



# INSTITUTE OF TRANSPORTATION ENGINEERS

MICHIGAN SECTION

## Summer Technical Session – Wednesday, July 16<sup>th</sup>, 2025 Kalamazoo, MI

Hosted by the Western Michigan University ITE Student Chapter

### Location:

Western Michigan University  
Student Center – 2<sup>nd</sup> Floor - Ballroom A  
1070 Student Center Loop, Kalamazoo, MI 49008

### Parking:

Lot 41 – No permit required, parking paid with registration

<https://maps.app.goo.gl/BdNLqCN8ZYfu66Zv6>

Lot 28 for ADA Accessibility

### Meeting Schedule

Check-In/Registration		
8:00 am	Doors Open: Registration, Coffee & Networking	
Morning Session		
Time	Topic	Presenter(s)
9:00 AM	Welcome	Moderator: Ellen Nightingale, ITE Technical Committee Chair
9:10 AM	The Role of Lighting in Nighttime Pedestrian Safety	Sia Mwende, Student at WMU
	<i>This presentation examines the role of lighting in nighttime pedestrian safety. It first assesses actual lighting levels at locations where severe pedestrian crashes have occurred. It then evaluates the effectiveness of smart lighting, specifically LED systems paired with Rectangular Rapid Flashing Beacons (RRFBs). The findings suggest that inadequate lighting plays a more critical role in nighttime pedestrian crash risk than previously recognized, and that smart lighting with RRFBs can significantly improve driver yielding and reduce vehicle speeds at poorly lit crosswalks.</i>	



9:40 AM	<b>The Evolution of Civic Communication</b>	<b>Nick Schrippa, Southwest Region Communications at MDOT</b>
<p><i>How connecting governmental agencies with the public has changed, it's wins and challenges.</i></p>		
10:10 AM	Break	
10:30 AM	<b>Road Construction in Kalamazoo and its Impact on Tourism</b>	<b>Raina Skeels, Destination Services Coordinator at Discover Kalamazoo</b>
<p><i>In her presentation, "Detours and Dollars: The Community Impact of Summer Road Construction on Local Businesses," Raina brings a ground-level perspective to how infrastructure projects affect the rhythm of local life, visitor satisfaction, and economic flow. Her work bridges campus, community, and commerce — making her a powerful advocate for thoughtful, visitor-conscious planning in public projects.</i></p>		
11:10 AM	<b>ATM Deployments in MI and Elsewhere</b>	<b>Abdullah Nafakh, Parsons</b>
<p><i>This presentation explores the deployment of Active Traffic Management Systems (ATMS) in Michigan, Iowa, and New York, focusing on innovative strategies to enhance traffic flow and safety. Key topics include the development of logic frameworks for shoulder control, queue warning systems, and ramp metering, highlighting the decision-making processes behind these implementations. Additionally, the presentation examines the integration of automation and video analytics to detect abnormal traffic patterns, such as congestion or incidents, and the system's adaptive responses to mitigate disruptions. By leveraging advanced technologies, these ATMS deployments demonstrate a proactive approach to improving roadway efficiency and traveler safety.</i></p>		
12:00 PM	Lunch	
<b>ITE Update</b>		<b>Steve Stramsak, Spalding DeDecker Heather Zull, MDOT</b>



Afternoon Session		
Time	Topic	Presenter(s)
1:00 PM	STEM Outreach	Lisa Whitehead, Collier's Engineering and Design Ellen Nightingale, MDOT
	<i>Learn about the resources developed by the ITE PreK-12 STEM Outreach Committee. This engaging session will be a playground for new ideas to implement outreach for the transportation industry.</i>	
2:15 PM	Break	
2:30 PM	<b>Transportation and Sustainability at Western Michigan University: Pieces of the Puzzle, Decarbonization, and Downtown Developments.</b>	<b>Jeff Spoelstra, Director at the WMU Office of Sustainability</b>
	<i>The WMU Office for Sustainability, a campus incubator, has served as a catalyst for student-driven campus transportation innovation since 2011. Through programs such as a bike repair shop, bike rental/lending, cargo bike testing, student surveys, and nonmotorized infrastructure investments, the office has supported efforts to reduce reliance on single-occupancy vehicles. Innovation has had it's successes and challenges. With a renewed strategic direction, updated campus master plan, and senior university leadership with fresh eyes on transportation, the office is actively contributing to transformational change. As WMU prepares for a downtown stadium and envisions a more connected campus, the opportunity to collaboratively decarbonize transportation is stronger than ever. Imagine walking, strolling, parading, marching, pedaling, rolling, e-rolling, shuttling in a dedicated bus lane, or riding the monorail downtown for WMU hockey games. (National Champs!)</i>	
3:00 PM	<b>Advanced Demand Prediction for Demand-Responsive Transit (DRT) Systems: Integrating Graph Convolutional Networks and Deep Learning Techniques</b>	<b>Diana Al-Nabulsi, Student at WMU</b>
	<i>This study presents a deep learning framework for predicting transit demand in Demand-Responsive Transit (DRT) systems using Graph Convolutional Networks. Applied to 1.7 million data points from Kalamazoo County, Michigan, the model accurately forecasts passenger demand across 251 zones, supporting smarter transit planning, stop placement, and fleet management. The framework bridges AI techniques with real-world transportation applications, offering a scalable tool for mid-sized urban mobility systems.</i>	
3:30 PM	Closing Remarks	



**Fees:**

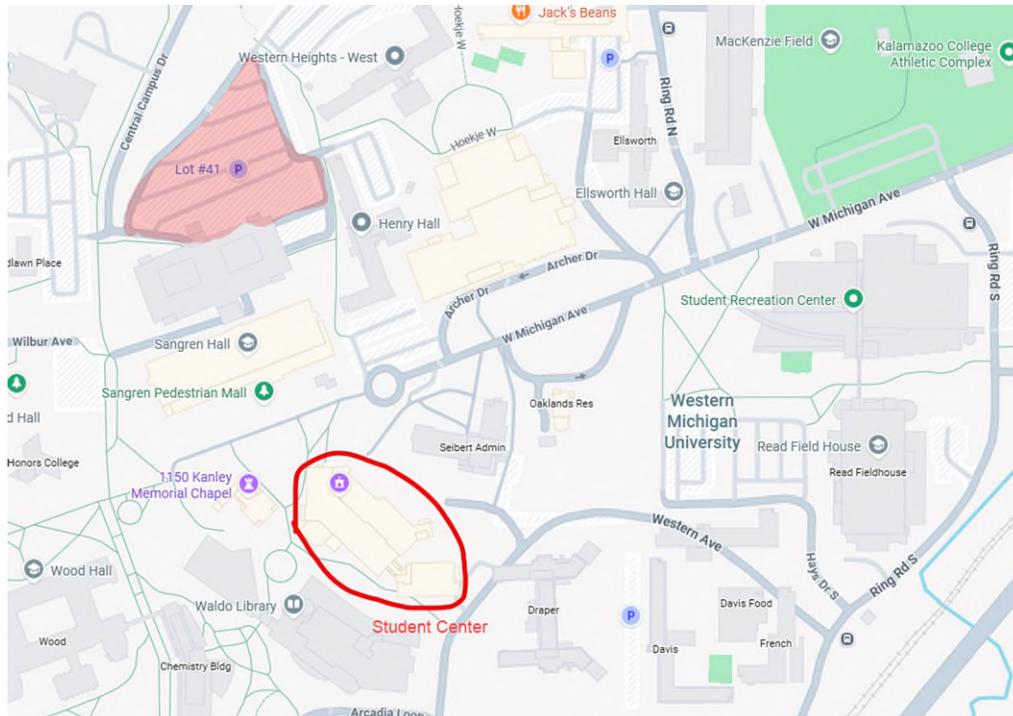
Includes lunch and continuing education seminars with up to **4.0 hours** of Continuing Education Hours (CEH). CEH records will be available online following the event. Please make sure to sign-in at the event.

Payment Due:	ITE Member/ Public Agency	Non-Member Private Industry	Students
EARLY BIRD PRICE (Ends July 2 <sup>nd</sup> )	\$45	\$55	\$10
Regular Payment/Registration	\$55	\$65	\$15

Registration: [https://itemichigan.org/?page\\_id=12580](https://itemichigan.org/?page_id=12580)

Continuing education credits: [https://itemichigan.org/?page\\_id=12694](https://itemichigan.org/?page_id=12694)

**PARKING MAP**



**POST-EVENT SOCIAL**

Join us at Bell's after the event. Drinks are **not** included with registration.

Bell's Brewery  
 355 E Kalamazoo Ave,  
 Kalamazoo, MI 49007



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