

# ite TRANSTALK

A Publication of the Institute of Transportation Engineers ITE Metropolitan Section of New York & New Jersey

Volume 5, Issue 3

September 2003

## FROM THE EDITOR

By MAYER HORN, P.E.

*Editorials in TransTalk represent the opinions of the Editor. They do not necessarily represent the positions of the Institute of Transportation Engineers nor of its Metropolitan Section of New York and New Jersey.*

### Modes and Tools: Parochialism or Fashion?

In a world increasingly described as having a global economy, there remain significant lost opportunities if we, as transportation engineers, fall victim to two potential pitfalls:

- **Parochialism:** If the fact that some traffic treatment or transportation measure works in another location - perhaps even another city in this country - but has not been employed locally prevents its introduction, then we suffer from simple parochialism. In other words, if it weren't invented here - or at least not used here - then it won't work here.
- **Fashion:** Although most of us do not think of transportation as a fashion industry, actual experience suggests otherwise. In the post World War II era, "fashion" dictated the demise of urban surface rail vehicles - street cars, trolley cars. When federal funding for what is now called "heavy rail" - commuter or suburban rail and rail rapid transit or subways or metros - became inadequate compared to the demand, surface rail was invented. It was given the name LRT - light rail transit. When the federal aid applications for LRT exceeded the supply of federal aid funds, a new mode was invented: BRT - bus rapid transit - the latest in fashion.

Traveling around just our country - not counting the innovations from other countries (BRT came from Curitiba, Brazil although the Brazilians apparently didn't use this term) - there are simply things that do not exist in our New York - New Jersey region, but perhaps should. In Seattle, the site of this year's ITE Annual Meeting, one finds diesel buses, diesel articulated buses, electric trolley buses, articulated electric trolley buses, and even dual mode diesel and electric articulated trolley buses. All of the buses of each of these types has a bike rack on the front. In Minneapolis, the site of this year's AASHTO Annual Meeting, not only is there a transit and pedestrian mall, but there are (otherwise) one way streets with contra flow bus lanes. A one way bike lane is next to the bus

lane in the same direction as the bus lane, but further from the curb; bikes thus are in the middle of the roadway operating contra-flow between contra-flow buses and primary direction motor vehicles. Bike lanes in our region are like Rodney Dangerfield: they get no respect. And bike racks on buses: has anyone seen any lately around here?

There are various tools used by transportation engineers that should be part of our arsenal, to be used when and where appropriate. Reversible lanes, reversible roadways, much more conspicuous signage (*e.g.*, internally illuminated or LED turn restriction signs) which could be passively controlled (*e.g.*, clock driven) or actively controlled (*i.e.*, from a control center depending on traffic conditions) are all tools that should be available to our professional community, in every community.

Just as the traffic engineers among us lack access to potentially valuable tools, the transit planners are even more limited by restrictions on mode choice. "Mode choice" is typically used to refer to the travel mode that a traveler chooses. Here that term means something else: modes that cannot be considered, no matter how appropriate for a particular project because they are not fashionable. Does anyone really think that an extension of the 7 subway to the Javits Center makes sense? It does, or at least might, if the only choices are subway extension or conventional bus operating in shared right-of-way congested traffic. Surely, there could be other choices: Imagine buses operating in an exclusive right-of-way with traffic signal priority at intersections. Or imagine light rail in an exclusive right-of-way, also with traffic signal priority (TSP). Imagine that the 7 subway extension will not connect the Javits Center with Penn Station. Imagine that there still will not be a single vehicle connection between Penn Station and Grand Central. Now let's go back to that LRT with TSP: Our Met Section has hosted a presentation on LRT on 42<sup>nd</sup> Street. Imagine a simple LRT system: along both 42<sup>nd</sup> and 34<sup>th</sup> Streets with some light rail vehicles (LRVs) using 8<sup>th</sup> Avenue and some 12<sup>th</sup> Avenue. There would be single vehicle connections among all of the midtown terminals (including PATH and the ferries). Imagine it in exclusive right-of-way. Imagine bypassing the routine congestion - gridlock - on 8<sup>th</sup> Avenue at the Port Authority Bus Terminal. Compare this with the 7 extension: Vastly more benefit; vastly lower cost. But not available in New York. Not in fashion.

Electric trolley buses (ETBs) were once operated in Brooklyn on several routes, including 23, 45, 47, 48, 57, and 62.

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**PRESIDENT'S COLUMN***By Anand Paluri, P.E.*

My Fellow ITE Members,

I hope you all enjoyed the summer and your vacations and are back at work doing what we love to do.

As the saying goes "Time flies when you are having fun". We have already crossed the midway mark for this year and many activities and events have taken place and many are planned. Since our last newsletter, two major events have taken place:

- ITE District 1 Meeting in Rochester, NY
- ITE Annual Meeting in Seattle, WA



I had the opportunity to represent our section at both these meetings. Although the meetings are expensive, they have been extremely informative and educational. I am convinced that the best way to keep in touch with our advancing field and to learn from experiences of others is to attend these meetings. The District meeting gives a regional while the annual meeting provides national and international perspectives. Our section was well represented at both the meetings.

Our unique team of experienced veterans and talented pool of young guns have retained the District 1 Traffic Bowl championship, yet another year. Kudos to Lee Goodman (who knows everything you want to know about transportation engineering, but were afraid to ask), Paul Streb, and Talha Ahmad. Michael O'Rourke and I have already started preparations for hosting the 2005 District 1 meeting. We will be looking forward to your participation and active involvement to make it a grand success.

Section meetings for the remainder of the year are already finalized and the actual dates and programs are noted in this newsletter. I have sent a request to various committee chairs to resume/activate their committee programs. I will follow up this request by contacting each committee chair in the near future.

I appreciate your support, involvement and commitment to the section. I am looking forward to a MORE productive and rewarding second half of my tenure.

That's all for now. Talk to you in the next issue of TransTalk.

**2003 DISTRICT ONE ANNUAL MEETING***By LORENZO ROTOLI, MEETING CHAIRMAN*

It was the New York Upstate Section's pleasure to host the 2003 District 1 Annual Meeting, which was held at the Lodge at Woodcliff on May 7-9, 2003 in Rochester, NY. The Meeting was an exciting event that offered informative technical sessions, great tours, and fun social events. Approximately 150 people attended the Meeting from the various Sections. It also included attendance by four past International Presidents.

A private Welcome Reception was held at the International Museum of Photography and Film at George Eastman House. The gracious home and lavish gardens of Kodak's founder, George Eastman, as well as the Museum's two theaters and contemporary galleries served as a historic setting for our event. The "Ice Breaker" allowed guests to socialize, catch up with old friends, and meet new people. During this social event, Peg Dolan provided live music entertainment.

The ITE International Vice Presidential candidates, Don Henderson and Tim Harpst, traveled from the far west to present their visions for ITE. During the Annual Luncheon, ITE International President, Jack Freeman addressed the District One membership on the current state of ITE. District One's Chairman Mark Kulewicz and International Director Rick Zabinski updated the membership on the state of affairs for our District.

*(CONTINUED ON PAGE 3)*

## IN MEMORIAM

### DR. LOUIS J. PIGNATARO

It is with deep sorrow that we note the passing of Dr. Louis J. Pignataro on Friday, July 25, 2003, of cancer, in Brooklyn, New York. Lou was a Fellow in the Institute. He was a mentor to many ITE members, particularly in the Met Section. Dr. Pignataro is recognized as one of the nation's leading educators and researchers in transportation. He developed interdisciplinary programs in transportation at the New Jersey Institute of Technology, as well as at CUNY, and the Polytechnic Institute in Brooklyn, NY. He was responsible for the New Jersey Board of Higher Education's authorizing NJIT to award designated M.S. and Ph.D. degrees in Transportation. Lou influenced thousands of students in the United States and abroad through his dedication to the transportation field. His book, *Traffic Engineering: Theory and Practice*, was used in over 65 universities in the U.S. and abroad, and was generally considered to be the definitive work on the subject. Lou was responsible for over 70 sponsored grants/contracts totaling millions of dollars benefiting thousands of students. Lou remained active in research and education throughout his entire life, and, at the time of his passing, he was the Executive Director of the New Jersey Transportation Information and Decision Engineering (TIDE) Center, a joint effort of NJIT, Princeton University, and Rutgers University. Lou was a genuinely sincere, strong and intelligent individual. His presence will be sorely missed, but he will remain with us always.

*The following was written by one of Lou Pignataro's former colleagues recalling Lou's contributions at Polytechnic University.*

Long-time ITE Fellow Lou Pignataro passed away on July 25. Lou was a pioneer in transportation research and education, having founded Master of Science and Ph.D. programs in Transportation Planning and Engineering at the then Polytechnic Institute of Brooklyn in the early 1960's. These were among the first formal programs in the nation to recognize the profession of transportation and traffic engineering. He went on to establish similar programs at City College of New York and at the New Jersey Institute of Technology. His textbook, *Traffic Engineering: Theory and Practice*, (Prentice-Hall, 1973) was the first written in the field, and is still used at many universities.

Lou had an extensive career in pioneering research, having been involved in fundamental work on highway capacity and quality of service, traffic operations, environmental and social impacts of transportation, transportation policy, and more recently, on intelligent transportation systems.

He leaves behind hundreds of former students and colleagues who benefited from his mentoring

## ANNUAL MEETING (CONTINUED FROM PAGE 2)

The NYSDOT Commissioner of Transportation, Joseph Boardman, presented the proposed Corridor 1 trade route between Canada and the USA, which highlighted the transportation without borders Meeting theme. The session also discussed TEA 3 and the reauthorization of federal transportation funds. Other technical sessions covered areas such as highway safety, transportation research initiatives, operations & management, North America's largest proposed mall - DestiNY USA, trail-way linkages, NY planning initiatives, the proposed Rochester-Toronto Fast Ferry, emergency management & security issues, vehicle detection technology, and traffic calming.

Two Technical Tours included visits to the Port of Rochester for the first Fast Ferry between Rochester and Toronto along with the adjacent O'Rorke Bridge bascule rolling lift bridge construction over the Genesee River. The Second Tour was of the recently opened Rochester Traffic Operation Center and the Emergency Operations Center.

Steve Gayle served as our very own Alex Trebek as host of the Traffic Bowl. The Met Section was victorious once again for the prestigious Traffic Bowl and will look forward to defending it in 2004. The Spouses and companions enjoyed Rochester's blooming lilacs at Highland Park, home of the world renowned Lilac Festival.

The Annual Awards Banquet highlight of the evening was Terry Rice winning the Harvey Boutwell Award, District One's highest honor. Two new additional awards were given out to New England Section for 2003 Section Activities Award and to UMASS-Amherst for 2003 Student Chapter Activities Award. The Awards Banquet also provided a murder mystery dinner, which tested the analytical problem solving skills of the ITE organization (the murder was eventually solved)!

Last, but certainly not least a special acknowledgement and thank you to the Local Arrangements Committee who dedicated their time and efforts for the last year and a half to work behind the scenes and make the 2003 Meeting a success.

### Meeting

<b>Co-Chairmen:</b>	<i>Lorenzo Rotoli &amp; Terry Rice</i>
<b>Publicity:</b>	<i>Mike Croce &amp; Brian Stephenson</i>
<b>Registration:</b>	<i>Paula Benway</i>
<b>Technical:</b>	<i>Frank Dolan, Dan Aken, &amp; Dave Tuttle</i>
<b>Facilities:</b>	<i>Chris Smith &amp; Rick VenVertloh</i>
<b>Tours &amp; Social Events:</b>	<i>Terry Rice &amp; Scott Leathersich</i>
<b>Finance:</b>	<i>Keith Mortimer</i>
<b>Vendors &amp; Sponsors:</b>	<i>Rik DiCesare &amp; Frank Bonn</i>

## FROM THE EDITOR (CONTINUED FROM PAGE 1)

Quiet and non-polluting. Excellent acceleration and very smooth. Cities such as Seattle prove that the wires can be quite unobtrusive. Certainly they should be considered for local routes in New York City, including crosstown routes, e.g., those through Central Park. Would New York City Transit have as difficult a task in gaining community acceptance for siting bus storage depots if the buses being stored were ETBs? In a city with so much asthma, especially in minority communities, would ETBs be welcome?

Our region pays an enormous price for wearing blinders. Our commuter rail system, particularly the lines into Manhattan's Penn Station, are severely over loaded. There have been a number of studies, including ARC - Access to the Region's Core. But these studies have been handicapped by one constraint: They insist that Penn Station continue to operate as Penn Terminal, that (other than some Amtrak trains) no trains operate through the station - what has been termed "through running." This means that the Penn Station system - including the tunnels under both rivers and all of the station tracks - must operate under the load of accommodating extra, empty trains, and reversing trains. Imagine trains from Raritan to Ronkonkoma, not because many people are traveling between the two lines (although Long Islanders being able to reach Newark and New Jerseyans able to reach Jamaica and JFK does have real value), but because it is more efficient to not turn trains around at Penn Station than to through run them to the other side - in revenue service. Imagine having to restrict the opening of Secaucus Transfer Station to just weekends because there is not enough capacity from New Jersey into Penn Station, Manhattan. Imagine having to build a Secaucus Transfer Station rather than a Secaucus Connection to allow a single seat ride into Penn Station from New Jersey Transit's Main, Bergen, and Pascack Valley lines because there is not enough capacity from New Jersey into Penn Station. Currently, no trains from Raritan even make it to Manhattan, terminating instead in Newark because *there is not enough capacity from New Jersey into Penn Station.*

Wearing blinders is not confined to the transit side of our profession. While Mayor Bloomberg has mentioned restoring tolls to the currently free East River Bridges (they were eliminated in 1911 as a political action), there has been no apparent consideration of congestion pricing on the congested portions of our highway system. While NYSDOT's LITP 2000 claims to have considered tolling as part of a strategy to manage congestion on Long Island's highways, the results suggest that the consideration was perfunctory. (Note: The ITE Met Section Board has endorsed LITP 2000.) The HOV lane on the Long Island Expressway - moving toward completion from eastern Queens to central Suffolk - could be an HOT lane under a variety of operating para-

*(CONTINUED ON PAGE 12)*

## MAXCELL® INTRODUCES TWO NEW FLEXIBLE FABRIC INNER DUCT PRODUCTS

Clifford of Vermont now has two new MaxCell inner duct products: plenum rated and inner duct with tracer wire. MaxCell is a patented, flexible, textile inner duct that utilizes up to 80% of conduit space without affecting cable-pulling tension. It takes on the shape of the cable in the conduit leaving virtually no unused space after placement. In many cases MaxCell can triple the capacity in a conduit.

Plenum MaxCell is available in the 1.25" 1-Cell, or teardrop product, 2" 2-Cell, 2" 3-Cell, and 3" 3-Cell product lines. This low-smoke, low-flame version is suitable for plenum and riser rated applications. This plenum rated inner duct can provide multiple low-friction pathways for installation of plenum cable in building environments and has UL approved plenum-rated pull tapes. It is compliant with UL 2024A standard "Outline of Investigation for Optical Fiber Cable Routing Systems" with respect to Flame Propagation and Smoke Density values (Plenum).

MaxCell with tracer wire, or Detectable MaxCell, features an 18-gauge copper wire that is inserted into the edge of the material. Using Detectable MaxCell is a reliable method for locating cables deployed in buried conduit network systems. It is detectable with any industry standard toning equipment. This new detectable product is available in all MaxCell products lines: 1.25" 1-Cell (Teardrop), 2" 2-Cell, 2" 3-Cell, 3" 3-Cell, and 4" 3-Cell.

Due to the imbedded wire feature, Detectable MaxCell is easy to install and requires no additional pull tapes for installation. The tracer wire will not become entangled or impede cable installations, nor increase pulling tensions or friction on cables during installation. No special installation techniques will be required beyond standard MaxCell procedures.

MaxCell products provide many key advantages over traditional inner duct. It is more cost effective as it maximizes the number of cables that can be introduced within a conduit, it minimizes the cost of construction of congested cable networks and is easier to install due to fabric flexibility.

For more detailed information and pricing on all the MaxCell products, contact Cyrus Parker, Sales Manager, at 800-451-4381, #264.

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## MARK YOUR CALENDARS!!

### Remaining Fall Schedule of Meetings:

**October 23** - Arthur's in Hoboken - Automatic Parking Facilities

**November 20** - Riccardo's in Astoria - Transit Projects and Programs

**FREE COURSE:**

**MANAGING INFORMATION FOR SUCCESS:  
YOUR ROLE IN A CHANGING BUSINESS**

The National Transit Institute is presenting a FREE course (\$300 for consultants & contractors) entitled "Managing Information for Success: Your Role in a Changing Business" in Albany, New York on October 23, 2003.

If you are interested in attending, please complete and fax the Registration Form to 732-932-1707 as soon as possible.

**Purpose**

With the advent of transit Intelligent Transportation Systems (ITS) and other technology changes, data and information management issues for transit management have been compounded. This one-day overview course will assist transit General Managers and senior transit managers with understanding and successful directing of ITS and information Management initiatives within their organization.

**Objectives**

- Identify the need for effective information management, given transit's changing business environment
- Identify strategic, policy and budgetary implications of information management decisions
- Provide strategies for having more effective ITS and information management systems
- Understand the value of an integrated Transit Information Enterprise
- Understand key roles of a manager in ensuring effective implementations of information management systems
- Provide examples, lessons learned and a case study for discussion

**Audience**

The targeted audience for this non-technical seminar is transit General Managers and senior transit managers.

Senior project managers responsible for implementing and integrating ITS projects may also benefit.

Course Instructors

Nancy Neuerburg N-Squared Associates

Bolly Okunieff Systems & Solutions, Inc.

Dr. Robert Paaswell Director, University Transportation

Research Center-Region 2

**Schedule**

8:00 am Registration 8:30 am-3:30 pm Class

**CEUs**

Participants will be awarded .6 CEUs (Continuing Education Units) for full attendance of the course.

**Registration Information**

This course is designated as a Federal Program. Responsibility topic and is free to public sector staffs engaged in the provision of mass transit services. Tuition is \$150 for all others including contractors and consultants. Registration is required for all participants. Tuition, if applicable, is due with registration. Please include your check or money order payable to Rutgers University-

NIT. If you are required to pay tuition, your registration cannot be processed without payment. Attendees should make their own travel and lodging arrangements. All training is held in accessible facilities. Please advise at least two weeks in advance, if you require special accommodations and course materials.

**Refund and Cancellation Policy**

Refunds take about five weeks to process. No refund will be issued if a FAX or written cancellation is not received and acknowledged. Cancellation with full refund will be accepted until 14 days prior to the class. No refunds will be given for cancellations received after that date. Those who have registered but are unable to attend may send a substitute. Send registration to: Registrar, National Transit Institute, Rutgers, The State University of NJ, 120 Albany Street, Tower Two, Suite 250, New Brunswick, NJ 08901-2126 If no tuition is required, fax your registration to: 732-932-707. For more information call 732-932-1700 or visit our website at www.ntionline.com.

MANAGING INFORMATION FOR SUCCESS:  
YOUR ROLE IN A CHANGING BUSINESS  
REGISTRATION FORM  
ALBANY, NY OCTOBER 23, 2003

PLEASE PRINT.

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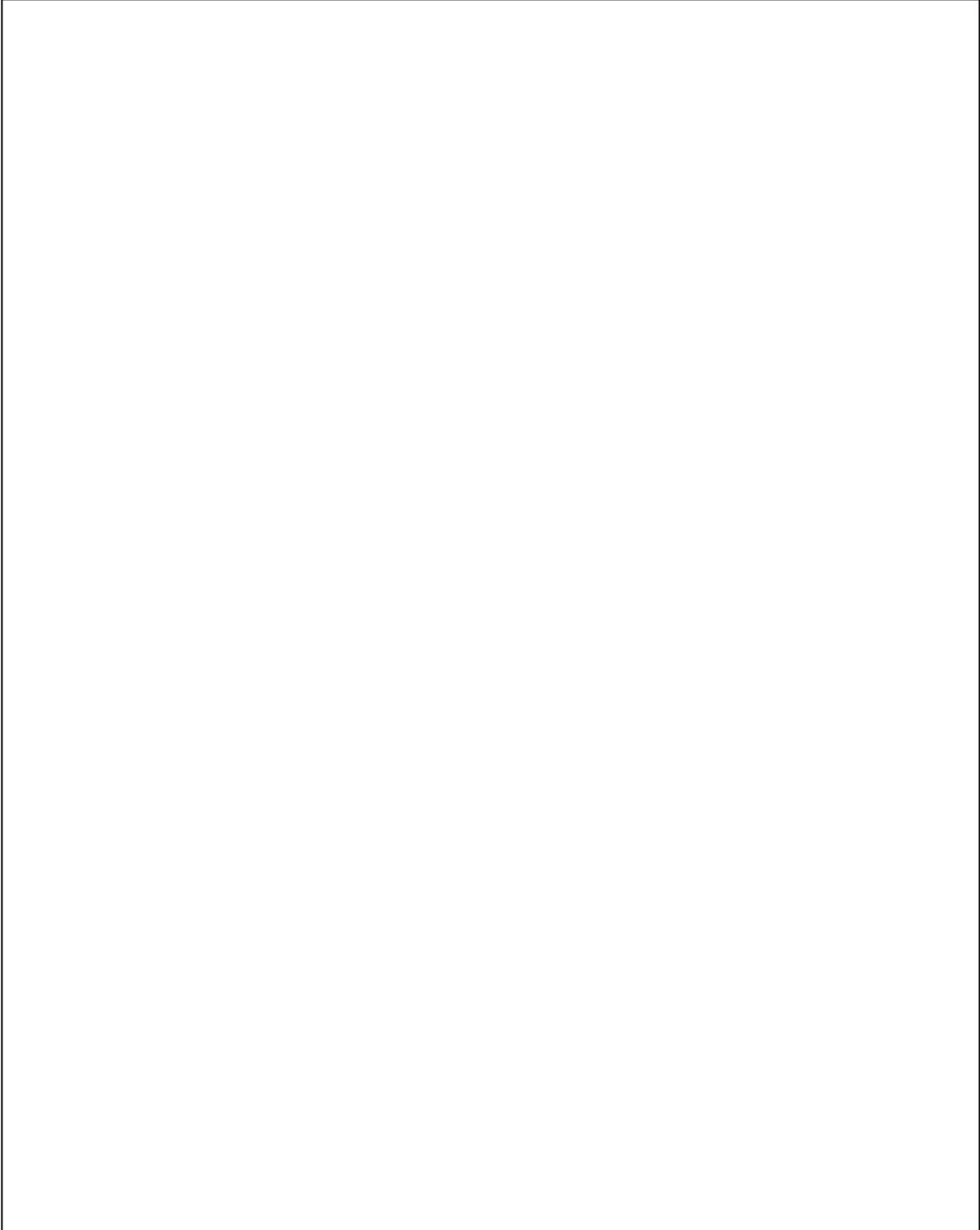
\* Indicate name as it should appear on course completion certificate

Fee if applicable: \$150 (see Registration Information)  
 Check enclosed payable to Rutgers University-NIT

**Send your payment and registration to:** Registrar, National Transit Institute, Rutgers, The State University of New Jersey, 120 Albany Street, Tower Two, Suite 250, New Brunswick, NJ 08901-2126.

**If you are exempt from paying tuition, fax your registration to:** 732-932-1707.

**For more information call NIT at 732-932-1700.**













## KLD DISTRIBUTES AIMSUN

KLD Associates, Inc. has announced that it is distributing and providing marketing and technical support for **AIMSUN** in the U.S., Canada, and Japan. **AIMSUN** is a very robust simulation model developed by Transport Simulation Systems of Barcelona, Spain. **AIMSUN** is the Advanced Interactive Microscopic Simulator for Urban and non-urban Networks. The **AIMSUN** micro-simulation model of traffic flow, is part of an integrated software environment called **GETRAM** - Generic Environment for Traffic Analysis and Modeling. **GETRAM** is comprised of the following:

- **TEDI** - The Graphical User Interface for specifying the analysis network;
- **AIMSUN** - The Traffic Simulation Model that includes a 2-D animation display capability;
- A network database and a module for storing results and traffic demand patterns;
- An Application Programming Interface (API) for interfacing with other software models; and
- A 3-D Animation display capability.

**AIMSUN** is an easy to use, intuitive and flexible modeling tool. It is robust and can accommodate the specification of traffic demand using entry volumes and turning movements, as well as the specifications of Origin-Destination Demand. It is armed with a variety of analysis tools in the form of statistics and time-series plots of system variables in real time.

**AIMSUN** also provides the ability for the user to interact with the simulation model in real time. With its interface to planning software such **EMME/2**, it is a very powerful tool that can be seen as a marriage between planning and operations studies. One of its strong points is its ability to tailor the model to ones requirements, using the API, thanks to its Object Oriented Design.

The product can be licensed in different forms with a choice of components. Licensing and pricing information is available on the web at:

<http://www.kldassociates.com/aimsun.html> and follow "Instant Price Quote".

**AIMSUN** is a Windows based application written in C++ using X-Windows. It is programmed for Windows9x, Windows NT, Windows 2000 and Windows XP. The demonstration version of the software is available for download at the following site: <http://www.aimsun.com/demo.html>.

**AIMSUN** is well documented and has very good technical support. In addition to the help desks through KLD, there is a very active user group that provides support. For additional information, kindly visit the following web sites:

<http://www.aimsun.com/documents.html-Documentation>  
<http://www.aimsun.com/support.html-Support>

To obtain an **AIMSUN** demo CD and brochure and for any other questions, send an email to [aimsun@kldassociates.com](mailto:aimsun@kldassociates.com)

## FROM THE EDITOR (CONTINUED FROM PAGE 4)

digms or a managed lane - the latest concept, if only we were not wearing blinders. Surely, when you risk missing a flight because of traffic congestion, paying to use a managed lane is an attractive option even if you would not normally want to pay to use this lane. As noted in this column before, although lack of congestion could indicate a low level of economic activity, congestion is costly to the economy and to transit operators whose buses are mired. From the transit agency's perspective, buses should operate in lanes that are congestion-free. Whether a particular lane is bus only, HOV3 with a toll for HOV2 and SOVs, or HOV2 with a higher toll for SOVs is an analysis issue for planners and engineers; the key is that it must be congestion-free. And managed to be congestion-free. Current widespread practice where there is any kind of priority lane is to eliminate the priority whenever there is an incident - exactly when it is needed most. The days of fixed rules - HOV2, HOV3, or whatever - should be regarded as obsolete. Lanes should be managed to be congestion-free for emergency vehicles, for transit, and for some others, including all those willing to pay.

### Cell Phones

Cell phones distract. Although some local communities and New York State ban the use of hand-held cell phones while driving, studies have shown that the primary problem with using cell phones is the distraction; it doesn't make much difference whether the phone is hand-held or not. In some circumstances, e.g., on rural freeways, the distraction is not much of a problem. In congested urban driving, the distraction can produce crashes.

A personal experience: I was driving in an environment where the decision-making was minimal. I felt I could safely use my cell phone (hands-free, of course) while driving. I made a complete stop at a stop sign, despite the lack of potential conflict, due to the recent presence of police writing tickets for motorists who failed to stop. The driver of the following vehicle - a luxury SUV - claimed that his anti-lock brakes kept pumping and the slippery surface (I had no problem) caused the rear-end crash. Had I not been on my cell phone, might I have been able to accelerate before making the complete stop, thereby avoiding the crash?

## MARK YOUR CALENDARS!!

### Remaining Fall Schedule of Meetings:

**October 23** - Arthur's in Hoboken - Automatic Parking Facilities

**November 20** - Riccardo's in Astoria - Transit Projects and Programs

## The Orient Express: Business Mission to China October 11 - 25, 2003

(PARTICIPANTS CAN JOIN GROUP AT NEW YORK, HONG KONG OR SHANGHAI)

**Supported by:** *Long Island Association, National Institute for World Trade, Long Island-Asia Development Corporation, New York District Export Council, Hong Kong Trade Development Council, Asian-American Business Development Group, World Bank, Chinese Hospitality Association, Bank of China, China Reform and Development Forum Committee, Chinese Academy of Science, China Banking Regulatory Commission, United Nations Development Program*

To help Long Island (Queens, Nassau, Suffolk) companies better understand the opportunities and challenges in the Chinese market and to meet with potential business partners.

### **New opportunities for Long Island Companies...**

Recent advancement in China's commercial code and in intellectual property enforcement has for the first time created a business environment that is becoming appropriate for smaller companies, (which characterize the Long Island region), to enter this vast new market with greater safety than heretofore.

The Chinese market now affords significant opportunities for businesses and organizations that seek to sell their products and services in that country. These opportunities have been further enhanced by the reduction in tariffs and regulations associated with China's ascension into the World Trade Organization.

### **Quick Facts about Chinese Economy, 2002...**

- Annual real growth rate of 8% and an industrial production growth rate of 12.6%. Fastest pace of any of the world's big economies.
- GDP of \$5.7 trillion, GDP per capita of \$4,400, GDP by sector: agriculture 15%, industry and construction 51% and services 34%.
- Exports to US \$120 billion and imports from the US \$20 billion.
- Largest recipient of foreign direct investment (FDI) in the world, supplanting the United States.
- Over \$350 Billion in foreign cash reserves.

### **About the Orient Express...**

The Orient Express is designed exclusively for Long Island companies that are interested in the potential China has to offer. The program arranges appointments with top government organizations and associations, Chinese and foreign-invested companies and industry experts. The program also arranges individualized meetings for each participating company.

### **Business Meetings With...**

Government officials	Industry associations
Manufacturers and distributors	Consulting companies and experts
Legal and accounting firms	American Chamber of Commerce
Medical schools and hospitals	Potential business partners
Technical standards associations	Banks and financial institutions

### **Cities on the Orient Express...**

*Hong Kong*, Hong Kong is the living fusion of East and West. The harmonious blend of things ancient and modern, and of ethnic Chinese influences and British colonial traditions, creates an irresistible mix of culture and heritage. Hong Kong has a free market economy highly dependent on international trade. Natural resources are limited, and food and raw materials must be imported. Even before Hong Kong reverted to Chinese administration on 1 July 1997 it had extensive trade and investment ties with China. Hong Kong is looking to further integrate its economy with China.

*Shenzhen*, situated in the southern coastal area of Guangdong province, 160 kilometers away from Guangzhou, 35 kilometers from Hong Kong and Jiulong; the biggest entry and exit port in China. The amount of imported and exported goods through Shenzhen Port exceeds 38 million tons, accounting for 11% of the total for all of China.

*Fuzhou*, capital city of Fujian Province is located on China's southeastern coast. With a long tradition as a coastal port, Fuzhou is the major coastal city between Hong Kong and Shanghai. As the central city of a province with many ethnic and linguistic links to Taiwan, Fuzhou has benefited from cross-strait investment and is today a major commercial and manufacturing.

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## ORIENT EXPRESS (Cont'd)

*Shanghai*, the fastest growing metropolitan city in China, has a long Western tradition, experienced market driven economy and strong manufacturing capabilities. The business climate is excellent and people resources are abundant. The cultural amenities in this city are some of the finest in the world in terms of museums and the performing arts.

*Wuxi*, crowned with the name of "Little Shanghai", Wuxi is one of the origins of Chinese national industry. The open reform has witnessed its dramatic economic development and made the city a glittering economic star in the coastal areas. The fascinating landscape, first-class investment climate and special financial opportunities have turned Wuxi into a locus for foreign investors.

*Long Island*, an upscale suburban Western style community outside of Shanghai

*Beijing*, the capital of the People's Republic of China, is the nation's political and cultural center, and is an excellent place in which to develop your "business contacts".

### Mission Leaders...

- *Mr. Spencer Ross*, President of the National Institute of World Trade and Executive Director of Long Island - Asia Development Corporation. Experience in China and related international markets since 1980.
- *Dr. Carl Berkowitz*, Education Coordinator, Long Island - Asia Development Corporation. Experience in the China market since 1978.
- *Mr. Dong Chen*, Coordinator Shenzhen and Fuzhou, Long Island - Asia Development Corporation. Born in Fuzhou and active in China – US business development.
- *Mr. Eric Berkowitz*, Director for Business Development, Long Island - Asia Development Corporation. International business consultant has lived and worked in Shanghai and other Chinese cities.
- *Mr. Jeffrey Hu*, Long - Asia Development Corporation, Coordinator, Beijing and Shanghai. Lives and works in Beijing. Seven years of experience assisting US companies in the China market.

### Business Itinerary...

Business meetings in all cities

### Professional Liaison...

A bilingual Chinese citizen will accompany participants. This liaison person acts as an interpreter, local guide, and general problem-solver.

### Mission Size Limitation...

To provide focused attention to the interest of participating organizations we must limit the size of this trade mission and must therefore limit the number of specific industry sector representatives on a first-come basis.

## VALUE OF THE PROGRAM

- Gain invaluable experience in China's business environment.
- Develop a better understanding of market entry strategies, governmental procedures and regulations, business practices, and specific industry opportunities; the tools necessary to successfully conduct business with china.
- Gather first hand knowledge of attractive industry sectors.
- Meet with government officials, senior executives from local and foreign companies, consulting firms, industry associations, medical schools and hospitals.
- Workshops with potential business partners and representatives.
- Breakout sessions will be organized for companies and organizations to meet with distributors, customers, Chinese companies and experts in their field.

## GENERAL INFORMATION

### Program Dates:

October 11 – October 25, 2003

October 26-30, 2003 (Optional extension to attend International Finance Forum in Beijing)

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## Orient Express (Cont'd)

### Mission Fee:

*Cost per participant* is \$2,299 (Does not include International Finance Forum, see page 4)

*Optional extension* is \$125 per day (double occupancy) including hotel, meals and cultural program.

Forum registration \$200/day.

*Note:* Single occupancy charge is additional.

### Included in Mission Fee:

- International flight from NYC to Hong Kong and Beijing to New York
- US airport departure taxes
- Intra China flights
- Airport transfers
- Bus transportation to/from meetings and excursions
- 4-star hotels (double occupancy), single occupancy \$565 additional
- Hotel breakfast and some lunches and dinners
- Business meetings
- Cultural activities
- Orientation seminar and briefing materials

### Not Included in Mission Fee:

- Travel insurance
- Passport fee
- Visa fee and service (\$75)
- Local China airport fees and taxes
- Some meals
- Independent activities
- Gifts and presentations
- Tips to local guides and drivers

### PROGRAM SCHEDULE

It should be noted that participants are able to join the program in New York or Shanghai. The 15-day program includes Hong Kong, Shenzhen, Fuzhou, Shanghai, Long Island (suburb of Shanghai, see city description), Wuxi, and Beijing

**Day 1** (Saturday, October 11th) • New York/Hong Kong

**Day 2** (Sunday, October 12th) • Hong Kong

*Arrive in Hong Kong. After checking into the hotel, attend orientation*

*Program in Hong Kong arranged by Hong Kong Trade Development Council*

**Day 3** (Monday, October 13th) • Hong Kong

**Day 4** (Tuesday, October 14th) • Hong Kong/Shenzhen

*Program in Shenzhen arranged by city government and local business organizations*

**Day 5** (Wednesday, October 15th) • Shenzhen

**Day 6** (Thursday, October 16th) • Shenzhen/Fuzhou

*Program in Fuzhou arranged by provincial government and Long Island-Asia Development*

**Day 7** (Friday, October 17th) • Fuzhou

**Day 8** (Saturday, October 18th) • Fuzhou/Shanghai

*Program in Shanghai arranged by city government, local business and trade groups, Long Island Asia Development*

**Day 9** (Sunday, October 19th) • Shanghai (visit Long Island Community)

**Day 10** (Monday, October 20th) • Shanghai (establish local office)

**Day 11** (Tuesday, October 21st) • Shanghai/Wuxi

**Day 12** (Wednesday October 22nd) • Shanghai/Beijing

**Day 13** (Thursday October 23rd) • Beijing

*Program in Beijing arranged by national government, local business and trade groups, Long Island Asia Development*

**Day 14** (Friday October 24th) • Beijing

**Day 15** (Saturday October 25th) • Beijing/New York

*Depart for airport by bus and return to the United States.*

### Special Mission Workshops

- Hong Kong, Expressway to China
- Shenzhen, Gateway to the Pearl River
- Fuzhou, Untapped Business Opportunities
- Shanghai, Pudong Development Zone
- Long Island Community an Example of Real Estate Development Opportunities
- The Rapidly Emerging Health Care and Health Products Industry
- Educational and Training Opportunities for US Colleges and Universities
- Accounting Firm - Repatriating Profits, Local Accounting Practices and Taxes
- Ministry of Foreign Trade and Economic Cooperation - Chinese Market Rules and Regulations
- Strategy Consulting Firm - Doing Business in China: Successful Market Entry Strategies
- Law Firm - Navigating the Chinese Regulatory Environment: Business Law and Regulations
- Impact of WTO Entry on Foreign SME's Doing Business in China
- Transporting Products to/and Within China and Dealing With Chinese Customs and Duties.
- One-On-One Meetings and Networking With Potential Business Partners

### Optional Extension

**2003 International Finance Forum, Beijing, October 28-30th**

Sponsored by China Reform and Development Forum Committee (CRDFC), the Global Compact Office of the United Nations, China Academy of Social Sciences (Institute of Economics, finance and Global Compact), Development Research Center of the State Council is to be held on October 28-30, 2003 in Beijing, China. This forum will be the most significant international summit on finance endorsed

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# TRANSTALK

A PUBLICATION OF THE INSTITUTE OF TRANSPORTATION ENGINEERS

## **KLD Associates, Inc.**

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### **Orient Express (Concluded)**

at the highest levels of new Chinese government. It has the special support from People's Bank of China, China Banking Regulatory Commission, United Nations Industrial Development Organization (UNIDO), United Nations Development Programs Business Partnership Division (UNDP), the World Bank, as well from senior leaders in Chinese government, and relevant international organizations.

The Forum will provide a matchless opportunity to communicate with senior leaders of the Chinese government and to gain an understanding of the latest orientation and development guidelines for the Chinese finance community. The Forum will provide first hand, unique and exclusive insights into the deliberations and outcomes of the October Third Plenary Session of the 16<sup>th</sup> Congress of the CPC which will provide the guiding framework for the development of financial policies, the development of private capital markets and reform of the central bank.

Share your experience and expertise with high-ranking officials of Chinese government, senior business and financial executives from the international community and eminent academic leaders from China and world as together we explore the future of the Chinese and international capital markets.

**For Further Information:** Carl Berkowitz at 631-878-7419, [cmberkowitz@hotmail.com](mailto:cmberkowitz@hotmail.com)

### **KLD MOVES OFFICE**

KLD Associates, Inc. moved its headquarters office to Commack, Long Island, New York after being in nearby Huntington Station virtually since its founding in 1971. It outgrew its former space.

The company, with over 100 employees, is best known for its specialized skills in the development and application of traffic simulation models and other software development, including HCM/Cinema and SIG/Cinema software for isolated signalized intersections developed jointly with Polytechnic University. KLD's new contact information is as follows:

KLD Associates, Inc.  
47 Mall Drive, Suite 8  
Commack NY 11725  
Tel: 631-543-6500  
Fax: 631-543-4330

The email system that the company is using is generally first initial and last name @kldassociates.com. In addition, there are a number of specialized email addresses, including [marketing@kldassociates.com](mailto:marketing@kldassociates.com), [aimsun@kldassociates.com](mailto:aimsun@kldassociates.com), and [cinema@kldassociates.com](mailto:cinema@kldassociates.com).