THANK YOU!

ITS California thanks our sponsors, vendors, speakers and attendees for making the 2018 Annual Conference & Exhibition such a success!

We look forward to seeing you in September 2019 in Los Angeles!
SESSION PRESENTATIONS

SESSION 1 – MONDAY, OCTOBER 1 • 10:45 AM – 12:15 PM PLATINUM 7/8
TITLE: “Up Up and Away! Flying Cars are on the Horizon”
MODERATOR: Doug Gettman, Global Director of Smart Mobility and AV/CV Consulting Services, Kimley-Horn

SPEAKERS
“History and Promise of Automated Electric VTOLs for Urban Mobility” - Greg Deeds, President, AUVSI Silicon Valley
“NASAs Investment in VTOLs and Future of PPPs for Urban Mobility” - Paul Masson, Managing Director, StarNET LLC, (NASA)
“Creating a Pilot Environment for VTOLs in Ohio” - Fred Judson, Director, DriveOhio
“Promise of eVTOL Air Taxis to Unlock Gridlock” - Douglas Gettman, Director, Kimley-Horn
SESSION 2 – MONDAY, OCTOBER 1 • 10:45 AM – 12:15 PM PLATINUM 9/10
TITLE: “Putting a Price on Roads – Tolling and Beyond”
MODERATOR: Brian Burkhard, Global Technology Leader – Advanced Mobility Systems, Jacobs
SPEAKERS
“Transitioning California from the Title 21 to 6C Protocol” - Andrew B. Fremier, Deputy Executive Director Operations, Metropolitan Transportation Commission
“Innovating the Future of Sustainable Road Funding” - Carrie Pourvahidi, California Road Charge Pilot Program Manager, California Department of Transportation
“San Francisco’s Oakland Bay Bridge Metering Lights System Upgrade” - Steven Baker, Senior Project Manager, Metropolitan Transportation Commission
“Caltrans District 3 Managed Lanes Feasibility Study” - Kevin Aguigui, Senior Systems Engineer, Kimley-Horn

SESSION 3 – MONDAY, OCTOBER 1 • 1:45 PM – 3:15 PM PLATINUM 7/8
TITLE: “Smart Transit – Driving Transit Technology Forward”
MODERATOR: Ramin Massoumi, Senior Vice President, Iteris, Inc.
SPEAKERS
“Better Service Alerts in Los Angeles” - Doug Goodwin, Lead Developer, LA Metro and Ritesh Warade, Director, IBI Group
“Emerging On-Board Transit Architectures & Implications” - Don Murphy, Transit Technology Lead US, IBI Group
“Pivot Point Commuter Hubs: Improving Park and Ride Lots with Technology” - Stefanie Hom, Transportation Planner/Analyst, Metropolitan Transportation Commission
“San Diego Transit Only Lane (TOL) Advanced Technology Project” - Paul Shibley, Senior Project Manager, Parsons

SESSION 4 – MONDAY, OCTOBER 1 • 1:45 PM – 3:15 PM PLATINUM 9/10
TITLE: “SPaT: Please Don’t Call them “Stop Lights”!”
MODERATOR: Greg Larson, Chief, Office of Traffic Operations Research, California Department of Transportation
SPEAKERS
“SPaT Testbed Experience in Anaheim” - John Thai, Principal Traffic Engineer, City of Anaheim
“Calculating SPaT Messages and Using them in Eco-Driving” - Dr. Christopher Flores, Director Product Management, Sensys Networks, Inc.
“Providing Real-Time Connected Data Over the Internet” - Jim Peters, National Director of Transportation and Technology, DKS Associates and Lee Hansen, Engineering Sales Manager - West, Intelight
“Safety and Mobility Applications Enabled by SPaT” - Kun Zhou, Associate Research Engineer, PATH UC Berkeley, and Dr. Matt Barth, Director of the Center for Environmental Research and Technology, UC Riverside
SESSION 5 – TUESDAY, OCTOBER 2 • 9:00 AM – 10:30 AM PLATINUM 7/8
TITLE: “Me First! Assigning Priority at Signalized Intersections”
MODERATOR: Josh Peterman, Principal, Fehr & Peers
SPEAKERS
“Expanding the Capabilities of your Traffic Signal Management System by Centralizing Emergency Vehicle Preemption Management” - Ryan Saville, Associate Vice President, TransCore, and Ho Nguyen, ITS Manager, City of San Jose
“Priority over the Bus! Over DSRC! But Only When Full!” - Rafat Raie, City Traffic Engineer, City of Walnut Creek
“Transforming Mobility through Advanced V2I Technology” - Chad Mack, Product Manager, Global Traffic Technologies
“NextGen TSP: Centralized TSP and Transit Data Sharing” - Karl Typolt, Senior ITS Engineer, Transpo Group

SESSION 6 – TUESDAY, OCTOBER 2 • 9:00 AM – 10:30 AM PLATINUM 9/10
TITLE: “Ready, Set, Connect! Some Important Input for your Connected Vehicle Deliberations!”
MODERATOR: Alan Clelland, Vice President, West, Applied Information
SPEAKERS
“CV Technology Evaluation Processes for Public Agencies” - Richard Shinn, Associate VP and Shayan Koshmagham, Data Scientist, Iteris
“Cellular – V2X (Vehicle-to-Everything): Technology Readiness Results” - Ashok Tipirneni, Director, Product Management, Qualcomm Technologies, Inc.
“Operational Considerations for Connected Vehicle Services” - Steve Sprouffske, National Practice Lead Connected Vehicle Services, Kapsch TrafficCom
“Multi-modal Planning for Connected Vehicles in the Los Angeles Region” - Edward Alegre, Senior Manager, LA Metro

SESSION 7 – TUESDAY, OCTOBER 2 • 1:30 PM – 3:00 PM PLATINUM 7/8
TITLE: “ITS Elements in Transportation Utopia: How Do We Blend It All”
MODERATOR: Victor H. Koo, Project Manager – ITS Program, City of Pasadena Department of Transportation
SPEAKERS
“ITS Operation and Maintenance (O&M) Challenges and Future Plans of Local Agencies” - Kevin Merrill, Principal Civil Engineer, City of Arcadia
“An Evaluation of an Adaptive Signal Control System” - Lin Zhang, Vice President, Elite Transportation Group
“Implementing TSMO Across California” - Nick Compin, Chief, HQ Office of System Performance, California Department of Transportation
“Freeway-Arterial Interactions: Strategies and Impacts” - Alexander Skabardonis, Program Leader, PATH UC Berkeley
SESSION 8 – TUESDAY, OCTOBER 2 • 1:30 PM – 3:00 PM PLATINUM 9/10
TITLE: “Is Your Agency Charged? Understanding California’s Current and Future Electric Vehicle Infrastructure”
MODERATOR: Carlos Ortiz, COO, Advantec
SPEAKERS
“California’s Electromobility Goldrush: How to Mine Value from Current Statewide EV Charging Programs” - Mike Usen, Senior Transportation and Environmental Planner, DKS Associates
“Charging Up the San Francisco Bay Area: Local Governments’ Role in Increasing EV Adoption” - Mark Tang, Staff Specialist, Bay Area Air Quality Management District
“CALeVIP: A Regional EV Charger Infrastructure Project” - Andy Hoskinson, Senior Manager, EV Initiatives, Center for Sustainable Energy
“Electric Vehicle Charging for Mobility Services” - Jonah Eidus, Director - Site Acquisition & Development, Evgo, Center for Sustainable Energy

SESSION 9 – TUESDAY, OCTOBER 2 • 3:15 PM – 4:45 PM PLATINUM 7/8
TITLE: “Smart Cities, is it the Utopia We Have Been Promised?”
MODERATOR: James Dreisbach-Towle, Principal Technology Program Manager, SANDAG
SPEAKERS
“Intelligent Traffic for Smart Cities” - Ashley Z. Hand, former Chief Innovation Officer for the City of Kansas City, Missouri
“Transportation Services for Smart Cities” - Sean Harrington, Verizon
“Applying Smart Cities Concepts” - Jeanne Holm, Deputy CIO, City of Los Angeles
“Real Impacts of Smart Cities” - Bob McQueen, President, McQueen and Associates
“Working with the Private Sector on Smart City Planning” - Elbert Chang, PE, TE, Project Manager, Kimley-Horn

SESSION 10 – TUESDAY, OCTOBER 2 • 3:15 PM – 4:45 PM PLATINUM 9/10
TITLE: “Innovative Technologies in Safety for All”
MODERATOR: Katherine Mertz, Director of Sales, Sensys Networks
SPEAKERS
“Addressing the Needs of the Visually Impaired and Special Needs Pedestrians” - John Estrada, CEO, and Sara Khosravi, Research Scientist, eTrans Systems
“Does Adaptive Signals Improve Safety” - Gordun Lum, Traffic Engineer II, Willdan Engineering
“A Smartphone-Based Bike Detection Pilot in the Bay Area” - Wendy Tao, Head of Smart Cities, Siemens ITS
“Pasadena Cycle Track” - Richard Dilluvio, Complete Streets Senior Planner, City of Pasadena Department of Transportation
SESSION 11 – WEDNESDAY, OCTOBER 3 • 9:00 AM – 10:30 AM PLATINUM 3/4
TITLE: “Putting your data to work: Applications of Automated Traffic Signal Performance Measurements (ATSPM)”
MODERATOR: Mike McIntee, Director Western Sales, Econolite
SPEAKERS
“Signal Performance Measures and Optimizing Signal Timing” - Tom Udell, Deputy Public Works Director - Traffic, City of Johns Creek, GA
“Practical Utilization of Signal Performance Measures” - Kevin Lee, Associate Engineer, Kittelson & Associates, Inc.
“MEASURE UP! Metro Arterial Performance Measurement Framework” - Eva Pan Moon, Principal Transportation Planner, LA Metro
“ASCT vs. ATSPMs: Case Studies on Adaptive Signal Control and Signal Performance Measures” - Justin Chan, ITS Engineer, Transpo Group

SESSION 12 – WEDNESDAY, OCTOBER 3 • 9:00 AM – 10:30 AM PLATINUM 2
TITLE: “Transformative Developments in Freight Technology”
MODERATOR: Mark Jensen, Principal, Cambridge Systematics, Inc.
SPEAKERS
“Commercial Vehicle Enforcement Evolution” - Lauri Brady, Director Sales and Business Development, Kapsch TrafficCom North America
“Freight Transportation Management through Collaborative Real-time Data-sharing Strategies: Looking Beyond Public Policies” - Ray Sikka, CEO, Sensitel Inc.
“Recent Results from Volvo’s Testing of Truck Platooning Technologies” - Aravind Kailas, Research and Innovation Manager, Volvo Group
“Emerging Urban Freight Technologies” - Shrota Sharma, Senior Transportation Planner, LA Metro

SESSION 13 – WEDNESDAY, OCTOBER 3 • 10:45 AM – 12:00 PM PLATINUM 3/4
TITLE: “Mobility as a Service: What is It? Do We Have the Services? Can it Work in the U.S.?”
MODERATOR: Carol Kuester, Director Electronic Payments, Metropolitan Transportation Commission
SPEAKERS
“The Changing Transit and Mobility Services Landscape” - Carol Schweiger, President, Schweiger Consulting LLC
“MaaS as a Tool to Support Bay Area Mobility” - Ed Reiskin, Director of Transportation, San Francisco Municipal Transportation Agency
“The New TAP Wallet: Enabling Payment for Multi-Modal Services in LA County” - Robin O’Hara, Executive Officer, LA Metro
“How the Private Sector is Shaping the Future of MaaS” - Jason Klarfeld, Go-to-Market Partnerships, Carpool, Waze
SESSION 14 – WEDNESDAY, OCTOBER 3 • 10:45 AM – 12:00 PM PLATINUM 2
TITLE: “The Road Ahead: Connected and Automated Vehicles”
MODERATOR: Jim Misener, Senior Director Technical Standards, Qualcomm

SPEAKERS
“AV Policy Summit Results” - Ryan Snyder, Principal, Transpo Group
“Early Opportunities for AV Development in California Managed Lanes” - Benjamin McKeever, Connected and Automated Vehicle Program Manager, PATH UC Berkeley
“Hybrid Communications in the CAV World” - Tom Phillips, VP Emerging Technologies and ATMS, Q-Free Intelight
“Infrastructure Needs for the Next Generation Vehicle Highway System” - Wei-Bin Zhang, Research Engineer, PATH UC Berkeley

SCHEDULE

Download Schedule (PDF)
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