



**“Small and Medium Sized Communities”  
TOOLS OF THE TRADE 11<sup>th</sup> NATIONAL CONFERENCE  
Portland, Oregon - September 17-19, 2008**

**Preliminary Program**

**Wednesday, September 17, 2008**

**9:00 – 12:00**

**Concurrent Workshops (Break included)**

**Workshop 1: FHWA Data Workshop** – Elaine Murakami

Performance measures are now a standard tool for policy analysis. Travel behavior data, especially at the small area level, is part of the mix because it reflects personal mobility, or lack thereof. Unfortunately, collecting local/regional data can be expensive, so using federally collected data is often the best and least expensive data source for small and medium-sized areas. This workshop will be centered upon the use in planning applications of Census Transportation Planning Products (CTPP), the National Household Travel Survey, the American Community Survey (the replacement for the decennial census “long form”), and the Longitudinal Employment and Household Dynamics On the Map.

**Workshop 2: FHWA Air Quality Workshop** – Fred Bowers

This workshop will provide an overview of the conformity determination process for transportation planning with a specific focus on the needs of small metropolitan and non-metropolitan areas. This overview will include the discussion of air pollution sources and the connection between transportation and air quality as well as provide the attendees an understanding of the current regulations and guidance pertaining to that transportation/air quality connection and the roles of MPO, the State DOT, FHWA, and FTA, and other agencies in determining air quality conformity and the basic steps in mobile source emissions modeling. Also, information will be presented on federal funds available to implement methods for improving air quality and the typical issues confronting small and non-metropolitan areas in implementing air quality improvement programs.

**Workshop 3: FTA Transit Oriented Development (TOD) Workshop/ Tour** – Effie Stallsmith

Why are community assessments, context-sensitive solutions, visualization, and scenario planning important to integrating transportation and land use decision-making? Today as we plan for transit-oriented developments or transit-supportive land uses that impact land use, tools such as Community Assessments, Scenario Planning, Peer Exchanges, Visualization, and Context Sensitive Solutions are vital to the success and sustainability of the project (or local program). We encourage transportation planners to look at transportation and land use in a holistic manner – using all tools at their disposal. It is not that one is better than the other; it is that they complement each other. We also encourage using the concepts of complete streets and with transit, “thinking beyond the station”. Just as it is important to know the basics about TOD, it is important to consider how to use these tools within the public participation process to meet a community’s transportation and development needs, enhance their quality of life, and lead to a sustainable future.

Speakers:

Speaker/Moderator Effie Stallsmith – Tools for TOD

Portland MPO (Invited) – Basics of TOD Planning

Portland Tri-Rail (Invited) – Importance of TODs in Building a Livable Community

Tour of Streetcar TOD – City of Portland

**12:00 – 1:00**

**LUNCH (on your own)**

**1:00 – 2:00**

**PLENARY SESSION – Welcome and Keynote Address**

Libby Rushley, Chair, TRB Committee ADA30

Welcome – TBD, Oregon DOT

Keynote Speaker – Sharon Wood Wortman, Author of *‘The Portland Bridge Book’*

**2:00 – 2:15**

**BREAK**

**2:15 – 3:15**

**Concurrent Sessions**

**Session 1: Cost effective alternatives to traditional household travel surveys** – Elaine Murakami

*Electronic Transportation Survey of Palo Alto's Residents* – Joseph Kott, Wilbur Smith Associates  
*Cold Calling - An Alternative Method for Conducting Household Travel Surveys* – Jerry Everett, University of Tennessee-Knoxville  
*Household Travel Surveys: Who within the household do you survey and does it matter?* – Stacey Bricka, NuStats

**Session 2: Land-Use and Transportation Planning**– Mohan Venigalla

*Using Land Use Model Output as Input for a Travel Demand Model Data Set*– Tim Padgett, Kimley-Horn Associates  
*Model Development Code for Small and Medium-Sized Communities* – Steven Oulman, AICP, Oregon Dept. of Land Conservation  
*Coordinating Transportation and Land Use*– Christopher Bridges, Yavapai County Dept. of Public Works

**Session 3: SAFETEA-LU, the Catalyst of Innovative Planning Procedures and Processes**–

Andrew Cannon  
*Linking Planning and Programming*– Bob Stanley, Cambridge Systematics (retired)  
*KYTC and MPO Consolidated Planning Guidance* – Charles Schaub, Kentucky Transportation Cabinet  
*Fiscal Constraint in RTPs* – Suzette Mallette, North Front Range MPO

**3:15 – 3:30**      **BREAK**

**3:30 – 4:30**      **Concurrent Sessions**

**Session 4: Freight**– Arun Chatterjee

*Freight Planning for Small and Medium Communities: Current State and Best Practices* – Jessica Guo, University of Wisconsin-Madison  
*A Methodology to Use FAF2 Data to Forecast External-External Trips* – Michael Anderson, University of Alabama - Huntsville  
*Curbside Freight Delivery in Downtowns of Small and Medium-Sized Urban Areas* – Amiy Varma, North Dakota State University

**Session 5: Emerging Issues**– Bob Czerniak

*Retrospective Analysis of Population Forecasts – 25 Years Later* – David Baltz, City of Salem  
*Are public/private partnerships viable options for constructing and maintaining bicycle and pedestrian facilities?* – Leslie Meehan, Nashville MPO  
*Practitioner Resources for Implementing Mobility Monitoring in Small to Medium-Sized Communities* – Jason Crawford, Texas Transportation Institute

**Session 6: Financing Plans and Surveys with Limited Funding** – Lynn Zanto

*Planning on a Shoestring - Creating a Multimodal Transportation Plan for Small and Medium Size Communities on a Small Size Budget* – Chuck Green, PB Americas  
*Regional Coordination in Travel Surveys* – Rebecca Knudsen, Oregon Dept of Transportation  
*Finding the Money: Methods for Financing Travel Surveys and Demand Models in Small & Medium Sized MPOs - the data you collect is more valuable than you think* – Ed Hayes, PTV America

**4:30 – 5:00**      **BREAK**

**5:00 – 6:30**      **RECEPTION**  
Dinner on your own

**Thursday, September 18, 2008**

**7:30 – 8:30**      **Continental Breakfast**

**8:30 – 10:00**      **Concurrent Sessions**

**Session 7: Making the Most out of Secondary Data Options** – Jerry Everett

*Travel Data Simulation Tool for Small and Mid Size Communities* – Kouros Mohammadian, University of Illinois at Chicago  
*Using National Travel Survey Results for Small and Medium-Sized Communities: a Web-Based Tool* – Pat Hu, Oak Ridge National Labs  
*Using Sensitivity Analysis to Guide Travel Data Collection in Small and Medium-Sized Communities* – Kevin Ford, Purdue University (Student Paper)  
*Survey Data Consolidation to Support Travel Modeling for Small and Medium-Sized Communities* – Michail Xyntarakis, PB Americas

**Session 8: Safety Tools You Can Use**– Tim Chelius

*The SJTPO Data Analysis Tool for Systematically Identifying Locations with High Potential for Safety Improvements* – William Schiavi, South Jersey Transportation Planning Organization  
*Increasing the Use of Pedestrian Flags through Social Marketing* – David Godfrey, City of Kirkland Public Works Dept.  
*A Quantitative Assessment Method for System Safety & Efficiency* – Robert Herling, Duluth-Superior Metropolitan Interstate Council  
*Local and State Coordinated Detour Routing for Major Freeway Incidents* – Jaily Brown, Thurston Regional Planning Council

**Session 9: Financial Strategy Alternatives** – Montie Wade

*Public-Public Partnerships: Cooperation between State and Local Governments*– Teresa Gresham, Kimley-Horn Associates  
*Factors in the Success or Failure of Countywide Local Transportation Sales Tax Measures in California* – Christina Watson, Transportation Agency for Monterey County (Student Paper)  
*Street Utility Fees in Oregon: An Update* – Carl D. Springer, DKS Associates  
*Intersection Improvement List: A Funding Alternative with Positive Public Perception* – Chris Clark, Waccamaw Regional Council of Governments

**10:00 – 10:30 BREAK**

**10:30 – 12:00 Concurrent Sessions**

**Session 10: Modeling Innovations** – Leta Huntsinger

*Strategies for Sub-Area Modeling using Regional Travel Demand Models* – Craig Gresham, Kimley-Horn Associates  
*The Effects of Small Traffic Analysis Zone Size on Trip Generation and Socio-Economic Forecasting in Small and Medium-Sized Cities* – Nathaniel Greer, Martin/Alexiou/Bryson  
*Economy-Based External Trip Model for Small and Medium Urban Areas* – Yang Han, HNTB Corporation  
*Enhancing Regional Travel Models' Response to Dynamic Traffic Conditions* – Mohammad Naser, Upper Great Plains Transportation Institute (Student paper)

**Session 11: Small Urban Systems – Partnerships and Tools** – Marsha Fiol

*Arizona's Small Area Transportation Study Program: A Model of State-Local Partnership* – Dianne Kresich, Arizona Dept. of Transportation  
*What is in the Crystal Ball? Planning and Uncertainty, Art of the Long View, US 50 Communities, and a Corridor Plan* – Perry Gross, PBS&J  
*Mobilizing Connectivity: Applying Connectivity Tools in the Arterial Planning Process* – Brent Turley, The Transpo Group  
*A Traffic Micro-Simulation Model with a Gateway System* – Florence Ngai, PB

**Session 12: Transit Service Planning and Operations** – AT Stoddard

*Transit at the Table II: A Guide to Metropolitan Decision-Making for Transit Agencies in Small and Medium-sized MPOs* – John Sprowls, FTA  
*Implementation of the Sussex County Delaware Coordinated Human Services Transportation Plan* – Anna Lynn Smith, Parsons Brinckerhoff  
*No Lawnmowers on the Bus: Regulating Transit Passenger Behavior in Smaller and Medium Sized Communities* – Victoria L. C. Bredt, Cornell University (Student Paper)  
*A Tool for Evaluating Demand Response Transit Accessibility* – Jeffrey LaMondia, University of Texas-Austin (Student paper)

- 12:00 – 1:30**      **LUNCH – Announcement of Student Paper Competition Winner**
- 1:30 – 3:00**      **Caucuses**  
**Session 13: MPO Caucus** – Vicky McLane  
**Session 14: State DOT Caucus** – Jeff Moore  
**Session 15: Transit Caucus** – Mike Anderson
- 3:00 – 3:30**      **BREAK**
- 3:30 – 5:00**      **Concurrent Sessions**  
**Session 16: Data Collection Technology** – JD Allen  
*The Thurston County Bike Map: Development of Multi-Media Mapping Tools for Bicycle Travelers* – Jeffery Holcomb, Thurston Regional Planning Council  
*Low-Cost Data Collection for Mobility Monitoring in Small to Medium-Sized Communities: Travel Time Data Collection, Intersection Studies, and Traffic Counts* – William Eisele, Texas Transportation Institute  
*Random Selection of Traffic Count Locations and Development of Statistically Valid Median Traffic Volume for Local Street VMT* – William Frawley, Texas Transportation Institute  
*Web-based Transportation Data Management System* – Ben Chen, MS2
- Session 17: Livable Communities** – Page Scott  
*Factors Influencing "Neighborhood" Commercial Use Locations* – Phil Wheeler, Rochester Olmsted Council of Governments  
*Understanding school travel: How residential location choice and the built environment affect trips to school* – Yizhao Yang, University of Oregon  
*Online Tools for Mapping Safe Routes to Schools and Barrier Identification* – Christopher J. Seeger, ASLA, Iowa State University  
*Examining the disjuncture between local government and school facility planning in Texas* – Tracy E. McMillan, PPH Partners
- Session 18: From Talk to Technology: Innovative Public Outreach that Works** – Dianne Kresich  
*Online Jams: A Tool for Public Engagement* – Mia Zmud, NuStats  
*Livable Communities, Public Involvement, & Participatory GIS: Computer Assessment Tools for Local Area Analysis* – Marc Schlossberg, University of Oregon  
*Demystifying Visualization: How to Use Visualization in Your Community* – Andrea Grygo Diamond, Duluth-Superior Metropolitan Interstate Council  
*Breaking a 50 Year Impasse: The Cathedral Area Historic District Improvements* – Robert Shannon, Kadrmas, Lee & Jackson
- 5:00 – 9:00**      **Pearl District Dine Around** (Includes Tour of a selection of Pearl District Galleries with heavy hors d'oeuvres provided by a sampling of Portland's finest Restaurants)

## **Friday, September 19, 2008**

**7:30 – 8:30 Continental Breakfast**

**8:30 – 10:00 Concurrent Sessions**

**Session 19: Other Approaches and Some Guidance on Travel Estimation and Forecasting –**

Ron Poole

*You Can't Spell ModeleR without R: PlanneR either for that Matter* – Alex Bettinardi, Oregon Dept. of Transportation

*Alternative Strategies for Developing Future Year Trip Tables for Travel Demand Modeling* – Jeremy Raw, Virginia Dept. of Transportation

*Travel Demand Forecasting in the Absence of a Detailed Model for Small and Medium Sized Communities* – Vishal Gossain, Wilbur Smith Associates

*Modeling Guidelines and Procedures for Medium-Sized Urban Areas in North Carolina* – Leta Huntsinger, PB Americas

**Session 20: Planning Transportation Options for Suburbia** – Sue Kimbrough

*Fringe Density: Planning Tips for Overlooked Density in Suburbia* – Nico Larco, University of Oregon

*Estimating Societal Benefits and Costs of Transportation Demand Management* – Sisinnio Concas, Center for Urban Transportation Research

*Transportation Demand Management Strategies in Small and Medium-Sized Communities* – Jonathon Dong, Perteet

*The Thurston Regional Trails Plan: An Interdisciplinary and Coordinated Approach to Planning Shared-Use Trails for Transportation and Recreation* – Paul Brewster, Thurston Regional Planning Council

*Gateway to Zion: NIMBY, and a National Park Community* – Maria Vyas, Fehr & Peers

**Session 21: Rural Transportation Planning: Planning for Rapid Growth and Effective Regional Efforts** – Melissa Tooley

*Community Impact Assessment and Outreach Techniques for the Town of Clayton Strategic Growth Plan* – Lisa Crooks Murphy, Louis Berger Associates

*Rural and Tribal Transportation Services - A Coordinated Approach to Meeting Mobility Needs* – Karen Parkhurst, Thurston Regional Planning Council

*Florida Heartland Rural Mobility Planning Effort* – Lisa Staes, Center for Urban Transportation Research

*Visualizing the Long-Range Health of Rural Recreational and Agricultural Corridors* – William Shaw, Idaho Transportation Department

**10:00 – 10:30 BREAK**

**10:30 – 12:00 Concurrent Sessions**

**Session 22: Moving Them Around: Data, People, and Land Uses** – Jon Fricker

*Meso-Level Demographic Allocation Tool* – Tom Williams, Wilbur Smith Associates

*Using a Travel Cost Index Calculated from a Travel Demand Model to Measure Accessibility* – Bud Reiff, Lane Council of Governments

*Integrating a Stochastic Land Use Model and a Deterministic Travel Model to Support Strategic Land Use and Transportation Planning* – Brian Gregor, Oregon Dept of Transportation

*Modeling the Travel Impacts of Smart-Growth Strategies* – William Loudon, DKS Associates

**Session 23: National Parks and Gateway Communities: Transportation Partnership** – Katie Turnbull

Transportation has always been an integral part of visits to many national parks. Hiking and biking trails, scenic roadways, and transit on land and water are key features of some parks. But transportation can also prove to be a challenge for the park experience with congested roads, overcrowded parking lots, exhaust fumes, and vehicles blocking scenic vistas. This session highlights examples of National Parks and gateway communities working together to meet those challenges as well as to enhance transportation within the parks and between the parks and gateway communities.

**Session 24: How has SAFETEA-LU Regulations Affected Your Planning Process? With Success Stories** – Peter Plumeau

Matthew Stoll, Boise MPO

Wade Kline, Fargo COG

Libby Rushley, Ohio DOT

The session will include examples of how certain small and medium sized communities have dealt with the SAFETEA-LU Requirements and the February 2007 Planning regulations.

Representatives on this session panel will provide insight to how these regulations have been met by MPO's , rural transportation planning organizations, and state departments of transportation.