



The 18<sup>th</sup> COTA Annual Winter Symposium, Washington, D.C., January 11, 2015, Sunday  
**TRANSPORTATION SYSTEM EMPOWERED BY BIG DATA**

**INTRODUCTION**

Chinese travelers rely more heavily on private vehicles in recent years as the automobile sector booms and the process of urbanization continues. By the end of 2013, registered private vehicles reached 64.1 million in China, representing a 20.8% increase compared to the number of 2012. As a result, Chinese cities are facing increasing challenges related to traffic congestion and urban environmental issues. These problems will become worse as adding capacity becomes increasingly difficult due to land and fiscal constraints.

To address these challenges, innovative tools and forward-looking strategies are required to ensure the sustainability, livability and resiliency of the urban transportation system. Among the emerging strategies, Big Data is one of the most exciting concepts. For example, recent exploration of mobile phones, smart transit cards, and parking data has greatly advanced our understanding of urban travel demand in a multi-modal context. Other examples include performance-based planning, active traffic management, and more evolutionary concepts such as connected vehicles, vehicle-to-infrastructure system, and autonomous vehicles.

The 18th COTAWCTA Annual Symposium will discuss critical issues in technology development and application, research and education that promote a safe, sustainable, efficient, and equitable transportation system through innovative use of data. The Symposium is aimed to provide a forum for transportation professionals from different countries and regions to share their research results, project experiences, and lessons learned. Researchers, educators, practitioners, government officials are encouraged to participate in the Symposium.

**SCOPE AND TOPICS**

The symposium organizers are committed to bringing a high quality program to the symposium attendees. Presentation abstracts on any aspects of transportation research, education, and technology are eligible, and we particularly encourage abstracts that address issues in response to transportation data. We also welcome session proposals from interested individuals or organizations. Examples include paper sessions, international exchanges, industry forum, and expert panels.

Priority topics include, but are not limited to:

- Transportation economics
- Governance and policy
- Land use & transportation planning
- Inter-regional transportation
- Freight transportation and logistics
- Pricing and congestion management
- Multimodal transportation investment
- Intelligent transportation systems
- Traffic operations and control
- Public transportation
- Non-motorized transportation
- Transportation safety
- Emergency response
- Energy and environment
- Transportation Technology
- High-speed and other metro railway
- Highway construction and materials

**ABSTRACT SUBMISSION**

Presentation abstracts are limited to one page and must include title and speaker information (name, affiliation, mailing address, email, phone, and fax). Session proposals should be limited to two pages including session themes and speakers. Abstracts and proposals should be written in English.

**Deadline: 5 pm, US Eastern Time  
 December 8, 2014, Monday**

Direct submissions and questions to:  
[COTA.Symposium2015@gmail.com](mailto:COTA.Symposium2015@gmail.com)

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**Chinese Overseas Transportation Association**