



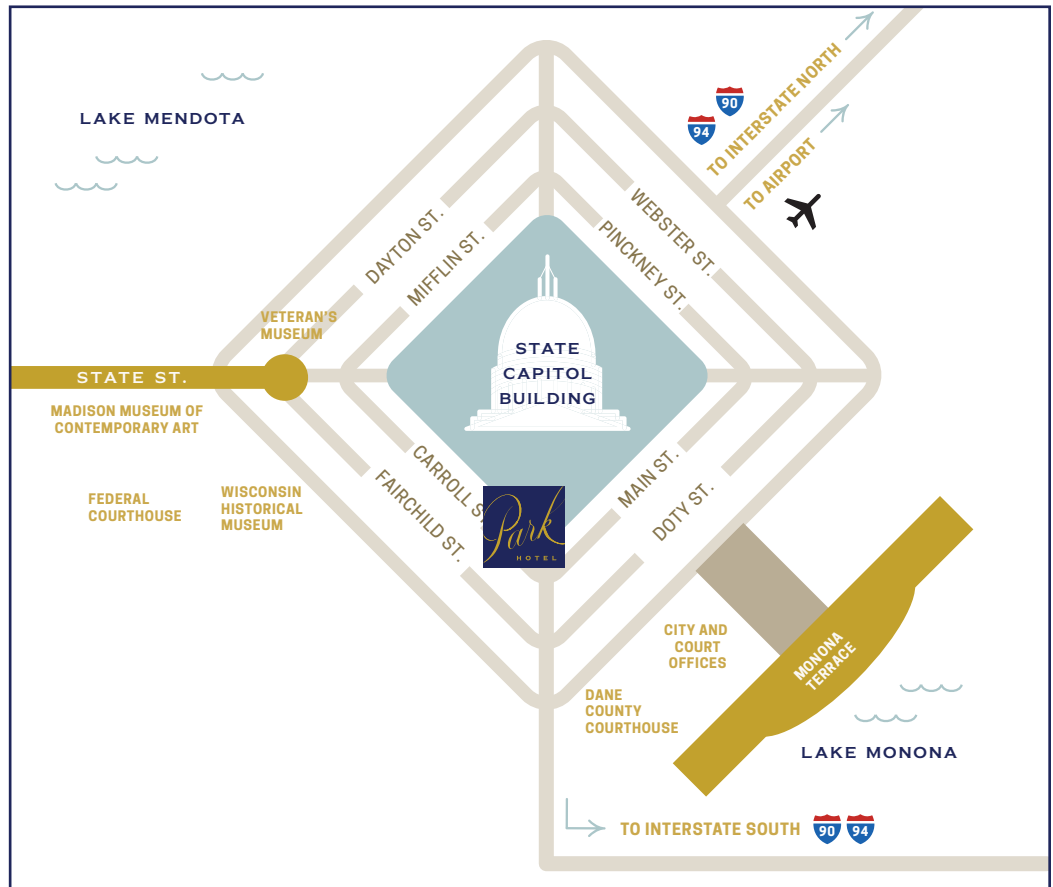
**2018 MPO/RPC/WisDOT  
Transportation Planning Conference**



# MADISON HAPPENS ON THE CAPITOL SQUARE

Madison comes alive on the eight city blocks of our city square. Endless dining options, places to shop, museums, live music, and all the best festivals and city events are held on the Capitol Square. Best Western Premier Park Hotel is Madison's only Capitol Square hotel.

Whether you're visiting for one night or staying for several, you'll find endless enjoyable ways to experience Madison right outside your door.



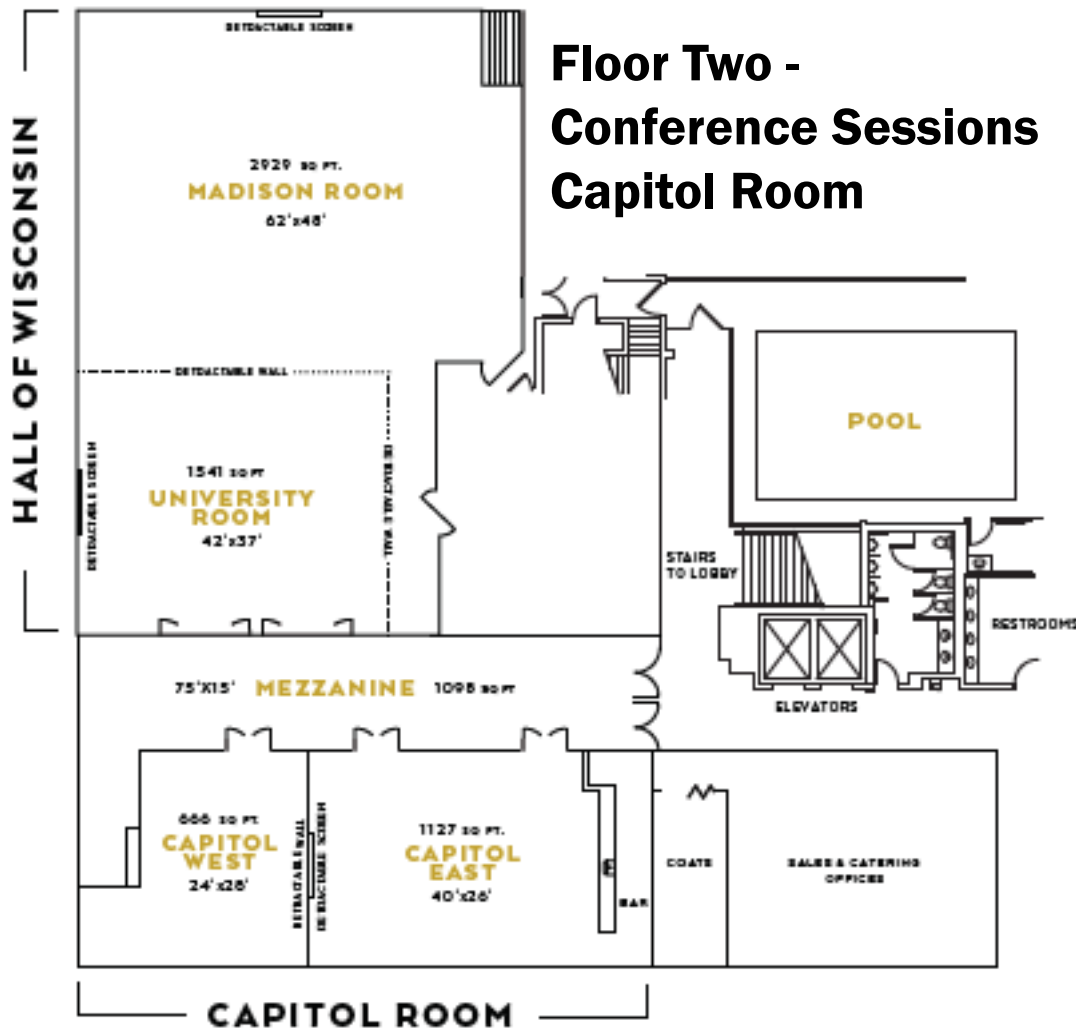
Richard Hurd



**BWP**  
**PREMIER**  
**BEST WESTERN.**

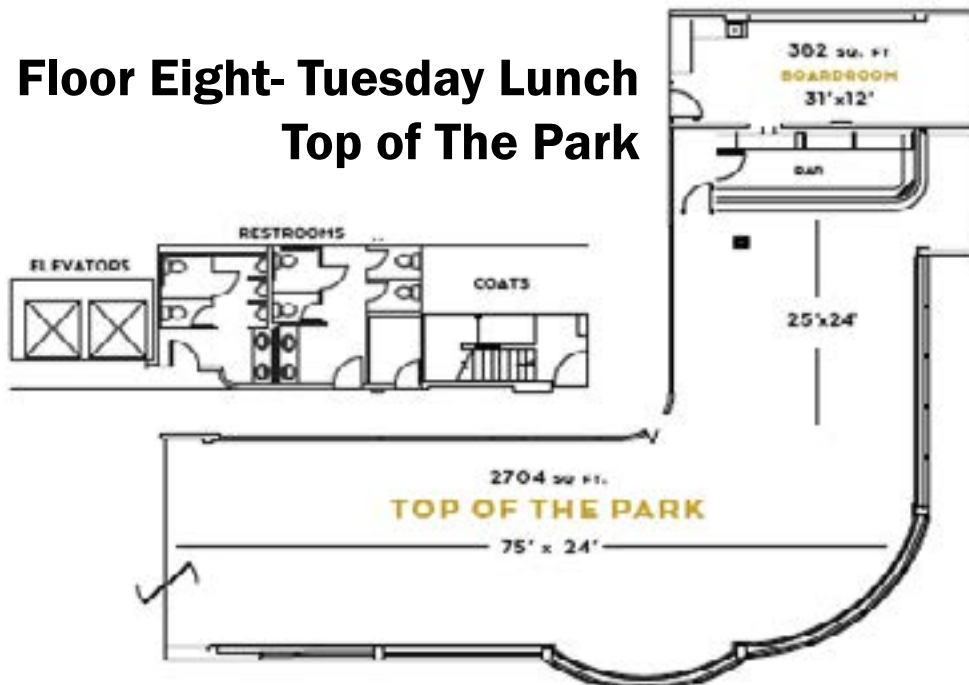
As a Best Western Premier, Park Hotel is in the elite class of Best Western properties with a refined atmosphere, first-rate amenities, and superior accommodations and service.

# Park Hotel Conference Layout



.....

## Floor Eight- Tuesday Lunch Top of The Park



# 2018 MPO/RPC/WisDOT Transportation Planning Conference

September 11-12, 2018

## AGENDA

### Monday September 10th

**5:00 PM Pre-Conference Tour- Madison Bicycle Infrastructure (Optional)**

Take a short bicycle tour of a few of Madison's innovative bicycle facilities, including bicycle stop lights, green pavement crossings, bicycle counter and more. The tour will also visit some challenging intersections and discuss the solutions used to address the needs of all users. The ride will be approximately 5 miles and participants can bring their own bike or use a BCycle at no charge.

### Tuesday September 11th

**8:00 AM Registration and Breakfast**

**9:00 AM Welcome and Opening Remarks**

**9:15 AM Session 1: Future Driving Forces and Implications for Long Range Transportation Planning – Part 1**

**Demographic Changes – Planning for an Aging, More Diverse Wisconsin Population**

Malia Jones, Assistant Scientist, Applied Population Laboratory, UW-Madison

**Economic and Housing/Land Use Development Trends in Wisconsin**

Steven Deller, PhD, Professor in Agriculture and Applied Economics, UW-Madison

**10:30 AM Break**

**10:45 AM Session 2: Future Driving Forces and Implications for Long Range Transportation Planning – Part 2**

**Emerging Technologies and Transportation Implications**

David Noyce, PhD, UW-Madison, Dept. of Civil & Environmental Engineering, and Director, Traffic Operations and Safety Laboratory

**Addressing the Potential Impacts of Connected and Autonomous Vehicles in Regional Transportation Planning**

Ben Walker, Florida Director of Multi-Modal Planning, HNTB Corporation

**Shared Mobility Trends and Partnership Opportunities**

Albert Benedict, Research Manager, Shared-Use Mobility Center

**The Future of Bicycle Sharing**

Brian Conger, BCycle Director of Sales & Customer Service, Trek Bicycle Co.

**12:30 PM Lunch in the Top of the Park Room**

**1:30 PM Session 3: Innovative Public Involvement Techniques for Land Use and Transportation Plans and Studies**

**Public Engagement Best Practices**

Zia Brucaya, AICP, Senior Planner, Urban Assets

**Design Tips for Effective Visual Communication**

Carly Wilkie, Owner and Graphic Designer, Sprout Studio

**Stakeholder and Public Involvement in Exploring Alternative Futures**

Steve Steinhoff, Deputy Director, Capital Area Regional Planning Commission

**3:15 PM Break**

**3:30 PM Session 4: MPO Operations**

FHWA released a research report in October 2017, *MPO Staffing and Organizational Structures*, which documents how MPO have structured their organizations and allocated staff resources. The report updates one completed in 2010. Findings from the 2017 report will be reviewed and then a facilitated discussion will be led focused on ideas for managing an effective MPO/RPC to address current and future planning challenges.

Facilitators: Bill Schaefer, Madison Area Transportation Planning Board, and Ron Chicka, Duluth-Superior Metropolitan Council

**4:30 PM End of 1st Day Sessions**

**5:15 PM Social Event- Dinner at The Coopers Tavern (Optional)**

## **Wednesday September 12th**

**7:45 AM Breakfast**

**8:30 AM Session 5: Using GIS and New Data Sources and Tools for Transportation Planning**

**Using GIS to Build Multi-modal Networks for Accessibility Analyses**

Dan Seidensticker, GIS Specialist, Madison Area Transportation Planning Board

**Use of Big Data and Accessibility Analysis to Inform Planning and Project Programming**

Chris McCahill, Deputy Director, State Smart Transportation Initiative

**New Tools for Traffic Counts and other Data Collection**

Stephanie Olsson, Vice President/Project Manager, and John Campbell, Senior Traffic Engineer, Traffic Analysis & Design, Inc.

**10:15 AM Break**

**10:30 AM Session 6: Transportation & Safety**

**Collaborating with County Traffic Safety Commissions**

Laura Vande Hey, Supervisor, WisDOT Bureau of Transportation Safety and Randy Wiessinger, Law Enforcement Liaison, Wiessinger Consulting

**Engineering Your Community Safety: Local Road Safety Plans**

Andrea Bill, Traffic Safety Engineering Research Program Manager, UW-Madison Traffic Operations and Safety Laboratory

**11:45 PM Conference Wrap-Up**

**12:30 PM Conference Ends**

Note: MPO/RPC Directors meeting will be held starting at 1:30 PM

# **2018 MPO/RPC/WisDOT Transportation Planning Conference**

**September 11-12, 2018**

## **Speaker Biographies**

### **Session 1: Future Driving Forces and Implications for Long Range Transportation Planning – Part 1**

#### **Malia Jones, Applied Population Laboratory (APL), University of Wisconsin (UW) – Madison**

Malia Jones is an Assistant Scientist with the APL at UW – Madison. She is a quantitative social scientist and interested in how places produce and reproduce health disparities. Before coming to work at APL she was Postdoctoral Fellow at the Keck School of Medicine of University of Southern California. Before that she was a Research Associate at UCLA. She has a PhD in Community Health Services from the UCLA Fielding School of Public Health.

#### **Steven Deller, UW – Madison, Department of Agriculture and Applied Economics**

Steven Deller has been a Professor and Extension Development Specialist at UW – Madison for over 25 years. He is Interim Director of the UW-Extension Center for Community Economic Development and an affiliate the Local Government Center. He is also an affiliate of the Nelson School of Environmental Studies, Department of Regional Planning and Landscape Architecture and the Wisconsin Energy Institute His work centers on trying to better understand the changing Wisconsin economy and policies that can affect that change. This includes the role of local public services and taxation policies, the interplay of natural resource dependent industries, such as agriculture and tourism, on local economies, the role of natural amenities in rural economic growth and development, and how entrepreneurship and small business development drives economic growth. Currently he is shifting his focus towards notions of social capital. He has a PhD in Agricultural Economics from the University of Illinois-Urbana/Champaign.

### **Session 2: Future Driving Forces and Implications for Long Range Transportation Planning – Part 2**

#### **David Noyce, UW-Madison, Department of Civil & Environmental Engineering**

David Noyce is a Professor and Chair in the Department of Civil and Environmental Engineering and Department of Industrial and Systems Engineering at UW-Madison. He is Director of the Traffic Operations and Safety (TOPS) Laboratory at UW. The TOPS Lab is a unique organization developed with a mission to improve traffic operations and safety in Wisconsin and across the Midwest through a diverse balance of service partnerships, research and training. The TOPS Lab is currently engaged in multiple interdisciplinary initiatives, addressed automated vehicles, connected driving, and crash database improvement.

Noyce is also an Adjunct Professor at University of Massachusetts – Amherst and a Technical Expert for Crane Engineering/Engineering Safety Associates. He has a PhD in Engineering from Texas A&M University.

### **Ben Walker, HNTB Corporation**

Ben Walker is Florida Director of Multi-Modal Planning for HNTB. He has over 20 years' experience in transportation planning and serves as a leader within HNTB for Connected and Autonomous Vehicle policy. He has led many efforts in Florida on emerging transportation technologies. This includes serving as project manager for the Florida Automated Vehicle Initiative consultant support contract with the Florida Department of Transportation (FDOT) Central Office for the past 4 years and with the Hillsborough Area Regional Transit Authority's efforts to implement an autonomous shuttle in Tampa, Florida.

Walker has moderated sessions at the ITS World Congress and has led tasks involving emerging technology policy development, strategic planning, truck platooning, autonomous port drayage, connected vehicle pedestrian detection, crash avoidance and roadway characteristics inventory, as well as developing a Florida MPO Automated Vehicle Planning Guidance document.

### **Albert Benedict, Shared-Use Mobility Center (SUMC)**

Albert Benedict is Research Manager for the SUMC where is responsible for managing several national projects to evaluate opportunities and economic and environmental benefits related to shared mobility and integrated transportation systems. Prior to joining SUMC's staff Benedict worked at the Center for Neighborhood Technology for 10 years as a Senior Planner and GIS Analyst. His work at CNT combined his expertise in both GIS and economic development. His research has been used to build sustainability strategies for cities in areas such as form-based codes, location efficiency, bus rapid transit, streetcars and transit-oriented economic development. He has presented at numerous professional conferences and contributed to many research projects and publications. Benedict holds a Master's degree in Geography with an emphasis in Urban Planning from the University of Akron, Ohio.

### **Brian Conger, Trek Bicycle Company**

Brian Conger is Director of Sales and Customer Service for Trek Bicycle Company. He has been with Trek for seven years. Prior to that, he worked in different capacities for the Bicycle Federation of Wisconsin, including Advocacy Manager. He has a Master's of Business Administration from UW - Madison.

## **Session 3: Innovative Public Involvement Techniques for Land Use and Transportation Plans and Studies**

### **Zia Brucaya, Urban Assets**

Zia Brucaya, AICP, is a senior planner at Urban Assets with over seven years of experience implementing inclusive planning and public engagement processes. She holds an M.S. in Urban and Regional Planning from UW - Madison and offers expertise in sustainable development, healthy community design, multimodal transportation, complete streets and placemaking.

Zia has worked collaboratively with public, private, tribal and nonprofit stakeholders in several states, and facilitates public engagement processes that emphasize education and inclusive dialogue to build buy-in. Her recent projects include leading public engagement for several major street reconstructions, a downtown park master plan, and the City of Madison Park and Open Space Plan. Prior to her work in Madison, Zia facilitated natural resource stewardship initiatives in Southeast Alaska and provided Complete Streets workshops for MPOs and communities throughout Indiana. She is a member of the Downtown Madison, Inc. Transportation Committee and volunteers as a coach for Girls on the Run of South Central Wisconsin.

### **Carly Wilkie, Sprout Studio**

Carly Wilkie is a graphic designer and owner of Sprout Studio LLC. With over 10 years of design experience, she focuses on helping other businesses build their brands through great design. Working with a variety of clients, she gets to flex her creativity on marketing collateral, event design, and wordpress websites. Carly loves incorporating nice typography, color, and illustrations into her designs. This makes her a good fit for infographics as these elements make information more visual and digestible for viewers. Carly started her own business in 2013 and continues to grow with every project she takes on. She also enjoys volunteering to help mentor students in the design field. When Carly isn't working on her laptop, she loves decorating cookies, watching (or playing) volleyball, and exploring Madison. She believes every day is a new opportunity to do what she loves.

### **Steve Steinhoff, Capital Area Regional Planning Commission (CARPC)**

Steve Steinhoff is Deputy Director for CARPC where he leads agency programs and directs regional development planning. In addition to regional and comprehensive planning, Steve has developed and managed programs in the public and private sectors for infill development, downtown revitalization, affordable housing, public participation, and community and economic development. He was lead author for the book, "Great Neighborhoods: How to Bring Them Home." Steve received his Master's Degree in Urban Planning and Policy from the University of Illinois at Chicago.

## **Session 4: MPO Operations**

### **Bill Schaefer, Madison Area Transportation Planning Board (MATPB)**

Bill Schaefer has been Director/Planning Manager for MATPB since 2010, where he develops the work program and budget, leads the agency's planning activities and staff, and formulates transportation plans, policies, and programs. He has served on the staff of the Madison Area MPO for twenty years. Prior to joining the MPO staff, he directed the land use/transportation programs for two different environmental organizations. He has also worked as a land use attorney. He has a Master's degree in Urban & Regional Planning from the University of Massachusetts - Amherst and a Law degree from the University of Michigan.

### **Ron Chicka, Duluth-Superior Metropolitan Interstate Council (MIC)**

Ron Chicka, AICP, is the Director of MIC where he is responsible for overall administrative functions and project oversight, including development of the work program and budget, consultation with local, state, and federal officials on transportation planning activities, and staffing and reporting to MIC and ARDC boards and advisory committees. He serves on a number of on the board of the Association of MPOs and a number of national transportation related committees. He has a B.S. in Geography from UW-Madison and a Master's degree in Urban Planning from the University of Kansas.

## **Session 5: Using GIS and New Data Sources and Tools for Transportation Planning**

### **Dan Seidensticker, Madison Area Transportation Planning Board (MATPB)**

Dan Seidensticker has been the GIS Specialist for the MATPB since 2000 and prior to that with the Dane County RPC since 1990. He is active in the enterprise GIS efforts with the City of Madison and Dane County. His experience includes development of web-based GIS applications, databases, transportation network and spatial analysis, and cartographic design. He is a member of the Wisconsin Land Information



Association (WLIA) where he has chaired the Map Poster Competition. Dan has a Bachelor's degree in Geography from UW-Stevens Point, where he also instructed cartography, and a Master's degree in GIS from George Mason University.

### **Chris McCahill, State Smart Transportation Initiative (SSTI)**

Chris McCahill is the deputy director at SSTI, operated by UW-Madison and Smart Growth America, where he works with reform-oriented State Transportation Departments through knowledge-sharing and technical assistance. He previously worked at the Congress for the New Urbanism in Chicago. Chris earned his PhD in transportation engineering from the University of Connecticut and has written extensively about urban transportation and land use, including a chapter in the new book, *Parking and the City*.

### **Stephanie Olsson, PE PTOE- Traffic Analysis & Design, Inc. (TADI)**

Ms. Olsson co-founded Traffic Analysis & Design, Inc. in 2002. She currently serves as Vice President of Traffic Analysis & Design, Inc. and is responsible for the firm's data collection services and data collection technologies.

Ms. Olsson was the TADI project manager on the team which developed the analysis methodology for Bluetooth origin destination studies; this methodology was presented and published as part of the 2014 TRB annual meeting. This data was used to help calibrate the travel demand model for Dane County and the Paramics model for the WisDOT SW Region.

Ms. Olsson is currently developing additional data collection services for TADI that utilize passive data collection and vision technology to extract traffic data parameters currently not possible or cost prohibitive to collect in the field.

Stephanie currently resides in Menomonee Falls, WI with her husband and two boys, and enjoys spending time with her family at her parent's farm near Eau Claire, WI where she grew up.

### **John Campbell, PE- Traffic Analysis & Design, Inc. (TADI)**

Mr. Campbell is a traffic safety engineer with Traffic Analysis & Design Inc. (TADI). His current responsibilities include studies in traffic safety, roadway and work zone capacity, pedestrian safety, speed management, and origin-destination analysis.

He is currently assisting the Wisconsin Department on Transportation on calibrating nationwide work zone capacity/delay equations to match Wisconsin's data. Mr. Campbell is also actively involved with assisting communities identify safety issues and apply for federal funding to make safety improvements.

Mr. Campbell has sixteen years of work experience helping him identify feasible, constructible, and cost-efficient transportation solutions. He has presented on topics including using Bluetooth data for origin-destination purposes, defining rational versus irrational speed limits, identifying hazardous intersections, and road safety audits.

He has a wonderful wife and two amazing girls and lives in the Milwaukee area.

## **Session 6: Transportation & Safety**

### **Laura Vande Hey, Wisconsin Department of Transportation**

Laura Vande Hey is a Policy and Program Supervisor with the Bureau of Transportation at the Department of Transportation. She has enjoyed working with the Bureau of Transportation Safety for the last 12 years. She and her team have worked closely through the years to develop a strong strategy for implementing the state's Strategic Highway Safety Plan at the local level. Efforts include building tools for local communities to assist them in data driven decision making, federal grants, and collaborative efforts to drive down behaviorally related traffic crashes. Laura has an undergraduate degree from the UW Madison and an MBA from Edgewood College in Madison.

### **Randy Wiessinger, Wiessinger Consulting**

Randy Wiessinger is owner of Wiessinger Consulting, which provides a variety of consulting services, including but not limited to Traffic Safety, Police Motorcycle Training, Logistical Planning, and more. Currently he is providing part-time contract consulting services to the WisDOT Bureau of Transportation Safety as a Law Enforcement Liaison. He is the Founder and President of BMOA, a statewide motor officer organization. He was formerly a Deputy Sheriff with the Dane County Sheriff's Office where he was a Team leader for Motor Unit, Honor Guard and Traffic Team. He also served as Chairman of the Dane County Traffic Safety Commission.

### **Andrea Bill, UW-Madison Traffic Operations and Safety (TOPS) Laboratory**

Andrea Bill is currently the Traffic Safety Engineering Research Program Manager with the TOPS Laboratory and Program Director in Engineering Professional Development at UW-Madison. Her current research incorporates aspects from traffic operations and safety, with a specific emphasis on discovering new and innovative ways to analyze traffic crashes. Andrea received her MSCE from the UW-Madison in 2006, BSCE from the University of Massachusetts, Amherst in 2002 and BA in Physics and Classics from Mount Holyoke College in 2001.