THANK YOU!

The 2015 Annual Conference and Exhibition was a great success with over 50 exhibitors and 500 attendees.

We look forward to seeing you in September 2016 in Indian Wells.

ATTENDEES

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PROGRAM

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SESSION PRESENTATIONS

TECHNICAL SESSION 1: EXERCISE YOUR URBAN IQ: HOW TO ACHIEVE SMART CITIES AT HOME
At the intersection of travel demand, information, and infrastructure moving at the speed of thought, a new urban idea is emerging that has the potential to reshape how we work, live, and play. This session will explore these concepts through a lively discussion of parking management, mobility hubs, information sharing, and on-demand shared-use transportation. Please join our panel of experts and participate in the conversation.

Moderator: James Dreisbech-Towle, SANDAG

Presenters: [San Diego Regional Management Toolbox](#)
            Antoinette Meier, SANDAG

            [The Role of Big Data and Analytics in the Move Toward Scientific Transportation Engineering](#)
            Bob McQueen, 0cash Company

ITS CA

[FHWA: Parking Pricing Strategies & Implementation](#)
Rick Backlund, FHWA

[Mobility Hubs & Express Lanes: Inter-mobility Improving Highways & Arterials](#)
Hilary Norton, Fixing Angelenos Stuck in Traffice (FAST)

TECHNICAL SESSION 2: HEAVY METAL: SHOULD BUS AND TRUCK AUTOMATION COME FIRST?

This session explores the reasons for pursuing heavy vehicle automation in lieu of passenger car automation. Some of these reasons include having professional drivers that are more likely to be able to handle failures of the automation system, as well as better vehicle maintenance that will reduce the likelihood of such failures in the first place. Come listen to and contribute to the debate on this provocative topic.

Moderator: [Greg Larson, Caltrans](#)

Presenters: [Steering Automation Project](#)
        Wei-Bin Zhang, PATH

        Volvo's Truck Automation Research in Europe, California Truck Platooning Project
        Aravind Kailas, Volvo

TECHNICAL SESSION 3: BUILDING SUSTAINABLE COMMUNITIES WITH ITS

Building Smart & Sustainable Communities with ITS. Speakers will discuss how communities across the country are using technology as a solution to not only manage their transportation infrastructure, but also to accommodate growth and development, helping build sustainable communities with increased mobility, efficiency and safety.

Moderator: Ramin Massoumi, Iteris

Presenters: [Sustainability, A Caltrans Perspective](#)
        Melissa Thompson, Caltrans

        [Inducing Sustainable Communities with ITS](#)
        Sam Morrissey, Iteris

ITS CA

[Lyft and the New Mobility Landscape: The Role of Ridsharing in California's Sustainable Future](#)
Emily Castor, Lyft

[Reserve a Space for Smart Parking](#)
David Leingang, Swarco

TECHNICAL SESSION 4: INTEGRATED CORRIDOR MANAGEMENT (ICM)
This session will take a look at where corridor management is headed - focusing on data, technology, state wide adoption and organizational trends. We will hear the latest from projects inside and outside of California.

Moderator: Joe Butler, PATH

Presenters: [From Integrated Corridor Management to Integrated Regional Management](#)
Ahmad Sadegh, Schneider Electric
Todd Plesko, Dallas Area Rapid Transit

[California Connected Corridors Program - A strategic Approach to Statewide ICM](#)
Joan Sollenberger, Caltrans
Dr. Nick Compin, Caltrans

[Using Real-Time Data to Automate Variable Speeds and Traveler Information](#)
Jim Peters, DKS

[The Future of Integrated Corridor Management - Enhanced Decision Support Utilizing New Data, New Metrics and the Internet of Things and People](#)
Dr. Jane McFarland, Here/Nokia

TECHNICAL SESSION 5: BEYOND THE SAFETY PILOT: ADVANCEMENTS IN CV IN CA
Already known for the technical hot bed, Silicon Valley, California is now becoming a place where connected vehicle technology and deployments are advancing well beyond the landmark work done in the Safety Pilot. Learn about up-to-date new advancements in CV applications, radios, evaluations, test beds, and deployments that are happening right here in our backyard.

Moderator: Brian Burkhard, Jacobs

Presenters: [The Multi-Mdal Intelligent Traffic Signal System (MMITSS)](#)

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Greg Larson, Caltrans

GoMentum CV/AV Testbed: Putting California First
Jack Hall, Contra Costa Transportation Authority
Arya Rohani, Stantec

Connected Vehicle Local Project Evaluation, Prioritization, and Selection
Virginia Lingham, MTC

Applictations for the Environment: Real-Time Information Synthesis (AERIS)
Peng Hao, Center for Environmental Research, UC Riverside

TECHNICAL SESSION 6: REIMAGINING URBAN THROUGHWAYS
This session will cover a wide array of low-cost, innovative technology applications used on local streets. A great session for municipalities to attend.

Moderator: Carlos Ortiz, Advantec

Presenters: OpenAWAM: Blutooth Travel Time Analysis Using Inexpensive Hardware and Open-Source Software
        John Kerenyi, City of Moreno Valley

        ITS in Pasadena - Multimodal Applications and a Push for Data Sharing
        Joaquin Siques, City of Pasadena

        How Do You Know if Your City is Smart?
        Petter Kivesta, Teradata

        Conneting Cars to Traffic Lights: Tales from the Trenches
        Matt Ginsberg, Connected Signals

TECHNICAL SESSION 7: WHITE HATS AND BLACK CATS: STAYING LUCKY IN THE CHANGING WORLD OF ITS CYBERSECURITY
Five speakers will present short, speed-round-format presentations on cybersecurity issues, challenges, and solutions related to Intelligent Transportation Systems. You won't get bored and feel the need to text. We promise.

ITS CA

Moderator: Doug Gettman, Kimley-Horn

Presenters: Federal Initiatives in Cybersecurity
    Ed Fok, FHWA Resource Center

    Hack My Traffic System, I Dare You
    Brent Schlack, Washtenaw County Road Commission, Ann Arbor, MI

    Airport Security Technology
    Dominic Nessi, Los Angeles World Airports (LAWA)

    Security and the Next Generation ATC and Cabinet Standards
    Ralph Boaz, Pillar

    Santa Clara Valley Transportation Authority (VTA) Innovation Center
    Gary Miskell, VTA

TECHNICAL SESSION 8: TRANSIT TECHNOLOGIES

Technological advances and social media in bus and rail provide essential tools to promote public safety, increase customer satisfaction and ensure operating efficiency. We'll hear how transit technologies are being deployed to expand appeal to new markets, engage customers and collect valuable industrye industry feedback. Join us as we review the current results of and the future potential for transit technologies to improve: fare collection, scheduling, routing, multimodal traveler information, underground cell, Wi-Fi communications, surveillance, and pollution reduction required to meet California transit air-quality mandates.

Moderator: Steven Bradley, Parsons Brinckerhoff

Presenters: Sensor Data Automation and Analytics for Preventive Maintenance and Service Reliability
    Peter Badovinatz, IBM
    Sahid Sesay, Smart Connect

    A First and Last mile solution - Dynamic Transit
    Gary Miskell, Santa Clara VTA

    Using the Power of Real-Time Information to Enhance Your Rider's Experience
    Rick Spangler, Avail Technologies

Apolonio Del Toro, Sunline Transit

TECHNICAL SESSION 9: CONNECTED VEHICLES STARTS WITH CARS: HOW IMPENDING V2V RULES AFFECT INFRASTRUCTURE OWNERS

The impending Vehicle-to-Vehicle (V2V) Notice of Proposed Rulemaking will usher vehicle safety communications, but other than the potential for safety roads, what does it mean to infrastructure owner-operators? This session explores the potential extent of the to-be-proposed rule, and the many ways it will affect road operators.

Moderator: Jim Misener, ITS CA Board

Presenters: Pointing to the Future: Setting the V2X Deployment Context
Jim Misener, ITS California Board

V2I Opportunities Stemming from the V2V Mandate
John Kenney, Toyota InfoTechnology Center

Why V2V BSM is Not Your Grandfather's Probe Message
Navin Katta, Savari Networks

How impending V2V affects the City and how the City prepares for V2V
John Thai, City of Anaheim

TECHNICAL SESSION 10: 511 EVOLVED - ADAPTING TRAVELER INFO TO SPECIFIC POPULATIONS

With the maturity of the traveler information market has come a number of systems tailor that have tailored information to specific populations. Learn about the latest in transport information trends from giving back to our veterans and service members to helping disabled riders feel more secure about taking transit to information that helps drayage operators reduce operating costs.

Moderator: Iain Fairweather, LA SAFE/511

Presenters: VetsGo511: Traveler Information for Veterans
Melissa Park, LA Metro

Bringer Big(ger) Data into 511

Kristin Virshbo, Castle Rock

Changing the Paradigm of Fixed Route Transit: Do we need fixed routes?
Mark Dunzo, Kimley-Horn

Freight Advanced Traveler Information System (FRATIS) Phase 2
Sam Fayez, Ph.D., Productivity Apex, Inc.

TECHNICAL SESSION 11: THE ROLE OF ITS IN FINANCING TRANSPORTATION
It is becoming clear that with fuel efficient cars, and in the future, with decrease in VMT, the gas tax will not be enough to support the aging transportation infrastructure. As different revenue generation applications; congestion charging, tolling, payment cards, user fees, parking metering, etc become more main-stream, we need to explore the planned uses of these revenue streams by agencies: are the agencies looking to use these funds to pay for the operations and maintenance of infrastructure generating the revenue or is the plan to use this revenue for broader purpose. This session explores ITS-based financing options for agencies and how they are addressing the issues of public perceptions related to mobility, safety, and equity while deploying revenue generation projects.

Moderator: Arti Gupta. Transportation Mobility Solutions

Presenters: Caltrans and Mileage Based User Fee Alliance
              Norma Ortega, Caltrans

              Oregon's Mileage Based User Fee
              Chuck Larson, ODOT

              Alternative Ways to Fill the Funding Gap
              Carol Kuester, MTC

              Metro Express Lanes Net Toll Revenue Reinvestments
              Philbert Wong, LA Metro

VENUE MAP