



# 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!

# ATTENDEES

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# PROGRAM

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# 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 Kloshmagham, 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

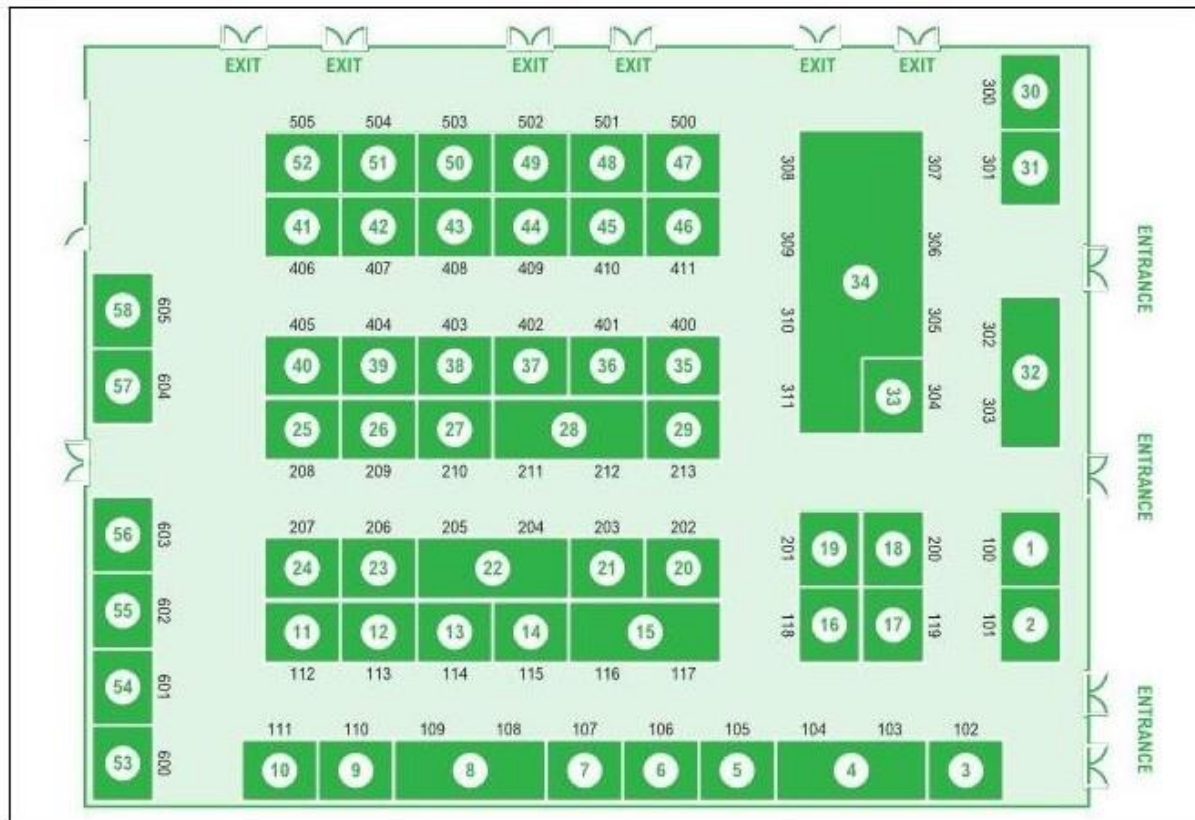
“Infrastructure Needs for the Next Generation Vehicle Highway System”- Wei-Bin Zhang, Research Engineer, PATH UC Berkeley

# SCHEDULE

[Download Schedule](#) (PDF)

# EXHIBITORS & SPONSORS

## EXHIBIT HALL LAYOUT AND HOURS



LOCATION: PLATINUM 1-5

**SUNDAY**  
**SEPTEMBER 30, 2018**

**12:00 PM – 7:00 PM** | **Set-Up**

**DAY 1**  
**MONDAY, OCTOBER 1, 2018**

**10:15 AM – 8:00 PM** | **Open**

**DAY 2**  
**TUESDAY, OCTOBER 2, 2018**

**8:00 AM – 4:45 PM** | **Open**





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