

2026 TRAFFIC ENGINEERING WORKSHOP AND TRANSPORTATION PLANNING FORUM PROGRAM



7:15 AM	REGISTRATION – REFRESHMENTS	
8:00 AM	<p>Welcome Derrin Wolford, ITE WI Section President</p> <p>Conference Opening Remarks Laura Schroeder, Conference Chair</p>	
8:15 AM	<p>Toward Ethical Practice Jeffrey Russell (UW – Madison)</p> <p>CAV Transportation Stakeholder Resource Guide for Communities Brad Basten (WisDOT)</p>	
9:45 AM	BREAK	
10:00 AM	<p><u>TRACK A</u></p> <p>The AASHTO Bike Guide – Designing for All Ages and Abilities Tom Natwick & Ben Ontl (Toole Design)</p> <p>When Safety Isn't the Starting Point: How Complete Streets Set the Stage for SS4A Success James Hannig (Alta)</p> <p>Sun Prairie in Motion: Delivering Accessibility to the Suburbs David Salmon (City of Sun Prairie)</p>	<p><u>TRACK B</u></p> <p>Advancing TSMO with AI-Powered Video Analytics (AIVA) Do Nam (WSB)</p> <p>Insights from New Mexico's Intelligent Transportation Systems Projects Lisa Miller (Olsson)</p> <p>Adaptive Signal Timing Technology: AI Before It Was Cool Steve Carver (Cubic)</p>
11:15 AM	LUNCH – ITE MEETING	
12:30 AM	PROWAG – MUTCD APS Changes Matt Baker (Synapse ITS)	
1:00 PM	BREAK	
1:15 PM	<p><u>TRACK A</u></p> <p>Moving the SCP Forward Kevin Scopoline (WisDOT)</p> <p>Drive Behavior and Bicycle Safety on Rural Roads with Rumble Strips Andi Bill (UW-Madison TOPS Lab)</p>	<p><u>TRACK B</u> <i>ITE SIMCAP BREAKOUT SESSION</i></p> <p>HCM 7.1 Ramp and Weave Methodology Update Overview Jason Kessler (HNTB)</p> <p>Traffic Modeling and Multi-Stage Congestion Mitigation Strategies Xiaowei (Tom) Shi & Narayan Rai (UW-Milwaukee)</p>
2:15 PM	BREAK	
2:30 PM	<p><u>TRACK A</u></p> <p>Milwaukee County Pedestrian & Bicycle Crossing Study John Bruggeman (raSmith) & Dan Murphy (Milwaukee County)</p> <p>Neighborhood Traffic Calming – The Wauwatosa Experience Michael May (City of Wauwatosa)</p>	<p><u>TRACK B</u></p> <p>Forecast vs Reality: I-94 E-W Project Tim Vik (HNTB) & Eric Youngblom (HNTB)</p> <p>Rethinking LED Colors – Solutions to the Unexpected Impacts Scott Lind (Mead & Hunt)</p>
3:30 PM	CLOSING REMARKS / ADJORNMENT	

Thursday, April 16, 2026
Up to 5 PDH credits available

Waukesha County Technical College
Building S
Anthony J. Natalizio Center (AJN)
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