



# Transportation Seminar Series

*Friday, December 5, 2008  
4 - 5 p.m. in 240 Bechtel Engineering Center*

## **J.D. Margulici**

Associate Director of the California Center for Innovative Transportation (CCIT)  
University of California, Berkeley

### New paradigms in the collection, interpretation and application of traffic information

**Abstract:** Over the past several years, the Institute's California Center for Innovative Transportation (CCIT) has been at the forefront of multiple developments in the area of traffic information. This talk will highlight trends and ongoing investigations in this field. Of particular significance is the convergence of technological innovations that make data collection easier and cheaper, with a growing consumption demand driven by both traffic operators and travelers themselves. Additionally, private traffic information providers are testing new models and creating partnerships with State Departments of Transportation. While it is difficult to predict how this will pan out in future years, there are some immediate implications: What constitutes good data and how can this be measured? How can multiple data streams be fused? What is the impact on traffic operations and planning? Rather than settling the state of the practice, the affluence of new data will offer abundant opportunities for traffic engineers, modelers and network managers.

**Bio:** J.D. Margulici is the Associate Director of the California Center for Innovative Transportation (CCIT), at the University of California, Berkeley. He has nearly 10 years of experience designing, marketing and deploying information technology systems, with primary applications to road traffic management and public transit, airport infrastructure, and air traffic control. J.D. worked for the French air traffic management agency before becoming the Director of product marketing at Edatis, a Paris-based software company. Prior to joining CCIT, he was a consultant in airport operations with Jacobs Consulting. J.D. came to CCIT in 2004 and has successfully managed or overseen close to two dozen Intelligent Transportation Systems projects to date. One of his most notable accomplishments during his tenure at CCIT is the deployment of a system to automatically display travel times on changeable message signs in the Bay Area. J.D. holds a B.S., Mathematics and Physics, from the Ecole Polytechnique in Paris, France, and a M.S. in Transportation Engineering from the University of California, Berkeley. He is currently a MBA candidate in the Evening and Weekend program of the Haas School of Business at Berkeley.

Please join us for a TRANSOC-sponsored cookie hour in the ITS library at 3:30 p.m.