



**ITS/CA** Intelligent Transportation Society of California  
**20<sup>th</sup> Annual**  
Conference and Exhibition  
October 14-16, 2014  
Hyatt Regency Santa Clara



# THANK YOU!

There was no place more fitting than the Silicon Valley to learn about the latest advancements and applications in the industry – from connected vehicles to connected corridors. ITS California is grateful for the hard work of many volunteers that took part in an expanded Event Committee that developed a superb program for our 2014 event.

Highlights of this year's conference included:

- Immersive and thought-provoking technical sessions featured eleven exciting topics covering a variety of innovative, cutting edge technologies moderated by industry experts!
- Technical tours were back again! A private, behind-the-scenes look at the new home of the San Francisco 49ers, the Levi's Stadium, or a firsthand experience with the latest research on autonomous vehicle technologies at Stanford University's Volkswagen Automotive Innovation Lab.
- Automated vehicle technology demonstrations.
- Free training hosted by USDOT: "Connected Vehicle 101"
- Our largest exhibit hall yet, boasting over 40 exhibitors!

## ATTENDEES

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## PROGRAM

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# SESSION PRESENTATIONS

## **TECHNICAL SESSION 1 - CONNECTED CORRIDORS**

The Integrated Corridor Management (ICM) initiative is demonstrating techniques for improving mobility in a freeway corridor by coordinating freeway, arterial and transit operations. Lessons learned from the pioneering ICM projects are already being adopted elsewhere in the US. This session provides an update on California's activities in this area by showcasing projects aimed at deploying elements of ICM and so connecting the corridor operations.

Moderator: Alan Clelland, Senior Vice President, Transportation Systems, Iteris, Inc.

### [The Connected Corridors Vision for California](#)

Ali Zaghari, Deputy District Director of Operations, Caltrans District 7

Alexandre Bayen, PATH UC Berkeley, Director, Institute for Transportation Studies

### [I-80 ICM Update](#)

Raj Murthy, Principal Project Manager, Hatch Mott MacDonald

### [I-15 Corridor Management](#)

James Dreisbach-Towle, Principal Technology Program Manager, San Diego Association of Governments (SANDAG)

### [CCTV Camera Interoperability in Orange County](#)

Morteza Fahrtash, Branch Chief of Traffic System Development, Caltrans District 12

## **TECHNICAL SESSION 2 - NEXTGEN 511**

Pioneered by MPOs across the nation, driven by consumers, and later reshaped in Silicon Valley, the traveler information industry has seen cycles transformation - What does the next generation hold?

Moderator: Melissa Hewitt, Vice President Associate, Kimley-Horn and Associates, Inc.

### [NextGen 511: The Wisdom of Crowds](#)

Dr. Baron O. Grey, Technical Consultant, Congestion Reduction, LA SAFE 511

[511 SF Bay NextGen – A New Chapter in Traveler Information](#)

Alysha Nachtigall, 511 Program Coordinator, Website and Communications, Metropolitan Transportation Commission

[Next Generation 511 and the Age of Mobile Applications](#)

James Dreisbach-Towle, Principal Technology Program Manager, San Diego Association of Governments

[Latest Developments in the Inland Empire 511 System](#)

Brian Cunanan, Commuter and Motorist Assistance Manager, Riverside County Transportation Commission (RCTC)

### **TECHNICAL SESSION 3 - MOVING TO MULTIMODAL PAYMENTS: ONE ACCOUNT FOR TOLLS, TRANSIT, BIKESHARE & MORE**

This session will explore the challenges and opportunities associated with establishing a single, multimodal payment account for customers. Where might program providers realize cost savings? What are the pros and cons of statewide coordination? To what extent can public sector agencies use incentives/disincentives to encourage behavior change? What actions are required to educate customers and encourage them to take advantage of the benefits?

Moderator: Carol Kuester, Director Electronic Payments, Metropolitan Transportation Commission

[Multimodal Payments Convergence: Hype or Transformation?](#)

Michael Dinning, Director, Transportation Logistics and Security, Volpe, The National Transportation Systems Center

[Statewide Network Integration and Opportunities to Improve the Customer Experience](#)

Chad Edison, Deputy Secretary for Transportation, California State Transportation Agency (CalSTA)

[Practical Approaches to Achieve Multimodal Payments](#)

Trevor Findley, Sr. Project Manager, Electronic Payment Systems, CH2MHill

[Transit Rewards-Granting Express Lane Credit to Transit Riders](#)

Elba Higueros, Transportation Planning Manager, Los Angeles Metropolitan Transportation Authority (Metro)

### **TECHNICAL SESSION 4 - CARS THAT DRIVE BY THEMSELVES, OH MY!**

The what, how and why of vehicle-highway automation.

Moderators: James (Jim) Misener, Director, Technical Standards, Qualcomm and Carlos Ortiz, Vice President, Michael Baker International

Realizing Self-Driving Vehicles

Dr. Chris Urmson, Director, Google Self Driving Cars

Driver Assistive Truck Platooning: New Levels of Safety and Efficiency

Josh Switkes, CEO, Peloton Technology

Development of California Regulations for Testing and Operation of Automated Vehicles

Dr. Steven E. Shladover, California PATH Program of the Institute of Transportation Studies, UC Berkeley

### **TECHNICAL SESSION 5 - IMPLEMENTING EXPRESS LANES IN THE BAY AREA: SOME LIKE IT HOT**

Our panel will discuss Northern California Express Lanes and the future of managed lanes in Northern California.

Moderator: Melanie Crotty, Director, Operations, Metropolitan Transportation Commission (MTC)

[Managing Mobility: Engineering an Express Lanes Network](#)

Lisa Klein, Express Lane Principal, Metropolitan Transportation Commission

[Managed Lanes in Alameda County](#)

Stewart Ng, Deputy Director, Alameda County Transportation Commission

[Managed Lanes: A Top Ten List](#)

Casey Emoto, Deputy Director, Santa Clara Valley Transportation Authority

[Statewide Managed Lanes Planning](#)

Joe Rouse, Statewide Manage Lanes Chief, Caltrans

### **TECHNICAL SESSION 6 - CONNECTED VEHICLES: COMING SOON TO A ROADWAY NEAR YOU?**

NHTSA recently announced its decision to begin the rulemaking process that will likely lead to a mandate requiring car builders to install connected vehicle technologies on all new passenger cars by the year 2019. While this mandate is limited to vehicle-to-vehicle (V2V) communications technologies that improve safety, there is a corresponding effort by FHWA to develop guidance for infrastructure owner/operators on how to deploy roadside equipment that enables vehicle-to-infrastructure (V2I) communications that

complement the vehicle side. Attend this session to hear about the current activities and future plans for the national Connected Vehicle Program.

Moderator: Greg Larson, Chief, Office of Traffic Operations Research, Caltrans

[Preparing for Connected Vehicle Implementation](#)

Jim Wright, Manager Connected Vehicle Programs, American Association of State Highways and Transportation Officials, (AASHTO)

[Emerging Freight Connected Vehicles Programs in Southern California](#)

Mark Jensen, Principal, Cambridge Systematics

[A Technology Company Perspective](#)

Alessandro Norscia, Director, Product Management, Qualcomm Atheros

An Auto Industry Perspective

Maarten Sierhuis, Director, Nissan Research Center Silicon Valley-Nissan North America

**TECHNICAL SESSION 7 - ITS COMPLETES THE STREET**

Today's streets need to accommodate a variety of transportation modes. Come and learn how ITS is implemented in the pursuit of context-sensitive design; ITS helps transit vehicles, bicyclists, pedestrians and others work together within the same street space.

Moderator: Josh Peterman, Senior Associate, Fehr & Peers, Chair ITS California

[MTC's 511 Multimodal Trip Planner](#)

Sarah Husain, 511 Transit Program Coordinator, Metropolitan Transportation Commission

[The Smartphone Completes the Street](#)

James (Jim) Misener, Director of Engineering, Qualcomm

[The Multi-Modal Intelligent Traffic Signal System \(MMITSS\)](#)

Larry Head, Associate Professor and Department Head Systems and Industrial Engineering, University of Arizona

[Using ITS to Improve Freight Movement](#)

Elliot Martin, UC Berkeley Transportation Sustainability Research Center

## **TECHNICAL SESSION 8 - ITS RESEARCH ACTIVITIES ACROSS CALIFORNIA**

Our panel members will describe the most innovative ITS research that is being conducted by California academic institutions. Discussion will span key areas of interest and provides an opportunity for attendees to identify and understand emerging trends, technologies, and scientific breakthroughs before ITS products hit the streets.

Moderator: Tom West, Director California PATH -University of California, Berkeley

### [Caltrans Research Program](#)

Coco Briseno, Chief, Division of Research, Innovation and System Information, Caltrans

### [Exploratory Advanced Research Projects on Cooperative Adaptive Cruise Control](#)

Dr. Steven E. Shladover, California PATH Program of the Institute of Transportation Studies, UC Berkeley

### [Emerging Environmental ITS Applications for Goods Movement](#)

Matt J. Barth, Professor of Electrical Engineering, University of California-Riverside

### [3D Mobile Terrestrial Laser Scanning for Intelligent Transportation Systems](#)

Ty Lasky, Researcher, University of California – Davis

## **TECHNICAL SESSION 9 - INNOVATIVE TECHNOLOGY FOR LOCAL CITIES**

Selected municipalities and agencies across the country that have deployed ITS systems and Advanced Signal Systems will be invited to come share their real world experiences, lessons learned, and success stories. Various state of the art technologies will be explored at this session to gain insight on what progressive cities are doing to be prepared for the future.

Moderator: Joy Bhattacharya, Transportation Planning and Traffic Engineering Lead, Stantec

### [Automated Traffic Signal Performance Measures](#)

Mark Taylor, Traffic Signal Operations Engineer, Utah Department of Transportation

### [Getting off the Ground – Success and Failures of a Small City in an ITS World](#)

Kevin Merrill, Development Services Department, City of Arcadia

[Innovative Technology for Local Cities](#)

Daniel Lai, ITS Technical Manager, Transpo Group

[San Jose's Approach to Wireless Communication](#)

Ho Nguyen, ITS Engineer, City of San Jose

**TECHNICAL SESSION 10 - ADVANCEMENTS IN APPLICATIONS AND SOCIAL MEDIA FOR TRANSPORTATION**

The proliferation of smart phones and the internet has provided new capabilities for the advancement of ITS and connected vehicles. This session will explore the use of mobile applications and social media that are being used to help improve transportation safety, mobility, and the environment. Presenters will share stories on research, development, uses, and lessons learned.

Moderators: Brian Burkhard, ITS Project Manager, Jacobs and Carlos Ortiz, Vice President, Michael Baker International

[Social Media and the Travelers' Role in Advanced Traveler Information Systems](#)

Mark Heiman, ITS/511/Capitol Valley SAFE Program Manager, Sacramento Council of Governments

[Sharing in a Connected Environment](#)

Paul Steinberg, Vice President Business Development, Car.ma

[Mobile Apps and the Mobility-as-a-Service Future: Lessons from the RideScout Experience](#)

Dr. Beaudry Kock, Transportation System Engineer, RideScout

[How Crowds & the Cloud are Integrating Transportation Data in California](#)

Gary Carlin, Director, Western Business Development, Public Sector, INRIX

**TECHNICAL SESSION 11 - TOLLING IN SOUTHERN CALIFORNIA - THEN AND NOW**

Over 20 years ago, Southern California lead the way with one of the most commercially successful managed lanes systems in the country in the 91 Express Lanes. Since that time, Southern California has deployed Open Road Tolling (ORT) as well as additional express lanes such as the Metro Express Lanes, and more are on the way. Attend this session to understand how tolling in Southern California has evolved and how it will change the method of transportation in the near future for Southern California commuters.

Moderator: Dan Lukasik, Vice President of Systems, Parsons Transportation Group



[California Dreamin – The Evolution and Expansion of Tolling in California](#)

Greg Hulsizer, Vice President of Transportation, Cambria Solutions

A Study of Regional Tolling Solutions in Southern California

Annie Nam, Manager, Goods Movement and Transportation Financial Planning Department, Southern California Association of Governments (SCAG)

[Multijurisdictional Tolling and Cooperation – the 91 Express Lanes Expansion](#)

John Standiford, Riverside County Transportation Commission (RCTC)

[San Diego Tolling, the Answer for Congestion Relief](#)

James Dreisbach-Towle, Principal Technology Program Manager, San Diego Association of Governments (SANDAG)

LUNCHEON KEYNOTE - RIGHT SIZING MOBILITY

Dan Sturges

Urban Mobility Designer

Team Red US

[Click here to view this presentation.](#)

LUNCHEON KEYNOTE - CALIFORNIA REGULATIONS FOR AUTONOMOUS VEHICLES

Dr. Bernard Soriano

Deputy Director

California Department of Motor Vehicles

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# VENUE MAP

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## EXHIBITORS

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