



PACTRANS SEMINAR SERIES

Date: Friday May 30, 2014
Time: Seminar: 3:30 P.M. – 4:20 P.M.
Reception: to Follow
Location: UW Seattle Campus
Husky Union Building Room 334

Organized by

**The Pacific Northwest Transportation Consortium (PacTrans)
USDOT University Transportation Center for Federal Region 10**

Presentation Title:

Making transportation analysis count: Bridging the gap between politics & planning

Abstract

What does it take to advance transportation projects? What influences decisions about those projects? What is our role as analysts, advisors and guides? How can we have a more positive impact? In this presentation we will explore these questions and offer some insights into the role of technical professionals in making transportation decisions better. We will consider the effectiveness of analysis in the context of visionary (and political) decision making, the importance of formulating and communicating the value proposition for transportation policies and projects, effective strategies for communicating with decision makers, and the value of learning about successes and failures through planned and natural experiments.



Speaker: Joe Schofer

Joseph Schofer is Professor of Civil and Environmental Engineering and Associate Dean for Faculty Affairs of the Robert R. McCormick School of Engineering and Applied Science at Northwestern University. His specialty is transportation and infrastructure planning, policy analysis, and the use of data and information for supporting infrastructure management decisions. Recently he has focused on long- and short-term decision making to address disruptions due to extreme natural events. He is a National Associate of the National Research Council of the National Academies and is actively engaged with the Transportation Research Board (TRB), having had nearly 40 appointments as member and chair of committees and conference planning units. He has chaired three NRC policy committees, and he currently chairs TRB's Data and Information System Section and two conference committees on performance measurement. He is the 2011 recipient of TRB's Roy Crum Award for outstanding achievement in transportation research, and he presented TRB's Thomas B. Deen Distinguished Lectureship in 2014. Prof. Schofer is a member of the Advisory Committee on Statistics for the U.S. Department of Transportation's Bureau of Transportation Statistics, the Transportation Committee of the Chicago Metropolitan Agency for Planning, and the Citizens Advisory Board of Pace, (Chicago area Suburban Bus Board). As a part of his commitment to informing the public about the importance, operation, and challenges of American infrastructure, he hosts a technically-oriented podcast for which he has interviewed over 50 experts on various infrastructure systems (the infrastructureshow.com). At Northwestern, Schofer has served as Director of the Transportation Center, Chairman of the Department of Civil and Environmental Engineering, Interim Dean of Engineering, and Director of the Infrastructure Technology Institute. Prof. Schofer earned his B.E. degree in Civil Engineering from Yale, and his M.S. and Ph.D. in transportation engineering from Northwestern University.

For questions, please contact Ms. Maria Bayya, assistant director for PacTrans at

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