

NORCAL SECTION MEETING

Wednesday, November 17th



Time: **11:30 AM**

Location: **Rancho Cordova City Hall**

Cost: **FREE for ITE Members & Students**

\$5 for General Admission

In-person meeting: Face mask required

Presentation

Combining Data Sets to Maximize Arterial Performance

Historically, data wasn't readily available to make strategic decisions. Modern technology has now made many data sources available. Tools are emerging to help make sense of the data. In this presentation, case studies from College Station, TX and Portsmouth, NH will show how tools like signal performance measures (SPMs) and arterial performance measures (APMs) are used to maximize the performance of arterials.

Presenters

Brian Girardot – Sales Director, Iteris

Bio to be introduced before the presentation



Northern California Section
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