THANK YOU!

ITS California thanks our sponsors, exhibitors, speakers, moderators, and attendees for another highly successful conference and exhibition! We are proud that over 1100 industry professionals found value in attending our flagship annual event – half public and half private sector.

We look forward to seeing you in May 2020 at SFO!

Final Registrant List

Program Schedule

Presentations

Session 1: Monday, September 9 | 10:45 AM-12:15 PM, Diamond 6-8
Title: Unveiling New Technologies – Applications for Future Cities
Moderator: Tiffany Huang, Deputy Director of Innovative Transportation Strategies, Kimley-Horn
Speakers:
- "Mobility Subscriptions: Fix Congestion with Intentional Artificial Intelligence," David Luce, CIO, Warp
- "Why the Future of Traffic Management Depends on the IoT-ITS Integration," Barry Einsig, Principal, CAVita
- "Using Edge Computing for Decentralized Traffic & Demand Management," Mark Conrad, Engineering Manager, Parsons
- "How the Cloud is Changing Transportation…" Phil Silver, Transportation Vertical Strategy Leader, State & Local Government, Amazon Web Services (AWS) [*presentation not available*]

Session 2: Monday, September 9 | 10:45 AM – 12:15 PM, Diamond 9-10

Title: [From the Horse's Mouth: Validation of Implemented Transportation Technologies](#)
Moderator: Victor Koo, Project Manager, City of Pasadena Department of Transportation
Speakers:

- "An Advanced Signal Priority System with No New Infrastructure Requirements," Kevin Merrill, Principal Civil Engineer, City of Arcadia
- "C2C, the Rancho Cordova/Sacramento County Experience," Rupa Somavarapu, Senior Civil Engineer, City of Rancho Cordova
- "Lessons Learned from Evaluating Adaptive Signal Timing Systems," Dr. Josh Pilachowski, DKS Associates, Transportation Engineer
- "ATC Cabinets - A Smart Decision for ITS Infrastructure," Ralph W. Boaz, President, Pillar Consulting, Inc., President

Session 3: Monday, September 9 | 1:45 PM – 3:15 PM, Diamond 6-8

Title: [Big Data—The Fuel Propelling the Smart Cities Revolution](#)
Moderator: James Dreisbach-Towle, Director Transportation & Information Technology, SANDAG
Speakers:

- "Leading the Charge Against Congestion: Strategic Incident Management in Connected Cities," Anita Draa, Cubic Transportation Systems
- "Strategic Planning for Connected and Autonomous Vehicles," Jill MacKay, Associate, Intelligent Transportation Systems & Mobility Technologies, IBI Group
- "Fremont Blvd: Safe and Smart Corridor Update," Derek Pines, Vice President, ITS Regional Manager, Parsons
- "Smart Traffic Routing with Efficient & Effective Traffic Systems (Streets): A New Concept of Congestion Management," Alex Zhu, Senior Transportation Engineer, Iteris, Inc.

Session 4: Monday, September 9 | 1:45 PM – 3:15 PM, Diamond 9-10

Title: [Are You Ready for Some TSMO?](#)
Moderator: Carlos Ortiz, Chief Operating Officer, ADVANTEC Consulting Engineers, Inc.
Speakers:

- "Mainstreaming TSMO Using the Strategic Highway Research Program," Tracy Scriba, Team Leader, Planning and Organizing for Operations, FHWA
- "System Integration + Seamless Mobility," Suzanne Luckjiff, Associate, Fehr and Peers
- "Active Management of Seattle ITS During Viadoom," Dusty Rasmussen, Signal and ITS Operations Manager, Seattle Department of Transportation
- "Richmond San Rafael Bridge Part-Time Use Lane," David Man, Chief Office of Electrical Systems, Caltrans District 4 and Chris Lillie, Principal Delivery Manager, Metropolitan Transportation Commission

Session 5: Tuesday, September 10 | 9:00 AM – 10:30 AM, Diamond 6-8

Title: [Breaking Down Silos Through ICM](#)
Moderator: Dan Lukasik, Vice President, Parsons
Speakers:

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- "Integrated Corridor Management, It's Not Just for Corridor Operators," Alice Marecek, Associate, Cambridge Systematics
- "TMDD Updates to Support Decision Support Systems," Mike Jenkinson, IT Coordinator Office of Technology, Caltrans Division of Traffic Operations; and Brian Peterson, Development Manager, UC Berkeley/PATH
- "Bay Area I-8O ICM - The Results are In," David Man, Chief Office of Electrical Systems, Caltrans District 4
- "Loop 101 - Arizona's Next Generation ICM Deployment," Victor Yang, Transportation Engineering Manager, Arizona Department of Transportation

Session 6: Tuesday, September 10 | 9:00 AM – 10:30 AM, Diamond 9-10

Title: Technology has Transit in Fast Forward!
Moderator: Mike McIntee, Director Northwest Sales, Econolite
Speakers:
- "Connected Buses: Digital Journey for Analog Voice - Alameda Contra Costa," Ahsan Baig, Chief Information Officer, Alameda-Contra Costa Transit
- "Signal Priority System in a Smart City Future," Marc Porter, Vice President, Systems Integration, Econolite
- "BART Trip Planner Provides Seamless Commute in the Bay Area and Silicon Valley," Angie West, Director of Technology, Siemens
- "Improving Transit Projects Through Compatibility and Coordination of Technology and Team," Wil Buller, Traffic Engineer, AC Transit
- "Planning for Transit Signal Priority Implementation," Tal Green, Senior Transit Planner, SFMTA

Session 7: Tuesday, September 10 | 1:30 PM – 3:00 PM, Diamond 6-8

Title: Beyond the Destination: Why Intelligent Parking is Critical for ITS
Moderator: Katherine Mertz, Director of Sales, Sensys Networks
Speakers:
- "Right-sizing Mobility, Access, Circulation & Parking using MegaData Tools," Henry Servin, Traffic and Parking Manager, City of Santa Monica
- "Overhauling Park City - TDM, Parking & Stakeholder Engagement," Julie Dixon, Principal, Dixon Resources Unlimited, and Kenzie Coulson, Assistant Public Works Director, Park City, Utah
- "Case Study: Tackling Truck Parking in Florida," Amit Misra, Manager – R&D, Southwest Research Institute (SwRI)

Session 8: Tuesday, September 10 | 1:30 PM – 3:00 PM, Diamond 9-10

Title: Transforming our Cities—Smart Mobility, Big Data and Connected Automation
Moderator: Mark Jensen, Principal, Cambridge Systematics
Speakers:
- "Smart Cities - Las Vegas," Jodie Bare, Data and Innovation, RTC of Southern Nevada
- "Santa Clara County's Transportation Technology Revolution and Transformation," David Kobayshi, P.E., Senior Transportation Engineer, Santa Clara Valley Transportation Authority

- "Santa Clara County's Transportation Technology Revolution and Transformation," Michael Schmitt, AICP, CTP, PTP, RSP, Senior Project Manager, Kimley-Horn
- "Planning and Readiness for CAV's," Steve Kuciemba, National ITS and CAV Practice Leader, WSP USA
- "Impacts of Transformational Technologies on Land Use and Transportation," Tim Erney, AICP/PTP/CTP, Senior Principal, Transportation Engineering / Planning, Kittelson & Associates

Session 9: Tuesday, September 10 | 3:15 PM – 4:45 PM, Diamond 6-8
Title: Critical Factors Affecting an Autonomous Vehicle Feature
Moderator: Alan Clelland, Vice President – West, Applied Information
Speakers:
- "It's all about the Data: How State and Local Governments Can Prepare for and Cope with Autonomous Vehicles," Gary Carlin, Director Business Development, INRIX, Inc.
- "Autonomous, Connected, Electric and Shared – One of These is Different Than the Others," Blair Schlecter, Director Economic Development, Beverly Hills Chamber of Commerce
- "Privacy Preserving Secure Access for a Shared Autonomous Vehicle," Divyesh Jadav, Manager, Blockchain, IoT and Lifecycle Analytics and Alan Gordon, Technical Leader, Ford Greenfield Labs

Session 10: Tuesday, September 10 | 3:15 PM – 4:45 PM, Diamond 9-10
Title: Tolling – What's Hot and What's Not
Moderator: Reinland Jones, Toll Technology Manager, Riverside County Transportation Commission
Speakers:
- "HOV, HOT & Toll Lanes in California," Jesse Glazer, ITS & Operations Engineer, FHWA
- "Express Lanes – User Experience Consistency Matters!" Paul Ma, Chief, Office of Highway Operations, Caltrans District 4
- "Connecting the Dots, Bay Area Express Lanes Network," Lisa Klein, Director, Field Operations and Asset Management, MTC
- "Recent Global Experience with Road Pricing," Shannon Crum, PH.D., Principal Consultant, D'Artagnan Consulting

Session 11: Wednesday, September 11 | 9:00 AM – 10:30 AM, Diamond 6-8
Title: Arterial Performance Measurement: So Much Data, So Little Time!
Moderator: Josh Peterman, Principal, Fehr & Peers
Speakers:
- "A Modern Approach to Monitoring Transportation Network Performance in Seattle," Jason Cambridge, ITS Technology Manager, Seattle DOT
- "Modern Arterial Performance Management in LA County," Andres Narvaez, Civil Engineer, LA County Public Works
- "Private Data for Public Agency Management of Arterial Networks," Greta Knappenberger, Intelligent Transportation Solutions Manager, Verizon

- "Signal Performance Measurement – The New Normal," Alicia Yang, Associate Vice President, Iteris

Session 12: Wednesday, September 11 | 9:00 AM – 10:30 AM, Diamond 9-10
Title: Connected Vehicle Technologies and Safety
Moderator: Ramin Massoumi, Senior Vice President, Iteris, Inc.
Speakers:
- "Connected Traffic Signals – Current Operations and Safety Applications," Marshall Cheek, Director of Business Development Services, Cubic / Trafficware
- "An Easy Path to City-wide Connectivity," Alan Clelland, Vice President, West, Applied Information, Inc.
- "Work Zone Driver Alert Application," Michael Pack, Manager of Incident Management & Traffic Operations, Pennsylvania Turnpike Commission
- "Ecosystem Readiness for Cellular - V2X (Vehicle-to-Everything) Systems," Ashok Tipirneni, Director, Product Management, Qualcomm Technologies, Inc.

Session 13: Wednesday, September 11 | 10:45 AM – 12:00 PM, Diamond 6-8
Title: The Electric Fleet Future: How Will We Get From Here to There?
Moderator: Carol Kuester, Director of Electronic Payments, MTC
Speakers:
- "Strategies for Transitioning to Electric Vehicle Fleets," Muffi Ghadiali, Founder and CEO, Electriphi
- "Contra Costa's Electric Vehicle Readiness Plan," Matt Kelly, Senior Transportation Planner, Contra Costa Transportation Authority
- "Not Without Shocks: Marin Transit's Experience Transitioning to Electric Buses," Nancy Whelan, General Manager, Marin Transit
- "AC Transit's Commitment to Zero Emission Buses," Salvador Llamas, Chief Operating Officer, Alameda–Contra Costa Transit District

Session 14: Wednesday, September 11 | 10:45 AM – 12:00 PM, Diamond 9-10
Title: Modernizing America's Airports and Seaports
Moderator: Aravind Kailas, Ph.D., Research and Innovation Manager, Volvo Group North America

Speakers:
- "Transporting People," Douglas Smith, Business Class Area Manager, Traffic and ITS, HDR Engineering, Inc.
- "Operating Efficiently on the West Coast," Antonio Genoese, Senior ITS/Traffic Engineer, Jacobs
- "Operating Efficiently on the East Coast," Farukh Ijaz, P.E., Project Manager, Kimley-Horn

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