

# Final Conference Program

2011 GIS in Public Transportation Conference

September 13-15, 2011

St Petersburg, Florida

URISA and the University of South Florida's National Center (NCTR) for Transit Research at the Center for Urban Transportation Research (CUTR) are pleased to welcome you to the 2011 GIS in Public Transportation Conference.

Special Appreciation to our Exhibitors and Sponsors:



## National Center for Transit Research

The **National Center for Transit Research** (NCTR) is located at the Center for Urban Transportation Research at the University of South Florida. NCTR strives to make public transportation and alternative forms of transportation, including managed lanes, safe, effective, efficient, desirable, and secure. The goals of NCTR are: to minimize traffic congestion, maximize mobility options, promote safety and security, improve the environment, and enhance community sustainability. This is accomplished by conducting applied and advanced research, energetically disseminating the results, and expanding the workforce of transportation professionals through education and training to address the challenges and opportunities of the future. The NCTR GIS in Transportation Conference is one of the many efforts by NCTR to forward its goals. *For more about NCTR please visit: [www.nctr.usf.edu](http://www.nctr.usf.edu).*



The **Urban and Regional Information Systems Association** (URISA) is a non-profit professional and educational association that promotes the effective and ethical use of spatial information and information technologies for the understanding and management of urban and regional systems. It is a multidisciplinary association where professionals from all parts of the spatial data community can come together and share concerns and ideas. *For more information, visit [www.urisa.org](http://www.urisa.org).*

## 2011 GIS in Transportation Conference Committee

### *Conference Co-Chairs*

**Martin Catala**, GIS Manager, Center for Urban Transportation Research, University of Southern Florida - Tampa, FL

**Amber Reep**, Program Manager, Center for Urban Transportation Research, University of Southern Florida - Tampa, FL

**Brian Bollas, GISP**, Parsons Brinkerhoff - Tampa, FL

**Elizabeth Donahue**, Chicago Transit Authority - Chicago, IL

**Greg Ferrara**, North Carolina State University - Raleigh, NC

**Larry Harman**, GeoGraphics Laboratory - Bridgewater, MA

**Dennis Hinebaugh**, National Center for Transit Research - Tampa, FL

**Allen Ibaugh, GISP**, Data Transfer Solutions - Orlando, FL

**Anurag Mehta**, Washington Metropolitan Area Transit Authority - Washington, DC

**Glenn Newman**, New Jersey Transit - Newark, NJ

**Will Walter, GISP**, Atkins Global - Tampa, FL

**Kirk Weaver, PMP, GISP**, Michael Baker Jr. - Hamilton, NJ

**Ed Wells, GISP**, Washington Metropolitan Area Transit Authority - Washington, DC

## Conference-at-a-Glance

### **Tuesday, September 13, 2011**

#### *Pre-Conference Workshops:*

- GIS Program Management
- Asset Management: Planning, Strategy & Implementation

### **Wednesday, September 14, 2011**

- Keynote Address
- Exhibits
- Educational Sessions
- Networking Reception

### **Thursday, September 15, 2011**

- General Session
- Exhibits
- Conference Luncheon
- Educational Sessions
- Closing Plenary Session

## Mark Your Calendar!



**November 1-4, 2011**

**Indianapolis, Indiana**

[www.gis-pro.org](http://www.gis-pro.org)

### **Registration hours are as follows:**

Tuesday, September 13: 7:30 AM – 5:00 PM

Wednesday, September 14: 7:30 AM – 5:00 PM

Thursday, September 15: 8:00 AM – 1:30 PM

GISCI Certification points earned for attending one workshop and this conference = 0.5 GISCI education points. Moderators, presenters and committee members earn contribution points.

## **Pre-Conference Attendee List (as of September 2, 2011)**

### **A**

Elizabeth Alden - Hillsborough County, Tampa, FL  
Carl Anderson, GISP - Spatial Focus Inc, Sarasota, FL  
Christopher Andrews, GISP - Autodesk, San Rafael, CA  
Aaron Atrim - Trillium Solutions Inc, Portland, OR  
Robert Austin, GISP - City of Tampa, Tampa, FL

### **B**

Sean Barbeau - USF Center for Urban Transportation Research, Tampa, FL  
Heather Bates - Greater Cleveland Regional Transit Authority, Cleveland, OH  
Keanan Bell - WRScompass, Valrico, FL  
Dennis Bloom - Intercity Transit, Olympia, WA  
Brian Bollas, GISP - PB Americas, Inc, Tampa, FL  
Jonathan Brooks - Texas Transportation Institute: Transit Mobility, Houston, TX  
Rodney Bunner - USF Center for Urban Transportation Research, Tampa, FL  
Nathan Byerly - Genentech, San Francisco, CA

### **C**

Martin Catala - USF Center for Urban Transportation Research, Tampa, FL  
Vickie Chachere - USF Center for Urban Transportation Research, Tampa, FL  
Christopher Cochran - USF Center for Urban Transportation Research, Tampa, FL  
Ellen Currier - Lane Council of Governments, Eugene, OR

### **D**

Richard DesGroseilliers, GISP - City of Morristown, Morristown, TN

### **E**

David Emory - OpenPlans, Atlanta, GA

### **F**

Wes Flack - US Census Bureau, Washington, DC  
Jennifer Flynn - USF Center for Urban Transportation Research, Tampa, FL  
James Fogarty - Hillsborough Area Regional Transit, Tampa, FL

### **G**

Gerald Gawaldo, GISP - Palm Beach County, West Palm Beach, FL  
Matthew Graham - US Census Bureau, Mount Rainier, MD

### **H**

Tony Hanberg - Resource Systems Group, Lebanon, NH  
Shannon Haney - Hillsborough Area Regional Transit, Tampa, FL  
Dan Hardy - Hillsborough County, Tampa, FL  
Elizabeth Hubbert - Pinellas County, Palm Harbor, FL  
Robert Hudson, GISP - Photo Science Inc, Saint Petersburg, FL

### **I**

Anneka Imkamp - Nelson/Nygaard Consulting, San Francisco, CA  
Steve Isenogle - National Geospatial-Intelligence Agency, Arnold, MO  
Thomas Israelsen - Rapidis, Charlottenlund, Denmark

### **K**

Ajay Krishnapillai, GISP - ETM Inc, Saint Augustine, FL

## **L**

Jim Lam - Caliper Corporation, Newton, MA

## **M**

Anurag Mehta - Washington Metropolitan Area Transit Authority, Washington, DC

Sakshi Mehta - Washington Metropolitan Area Transit Authority, Washington, DC

Maaza Mekuria - ADEC, San Jose, CA

Amr Mohammed - Morrison Hershfield Limited, Ottawa, ON – Canada

Elad Mokadi - University of Cincinnati, Cincinnati, OH

Marsha Moore - MV Transportation Technologies, Inc., Fairfield, CA

Jakob Mortensen - GeoManagement, Charlottenlund, - Denmark

Elaine Myrakami - Federal Highway Administration, Seattle, WA

## **P**

Tom Palazzolo - National Geospatial-Intelligence Agency (NGA), Alton, IL

Victoria Perks - USF Center for Urban Transportation Research, Tampa, FL

Joachim Pfeiffer - CH2M HILL, San Francisco, CA

Ernestine Phelps - Columbia County, Evans, GA

## **R**

Andres Rabinowicz - Caliper Corporation, Newton, MA

Bindu Ravi - ETM Inc, Saint Augustine, FL

Steven Reader – University of South Florida, Department of Geography, Tampa, FL

Amber Reep - USF Center for Urban Transportation Research, Tampa, FL

Keith Reynolds - Brandon, FL

Dave Rynerson - New Jersey Transit, Newark, NJ

## **S**

Colleen Schelde - GeoManagement A/S, Charlottenlund, Denmark

Jeff Schenck - Lane Council of Government, Eugene, OR

Jesse Simon - Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Hersh Singh - RTA, Chicago, IL

Howard Slavin - Caliper Corporation, Newton, MA

Jeremy Smith - Esri, Redlands, CA

Larry Solien, GISP - Pinellas County Public Works, Clearwater, FL

Bruce Spear - Cambridge Systematics, Cambridge, MA

Laurence Spear, GISP - University of New Mexico, Albuquerque, NM

George Sprehn - G W Sprehn, Fort Myers, FL

David Stroud - Reynolds Smith and Hills, Jacksonville, FL

Constanza Suarez - BasLee Engineering Solutions, Tampa, FL

Jon Sullivan - Rockford Mass Transit District, Medford, OR

## **T**

Brad Thompson-Regional Transportation Authority, Chicago, IL

Adie Tomer - The Brookings Institution, Washington, DC

## **V**

Anthony Vallone - Sarasota County Area Transit (SCAT), Sarasota, FL

Rebecca Varin Cipriani, GISP - City of Colorado Springs, Colorado Springs, CO

Joel Volinski - National Center for Transit Research, Tampa, FL

## **W**

Kirk Weaver, GISP - Michael Baker Jr Inc, Hamilton, NJ

Kevin Webb - OpenPlans, New York, NY

Penelope Weinberger - AASHTO, Washington, DC  
Ed Wells, GISP - Washington Metropolitan Area Transit Authority, University Park, MD  
Debbie Willis - St John County, Saint Augustine, FL  
Debra Woodward - Pinellas Suncoast Transit Authority, Saint Petersburg, FL

**Preconference Workshops**  
**Tuesday, September 13, 2011**  
**8:30 AM – 5:00 PM**

Begin the 2011 GIS in Public Transportation Conference by taking a URISA Certified Workshop. These full-day courses run from 8:30 a.m. to 5:00 p.m. with a ninety minute break for lunch (not provided). If you pre-registered for a workshop, a workshop ticket was included in your registration materials. If you did not pre-register for a workshop, please check at the registration desk for availability.

**Asset Management: Planning, Strategy, and Implementation**

*Instructor: Allen Ibaugh, GISP, Data Transfer Solutions, Orlando, FL*  
*Room: Skyway/Pier*

Public and private agencies face continuous challenges to accomplish more with less as increases in demand, regulatory requirements, infrastructure deterioration, and political and economic forces have significantly outpaced increases in capital and operating budgets. Many of these agencies are turning to Asset Management to cope with these challenges and improve business performance and effectiveness. This workshop will focus on several aspects of developing an asset management system that could help improve performance, reduce long-term costs, and maximize return on investment in infrastructure assets.

Specific topics include:

- Strategy and Planning
- Data Collection Methods
- Software Solutions
- Information Management and Decision Support Tools
- Evaluation and Performance Measures
- GASB34 Reporting
- Life Cycle Costs

**GIS Program Management**

*Instructor: Ed Wells, GISP, Washington Metropolitan Area Transit Authority - Washington, DC*  
*Room: Bayboro*

Today, most government organizations have some type of GIS programs in place. They vary from being in their early stages, to the rebuilding or tuning-up phase, to being completed changed as new technologies and applications emerge. This workshop is designed to provide guidelines for managing your GIS program. It will look at the various organizational and technical issues program managers must address in order to develop a successful GIS program.

The discussions will include managing all aspects of a GIS program from staffing and budgeting to procuring technology and working with vendors. A variety of real world examples will be presented showing a range of GIS programs and their implementations. This course presents an overview of successful and unsuccessful techniques for implementing GIS.

Specific topics include:

- Program development
- Project management techniques
- Budgeting
- Staffing
- Sustaining program support
- And managing consultants and vendors

**8:30 – 9:30 AM**

**Welcome & Keynote Address**

**Room: Grand Bay Ballroom**

Conference Co-Chair, Martin Catala, will welcome attendees and point out conference highlights. Ed Wells, past President of URISA, will also share some thoughts about the conference and its importance. We are honored to welcome Adie Tomer as the opening keynote speaker at the GIS in Public Transportation Conference.



**Adie Tomer, Senior Research Analyst, Metropolitan Policy Program, Brookings Institution, Washington, DC**

**Missed Opportunity: Transit and Jobs in Metropolitan America**

Against the backdrop of rising gas prices, growing suburban poverty, continued sprawl and uneven transit availability in cities and suburbs, the Metropolitan Policy Program at the Brookings Institution has completed a first-of-its-kind analysis that shows how transit systems link workers to jobs in metropolitan America. The analysis covers 371 transit agencies in the 100 largest U.S. metro areas, and provides information that can inform critical policy and investment decisions at a time of scarce public and private resources.

*Adie Tomer is a Senior Research Analyst at the Brookings Metropolitan Policy Program. His work primarily focuses on metropolitan transportation and infrastructure issues. Working under the Metro Program's Infrastructure Initiative, Adie's detailed work includes multimodal travel trends and spatial analyses. His work in the field has been cited in national publications and local papers in over 100 metropolitan areas. He also blogs regularly at the New Republic.*

*Prior to work at Brookings, Adie was a Senior Analyst at the New York County District Attorney's Office*

*where he advised Senior Executives on policy-relevant matters and operational business decisions.*

*He holds a Master's in Public Policy from American University and a B.A. from the University of Florida. His sporting allegiance remains with the Gators.*

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**9:30 AM – 6:00 PM**

**Exhibit Hours – Grand Bay Ballroom**

Exhibits will open following the keynote address until 6:00 PM today. Be sure to spend time learning about the products and services that each company offers to help you exceed your agency's expectations.

**We sincerely appreciate the participation of the exhibitors. Without their support, we would not be able to present this conference.**

**9:30 – 10:30 AM – Refreshment Break**

Following the opening session, enjoy a coffee break in the Exhibit area.

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**Educational Sessions**

**10:30 AM – 12:00 Noon**

*You may choose to attend sessions in one program track or may decide to attend a variety of sessions in different tracks. You are not required to register for specific sessions and are encouraged to plan your conference based upon your specific interests and needs. Sessions are described below, with specific presentation titles and presenters listed within each session.*

**Management and Policy**

**Room: Harborview**

This session focuses on the role of GIS in critical management and policy making, and using GIS to analyze demographic and spatial relationships that impact bus ridership using ArcGIS Business Analyst.

*Moderator: Brian J. Bollas, GISP, PB Americas, Inc., Tampa, FL*

- Making the Case for Transit with Maps  
*Beth Alden, AICP, Hillsborough County, Tampa, FL*
- Analysis of Key Employee Demographic and Special Relationships Impacting Commutes  
*Nathan Byerly, GenenTech, South San Francisco, CA*

## Applications

### Room: Skyway/Pier

This breakout session features three speakers that will present the latest in applications development for data management; mapping and presenting spatial and temporal information; and the integration of real-time data and web-based transit planners.

*Moderator: Kirk Weaver PMP, GISP, Michael Baker Jr, Inc, Hamilton, NJ*

- Visualizing Transportation Planning Through Web-Based Mapping  
*Ellen Currier and Jeff Schenck, Lane Council of Governments, Eugene, OR*
- Building Better Transit Information: Maps  
*James Fogarty, Hillsborough Area Regional Transit, Tampa, FL*
- GIS for the Transit Rider (101)  
*Gerald Gawaldo, GISP, MBA, Palm Tran, West Palm Beach, FL*

## Data

### Room: Bayboro

This session will focus on the role of enterprise architecture in managing all aspects of high-speed transportation networks and the development of new methodologies for generating Origin/Destination matrices from smart card transactions within a transit system.

*Moderator: Chris Andrews, GISP, Autodesk, San Rafael, CA*

- Enterprise Architecture for Infrastructure Network and Performance Metrics  
*Ajay Krishnapillai, GISP and Bindu Ravi, GISP, St Augustine, FL*
- Origin/Destination Applications from Smart Card Data  
*Jesse Simon, PhD, LACMTA, Los Angeles, CA*
- GIS Data in Real Time Transit Management Systems  
*Joachim Pfeiffer, CH2M Hill, San Francisco, CA*

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## 12:00 Noon – 1:30 PM

### Lunch Break & Exhibits

Lunch is not hosted today; however there is a restaurant in the hotel and several options within the immediate area outside of the Hotel property.

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## Educational Sessions

1:30 – 3:00 PM

### Multimodal Planning

#### Room: Harborview

The speakers in this session will present their research on integrated systems planning and the role of open data in the development of multimodal trip planning.

*Moderator: Gerald Gawaldo, GISP, MBA, Palm Tran, West Palm Beach, FL*

- Integrated Systems Planning  
*David Stroud, PE, AICP, Reynolds Smith and Hills, Jacksonville, FL*
- Using Open Data to Develop Multimodal Trip Planners for Livable Communities  
*Sean J. Barbeau, Center for Urban Transportation Research, University of South Florida, Tampa, FL*
- Integrated Transit Planning with TransMap  
*Brian Sovik, GISP, Data Transfer Solutions, Orlando, FL*

### Census Data Products

#### Room: Skyway/Pier

Learn about the latest applications of U.S. Census Data in transit planning, analysis, and application development.

*Moderator: Elaine Murakami, FHWA, Seattle, WA*

- An Overview of the CTPP  
*Penelope Weinberger, American Association of State Highway and Transportation (AASHTO), Washington, DC*
- Census Data for Transportation  
*Wes Flack, US Census Bureau, Atlanta, GA*
- Census Longitudinal Employment Dynamics and Transportation Planning  
*Matthew Graham, US Census Bureau, Washington, DC*

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## 3:00 – 3:30 PM

### Refreshment Break in Exhibit Hall

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**Educational Sessions**  
**3:30 – 5:00 PM**

**Rural and ADA Tools**

**Room: Harborview**

This session focuses on the new tools addressing access for rural transit riders and ADA standards in accessibility for impaired riders (specifically visually impaired) and the effectiveness of travel assistance programs.

*Moderator: Richard DesGroseilliers, GISP, City of Morristown, Morristown, TN*

- Evaluating the Effectiveness of the Travel Assistance Device (TAD) on the Bus Riding Behavior of Individuals with Disabilities  
*Arica Bolechala, University of South Florida, Tampa, FL*
- Connecting Rural and Urban Communities with a Multistate Trip Planner  
*Tony Hanberg, Resource Systems Group, Inc., Lebanon, NH*

**Leveraging and Management of Bus Stops**

**Room: Skyway/Pier**

This session highlights the latest techniques in leveraging the spatial, temporal, and informational data provided by existing bus stops in safety, improved transit management, and optimization analysis.

*Moderator: Rebecca Varin Cipriani, GISP, City of Colorado Springs, CO*

- WMATA Bus Stop Management  
*Sakshi Mehta, Washington Metropolitan Area Transit Authority (WMATA), Washington DC*
- Using Transit Locations for Pedestrian Safety Analysis  
*Kirk Weaver PMP, GISP, Michael Baker Jr, Inc, Hamilton, NJ*
- Comparison of Analyst Stops Spacing Results Against an Optimization Method  
*Maaza Mekuria, PhD, PE, PTOE, ADEC/MTI, San Jose, TX*

**Bus Rapid Transit (BRT)**

**Room: Bayboro**

Speakers in this session will present research in BRT impacts on property value, transit accessibility, and the role of GIS in identifying BRT corridors.

*Moderator: Brian J. Bollas, GISP, PB Americas, Inc., Tampa, FL*

- Land Use Impacts of Bus Rapid Transit (BRT): The Boston Silver Line  
*Victoria Perk, Center for Urban Transportation Research, Tampa, FL*  
*Steven Reader, Ph.D., Department of Geography, University of South Florida, Tampa, FL*
- BRT's Impact on Transit Accessibility  
*Jennifer Flynn, Center for Urban Transportation Research, Tampa, FL*

**5:00 – 6:00 PM**

**Networking Reception**

**Room: Grand Bay Ballroom**

Take advantage of this time to relax, enjoy some appetizers and refreshments, and make plans with your fellow attendees to check out the sites in St. Pete!

**Tomorrow's general session begins promptly at 8:30 AM... see you then!**

## Thursday, September 15, 2011

**8:30 – 10:00 AM**

**General Session - Open Trip Planner: Open Source Multimodal Trip Planner**  
**Room: Grand Bay Ballroom**

The conference is pleased to welcome David Emory and Kevin Webb as our keynote speakers today. Their presentation will focus on the use of open trip planner and the role and benefits of open source multimodal trip planner in public transportation.

The OpenTripPlanner (OTP) project is an international effort to create a flagship open source platform for multimodal trip planning and analysis. As free and open source software, OTP can be freely downloaded, deployed, and modified by anyone, and is optimized for use with open data sources and standards such as OpenStreetMap for base network data and the General Transit Feed Specification (GTFS) for transit system data. OTP was established in the summer of 2009 to bring together a number of previously independent open source trip planning projects into a unified effort, and the project and its associated development community have since grown rapidly. In addition to the U.S. there are now live OTP deployments in Canada, Poland, India, Spain, Ireland, and Israel, and later this fall, Portland's TriMet will formally launch a beta trip planning application built entirely on the OpenTripPlanner platform and open data sources, marking the first official deployment of a fully open source / open data trip planner by a major U.S. transit agency. This keynote session will provide an overview of OTP's history and current capabilities, including live demos, as well as a roadmap for development of the project going forward.

*David Emory brings professional experience in both technology and urban planning to OpenPlans Transportation, where he is helping to guide development of the OpenTripPlanner project. Previously, he worked for the Atlanta Regional Commission, where he supported the transit policy and coordination effort for a 20-county area. At OpenPlans Transportation, he will serve as a bridge between the development side of OpenTripPlanner and its growing community of users in the transportation field.*

*David received a Bachelor's degree in Computer Science from Brown University and a Master's in City*

*and Regional Planning from Georgia Tech. He is a member of the American Institute of Certified Planners.*

*Kevin Webb is the Project and Product Manager for Trip Planning and System Maps at OpenPlans in Washington, DC. Kevin manages projects with the Atlanta Regional Commission, Oregon Metro, Sound Transit, and other forward-thinking public agencies. He also oversees the OpenTripPlanner community and engages in OpenPlans' other activities at the intersection of Gov 2.0 and transportation.*

*Kevin joined OpenPlans from the Sunlight Foundation where he led development of Subsidyscope, a tool for tracking and analyzing Federal subsidies across various industries and prior to that worked with Bank of America and the MIT Media Lab on models for future online banking. Kevin earned his BA in Environmental Studies and Urban Planning at UNC Chapel Hill.*

### **Educational Sessions**

**10:30 AM – 12:00 Noon**

#### **Developing Data Infrastructure**

**Room: Harborview**

This session will cover system implementation strategies that support transit agencies.

*Moderator: Ed Wells, GISP, Washington Metropolitan Area Transit Authority (WMATA), Washington, DC*

- *Constructing WMATA's Enterprise Transit GIS: Strategy, Action, Issues  
Ed Wells, GISP and Anurag Mehta,  
Washington Metropolitan Area Transit Authority (WMATA), Washington, DC*
- *A Supported Web-based Approach to Managing Data for Small Transit Agencies  
Aaron Atrim, Trillium Solutions, Inc.,  
Portland, OR*
- *Leveraging Non-spatial Transportation Information Systems in an Enterprise GIS Environment  
Robert C Hudson, Jr, AICP, GISP, Photo Science, St Petersburg, FL*

## Modeling

### Room: Skyway/Pier

Design and “what if” scenarios are supported through spatial models, as demonstrated by the presentations in this session.

*Moderator: Robert Austin, PhD., GISP, City of Tampa, FL*

- Adventures in Transit PathFinding  
*Howard Slavin, Caliper Corporation, Newton, MA*
- Modeling the Future Impact of a Proposed Street Car System on Urban Land Use  
*Elad Mokadi, University of Cincinnati, Cincinnati, OH*
- Infrastructure Conceptual Design: What Could Be in the Context of What Is  
*Christopher Andrews, MS, GISP, Autodesk Inc, San Rafael, CA*

## Transit Service Forecasting

### Room: Bayboro

Transit service forecasting is used in the public transit planning process to help build better transit networks. This session will highlight two models that use forecasting to improve transit networks.

*Moderator: Rodney Bunner, Center for Urban Transportation Research, University of South Florida, Tampa, FL*

- Understanding Service Changes of Transit Agencies for Modeling the Bus Transit Network Evolution  
*Amr Mohammed, University of Toronto, Ontario, Canada*
- Parcel-Based Transit Modeling: Enhancing the TBEST Modeling Framework with Parcel Level Demographic Data and Land-Use Trip Attraction Capabilities  
*Rodney Bunner, Center For Urban Transportation Research, University of South Florida, Tampa, FL*

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**12:00 – 1:30 PM**

## Networking Luncheon

### Room: Grand Bay Ballroom

**Enjoy a buffet luncheon with your fellow attendees.**

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## Educational Sessions

**1:30 – 3:00 PM**

### Leverage Data

#### Room: Harborview

Learn about the role of LEHD data; the expansion of GTFS data in support planning and operations; and the role of GIS and GPS in transit rider surveying in this session.

- LEHD OnTheMap Data  
*Bruce Spear, PhD. Cambridge Systematics, Inc., Cambridge, MA*
- Opportunities to Expand the GTFS to Support Planning and Operations  
*Martin Catala, Center for Urban Transportation Research, Tampa, FL*
- The Role of Geographic Information Systems in Transit Development Planning  
*Justin Begley and Chris Cochran, USF Center for Urban Transportation Research, Tampa, FL*

### Tools and Techniques

#### Room: Bayboro

This session will highlight the use of GIS technology tools to improve system performance.

*Moderator: Ed Wells, GISP, Washington Metropolitan Area Transit Authority (WMATA), Washington, DC*

- GIS for Better Operational Performance and Service Delivery - GeoTransit Planner  
*Colleen Schelde and Jakob Mortensen, GeoManagement A/S, Charlottenlund, Denmark*
- Linear Referencing System in Transit Agency  
*Anurag Mehta, Washington Metropolitan Area Transit Authority (WMATA), Washington DC*
- Model Builder™, Marketing, and Money  
*Shannon Haney, Hillsborough Area Regional Transit, Tampa, FL*

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**3:00 – 3:30 PM**

Enjoy some snacks and refreshments prior to the closing session!

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**3:30 – 4:00 PM**

**Closing General Session - The Future of the GIS in Transit Clearinghouse  
Room: Grand Bay Ballroom**

*Moderator: Martin Catala, Center for Urban Transportation Research, Tampa, FL*

This closing session will discuss the future of the Transit GIS Clearinghouse and opportunities for the clearinghouse to better service the GIS community.

### **CONFERENCE PROCEEDINGS**

**Speakers are asked to submit papers for the Conference Proceedings.  
All attendees will receive an email notification when the Proceedings are completed.**

## **Exhibitors & Sponsors**

The GIS in Transportation Conference is your opportunity to connect with the companies that provide products and services to help you do your job. Make sure to set aside time to visit with the exhibitors attending the conference.

### **Exhibit Hall Schedule:**

#### Wednesday, September 14, 2011

9:30 am – Beverage Break and Exhibit Hall Opening  
9:30 am – 6:00 pm Exhibit Hours  
3:00 – 3:30 pm Beverage Break in Exhibit Hall  
5:00 – 6:00pm Networking Reception

#### Thursday, September 15, 2011

10:00 am – 1:30 pm Exhibit Hall Hours  
10:00am – 10:30 am – Break in Exhibit Hall  
12:00 – 1:30 pm – Lunch & Break in Exhibit Hall

### Caliper Corporation

1172 Beacon St, 3<sup>rd</sup> Flr, Newton, MA 02461  
Tel: (617) 527-4700 Fax: (617) 527-5113  
www.caliper.com  
sales@caliper.com, info@caliper.com

**Caliper Corporation** was founded in 1983, Caliper is the only large U.S. owned and operated developer of transportation planning and traffic simulation software. Caliper is recognized worldwide as a leader and innovator in the development of transportation analysis and GIS software, with more than ten thousand transportation users in more than 70 countries. Caliper is the producer of TransCAD and TransModeler planning and simulation software packages.

### Data Transfer Solutions, LLC

3680 Avalon Park Blvd, Ste 200, Orlando, FL 32828  
Tel: (407) 382-5222 Fax: (407) 382-5420  
www.dtsgis.com  
aibaugh@dtsgis.com.com

**Data Transfer Solutions, LLC** is a system integrator and technology-based business that focuses on innovative technical solutions to facilitate efficient decision-making through custom geographic information systems (GIS), asset management, web programming, database, business process review and multimedia-driven applications. Our experience with analysis, development, and production makes it possible for us to deliver effective solutions uniquely tailored to our clients needs.

### Esri

380 New York St, Redlands, CA 92373  
(909) 793-2853  
www.esri.com  
tbills@esri.com

**Esri** is the world leader in Transportation GIS software with solutions that help create, visualize and analyze information more effectively, leading to greater productivity and quicker return on investment. ESRI transit GIS solutions unlock the spatial component of your data allowing you to quickly make the best decisions.  
www.esri.com/transit

### GeoManagement A/S

Jaegersborg Alle' 4, Charlottenlund 2920, Denmark  
www.geomanagement.dk  
colleens@geomanagement.dk

**GeoManagement** is an international company providing advanced solutions for public transit planning, scheduling, and operations based on standard applications from Informi GIS and ArcGIS software from Esri. With the GeoTransit Planner map-based interface you can do the following:

- Add new bus stops
- Edit bus stops
- Import existing bus stop data
- Calculate routes (distance between bus stops)
- Import and integrate with existing Scheduling data
- Build and optimize your transit routes

## **Trapeze Group**

5800 Explorer Drive, 5<sup>th</sup> Fl, Mississauga, ON, L4W 5K9, Canada  
(905) 629-8727  
www.trapezegrup.com  
Ben.Dvoracek@trapezegrup.com

**Trapeze Group** delivers solutions that consider the full 360 degrees of passenger transport. Whether addressing the needs of a single department, an entire organization, or the community, Trapeze provides some of the most advanced software, intelligent transportation systems (ITS) and mobile technologies in the industry. Hundreds of government and commercial organizations across Europe, North America and Asia Pacific have turned to Trapeze to realize efficiencies, enhance the quality and scope of their services, and safely transport more people with less cost. Visit [www.trapezegrup.com](http://www.trapezegrup.com).

## **Thanks for Coming!**

### **Hope to see you at one or more of these URISA Educational Programs:**

**November 1-4, 2011**

**GIS-Pro 2011: URISA's 49th Annual Conference for GIS Professionals  
Indianapolis, Indiana**

**March 12-15, 2012**

**GIS/CAMA Technologies Conference  
San Antonio, Texas**

**June 11-15, 2012**

**URISA Leadership Academy  
Savannah, Georgia**

**August 2012**

**URISA/NENA Addressing Conference  
Memphis, Tennessee**

**November 12-16, 2012**

**URISA's Caribbean GIS Conference  
Montego Bay, Jamaica**

For details about these and other URISA happenings, visit [www.urisa.org](http://www.urisa.org)



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## 2011 GIS in Public Transportation Conference Conference At-A-Glance

<b>Tuesday, September 13, 2011</b>			
7:30 AM	Registration opens		
8:30 AM – 5:00 PM	Preconference Workshop - GIS Program Management <i>Bayboro</i>	Preconference Workshop - Asset Management: Planning, Strategy, and Implementation <i>Skyway/Pier</i>	
<b>Wednesday, September 14, 2011</b>			
7:30 AM	Registration Opens		
8:30 AM – 9:30 AM	Welcome & Keynote Address - Missed Opportunity: Transit and Jobs in Metropolitan America <i>Grand Bay Ballroom</i>		
9:30 AM – 6:00 PM	Exhibit Hall Hours		
9:30-10:30AM	Coffee Break in Exhibit Hall		
10:30 AM – 12:00 Noon	Management and Policy <i>Harborview</i>	Applications <i>Skyway/Pier</i>	Data <i>Bayboro</i>
12:00 – 1:30 PM	Lunch on your own & Exhibits		
1:30 – 3:00 PM	Multimodal Planning <i>Harborview</i>	Census Data Products <i>Skyway/Pier</i>	
3:00 – 3:30 PM	Refreshment Break in Exhibit Hall		
3:30 – 5:00 PM	Rural and ADA Tools <i>Harborview</i>	Leveraging and Management of Bus Stops <i>Skyway/Pier</i>	Bus Rapid Transit (BRT) <i>Bayboro</i>
5:00 – 6:00 PM	Networking Reception in Exhibit Hall		
<b>Thursday, September 15, 2011</b>			
8:00 AM	Registration opens		
8:30 – 10:00 AM	General Session: Open Trip Planner: Open Source Multimodal Trip Planner <i>Grand Bay Ballroom</i>		
10:00AM – 1:30PM	Exhibit Hall Hours		
10:00–10:30AM	Coffee Break in Exhibit Hall		
10:30 – 12:00 Noon	Developing Data Infrastructure <i>Harborview</i>	Modeling <i>Skyway/Pier</i>	Transit Service Forecasting <i>Bayboro</i>
12:00 – 1:30 PM	Networking Luncheon <i>Grand Bay Ballroom</i>		
1:30 – 3:00 PM	Leverage Data <i>Harborview</i>		Tools and Techniques <i>Bayboro</i>
3:00-3:30 PM	Refreshment Break		
3:30 – 4:00 PM	Closing General Session- The Future of the GIS in Transit Clearinghouse <i>Grand Bay Ballroom</i>		