



# Traffic Management Centers Design & Operations

Online Training  
May 17 – 27, 2021



## Online Training

16 Professional Development Hours

## Learning Objectives

- ✓ Understand the role of TMCs as a node for mobility management
- ✓ Engineering TMC Systems for optimal performance
- ✓ Assess different organizational models and institutional arrangements
- ✓ Design effective media & stakeholder engagement strategies
- ✓ Build relationships with emerging technology providers
- ✓ Develop insights into using TMC data
- ✓ Design measures of performance

## Target Audience

- Road & Transportation Agencies
- TMC Managers
- Traffic Engineers and Data Specialists
- Traffic Enforcement specialists
- Private Consultants & Service Provides

## Lead Instructor



**Brian Hoeft**  
**Senior Systems Engineer, CUBIC**

Brian has a Bachelor of Science degree in Civil Engineering and a Master's degree in Engineering Management from Brigham Young University. He also has taught a graduate-level Intelligent Transportation System course at the University of Nevada, Las Vegas. In 2014, under Hoeft's direction, Nevada's Freeway and Arterial Systems of Transportation (FAST) was recognized by U.S. Department of Transportation

Secretary Anthony Foxx as a winner in the Data Innovation Challenge for the FAST Dashboard, a performance measurement and reporting tool, that has recently been expanded to assist the Federal Highway Administration in its industry-leading traffic signal performance measures.

## Guest Speakers



**Mohamad Talas**  
**Director of ITS Management, System Engineering, NYC DOT**

Dr. Talas bring long standing career experience in traffic engineering and continue with over 27 years in Traffic Engineering and Operation experience in New York City Department of Transportation. He currently serves as the Director for the NYC Department of Transportation ITS project Management, Research and Development where he supervises the Intelligent Transportation System projects and initiatives in New York City. These projects include the development and implementation of the New York City Traffic Computerization

System at the Traffic Management Center modernizing and operating over 12,000 signals and the currently deployed Active Traffic Management System in in Manhattan(Midtown In Motion) and NYC Connected Vehicle Pilot Deployment..



**Abiyu Berlie**

**ITS Program Manager, Metropolitan Transportation Authority**

My major accomplishments in the course of my career included; Planning, Development and Implementation of the National and Regional ITS Architectures for the New York City Metropolitan and the Tri-State Regions; by serving as a leading member in the NYC-Metro-ITS Steering Committee. The ITS Architectures serve approx. 20 million travelers and have become strong foundations for the social and economic development of this dynamic Urban Region; which is the busiest and one of the major transportation corridors in USA.



**Edith Nuss**

**President & Co-Founder, Nextérité**

Nextérité is a company that develops and markets real-time mobility information solutions based on proprietary semantic and machine learning technologies. These solutions are mainly used by operators and authorities in Europe and Middle-East, to improve mobility management and information in real time. Nextérité is considered as one of the Most Promising Deep Tech European Scale-ups in Mobility and Smart City by EIT Digital and TNWX. Before Nextérité, Edith started as management consultant in France, Russia and Italy at Deloitte. She later became responsible for venture capital investments. She then co-founded and chaired a social media semantic analysis agency, later transferred to the Canadian group EngagementLabs (TSX).

# Schedule

The lectures will be taught over a two-week period with live 2-hour on-line sessions held Monday through Thursday (09:00 AM– 11:00 AM US EDT)

Module 1	Introduction, What is a TMC and why is it critical to intelligent transportation systems. History, development & evolution of TMCs
Module 2	<b>Guest speaker: Dr. Mohamad Talas</b> Plan, Design, Operate, Maintain a TMC
Module 3	More than a Building: best practices in TMC Applications & Services
Module 4	Ecosystem of TMCs: working with solutions providers / role of standards Class Participation Session
Module 5	<b>Guest speaker: Abiyu Berlie</b> Delivering services across multiple jurisdictions Organizational challenges
Module 6	<b>Guest speaker: Abiyu Berlie</b> ITS in emerging areas, and in regions where they are not yet common-place
Module 7	<b>Guest speaker: Edith Nuss</b> Collecting and gathering insights from Data (part 1)
Module 8	Collecting and gathering insights from Data (part 2) Course conclusion

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