



THANK YOU!

ITS California thanks our sponsors, exhibitors, speakers, moderators, and attendees for another highly successful conference and exhibition! We are proud that over 600 industry professionals found value in attending our flagship annual event and another 100 attended virtually – half public and half private sector. We look forward to seeing you in May 2022 at SFO!

[Final Registrant List](#)

[Program Schedule](#)

Presentations

Session 1: Monday, August 9 | 9:00 AM-10:15 AM, Sapphire DH

Title: [Modernization & Mobility: How Transportation is Transforming in the Cloud](#)

Video: [Session 1 Video](#)

Moderator: Alan Clelland, ITS/CV Leader, DKS Associates

Speakers:

- Kome Ajise, Executive Director, Southern California Association of Governments
- Randy Iwasaki, Leader, State and Local Transportation, Amazon Web Services
- Brian Burkhard, Vice President and Global Technology Lead for Advanced Mobility Systems, Jacobs

Session 2: Monday, August 9 | 10:45 AM – 12:15 PM, Sapphire DH

Title: [Goods Moving! Technology Accelerating!](#)

Video: [Session 2 Video](#)

Moderator: Mark Jensen, Principal, Cambridge Systematics

Speakers:

- [“DrayFLEX – Optimizing Freight Moves in Los Angeles,”](#) Ed Alegre, Senior Director, LA Metro
- [“Predicting Truck Parking Occupancy,”](#) Hamidreza Tavafoghi, Postdoctoral Fellow, University of California, Berkeley
- [“California’s Truck Parking ITS and Truck Platooning V2V Programs,”](#) Matt Hanson, Freight Research Project Manager, Caltrans Division of Research, Innovation and System Information
- [“Development of a Statewide Freight Network Technologies Plan,”](#) Casey Wells, Freight Planner, Texas Department of Transportation – Freight Planning Branch
- [“Introducing Electromobility Solutions into Real-World Trucking,”](#) Aravind Kailas, PHD., Advanced Technology Policy Director, Volvo Group North America

Session 3: Monday, August 9 | 10:45 AM – 12:15 PM, Sapphire LP

Title: [Spotlight on Transit Technology and Data Innovation](#)

Video: [Session 3 Video](#)

Moderator: Barry Matlack, VP Sales & Customer Success, one.network

Speakers:

- [“One Consolidated GTFS Feed for the Region – Challenges & Benefits,”](#) Nisar Ahmed, Principal Program Coordinator, Metropolitan Transportation Commission
- [“Using Origin-Destination Commute Data to Identify Underserved Transit Markets,”](#) Josh Pilachowski, Transportation Engineer, DKS Associates
- [“Using Multimodal Big Data to Identify, Design and Monitor Safe Streets,”](#) Teresa Tapia, Director of Customer Success, StreetLight Data
- [“The Internet of Traffic – Optimizing Public Transport through Artificial Intelligence,”](#) Alexander Wehmeyer, Business Development Manager, HaCon

Luncheon Keynote Speaker: Monday, August 9 | 12:15 PM – 1:45 PM, Indigo ABEF

Speaker: Hasan Ikhata, CEO, SANDAG

Video: [Monday Keynote Speaker](#)

Session 4: Monday, August 9 | 1:45 PM – 3:15 PM, Sapphire DH

Title: [Tackling Transportation Equity Post-COVID](#)

Video: [Session 4 Video](#)

Moderator: Darya Shtykalo, Civil Analyst, Kimley-Horn and Associates, Inc. and Jannette Choi, Product Manager, Smarking, Inc.

Speakers:

- [“The Realities of Anchoring Equity in Policy and Program Delivery in Transportation Technology,”](#) Judis Santos, Program Manager, Metropolitan Transportation Commission, Association of Bay Area Governments
- [“Public Streets for the Public Good,”](#) Warren Logan, Policy Director of Mobility and Inter Agency Relations, City of Oakland
- [“Addressing Equity Through and Infrastructure Project: Can it be Done?”](#) Chadi Chazbek, Regional Vice President, Kimley-Horn and Associate, Inc.
- [“Protecting Equity as Social Distancing Motivates Contactless Payment Adoption,”](#) Edward Donovan, Solution Architect, Bytemark

Session 5: Monday, August 9 | 1:45 PM – 3:15 PM, Sapphire LP

Title: [The Wheels on the Bus Go... Faster! Speeding Up Your Bus Through Traffic Signals](#)

Video: [Session 5 Video](#)

Moderator: Josh Peterman, Principal/National ITS Lead, Fehr & Peers

Speakers:

- [“Fast-Tracking Deployment of Transit Priority,”](#) Dustin Harber, CTO, LYT
- [“Advances in Centralized Preemption and TSP,”](#) Marija Ostojic, Product Specialist, Cubic
- [“Implementing Next-Gen TSP: Lessons and Perspectives from the Leading Edge,”](#) Elliot Hubbard, Regional Manager, Smart Cities and CV, DKS Associates
AJ O’Connor, Director of ITS, TriMet
- [“TSP Requirements for a CV Future,”](#) Jon Ringler, VP, Systems Integration, Econolite

Session 6: Tuesday, August 10 | 9:00 AM – 10:30 AM, Sapphire DH

Title: [California Dreamin](#)

Video: [Session 6 Video](#)

Moderator: Daniel Lukasik, Vice President, ITS Sector, Parsons

Speakers:

- [“CCTA Innovate 680 Program,”](#) Virginia Lingham, Senior Lead Consultant, ITS/CAV, WSP
- [“Port of Oakland Freight Intelligent Transportation System \(FITS\),”](#) Derek Pines, Vice President – Western Region, Parsons
- [“Advancing Public-Private Partnerships through the Implementation of SANDAG’s 2020 ATCMTD project,”](#) Alex Estrella, Technology Planning Manager, SANDAG
- [“Developing a Regional Communications Network: The Backbone of Smart Cities,”](#) Darya Shtykalo, Civil Analyst, Kimley-Horn and Associates, Inc.

Luncheon Keynote Speaker: Tuesday, August 10 | 12:00 PM – 1:30 PM, Indigo ABEF

Speaker: Shailen Bhatt, President and CEO, ITS America

Speaker: Matthew Tucker, CEO, North County Transit District

Video: [Tuesday Keynote Speakers](#)

Session 7: Tuesday, August 10 | 1:30 PM – 3:00 PM, Sapphire DH

Title: [Reaching Carbon Neutral Transportation Sector](#)

Video: [Session 7 Video](#)

Moderator: Aravind Kailas, PhD, Advanced Technology Policy Director, Volvo Group North America

Speakers:

- Tyson Eckerle, Deputy Director, Zero Emission Vehicle Market Development, California Governor's Office of Business and Economic Development
- Seungbum Ha, PhD, Program Supervisor, California South Coast Air Quality Management District
- Mike Usen, Electromobility and Resiliency Lead, DKS Associates
- [Gary Miskell](#), Chief Information and Technology Officer, Santa Clara Valley Transportation Authority

Session 8: Tuesday, August 10 | 1:30 PM – 3:00 PM, Sapphire LP

Title: [Technology Makes Our Roads Safer! – Applying ITS for Safety](#)

Video: [Session 8 Video](#)

Moderator: Katherine Mertz, Director of Sales, Sensys Networks, Inc.

Speakers:

- [“GiveMeGreen! System and Application – Architecture and Operations,”](#) Sophia Haoui, Software Engineer, Sensys Networks
- [“Emerging Applications of Data Science for Local Vision Zero Efforts,”](#) Mark Masongsong, CEO & Co-Founder UrbanLogiq
- [“Development of California-specific Safety Performance Functions,”](#) Offer Grembek, Co-Director, Safe Transportation Research and Education Center, University of California, Berkeley
- [“Build Back Better: Using Cloud Applications for Communicating Road Changes for Safety & Sustainability,”](#) Eliza Shaw, U.S. Partnerships & Business Development, one.network

Session 9: Tuesday, August 10 | 3:15 PM – 4:45 PM, Sapphire DH

Title: [Moving from ‘Smart Cars and Dumb Roads’ to ‘Smart Cars and Smart Infrastructure’](#)

Video: [Session 9 Video](#)

Moderator: Carlos Ortiz, PE, TE, PTOE, Chief Operating Officer and Principal, ADVANTEC Consulting Engineers, Inc.

Speakers:

- [“How the Convergence of ACES and Technology are Shaping the Future of Mobility,”](#) Barry Einsig, Principal, CAVita
- [“Velodyne LiDAR’s Perspective of Smart Communities, Tracking, Recognition and Varying Uses for Smart Infrastructure,”](#) Jon Barad, Vice President of Business Development, Velodyne Lidar
- [“Connected Intersection Implementation Guide,”](#) Ralph Boaz, President, Pillar Consulting, Inc.
- [“Crawl Before Walking: Economics of Using Cellular Enabled Connected Vehicles as Virtual Sensors,”](#) Noam Mital, CEO, Waycare
- [“Advancing Transportation System Management \(TSMO\) in the San Diego Region,”](#) Alex Estrella, Technology Program Manager, SANDAG

Session 10: Tuesday, August 10 | 3:15 PM – 4:45 PM, Sapphire LP

Title: [Not-So-Big Data](#)

Video: [Session 10 Video](#)

Moderator: Alyssa Phaneuf, P.E., Vice President, Kimley-Horn and Associates, Inc.

Speakers:

- [“The Advent of Virtual Infrastructure: How Data is Changing how we Evaluate Transportation Systems,”](#) Gary Carlin, Director of Business Development, INRIX, Inc.
- [“Pricing for Performance with Big Data,”](#) Hema Nagarajan, Senior Engineer, WSP
- [“Big Data on a Budget: A Joint Subscription to StreetLight Data,”](#) Mikaela Hiatt, Transportation Specialist, City/County Association of Governments of San Mateo County (C/CAG)
- [“Big Data and Data-Driven Planning,”](#) Ray Major, Chief Data and Analytics Officer, SANDAG

Session 11: Wednesday, August 11 | 9:00 AM – 10:30 AM, Sapphire CG

Title: [The Road to C-V2X](#)

Video: [Session 11 Video](#)

Moderator: Jim Misener, Senior Director, Product Management, Qualcomm Technologies, Inc.

Speakers:

- [“C-V2X Pilot Deployment in California,”](#) Sam Amen, Traffic System Performance Branch Chief, Caltrans (District 11, Division Chief of Engineering/CAV manager)
- [“RSU Deployment Ecosystem,”](#) Mahsa Nakhjiri, Director, Product Management, Harman International, Inc.
- [“C-V2X Application Around Vulnerable Road Users,”](#) Praveen Singh, Director, Business Development, Qualcomm Technologies, Inc.
- [“Connected Intersections – An Infrastructure Owner Operator’s Perspective,”](#) John Thai, Principal Traffic Engineer, City of Anaheim

Session 12: Wednesday, September 11 | 9:00 AM – 10:30 AM, Sapphire DH

Title: [Maas – Mobility Solution for Post-COVID World](#)

Video: [Session 12 Video](#)

Moderator: Carol Kuester, Director, Electronic Payment Systems, Metropolitan Transportation Commission

Speakers:

- [“Delivering MaaS as a Key Component to Solving Congestion,”](#) Andy Taylor, Senior Director of Global Strategy, Cubic Transportation Systems
- [“Deploying Mobility on Demand for Transit Agencies and MPOs,”](#) Satinder Bhalla, President and Co-Founder, TransSight
- [“MTC: Seamless Mobility as a Strategy in Post-COVID Transit,”](#) Theresa Romell, Director, Fund Policy and Programs, Metropolitan Transportation Commission
- [“How TAPForce is Unlocking Mobility in the LA Region,”](#) Manish Chaudhari, Director of Special Projects, LA Metro

Session 13: Wednesday, September 11 | 10:45 AM – 12:00 PM, Sapphire CG

Title: [A Vision for Vehicles of the Future](#)

Moderator: Antonino D. Genoese, P.E., Senior ITS/Traffic Engineer, Jacobs

Speakers:

- “Connected Vehicle Program to Analyze Signal and Corridor Optimization,” Jon Ringler, VP, Systems Integration, Econolite
- “[Deployment Lessons Learned](#),” Steve Sprouffske, National Practice Lead, Connected Vehicle Services, Kapsch TrafficCom
- “[‘My Car Almost Killed Me’ – Can We Trust Autonomous Vehicles?](#),” Leo Lee, CEO, ADVANTEC Consulting Engineers, Inc.
- “[Realizing the Potential of the Cloud and Connected Vehicles](#),” Alan Clelland, ITS/CVS Leader, DKS Associates
- “[Overview of Connected Vehicles Projects Underway In California](#)” – Jessie Glazer, ITS Engineer, FHWA - California

Session 14: Wednesday, September 11 | 10:45 AM – 12:00 PM, Sapphire DH

Title: [Cloud and AI – Helping Agencies Solve Traditional Transportation Problems using Non-Traditional Methods](#)

Moderator: Ben McKeever, CAV Program Manager, University of California, Berkeley

Speakers:

- “[Machine-Learning Based Anomaly Detection in Active Transportation Management](#),” Ning Yang, Project Manager, Parsons
- “[Applying Artificial Intelligence to Predict Crash Risk and Achieve Goals of Vision Zero](#),” Juan Moreno, Software Engineer, Kapsch TrafficCom North America
- “[How Cloud-Based Technology Will Bring Riders Back](#),” Siena Guerrazzi, Account Executive, Swiftly
- “[Computer Vision and Artificial Intelligence Team Up to Guide Intersection Safety Improvements](#),” Kendra Rowley P.E., Senior Engineer, Fehr & Peers

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