Intelligent Transportation Society of California

ITS California Annual Meeting

Benefits for Today & Tomorrow

Deployment Experiences, Benefits, & Lessons Learned

November 15 & 16
Berkeley Marina Doubletree Conference Center
Berkeley, CA
14 SUNDAY November

6:00pm - 8:00pm
Exhibitor Set-up

7:00pm - 10:00pm
Welcoming Reception

15 MONDAY November

Exhibition Hours: 7:30am – End of Reception

7:30am - 8:20am
Continental Breakfast

8:30am - 9:15am
Opening Plenary Session

Master of Ceremonies:

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

Chair
ITS California

Keynotes:

Peter Appel
Administrator
USDOT Research & Innovative Technology Administration

Cindy McKim
Director
California Department of Transportation

9:30am - 11:00am
Traveler Information - Emerging Trends
This session will focus on impacts of emerging technology trends in traveler information, specifically the impacts of social networking and personal mobile devices. The discussion will focus on what the public is experiencing today, what transportation managers might expect in the future, and how these trends might impact public and private sector investment decisions on data collection and distribution of traveler information.

Melanie Crotty | Director, Traveler Coordination and Information, MTC
Howard Hayes | Senior Vice President, NAVTEQ | The Emergence Of Crowd-Sourced GPS Data.
Andre Gueziec | Beat the Traffic | Developing And Supporting High-Usage Traffic Information Apps.
Carol Kuester | Principal Program Coordinator, 511 | Text, Mobile And MY 511: Pushing 511 Info Beyond Phone And Web.
Paul Steinberg | Director of Americas, Avego | Roads? Where We’re Going We Don’t Need Roads Anymore: The Washington State DOT Dynamic Carpool Project In Seattle.
ITS & Traveler Safety
As well as improving mobility, ITS contributes significantly to making the movement of people and goods safer. While the fatality rate on US roads declined in 2009 to the lowest on record, to 1.16 fatalities per 100 million Vehicle Miles Traveled (VMT), this still represented a loss of some 34,000 lives. So there is still room for improvement. This session will present examples of how ITS technologies have been deployed to further reduce injuries and fatalities.

Alan Clelland | Senior Vice President, Transportation Systems, Iteris, Inc. | Chair, ITS California
James R. Helmer | President, LightMoves | Achieving Safety And Sustainability With ITS.
Frank Quon | Deputy District Director, Operations, California Department of Transportation, District 7 | An ITS Safety And Mobility Solution - Dynamic Lane Management In Los Angeles.
Warren Tighe | Transportation Systems Engineer, Siemens and Greg McKhan, Sr. Vice President, Sales and Marketing. Sensors, Iteris | Infrastructure-Based Collision Avoidance System.

12:30pm - 2:00pm
Lunch
Henry Tirri | Senior Vice President, Head of Nokia Research Center

2:15pm - 3:30pm
Connected Vehicle Programs: Status & Plans
Deployment of real time vehicle connectivity is accelerating in the major regions of the world. Technology issues are being solved; costs, benefits, institutional issues are impacting deployment schedules. IntelliDrive is progressing in the U.S.; California continues to be a leader in state deployment efforts. This panel will discuss the status of the various programs as well as plans for testing and deployments.

Scott Andrews | Managing Partner, Cogenia Partners, LLC
Scott McCormick | President of the Connected Vehicle Trade Association | A Review Of The Status And Plans For The Connected Vehicle Internationally.
John Horsley | Executive Director of the American Association of State Highway and Transportation Officials (AASHTO) | States Perspective On, And Plans For Intellidrive.
Greg Larson | Chief, Office of Technical Operations Research, Division of Research & Innovation, Caltrans | California's Programs For Intellidrive.
Walt Fehr | Manager Intellidrive Systems Engineering, USDOT, RITA, ITS Joint program Office | The USDOT RITA Intellidrive Program.
Allan Clelland | Senior Vice President, Transportation Systems, Iteris; Chair, ITS California | ITSCA's Team California Initiative: "Make California Intellidrive-Ready."

3:45pm - 5:00pm
Transit Signal Priority - It's Working!
This session will explore current transit signal priority projects operating in California today, along with presenting the latest technologies and alternatives available to implement transit signal priority for a local or regional agency.

Jane White | LADPW
Steve Gota | Countywide Signal Priority Program Manager, Los Angeles MTA | MTA Countywide Signal Priority: Challenges and Lessons Learned.
Chun Wong | Senior Transportation Engineer, LADOT | City of Los Angeles’ Transit Priority System: Then and Now.
David Kobayashi | Senior Transportation Planner, Valley Transportation Authority | VTA’s Rapid 522: Deployment and Evaluation of Loop and GPS based Bus Signal Priority systems.
Dr. Kun Zhou | Research Engineer, California PATH Program, University of California at Berkeley | Field Operational Tests of Adaptive Transit Signal Priority System.

5:15pm
Reception
Adaptive Control Software (ACS) LITE

Adaptive Control Software Lite (ACSLite) is a specific adaptive signal control technology developed by the FHWA through a public private partnership. ACSLite takes advantage of typical signal system architecture and works with existing control, detection and communications configurations to cost-effectively deliver adaptive control that is easy-to-deploy and produces comparable performance to traditional adaptive systems. The software is licensed by four traffic signal controller manufacturers (Siemens/Eagle, Econolite, McCain and Peek). This session will present an overview of the ACSLite software and will include presentations from agency professionals that have gained firsthand experience with the software.

Eddie Curtis | Traffic Management Specialist, FHWA

Mainstreaming Adaptive Signal Control Technology - The FHWA Every Day Counts Initiative.

John Thai | Principal Traffic Engineer, City of Anaheim ITS

Bringing ACS Lite to Your Agency.

Justin Smith | Associate Traffic Engineer, City of Tyler

Tyler ACS Implementation.

Scott Seaman | Traffic Services Manager, W.E. Stilson Consulting Group, LLC

Pickerington, OH

Automated Enforcement: How Does ITS Benefit Compliance & Enforcement?

A variety of technologies, approaches and yes, politics, surround the use of ITS for enforcement. This panel, drawn from the public and private sectors plus academia will address this variety and inform at different levels: focus areas (for example, speed, occupancy, weight) and the benefits-related issues (societal, economic and institutional barriers).

Arti Gupta | Director, Parking & Safety Solutions, ACS

Lin Zhang | Senior Associate, Cambridge Systematics, Inc | and Linda Lee | Project Manager, Bay Area Toll Authority | San Francisco-Oakland Bay Bridge Congestion Pricing Study.

Kris Wuestefeld | Vice President, Wilbur Smith Associates | and Frank Furger | Executive Director, JPA | Planning, Designing and Funding of I-680E.

Jay Primus | SFpark Program Manager, San Francisco Municipal Transportation Agency (SFMTA) | Parking-Based Approach To Congestion Management.

Adrian Moore | Vice President, Reason Foundation | Innovations in Pricing Implementation.

Jim Misener | Executive Advisor, Booz Allen Hamilton

Dr. Ching-Yao Chan | Transportation Safety Research Program Leader, University of California PATH Program | Benefits and Disbenefits of Automated Enforcement.

Robert W. Maynard | Assistant Chief, California Highway Patrol Enforcement and Planning Division | The Law Enforcement Perspective on Automated Enforcement.

Susan Carlson | Manager of Toll Facility Planning | HNTB Corporation

and

Linda Lee | Project Manager, Bay Area Toll Authority | San Francisco-Oakland Bay Bridge Congestion Pricing Study.

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Sustainable Cities & Induced Demand: Let’s Define the Issues

Induced demand suggests added traffic & is used to describe multiple transportation modes. Does ITS have a role in inducing more livable & sustainable, multimodal communities? This session will consider the issue of induced demand and ITS, and possible roles of ITS in delivery of transportation for sustainable cities. Panelists will dialogue whether ITS operational improvements in urban areas should be categorized as capacity improvements that work for or against sustainability solutions.

John Lower | Associate VP, Iteris

Jerry Walters | Principal, Fehr & Peers | Addressing Induced Travel in Statewide Highway and Rail Planning.

Amanda Eaken | Smart Growth Policy Analyst, Natural Resources Defense Council | Sustainable Transportation in Sustainable Cities.

Gordon Garry | Research & Analysis, Director, Sacramento Area Council of Governments | How SACOG addresses travel behavior dynamics that include induced demand characteristics.
Adaptive Signal Control Technology
The variability and unpredictability of traffic demand on arterial systems often outpaces the ability of local and state agencies to update signal timings so that signalized intersections operate efficiently and don’t cause congestion and delays to motorists and pedestrians. The 2007 National Traffic Signal Report Card rated the nation’s traffic signal management and operations practices with a letter grade of “D” and estimated that poor traffic signal timing contributes to as much as traffic congestion and more than 295 million vehicle-hours of delay, on major roadways alone. Adaptive signal control technologies accommodate current traffic patterns to promote smooth flow and ease traffic congestion. This session will focus on ASCT that has been deployed in the U.S. and will also examine an emerging system called InSync.

Eddie Curtis | Traffic Management Specialist, FHWA
Aleksandar Stevanovic, Ph.D., P.E. | Assistant Professor, Civil, Environmental and Geomatics Engineering Florida Atlantic University | Adaptive Traffic Control Systems: Domestic and Foreign State of Practice
Dave Roseman | City Traffic Engineer, Long Beach | Long Beach Area-Wide Adaptive Traffic Control System (Douglas Park).
Carmen P. Talavera, P.E. | Senior Transportation Engineer, City of Sunnyvale, CA | Deployment of SCATS in Sunnyvale.

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Public/Private Partnerships
Combining private sector technology with government transportation projects is a prime area for public-private relationships, especially where government budgets are small. This session will explore the current status of public private partnerships.

Steve Roberts | Partner, Nossaman LLP
Stephen Roberts | Partner, Nossaman LLP | What is a Public Private Partnership in the Intelligent Transportation Context?
Ted Trepanier | Executive Director for public sector, Inrix | The Power of Data Partnerships – Together We Can See the Whole Picture.
Osama Elhamshary | Caltrans | Lessons Learned from the Private Sector Involvement in Infrastructure Technology Projects.
Terri Johnson | Manager, Public Sector, Traffic Data and Services, Navteq | Success of Public/Private Partnerships in Traffic Collection and Dissemination.

Revised Procedures for Federal Funding of ITS Projects
The application and oversight processes for federally-funded ITS projects are different in significant ways from the traditional roadway construction process, and project delays have occurred because this was not recognized during the application process. Caltrans and FHWA have recently revised and streamlined that process. The new process places more emphasis on Risk Management, because some ITS projects have failed to achieve expectations.

An informational workshop presented by Jesse Glazer, FHWA