quigley, FDOT Transit Office
Albert Gan, FIU
Min-Tang Li, D4 FDOT
Sean Barbeau, CUTR & Aaron Antrim, Trillium
Dag Gogue, Transitlabs

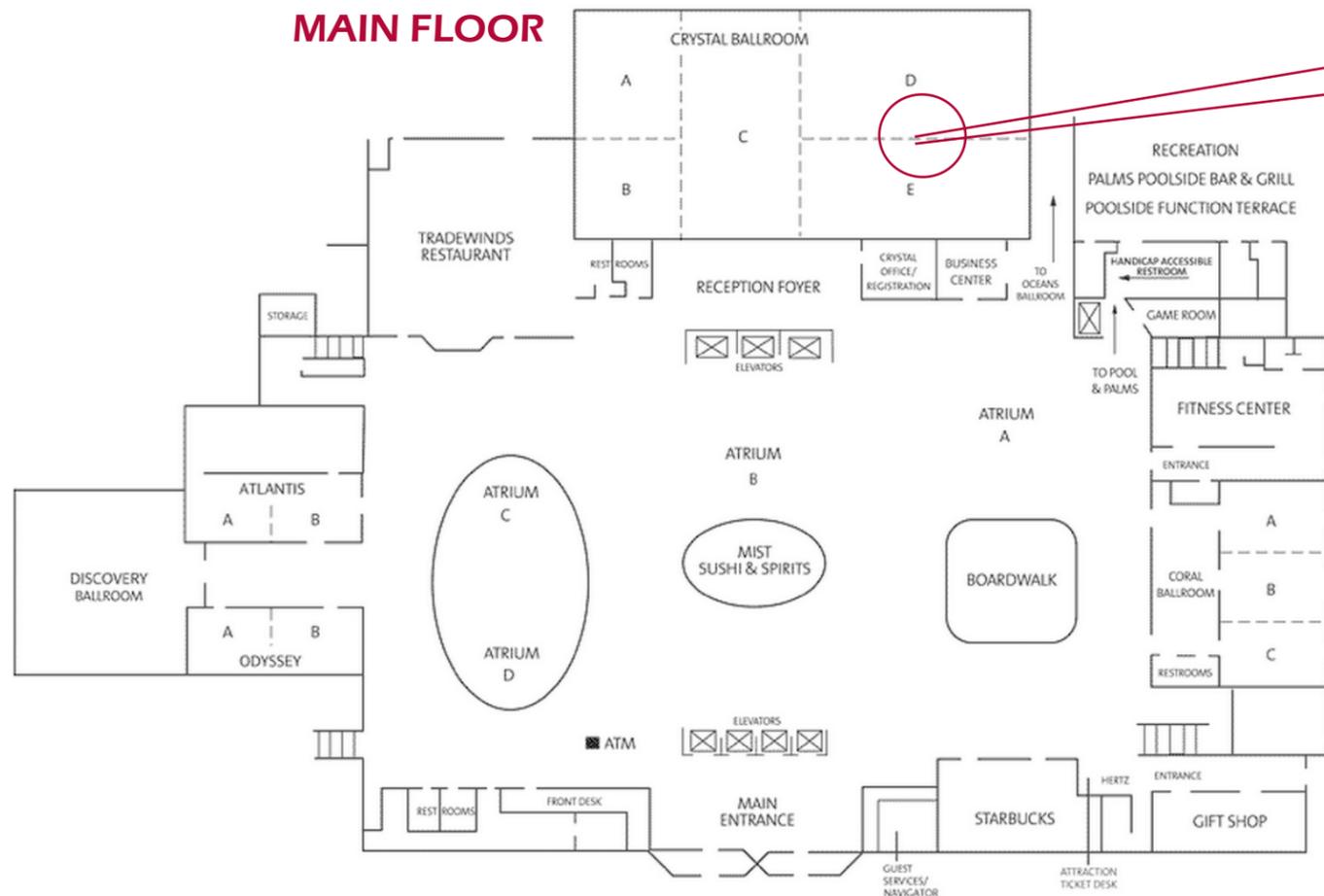
Topics:
 Catalog of Available Transit Data
 Florida Transit Information System
 D4 Transit Data Clearinghouse
 Transit Application of GTFS Data
 Transit Data in the Cloud - Use Cases

12 **S** **Session Name: SAFETY DATA**
Moderator: Joe Santos, FDOT
Room: Odyssey

Presenters:
Ilir Bejleri, UF Geoplan Center
Anthony Chaumont, Tindale Oliver
Benjamin Jacobs, FDOT
Jim Hage, Florida DHSMV & **Justin Atwell**, Appriss
Joe Santos, FDOT

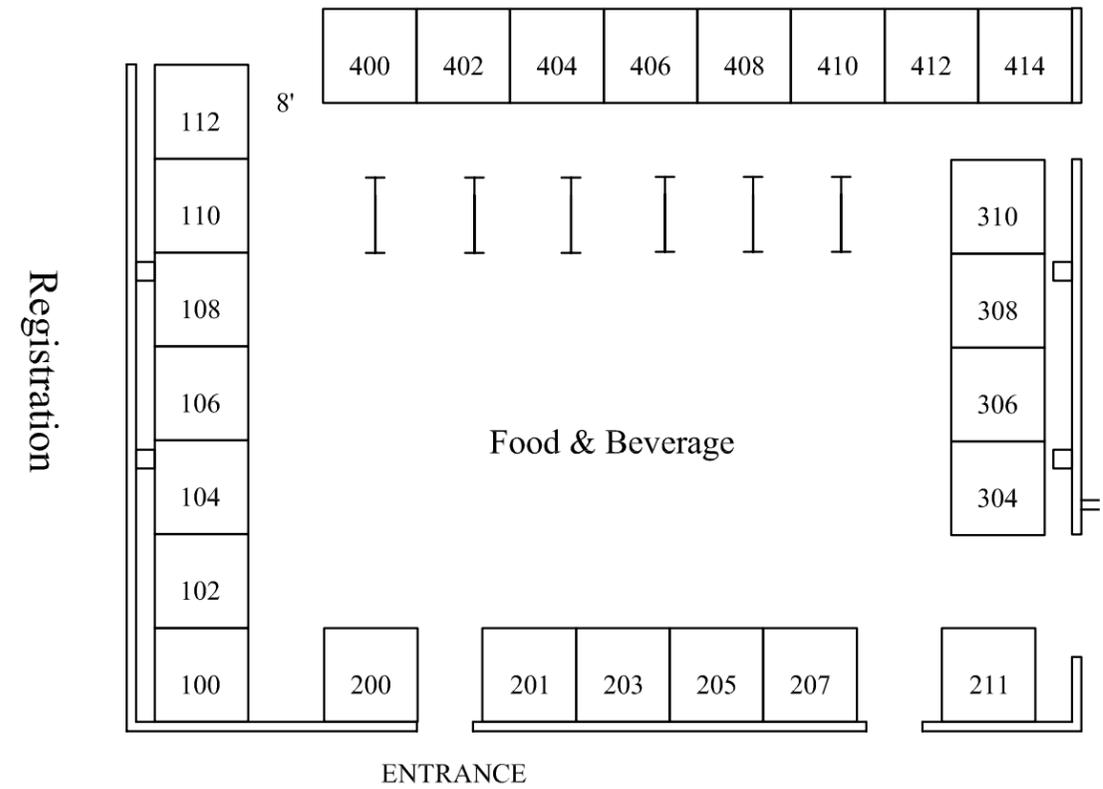
Topics:
 Signal 4 Analytics
 Crash Data Management System (CDMS)
 Traffic Safety Web Portal
 Florida's Integrated Report Exchange System (FIRES)
 Data Needs for the Highway Safety Manual

MAIN FLOOR

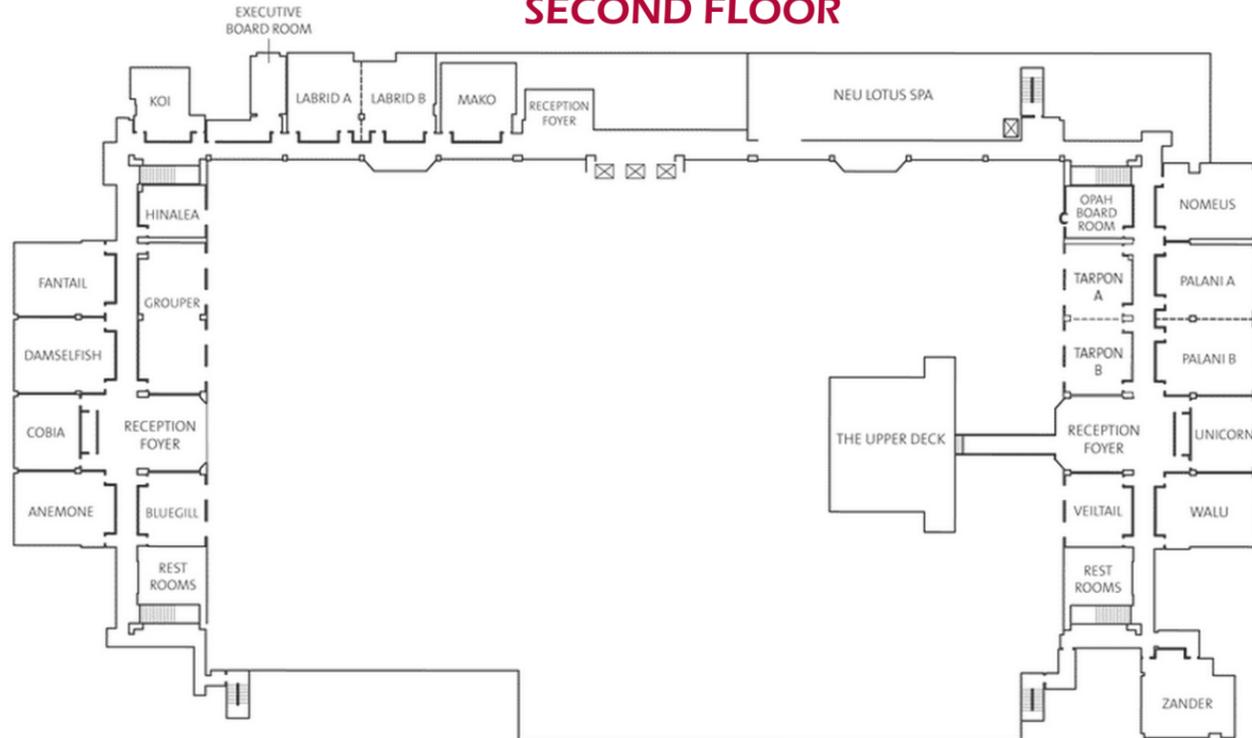


CRYSTAL BALLROOM D&E EXHIBIT HALL LAYOUT

Exhibits and posters will be displayed in the Crystal Ballroom (Sections D&E) as noted on the agenda.



SECOND FLOOR



Company	Booth #
Caliper Corporation	104
Certainty 3D	207
CIMES	100
Control Specialists Company	200
Diamond Traffic Products	201
Eco-Counter	308
Esri	310
HERE	211
IBM Corporation	205
INRIX	203
International Road Dynamics	106
Iteris, Inc.	408
Mandli Communications	112

Company	Booth #
Mapping Resource Group	108
McKim & Creed, Inc.	110
Microsoft	406
North Highland Company	102
Operation Lifesaver	412
Peek Traffic	404
ProMotion: FDOT Freight and Logistics	414
Southern Traffic Services, Inc.	304
Tableau	402
Teradata Aster	400
Transmetric America	306
Transportation Disadvantaged	410

AGENDA

Thursday, October 23, 2014

- 11:00 am – 1:00 pm **Registration, Exhibit Displays, Light Lunch**
Room: Crystal Ballroom DE
- 1:00 – 2:30 pm **Welcome Session - Introduction and Call to Action**
Rich Biter, Assistant Secretary of ISD, Florida Department of Transportation
Keynote Address
Patricia Hu, Director, Bureau of Transportation Statistics (BTS), U.S. DOT
Performance Measures of the Florida Transportation Commission
Robert Romig, Executive Director, Florida Transportation Commission
FHWA Division Welcome
James Christian, Division Administrator (Florida), Federal Highway Administration
Introduction to Thursday's Concurrent Sessions
Edward R. Hutchinson, Manager, Transportation Statistics Office, FDOT
- 2:30 – 4:30 pm **Panel Sessions**

<p>P SESSION 1 MOBILITY PERFORMANCE MEASURES Room: Odyssey Moderator: Lois Bush</p>	<p>M SESSION 2 FREIGHT DATA Room: Atlantis Moderator: Rickey Fitzgerald</p>
<p>E&O SESSION 3 GEOSPATIAL DATA ELEMENTS Room: Discovery Ballroom Moderator: Jared Causseaux</p>	<p>E&O SESSION 4 OPERATIONS AND ITS Room: Crystal Ballroom ABC Moderator: Mark Wilson</p>

- 5:00 – 7:30 pm **Poster Sessions, Vendor Displays, and Reception**
Room: Crystal Ballroom DE

*Agenda subject to change

PANEL SESSION CATEGORIES:

- IT** INFORMATION TECHNOLOGY
- S** SAFETY
- P** ISD/PLANNING
- M** MODAL
- E&O** ENGINEERING & OPS

Friday, October 24, 2014

- 7:15 – 9:15 am **Networking Breakfast, Exhibit Displays, and Poster Sessions**
Room: Crystal Ballroom DE
- 9:15 – 10:00 am **Florida DOT's Information Management Strategy**
Tom McCullion, Chief Information Officer, Office of Information Systems, FDOT
Workforce Transportation and Florida's Economy
Chris Hart, President/CEO, CareerSource Florida
Introduction to Friday's Concurrent Sessions
Edward R. Hutchinson, Manager of Transportation Statistics Office, FDOT
- 10:00 am – 12:00 pm **Panel Sessions**

<p>P SESSION 5 UTILIZING TRANSPORTATION DATA WITH GIS Room: Labrid Moderator: Paul O'Rourke</p>	<p>E&O SESSION 6 3D DESIGN & CIVIL INTEGRATED MANAGEMENT Room: Atlantis Moderator: John Krause</p>
<p>P SESSION 7 DATA FOR MODELING Room: Discovery Ballroom Moderator: Thomas Hill</p>	<p>IT SESSION 8 BIG DATA: BEYOND THE MARKETING HYPE Room: Odyssey Moderator: Tom McCullion</p>

- 12:00 – 1:30 pm **Luncheon**
Room: Crystal Ballroom ABC
Speaker: Shelley Row, The Future of Transportation: It's Just Around the Bend

<p>M SESSION 9 MODAL DATA Room: Labrid Moderator: Juan Flores</p>	<p>P SESSION 10 TRAFFIC DATA Room: Atlantis Moderator: Steve Bentz</p>
<p>M SESSION 11 DEVELOPING TRANSIT APPS IN A DATA RICH INDUSTRY Room: Discovery Ballroom Moderator: Diane Quigley</p>	<p>S SESSION 12 SAFETY DATA Room: Odyssey Moderator: Joe Santos</p>

Richard M. Biter
Assistant Secretary of ISD, FDOT

Richard Biter is the Assistant Secretary of Intermodal Systems Development for the Florida Department of Transportation. He also serves as Vice-Chair of AASHTO's (American Association of State Highway and Transportation Officials) Special Committee on Intermodal Transportation and Economic Expansion. Richard Biter served as a Principal of a Florida-based transportation consulting firm and was also a former Acting Associate Deputy Secretary and Director of the Office of Intermodalism at the U.S. Department of Transportation. He brings with him over 30 years of transportation program and policy making experience in the private and federal government transportation sectors.

James Christian
Division Administrator (Florida), FHWA

James Christian currently serves as the FHWA Division Administrator for Florida, Puerto Rico and the Virgin Islands. He is responsible for leading the Divisions in delivering the \$2.3 Billion federal-aid programs for the state and territories. James works closely with state and local leadership striving to make the best and most efficient use of federal-aid funds in achieving state and federal transportation goals. James has over 20 years of experience in the transportation industry working across numerous states and local agencies throughout the United States.

Chris Hart
President & CEO, CareerSource Florida

Chris Hart IV is President/CEO of CareerSource Florida, the nonprofit, public-private workforce policy and investment board led by business and charged with developing strategies and policies for Florida's workforce system. In this role, Hart is at the center of efforts to ensure the state has the talent needed to strengthen the global competitiveness of Florida businesses while also helping Floridians enhance their skills to enter, remain and advance in the workforce.

Patricia Hu
Director, Bureau of Transportation Statistics (BTS), U.S. DOT

Pat Hu is Associate Administrator and Director of the U.S. Department of Transportation's Bureau of Transportation Statistics. Prior to that appointment, she was the Director of the Center for Transportation Analysis at Oak Ridge National Laboratory. For the past three decades, Ms. Hu has led numerous research projects, and published extensively, in the areas of travel behavior, traffic operations, transportation safety and security, data models, and visualization. Pat Hu is an active member of the National Research Council's Transportation Research Board. She most recently chairs TRB's Committee on Visualization in Transportation, and Organization for Economic Cooperation and Development's Task Force on Measuring Investment in Transportation Infrastructure.

Edward R. Hutchinson
Manager, Transportation Statistics Office, FDOT

Ed Hutchinson is Manager of the Transportation Statistics Office for the Florida Department of Transportation. He also serves as the lead on the Florida Automated Vehicle Initiative. The FAV is an initiative to make Florida a leader in automated vehicle technology. He has played a major role in providing support to this new endeavor including developing working groups on policies, technology and modal operations. Conducting an annual summit that showcases pilot projects and research activities. Developing a public outreach and marketing component that utilizes the internet, social media and other communication tools. Overseeing research projects with major Florida universities to study the impact this technology will have on transit users, the elderly, freight drayage movements and unmanned aerial vehicles.

Tom McCullion
Chief Information Officer, Office of Information Systems, FDOT

Tom McCullion is currently the Chief Information Officer for the Florida Department of Transportation. Tom brings a wealth of private and public sector experience to the Department from such organizations as the Florida House of Representatives, Department of Economic Opportunity, Pfizer Pharmaceuticals, Gartner Consulting, and the Walt Disney Company where he led Disney's first effort to build a 25 million record guest (customer) data warehouse, Disney's first "big data" initiative.

Robert Romig
Executive Director, Florida Transportation Commission

Bob Romig was recently appointed Executive Director of the Florida Transportation Commission. Prior to that he served as the State Transportation Development Administrator for the Florida Department of Transportation where he was responsible for the department's planning and environmental programs. Bob has more than 35 years of governmental planning and policy experience in both the public and private sectors and has a strong background in Florida's public policy process including transportation planning, budgeting, and policy development at the statewide, regional, and metropolitan levels. Throughout his career, he has led the development and implementation of a series of initiatives that have reshaped Florida's statewide transportation policy and planning framework.

Shelley Row, The Future of Transportation: It's Just Around the Bend

Shelley Row founded Shelley Row Associates LLC following a distinguished 30-year transportation career. She worked as a transportation engineer in Texas, California, Arizona, North Carolina and Georgia during the 1996 Olympic Games. She finished her U.S. DOT career in the Senior Executive Service as the Director of the Intelligent Transportation Systems Joint Program Office. Today, Shelley is a sought-after speaker and coach who works with managers and leaders who must make fast, insightful decisions in the face of rapid change when data alone is not enough. Her one-of-a-kind programs are supported by her interviews with 76 leaders. Interview results combined with neuroscience demonstrate the essential role information and intuition play in decision-making. It's what Shelley calls infotuition® - the intersection of business pragmatics and gut feel.



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Caliper Corporation is the developer of TransCAD and TransModeler, the premier integrated traffic modeling solution.

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CIMES

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CIMES at FSU specializes in information management and technology, Web design, instructional design and training.

Control Specialists Company

BOOTH #200

Control Specialists will exhibit the TIRTL Counter/Classifier, the TIRTL uses infrared light as a sensor to classify vehicles.

Diamond Traffic Products

BOOTH #201

Specializing in data collection equipment and solutions since 1977.

Eco-Counter

BOOTH #308

Eco-Counter provides automated solutions for counting pedestrians and cyclists, hosting and analyzing the data.

Esri

BOOTH #310

Esri's geographic information system software allows you to analyze spatial information in an easy-to-understand map.

HERE

BOOTH #211

HERE, formerly known as NAVTEQ, helps deploy a range of geospatial intelligence, transportation and logistics applications.

IBM Corporation

BOOTH #205

IBM Smarter Cities: New Insights for Intelligent Transportation Systems through Big Data and Advanced Analytics.

INRIX

BOOTH #203

INRIX® leads efforts to connect cars for smarter cities worldwide leveraging cutting-edge data and technologies.

International Road Dynamics

BOOTH #106

IRD is a traffic management products/systems company specializing in traffic data collection, weight enforcement, & commercial vehicle operation.

Iteris, Inc.

BOOTH #408

Iteris' iPeMS® software provides real-time, actionable information to optimize vehicle through-put of transportation networks.

Mandli Communications

BOOTH #112

Mandli Communications is a leading provider of 3D roadway asset data in the transportation industry.

Mapping Resource Group

BOOTH #108

Mapping Resource Group is a full service photogrammetric and LiDAR mapping firm.

McKim & Creed, Inc.

BOOTH #110

McKim & Creed is an award-winning, 400-person company providing engineering and geomatics services throughout the U.S.

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Microsoft Dynamics CRM helps DOT inspectors better manage assets with GIS data, improving productivity.

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Caliper Corporation is the developer of TransCAD and TransModeler, the premier integrated traffic modeling solution.

Operation Lifesaver

BOOTH #412

OLI's mission is to end collisions, deaths and injuries at highway-rail grade crossings and on railroad property through a nationwide network of volunteers who work to educate people about rail safety.

Peek Traffic

BOOTH #404

Peek Traffic is the leading supplier of advanced solutions for traffic data, WIM and ITS

ProMotion: FDOT Freight and Logistics

BOOTH #414

Communicating the benefits of freight infrastructure alongside public and private partners to build a smarter Florida.

Southern Traffic Services, Inc.

BOOTH #304

Traffic data collection and analysis, as well as the maintenance and installation of PTMS sites.

Tableau

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Visual Analytics for Everyone: Tableau Software helps people see and understand their data.

Teradata Aster

BOOTH #400

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BOOTH #306

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Transportation Disadvantaged

BOOTH #410

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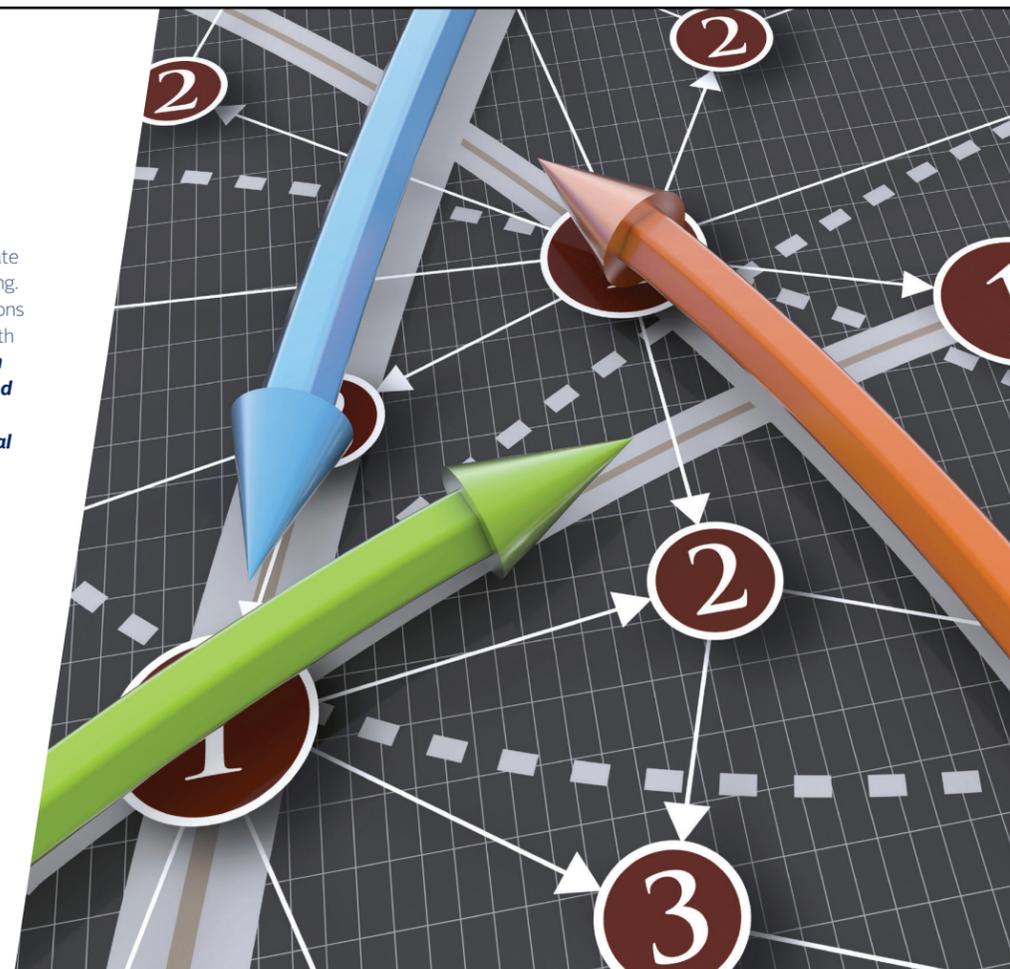


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- Employ only the best people in the industry
- Maintain a firm commitment to exceeding expectations



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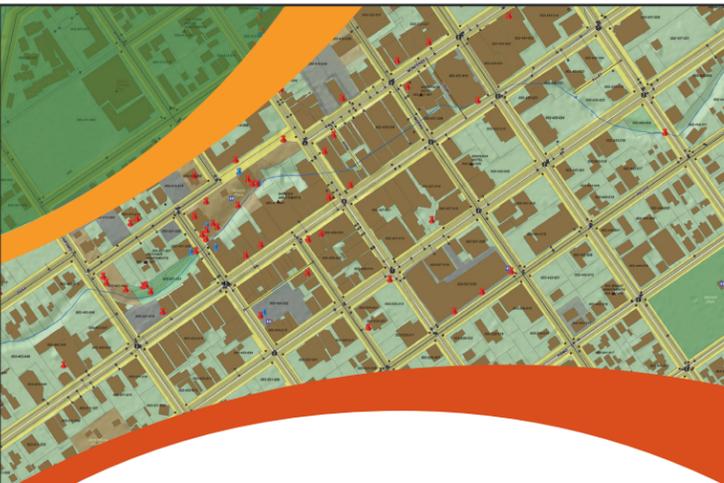
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