

## **William F. Yim, Santa Barbara County Association of Governments**

William Yim serves as the project manager and principal modeler for the Santa Barbara County Association of Governments (SBCAG), the Metropolitan Planning Organization and Regional Transportation Planning Agency for the County of Santa Barbara. Mr. Yim holds a Masters Degree in Transportation Planning from Polytechnic of Central London (University of Westminster), London, England in 1983, and has since been involved in the transportation planning and modeling field for more than 20 years. Bill's extensive transportation planning and consulting experience includes highway and corridor planning, mass transit and aviation/airport planning. He is also a staff member of the Santa Barbara County Airport Land Use Commission.

One of Bill's responsibilities at SBCAG is overseeing the development and the ongoing enhancement of the new SBCAG Travel Demand Model. He is also the author of the SBCAG 2030 Travel Forecast Report for Santa Barbara County and a member of the Technical Advisory Committee for the ongoing 101 In-Motion Study.

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