



Next Generation Traffic Management: From Vision to Deployment

Dubai, UAE
February 12, 2020



Workshop



Next Generation Traffic Management: From Vision to Deployment

**Ministry of Infrastructure Development
Dubai, UAE**

12 February 2020, 09:00-12:30

Background

Mobility services are undergoing spectacular changes with the introduction and widespread use of cloud communication and connected vehicle technology. Incremental interventions on the physical and digital road network are required to allow traffic control systems to cope with mixed vehicular traffic and optimize traffic guidance functions. This workshop will present the current state of the art in responsive and fully adaptive traffic management solutions, and discuss pathways to fully integrated systems capable of supporting "connected corridor" programs.

Agenda

09:00-10:00

What we Want to Achieve

- High level introduction - Key principles of effective Traffic Management
- Importance of open, interoperable & scalable standards
- Data Capture & Analysis

10:15-11:15

A Changing Paradigm with Connected & Autonomous Mobility

- Trends in the market readiness of Connected & Autonomous Vehicles
- Adapting Physical Infrastructure
- Adaptive and traffic-responsive strategies

11:30-12:30

Rolling out "Connected Corridors": Opportunities for the UAE

- Emerging Concepts
- Technological components
- Presentation of interactive case studies

Speakers



Dr. Bill Sowell

Executive Vice Chairman of the IRF & Chair, IRF Committee on ITS

Dr. Sowell has been involved worldwide with Intelligent Transportation Systems and the development of ITS standards for more than 30 years. He has managed ITS-related firms, large and small, both publicly traded and privately held in the United States, United Kingdom, Latin America and Asia. He holds three Doctoral degrees and two Master's degrees from the US. He played a key role in the early development of the Saudi ATVAM project, and the Mohd. Bin Zayed City Project in Abu Dhabi, and the adoption of the NTCIP systems open communications protocol.



Dr. John Shearer

Vice President, Eberle Design Inc.

Dr. John Shearer has more than 20 years' experience in traffic signals and Intelligent Transportation Systems (ITS) infrastructure. He has been involved in many facets of traffic signal system operations from system support to product management to field engineering, and is a frequent speaker at industry tradeshows and events on various Intelligent Transportation Systems topics.



Marshall Cheek

Services Operations Director, Cubic-Trafficware

Marshall joined Trafficware in 2011 and is currently the Director of Services. Marshall is hands-on and leads a team of dedicated traffic engineers and professionals that deliver ATMS and adaptive signal control projects throughout the world. Projects under his supervision have included traffic central management system projects with over 3,000 intersections, connected vehicle projects in Las Vegas and Florida, and the deployment of over 1,500 adaptive signal control intersections. Marshall is a licensed professional engineer (PE) in Texas and Florida.

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