



# IRF Global Workshops at Intertraffic Amsterdam

Complimentary Access  
On Stage Theater - Hall 7

## WORKSHOP 1: Unleashing Roadway Analytics

Presented by the IRF Committee on ITS

Wednesday, March 21, 10:30-12:00

Roadway analytics are powerful new tools that enable road operator and city managers to carry out on-demand traffic analysis to identify congestion bottlenecks, traffic safety risks, and visualize the results of infrastructure improvement projects. Join this workshop to understand how "big data" can help you extract actionable insights from a range of data sets, whether you want to understand historic traffic trends or benchmark roadway performance in support of targeted investment strategies.

Introduced & Chaired by **Dr. Bill Sowell, Chairman, IRF Committee on ITS**

## WORKSHOP 2: Smart City Mobility Applications

Presented by the IRF Committee on ITS

Wednesday, March 21, 14:00-15:30

By 2030, 60 percent of the world's population will live in urban areas. The significant task road authorities face in tackling the problem of increasing congestion cannot be underestimated. This session will present the current state of the art in establishing mobility plans and the associated ITS deployment scenarios based on emerging smart city paradigms. The session will review advances in intelligent transportation systems with specific focus on integrated mobility solutions. Case-studies and examples of implementations in urban environments will be presented.

Introduced & Chaired by **John Funny, Chairman, IRF Subcommittee on ITS Education**



**MICHAEL G. DREZNES**  
Executive Vice President  
**INTERNATIONAL ROAD FEDERATION**



**JOHN FUNNY**  
President and CEO  
**GRICE CONSULTING GROUP**



**DR. BILL SOWELL**  
Executive Vice President  
**EBERLE DESIGN, INC.**

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### **WORKSHOP 3: Diagnosing Road User Risk with Safety Audits**

Presented by the IRF Committee on Road Safety  
Thursday, March 22, 10:30-12:00

Road safety audits are effective and efficient tools to help road authorities reduce the number of accidents and casualties, because design standards alone cannot guarantee road safety in all conditions. IRF strongly supports the extended and expanded use of road safety audits and inspections at all stages of road design and operations. Drawing from international experience, this workshop will place particular emphasis on successful practices that have contributed to reducing injury risk for all road users.

**Introduced & Chaired by Mike Dreznes, IRF Executive Vice President**

### **WORKSHOP 4: Safety Benefits of Conspicuous Roads**

Presented by the IRF Committee on Road Safety  
Thursday, March 22, 14:00-15:30

A disproportionate share of serious and fatal road traffic crashes happen at night or in low-visibility conditions. The problem is increasingly compounded with an ageing motoring population and under-investments in the maintenance of roadside safety assets. Join key experts from academia and industry to understand what measures can be taken to make roads more self-explaining in all driving conditions, and how marking and signs are key factors in enable a shift towards partial and full vehicle automation.

**Introduced & Chaired by Mike Dreznes, IRF Executive Vice President**

**PRESENTED BY**