Dear Attendees:

Welcome to Futura ‘16 in Palm Springs, California! This year’s Futura offers a compelling agenda that will address big data and its dramatic impact on the world of transportation modeling. Technology is now being employed that will impact every single mode of travel as new travel options are being developed, new challenges for public policy are emerging, and new data is being generated and provided that can be used by planners and modelers to better understand transportation in the future.

On that note, I’m excited and honored to have three notable guest speakers in our field:

- Pilo Williumsen, the co-author of the leading textbook, “Modelling Transport”, and a well-known and experienced modeling practitioner. Traveling from London, Pilo will present on the topic, “Experience modeling using mobile phone and other sensor data.” His presentation will provide an overview of the advantages and disadvantages of sensors used to obtain trip matrix, travel times and other useful travel information such as ANPR, Bluetooth, GPS, mobile phone and WiFi data. Pilo will also lead a special session on the modeling of Autonomous Vehicles on Monday afternoon.

- Mikel Murga, a leading researcher and lecturer at MIT where he teaches courses in Urban Transportation Policy and Transportation Modeling. Mikel has many years of hands-on experience using Cube to study transportation planning issues. He will present “Learning from Available Data before Modeling” which will focus on Public Transportation networks and will challenge the traditional beliefs of modeling travel behavioral patterns based on a uni-modal person.

- Francisco Martinez, a professor and leading researcher at the University of Chile will present on advances in land use modeling at a special session on Wednesday morning.

Colleagues from around the world will also present intriguing papers describing innovative applications of Cube in their cities and regions. I personally look forward to hearing their stories and learning more about the challenges they’ve faced and how they found effective solutions. Citilabs staff will provide uniquely-designed training courses, and will also be on hand during “Office Hours” to meet with you and discuss your particular challenges and needs.

Thank you for attending Futura ’16 and making it a priority in your schedule and in your quest for professional development. I look forward to meeting each of you and exchanging ideas of how we can work together to create a better future.

With warmest regards,

Michael Clarke
President & CEO
Citilabs
VENUE
Conference functions will be held at:

Renaissance Palm Springs Hotel
888 Tahquitz Canyon Way
Palm Springs, CA 92262 | USA

REGISTRATION
The conference registration desk will be open:

Sunday – October 23, 6:30pm - 8pm | Ballroom Terrace
Monday – October 24, 8am - 9am | Andreas Room
Tuesday – October 25, 8am - 9am | Date Patio

OFFICE HOURS - CACTUS ROOM

Monday – October 24, 1pm-5pm
Tuesday – October 25, 8:30am - Noon & 1pm - 5pm
Wednesday – October 26, 8:30am - 11am

PRE-CONFERENCE TRAINING & EVENTS

SATURDAY - OCTOBER 22
10:00am  5:00pm  Introduction to Cube: Create Scenarios, Analyze Results / Cactus Room
Oliver Charlesworth, Citilabs

SUNDAY - OCTOBER 23
9:00am  4:00pm  Introduction to Cube: Developing, Calibrating and Validating Models / Pueblo A Room
Filippo Contiero, Citilabs

9:00am  4:00pm  Network Analysis: Modelling Public Transport with Cube PT / Pueblo B Room
Vipul Modi, Citilabs

12:00pm  4:00pm  Citilabs Golf Tournament, Westin Mission Hills
Tor Vorraa, Citilabs

6:30pm  8:00pm  Conference Registration / Ballroom Terrace

6:30pm  9:30pm  Welcome Reception / Ballroom Terrace
Heavy Hors d’oeuvres & Beverages
## FUTURA 2016 | INTERNATIONAL USER CONFERENCE

### MONDAY - OCTOBER 24

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Breakfast Buffet and Registration / Date Outdoor Patio</td>
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<tr>
<td>9:00am</td>
<td>Welcome &amp; Introduction - Michael Clarke, CEO, Citilabs</td>
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<tr>
<td>9:00am</td>
<td>The Era of Big Data and Transportation Planning - Michael Clarke</td>
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<tr>
<td>9:00am</td>
<td>Experience Modeling Using Mobile Phone and Other Sensor Data - Dr. Luis Willumsen, Kineo Mobility Analytics</td>
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<tr>
<td>9:00am</td>
<td>Learning from Available Data before Modeling - Mikel Murga, MIT</td>
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<tr>
<td>12:00pm</td>
<td>Lunch / Date Outdoor Patio</td>
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### 1:00PM - 2:30PM  CONFERENCE SESSIONS / SAN JACINTO & SANTA ROSA

**San Jacinto Room**
- Using Big Data to Power Streetlytics to Provide Who, When, Where and Why - Matthew Martimo, Citilabs
- Streetlytics: An Opportunity for Absolute Models Applied Incrementally - Michael Clarke, Citilabs
- Wrangling Big Data to Inform Transportation Decisions Using Cube, Python and ArcGIS - Mike Wallace, Fehr & Peers

**Santa Rosa Room**
- Cube-Based Freight and Passenger Models Supporting Railway Development in the United Arab Emirates and the Region - Tor Vorraa, Citilabs
- Using Cube Cargo to Enhance Multi-State Freight Planning - Scott Thompson-Graves, WRA
- Statewide Freight Demand Modeling for Multiple Activities - Dr. EunSu Lee, NJCU

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>2:30pm</td>
<td>Break</td>
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<tr>
<td>3:00pm</td>
<td>Special Session: Considerations in Modeling Autonomous Vehicles - Dr. Luis Williumsen, Kineo Mobility Analytics / San Jacinto Room</td>
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TUESDAY - OCTOBER 25

8:00am 9:00am  Breakfast Buffet and Registration / Date Outdoor Patio

9:00AM - 12:00PM  CONFERENCE SESSIONS / SAN JACINTO & SANTA ROSA

**San Jacinto Room**

- Modeling Multi-Modal Accessibility with Sugar Access  Matt Pettit, Citilabs
- Incorporating Accessibility into Models to Better Predict Active Transportation  Scott Thompson-Graves, WRA
- Creating an Even Playing Field - Project Prioritization with Sugar Access in the State of Virginia  Matt Pettit, Citilabs

**Santa Rosa Room**

- Park-and-Ride Transit Modeling by Multinomial Logit Choice with Capacity Constraints  John Gibb, DKS Associates
- Route Evaluation and Crowding in Cube Voyager PT  Filippo Contiero, Citilabs
- New Developments at Citilabs: Public Transit Simulation for Operations & Planning  Matthew Martimo, Citilabs

10:30am 11:00am  Break

**San Jacinto Room**

- Modeling Utilitarian and Recreational Bicycle Travel in Los Angeles County  Srinath K. Ravulaparthy, Cambridge Systematics
- Cycle Network Model for London (CYNEMON)  Vipul Modi, Citilabs

**Santa Rosa Room**

- Using Cube with Evolving IT Technologies  Katie Brinson, Citilabs
- The Ease of Using Cube in a Consulting Environment  Rob Schiffer, Stantec

12:00pm 1:00pm  Lunch / Date Patio

1:00PM - 2:30PM  CONFERENCE SESSIONS / SAN JACINTO & SANTA ROSA

**San Jacinto Room**

- Cube’s Most Loved Functions and Tools  Oliver Charlesworth, Citilabs
- Using Cube’s New Map Templates  Vipul Modi, Citilabs
- How to Take Your Results to ArcGIS On-Line  Matt Pettit, Citilabs

**Santa Rosa Room**

- Transport Planning Challenges and Model Developments in Melbourne, Australia  Julie Vinas and James Eunson, AECOM
- Using Cell Phone Operators’ Data for City Planning Purposes in Moscow  Alex Titov & Vladimir Gavrilin
- Is High Speed Rail a Solution for Better Travel?  Len Johnstone, Oriental Consulting

2:30pm 3:00pm  Break
TUESDAY - OCTOBER 25 CONTINUED

3:00PM - 4:30PM  CONFERENCE SESSIONS / SAN JACINTO & SANTA ROSA

**San Jacinto Room**

- Simulating “Smart Parking” and Rail Systems and Terminals with Cube Dynasim  
  Alberto Brignone, Citilabs
- Mesoscopic Simulation of Traffic Management Measures Using Cube Avenue  
  Roberto P. Rito Jr., TSP Consulting
- Enhancing Peak Hour Modeling with Cube Avenue  
  Lawrence Liao, TJKM

**Santa Rosa Room**

  Filippo Contiero, Citilabs
- Simplified Tour-Based Model in Cube Voyager Script  
  Bill Allen, Citilabs

4:30pm - 6:30pm  Palm Springs Rich & Famous Bus Tour

7:15pm -  Dinner at Las Casuelas Mexican Restaurant

WEDNESDAY - OCTOBER 26

8:00am  9:00am  Continental Breakfast / Date Outdoor Patio

9:00AM - 12:00PM  CONFERENCE SESSIONS / SAN JACINTO

9:00am  10:30am  Special Session: Cube Land II Workshop - Advances in Land-Use Modeling and Research Topics  
  Dr. Francisco Martinez & Pedro Donoso  
  University of Chile

10:30am 11:00am  Break

11:00am  12:00pm  Recap and Awards - Michael Clarke

POST-CONFERENCE TRAINING COURSES

THURSDAY - OCTOBER 27

**Chino A Room**

- 9:00am  4:00pm  Activity Based Modelling Using Advanced Scripting  
  Vipul Modi, Citilabs

**Chino B Room**

- 9:00am  4:00pm  Leveraging ArcGIS within Cube  
  Filippo Contiero, Citilabs

FRIDAY - OCTOBER 28

**Chino A Room**

- 9:00am  4:00pm  Cube Land Methodology and Practical Implementation  
  Filippo Contiero, Citilabs
FUTURA '16