ITSCA

25TH ANNUAL CONFERENCE AND EXHIBITION

LOS ANGELES

SEPTEMBER 9-11, 2019 | JW MARRIOTT | LA LIVE

PRELIMINARY PROGRAM

SUNDAY, SEPTEMBER 8, 2019		LOCATION	EXHIBIT HALL SET-UP
8:00 A.M. – 1:00 P.M.	**Golf Tournament**	Pacific Palms Resort, City of Industry	
12:00 P.M. – 7:00 P.M.	**Exhibit Hall Setup**	Diamond 1-5	
6:00 P.M. – 8:00 P.M.	**Welcome Reception**	WP24, Ritz-Carlton	

DAY 1 – MONDAY, SEPTEMBER 9, 2019		LOCATION	EXHIBIT HALL
8:00 A.M. - 9:00 A.M.	**Breakfast**	Gold 3 Foyer	
9:00 A.M. – 10:15 A.M.	Opening Plenary Address: **Shailen Bhatt, ITS America CEO** General Opening Session – Keynote Speaker: **Roger Lanctot, Strategy Analytics**	Gold 2-4	
10:15 A.M. – 10:45 A.M.	**Break**	Diamond 1-5	Open
10:15 A.M. – 8:00 P.M.	**Exhibit Hall Open**	Diamond 1-5	Open
10:45 A.M. – 12:15 P.M.	Session 1: **Unveiling New Technologies – Applications for Future Cities**	Diamond 6-8	Open
10:45 A.M. – 12:15 P.M.	Session 2: **From the Horse's Mouth: Validation of Implemented Transportation Technologies**	Diamond 9-10	Open
12:15 P.M. – 1:45 P.M.	Lunch Keynote Speaker: **Phil Washington, CEO, LA Metro**	Gold 2-4	Open
1:45 P.M. – 3:15 P.M.	Session 3: **Big Data – The Fuel Propelling the Smart Cities Revolution**	Diamond 6-8	Open
1:45 P.M. – 3:15 P.M.	Session 4: **Are You Ready For Some TSMO?**	Diamond 9-10	Open
3:30 P.M. – 5:30 P.M.	Vendor Technology Showcase	Gold 2-4	
5:30 P.M. – 8:00 P.M.	**Thanks to our Sponsors Reception**	Diamond 1-5	Open

DAY 2 – TUESDAY, SEPTEMBER 10, 2019		LOCATION	EXHIBIT HALL	TOURS
8:00 A.M. – 9:00 A.M.	**Breakfast**	Diamond 1-5		
8:00 A.M. – 4:45 P.M.	**Exhibit Hall Open**	Diamond 1-5	Open	
9:00 A.M. – 10:30 A.M.	Session 5: **Breaking Down Silos Through ICM**	Diamond 6-8	Open	ArtCenter College of Design Tour 9 a.m. – 11:30 a.m. JW Marriott Lobby Shuttle Pickup
9:00 A.M. – 10:30 A.M.	Session 6: **Technology has Transit in Fast Forward!**	Diamond 9-10	Open	
10:30 A.M. – 12:00 P.M.	**Exclusive Exhibit Hall Access**	Diamond 1-5	Open	
12:00 P.M. – 1:30 P.M.	Lunch Keynote Speakers: **Geoff Wardle, Executive Director, ArtCenter College of Design**	Gold 2-4	Open	
1:30 P.M. – 3:00 P.M.	Session 7: **Beyond the Destination: Why Intelligent Parking is Critical for ITS**	Diamond 6-8	Open	Metro ExpressLanes Tour 1:30 p.m. – 4:30 p.m. JW Marriott Lobby Shuttle Pickup
1:30 P.M. – 3:00 P.M.	Session 8: **Transforming our Cities – Smart Mobility, Big Data and Connected Automation**	Diamond 9-10	Open	
3:00 P.M. – 3:15 P.M.	**Break**	Diamond Foyer	Open	
3:15 P.M. – 4:45 P.M.	Session 9: **Critical Factors Affecting an Autonomous Vehicle Future**	Diamond 6-8	Open	
3:15 P.M. – 4:45 P.M.	Session 10: **Tolling – What's Hot and What's Not**	Diamond 9-10	Open	
4:45 P.M.	**Exhibit Hall Closes**			
6:00 P.M. – 8:00 P.M.	**Meeting Your Board of Directors Reception**	The Mixing Room, JW Marriott Lobby		

DAY 3 – WEDNESDAY, SEPTEMBER 11, 2019		LOCATION	TRAINING	TOURS
8:00 A.M. – 9:00 A.M.	**Breakfast**	Diamond Foyer		
9:00 A.M. – 10:30 A.M.	Session 11: **Arterial Performance Measurement: So Much Data, So Little Time!**	Diamond 6-8		Jet Propulsion Labs - Pasadena Tour 9 a.m. – 12 p.m. JW Marriott Lobby Shuttle Pickup
9:00 A.M. – 10:30 A.M.	Session 12: **Connected Vehicle Technologies and Safety**	Diamond 9-10		
10:30 A.M. – 10:45 A.M.	**Break**	Diamond Foyer		
10:45 A.M. – 12:00 P.M.	Session 13: **The Electric Fleet Future: How Will We Get From Here to There?**	Diamond 6-8	Assessing Readiness for CAVs Training Gold 4	
10:45 A.M. – 12:00 P.M.	Session 14: **Modernizing America's Airports and Seaports**	Diamond 9-10		
10:45 A.M. – 4:30 P.M.	Training: **Assessing Readiness for CAVs**	Gold 4		

OPENING PLENARY ADDRESS

MONDAY, SEPTEMBER 9 | 9:00 AM – 10:15 AM

Gold 2-4

Moderator: **Melissa Hewitt, ITS California Board Chair, Kimley-Horn**

Keynote Speaker: **Roger Lanctot, Director – Automotive Connected Mobility - Strategy Analytics**

Roger Lanctot has 25+ years of experience as a journalist, analyst and consultant advising electronics companies, car companies, wireless carriers, Tier 1s and developers on product and market development and strategy. He is currently Director, Automotive Connected Mobility, in the Global Automotive Practice at Strategy Analytics, where he has worked for the past 10 years. He is a graduate of Dartmouth College and a frequent blogger and keynote speaker. Roger is a member of the TU-Automotive Hall of Fame and was selected as the 2017 Tech Cars Best Analyst of Connected Car Celebrity. He is on the advisory board of AutoMobility LA and the Future Networked Car event put on by the International Telecommunications Union at the Geneva Motor Show.

Special Address: **Shailen Bhatt, President and CEO of ITS America**

Shailen P. Bhatt is President and CEO of the Intelligent Transportation Society of America (ITS America), where he promotes policies that advance the development and deployment of intelligent transportation technologies throughout the United States. Previously, Bhatt served as Executive Director for the Colorado Department of Transportation (CDOT), where he led the department in planning for and addressing Colorado's transportation needs. Bhatt oversaw 3,300 employees statewide and an annual budget of approximately $1.4 billion, guiding an organization committed to becoming the best DOT in the country. During his tenure, CDOT launched the Road X program which is focused on deploying innovative technology solutions such as connected vehicles and teaming with the private sector to shape the future of transportation.

SESSION 1

MONDAY, SEPTEMBER 9 | 10:45 P.M. –12:15 P.M.

Diamond 6-8

Title: **"Unveiling New Technologies – Applications for Future Cities"**

Moderator: **Tiffany Huang, Deputy Director of Innovative Transportation Strategies, Kimley-Horn**

Session Description:

Dreamers worldwide envision the city of the future as somewhere people can move from place to place without worrying about driving or safely using the streets. As we reimagine how we get around, the technology infrastructure around us will need to revolutionize accordingly. This session will explore ways that we can harness emerging technologies to enable the city of tomorrow.

Speakers:

- **"Mobility Subscriptions: Fix Congestion with Intentional Artificial Intelligence"**
  David Luce, CEO, 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)

SESSION 2

MONDAY, SEPTEMBER 9 | 10:45 A.M – 12:15 P.M.

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**

Session Description:

Many technologies have been developed to benefit local cities all in an effort to improve local arterial operations. This is especially true in a new world of smart cities infrastructure. This session will focus on real-world implementations of ITS technologies at the local level. Come hear about actual lessons learned from the individuals that put these advanced technologies into operation.

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
- **"Technology Enhanced Multimodal Arterial Corridor Project"**
  Saravana Suthanthira, Principal Transportation Planner, Alameda County Transportation Commission, and Lawrence Lewis, Principal Planner, Kittelson and Associates
- **"ATC Cabinets - A Smart Decision for ITS Infrastructure"**
  Ralph W. Boaz, President, Pillar Consulting, Inc., President

LUNCHEON
MONDAY, SEPTEMBER 9 | 12:15 P.M. – 1:45 P.M.
Gold 2-4

Keynote Speaker: **Phil Washington, CEO, LA Metro**

As LA Metro CEO, Washington manages a total balanced budget of $6.6 billion for FY19, is responsible for overseeing $15+ billion in capital projects, providing oversight of an agency of nearly 11,000 employees and transports 1.4 million boarding passengers daily, riding on a fleet of 2,000 clean-air buses and six rail lines. LA Metro is also the lead transportation planning and programming agency for LA County. As such, it is a major construction agency that oversees bus, rail, highway and other mobility related building projects – together representing the largest modern public works program in North America. Washington was a key leader in the 2016 successful effort to pass a new half-cent sales tax in LA County, which garnered 71.15% voter approval. Measure M will build 40 major highway and transit projects in the first 40 years, create 778,000 jobs and provide $133.3 billion in economic impact. Washington came to Los Angeles from Denver, Colorado, where he was Assistant General Manager for nearly 10 years, prior to being named CEO in 2009.

SESSION 3
MONDAY, SEPTEMBER 9 | 1:45 P.M. – 3:15 P.M.
Diamond 6-8

Title: **"Big Data – The Fuel Propelling the Smart Cities Revolution"**

Moderator: **James Dreisbach-Towle, Division Director of Operations, Transportation and Information Technology, San Diego Association of Governments**

Session Description:

Smart Cities and the technologies powering those efforts are filled with buzz words and promises to reduce cost, increase efficiencies, and to be more responsive to citizens' needs. City and regional governments are looking to leverage advances in technology and private industry is looking to create new markets. This session will focus on the transportation needs from a traveler perspective and through an interactive panel of industry experts will tell the story of harnessing the massive amounts of data to improve citizens' every-day lives.

Speakers:

- **"Leading the Charge Against Congestion: Strategic Incident Management in Connected Cities"**
  Chris Bax, VP ITS Global Strategy, Cubic Transportation Systems
- **"Strategic Planning for Connected and Autonomous Vehicles"**
  Jill MacKay, Associate, Intelligent Transportation Systems and Mobility Technologies, IBI Group
- **"Fremont Boulevard: Safe and Smart Corridor Update"**
  Derek Pines, West Region Vice President, 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 P.M. – 3:15 P.M.
Diamond 9-10

Title: **"Are You Ready For Some TSMO?"**

Moderator: **Carlos A. Ortiz, Chief Operating Officer, ADVANTEC Consulting Engineers, Inc.**

Session Description:

Transportation Systems Management and Operations (TSMO) is a foundational concept that enables agencies to balance supply and demand and provide flexible solutions to manage and operate the transportation system in a smart, connected community. The benefits to TSMO include: improved quality of life, smoother and more reliable traffic flow, improved safety, reduced congestion, less wasted fuel, cleaner air, increased economic vitality and more efficient use of resources (facilities, funding). Hope you are ready for it – TSMO!

Speakers:

- **"Mainstreaming TSMO Using the Strategic Highway Research Program"**
  Tracy Scriba, Team leader, Planning and Organizing for Operations, FHWA
- **"System Integration + Seamless Mobility"**
  James Sellards, Senior Engineer Technician, Fehr and Peers
- **"Active Management of Seattle ITS During Viadoom"**
  Dusty Rasmussen, Signal and Operations Manager, Seattle DOT
- **"Richmond San Rafael Bridge Part-Time Use Lane"**
  David Man, Chief Office of Electrical Systems, Caltrans District 4

VENDOR TECHNOLOGY SHOWCASE
MONDAY, SEPTEMBER 9 | 3:30 P.M. – 5:30 P.M.
Gold 2-4

Moderator: **Steve Gota, LA Metro**

Moderator: **Eva Pan Moon, LA Metro**

Moderator: **Jane White, LA County Public Works**

Support: **ITS California Young Professionals Group (YPG), Los Angeles**

Description:

ITS California will once again host the very popular Vendor Technology Showcase! Over 60 exhibitors and sponsors have been invited to present their latest products and services to conference attendees in a noncompetitive, low-pressure, fun-filled, and fast-paced environment. The Vendor Technology Showcase will include more raffle and prize giveaways, shorter presentations, and a few special surprises. Since this unique forum to distribute information to conference attendees will occur directly before our Monday evening reception, attendees will have the opportunity to engage with our exhibitors or sponsors immediately after the Showcase to follow-up on items of interest presented during the event. Come join us to learn about the latest and greatest in transportation technology and services, enjoy refreshments with colleagues, and share a few laughs as we proudly present the 8th Annual Vendor Technology Showcase!

THANKS TO OUR SPONSORS RECEPTION
MONDAY, SEPTEMBER 9 | 5:30 P.M. – 8:00 P.M.
Diamond 1-5

TOUR #1 – ARTCENTER COLLEGE OF DESIGN

TUESDAY, SEPTEMBER 10 | 9:00 A.M. – 11:30 A.M.

JW Marriott Lobby Pickup

Description:

ArtCenter College of Design is a prestigious art school with two stunning campuses in Pasadena, California. Ansel Adams and Paul Frank both served on the school's faculty, and its alumni is responsible for designing many of Apple's products, the Kikkoman soy sauce bottle, the Tesla Model S, the Jambox, the Chevrolet Corvette and the Ducati Monster.

In this rapid changing world of transportation concepts and applications, the ArtCenter College of Design provides numerous platforms and programs to ready creativity and design influencing minds for the future world of transportation.

In this tour you can expect to walk the many creative studio halls full of prototypes that provided creative direction and anchored industrial design concepts in the transportation world for companies like Tesla, Ferrari, Ducati and Chevrolet amongst others well respected in the automotive design industry. Attendees will also hear from Geoff Wardle, Executive Director, and hear about ArtCenter College of Design direction in transportation design as it incorporates the concept of transportation mobility as a worldwide service.

SESSION 5

TUESDAY, SEPTEMBER 10 | 9:00 A.M. – 10:30 A.M.

Diamond 6-8

Title: **"Breaking Down Silos Through ICM"**

Moderator: **Dan Lukasik, Vice President, Parsons**

Session Description:

California has been a clear leader in the deployment of advanced Integrated Corridor Management (ICM) systems, but the path to get there can be much more difficult than single-agency ITS system deployments. ICM involves the active integration and cooperation of multiple agencies working together. Often, these institutional issues are the most difficult to tackle. Come to this session to learn how it was and is being done.

Speakers:

- **"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
- **"Bay Area I-80 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 A.M. – 10:30 A.M.

Diamond 9-10

Title: **"Technology has Transit in Fast Forward!"**

Moderator: **Mike McIntee, Director Northwest Sales, Econolite**

Session Description:

Transit operators are increasingly leveraging technology solutions to improve efficiency, integrate modes, and offer users a seamless trip planning experience. This session explores how transit is "leading the charge" in terms of Smart City development by integrating its operations with traffic management systems. This session presents an array of case examples demonstrating how technology is bringing transit, traffic, and public system users together.

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"**
  Jon Ringler, Vice President, Systems Integration, Econolite
- **"BART Trip Planner Provides Seamless Commute in the Bay Area and Silicon Valley"**
  Wendy Tao, Head of Smart Cities Mobility, 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

EXHIBIT HALL EXCLUSIVE ACCESS

TUESDAY, SEPTEMBER 10 | 10:30 A.M. – 12:00 P.M.

Diamond 1-5

LUNCHEON

TUESDAY, SEPTEMBER 10 | 12:00 P.M. – 1:30 P.M.

Gold 2-4

Keynote Speaker: **Mr. Geoff Wardle, Executive Director, Graduate Transportation Systems and Design, ArtCenter College of Design**

Geoff Wardle is the Executive Director of the Graduate Transportation Systems and Design program at ArtCenter College of Design in Pasadena. The program reflects Geoff's passionate belief that we must view transportation from a holistic and integrated perspective and that designers need to take bold initiatives to facilitate a multi-disciplinary, user-experience-based process, a role for which they are well equipped.

With a lifetime's fascination in the future of all forms of transportation, Wardle first graduated in vehicle and mechanical engineering and then attended the Royal College of Art's Vehicle Design Master's program in London.

He spent 20 years working with different car and vehicle manufacturers around the globe before becoming involved in full-time design education.

Wardle still consults to transportation companies and research groups, is a frequent presenter at international conferences related to transportation, sustainable mobility and design as well as being invited to speak on various national and regional public radio programs.

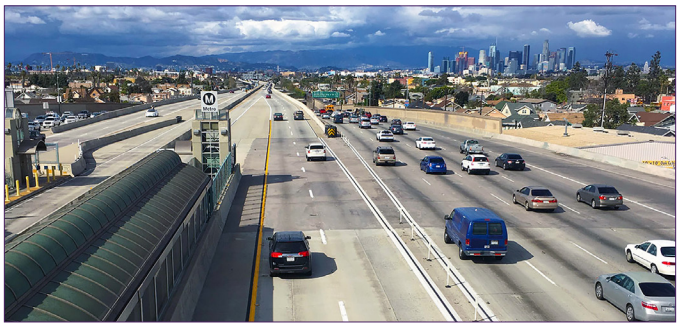
TOUR #2 – METRO EXPRESSLANES

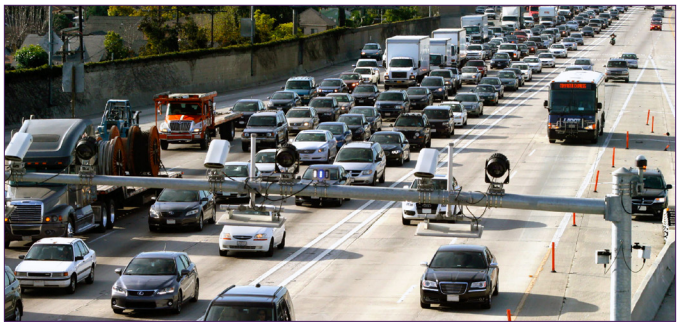
TUESDAY, SEPTEMBER 10 | 1:30 P.M. – 4:30 P.M.

JW Marriott Lobby Pickup

Description:

Tour one of the country's most successful performance-based pricing projects: the Metro ExpressLanes. See the pioneering Occupancy Detection System that uses proven technology to verify carpools in the lanes and protect against toll revenue leakage. Visit the new Metro ExpressLanes traffic management center where all ITS on the corridor are monitored and controlled. Watch the latest in toll collection and enforcement equipment in action at a live toll zone, and learn about lessons from the original system that informed and influenced Metro's current design. Experience the Metro ExpressLanes firsthand and witness the effectiveness of pricing to manage demand and maximize efficiency of scarce roadway space.





By the end of the tour, attendees will have learned about:

- Policy and design considerations and their ramifications on managed lane operations.
- Common concerns from stakeholders, elected officials, and the public, and effective strategies for addressing them.
- Experience-based insight into best practices for optimal performance-based pricing.
- How Express Lanes complement connected and autonomous vehicle technologies.
- Mitigation measures to protect against the most frequent sources of leakage.
- Lessons learned from planning, operating, and managing Express Lanes in a congested urban environment.
- Ongoing research into promising future technologies for Express Lanes without the need for roadside toll collection infrastructure.

SESSION 7

TUESDAY, SEPTEMBER 10 | 1:30 P.M. – 3:00 P.M.

Diamond 6-8

Title: **"Beyond the Destination: Why Intelligent Parking is Critical for ITS"**

Moderator: **Katherine Mertz, Director of Sales, Sensys Networks**

Session Description:

Moving vehicles through local and regional networks involves the use of technologies to improve traffic flow and mitigate choke-points, but what happens when vehicles reach their destination? This session will explore how ITS technologies can improve more than traffic flow on streets and highways - how existing and new technologies can be used to manage the demand for parking and beyond. ITS experts will showcase results from parking projects implemented to help drivers navigate to unoccupied parking spaces, with the ripple effect of reducing congestion, improving the user experience and creating a safer environment for all.

Speakers:

- **"Right-sizing Mobility, Access, Circulation & Parking using MegaData Tools"**
  Henry Servin, P.E., Traffic & 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 P.M. – 3:00 P.M.

Diamond 9-10

Title: **"Transforming our Cities – Smart Mobility, Big Data and Connected Automation"**

Moderator: **Mark Jensen, Principal, Cambridge Systematics**

Session Description:

The mobility of our cities is getting smarter everyday through the introduction of new technologies and data sources. Hear the latest about what is going on to transform transportation and personal mobility in our cities with Big Data, automated and connected vehicles, wireless and mobile applications, and integrated mobility innovations.

Speakers:

- **"Smart Cities - Las Vegas"**
  Jodie Bare, Director, Data & Innovation, RTC of Southern Nevada
- **"Santa Clara County's Transportation Technology Revolution and Transformation"**
  David Kobayashi, P.E., Senior Transportation Engineer, Santa Clara Valley Transportation Authority
- **"The City of Sacramento Smart Mobility Plan: A Strategy for the Future of Transportation"**
  Michael Schmitt, AICP, CTP, PTP, RSP, Senior Project Manager, Kimley-Horn
- **"Planning and Readiness for CAV's"**
  Steve Kuciemba, National ITS & CAV Practice Leader, WSP USA
- **"Impacts of Transformational Technologies on Land Use and Transportation"**
  Tim A. Erney, AICP/PTP/CTP, Senior Principal, Transportation Engineering/Planning, Kittelson & Associates, Inc.

SESSION 9
TUESDAY, SEPTEMBER 10 | 3:15 P.M. – 4:45 P.M.

Diamond 6-8

Title: **"Critical Factors Affecting an Autonomous Vehicle Future"**

Moderator: **Alan Clelland, Vice President – West, Applied Information**

Session Description:

The era of Autonomous Vehicles (AV) may or may not be almost upon us, but it does seem inevitable in some form. What is equally unclear at this point in time is to what extent they will be used and their impact on the transportation networks in which they operate. This session looks at AVs from the standpoints of stakeholders such as public agencies, private operators and and the general public, providing insights into key factors that will likely influence AV deployment and usage as the technology develops. Complementing this is some early experience from Caltrans' recent sortie into C/AV testing in San Diego.

Speakers:

- **"It's All About the Data: How State and Local Governments Can Prepare for and Cope with Autonomous Vehicles"**
  Gary Carlin, Director of Business Development, Inrix
- **"Autonomous, Connected, Electric and Shared – One of These is Different Than the Others"**
  Blair Schlecter, Director of Economic Development, Beverly Hills Chamber of Commerce
- **"Secure Access for a Shared Autonomous Vehicle"**
  Divyesh Jadav, Manager, Blockchain, IOT and Life Cycle Analytics, IBM and Alan Gordon, Technical Leader, Ford Greenfield Labs
- **"Recent Experience with Innovative CAV Testing"**
  Sam Amen, Connected and Automated Vehicle (CAV) Manager, Caltrans District 11 and Raj Singh, Senior Transportation Electrical Engineer, Caltrans District 11
- **"Ambivalent Automation: Tesla, Uber, and the Driverless Debacle"**
  Dr. Justin P. Schorr, Ph.D., DJS Associates, Inc., George Washington University

SESSION 10 –
TUESDAY, SEPTEMBER 10 | 3:15 P.M. – 4:45 P.M.

Diamond 9-10

Title: **"Tolling – What's Hot and What's Not"**

Moderator: **Reinland Jones, Project Manager, Riverside County Transportation Commission**

Session Description:

Tolling continues to expand across the US and particularly in California. This brings with it the implementation of new tolling concepts and technologies. This session will explore some of the latest tolling projects, ideas and technologies that are in place or being deployed today, not only locally but in other locations across North America.

Speakers:

- **"Connecting the Dots: Tackling Connectivity and Consistency in the Emerging Bay Area Express Lanes Network"**
  Lisa Klein, Director Filed Operations, MTC
- **"Consistency for Express Lanes"**
  Paul Ma, Office Chief, Office of Highway Operations, Caltrans District 4
- **"HOV, HOT and Tolled Lanes in CA"**
  Jesse Glazer, ITS and Operations Engineer, FHWA
- **"Recent Global Experience with Road Pricing"**
  Shannon Crum, Principal Consultant, D'Artagnan Consulting

MEETING YOUR BOARD OF DIRECTIONS RECEPTION
TUESDAY, SEPTEMBER 10 | 6:00 P.M. – 8:00 P.M.

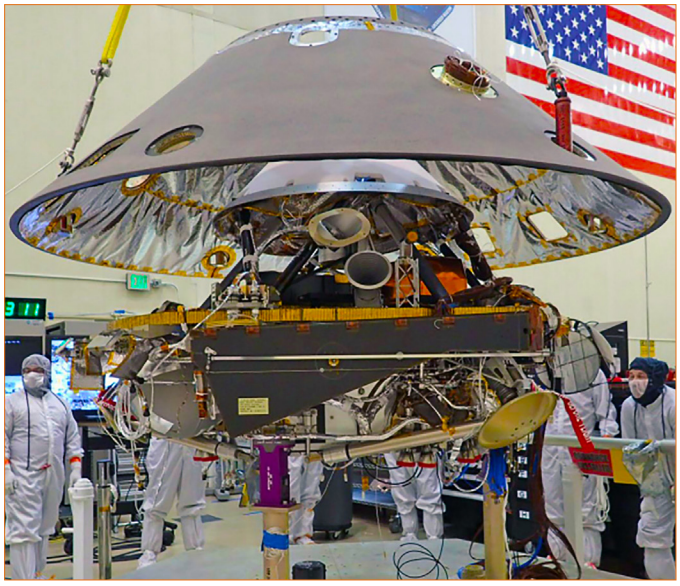
The Mixing Room, JW Marriott Lobby

TOUR #3 – JET PROPULSION LABS - PASADENA
WEDNESDAY, SEPTEMBER 11 | 9:00 A.M. – 12:00 P.M.

JW Marriott Lobby Pickup

Description:

The Jet Propulsion Laboratory is a federally funded research and development center managed for National Aeronautics and Space Administration (NASA) by California Institute of Technology (CalTech), both located in Pasadena, CA. JPL is a unique national research facility that carries out robotic space and Earth science missions. JPL developed and manages NASA's Deep Space Network, a worldwide system of antennas that communicates with interplanetary spacecraft.



Today JPL continues its world-leading innovation, implementing programs in planetary exploration, Earth science, space-based astronomy and technology development, while applying its capabilities to technical and scientific problems of national significance. JPL developed technology to enable new missions is also applied on Earth to benefit our everyday lives.

The tour will last between 2 – 2.5 hours. The walking distance for the tour is approximately 0.8 miles with multiple flights of stairs. All tours commonly include a multimedia presentation on JPL entitled "Journey to the Planets and Beyond," which provides an overview of the Laboratory's activities and accomplishments. Guests may also visit the von Karman Visitor Center, the Space Flight Operations Facility, the Spacecraft Assembly Facility and the Mission Control: where all the deep space communications are coming to and going from. Attendees will also visit the small museum which showcases some to scale models of different rovers and satellites out in the galaxy. The souvenir shop at the visitor center will be available for those interested in picking up small souvenirs.

SESSION 11
WEDNESDAY, SEPTEMBER 11 | 9:00 A.M. – 10:30 A.M.
Diamond 6-8

Title: **"Arterial Performance Measurement: So Much Data, So Little Time!"**

Moderator: **Josh Peterman, Principal, Fehr & Peers**

Session Description:

Arterial Traffic Signal Performance Measures (ATSPMs) promise modernized traffic signal management by providing high-resolution data to support objectives and performance-based maintenance. In today's modern technology world, new technologies exist to collect, assess, and analyze as well as to put into action real-time or quasi real-time improvements. This session will explore the performance measurement methods and tools.

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 A.M. – 10:30 A.M.
Diamond 9-10

Title: **"Connected Vehicle Technologies and Safety"**

Moderator: **Ramin Massoumi, Senior Vice President, Iteris, Inc.**

Session Description:

The deployment of connected vehicle technologies in our country has evolved from research and testing pilots to real-world operations, many of which are focused on safety. Connected vehicles programs certainly aim to deliver the greatest safety benefits. The path to connected vehicles can take many forms. In this session, panel members will discuss the various methods to accomplish connectivity and achieve increased safety on the roads.

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 A.M – 12:00 P.M.
Diamond 6-8

Title: **"The Electric Fleet Future: How Will We Get From Here to There?"**

Moderator: **Carol Kuester, Director Electronic Payments, Metropolitan Transportation Commission**

Session Description:

Transportation planners are increasingly looking toward a future where vehicles are shared, automated, connected, and electric. The experts on this panel are working to get us there. Each will present their experience and assessment with alternative and electric vehicles and transitioning from today's fleet. Take advantage of lessons learned to apply in your work and communities.

Speakers:

- **"Strategies for Transitioning to Electric Vehicle Fleets"**
  Muffi Ghadiali, Founder and CEO, Electriphi Inc.
- **"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 A.M – 12:00 P.M.
Diamond 9-10

Title: **"Modernizing America's Airports and Seaports"**

Moderator: **Aravind Kailas, Ph.D., Research and Innovation Manager, Volvo Group North America**

Session Description:

Our airports and seaports are crucial to California's and America's economic vitality, but are subject to the same challenges with moving people, goods and vehicles in an efficient and safe manner. ITS helps to answer many of these challenges. This panel discusses the benefits of holistic connectivity to transporting goods and people around airports and seaports, and impact on making overall system-wide operations more efficient, and driving the regional economy.

Speakers:

- **"Transporting Goods"**
  Jeffrey Spencer, Associate Planner, Caltrans
- **"Transporting People"**
  Douglas Smith, Business Class Area Manager - Traffic and ITS, HDR Engineering, Inc.
- **"Operating Efficiently on the West Coast"**
  Antonino Genoese, Senior ITS/Traffic Engineer, Jacobs
- **"Operating Efficiently on the East Coast"**
  Susie Lai, Traffic Engineer, The Port Authority of New York and New Jersey & Kathleen Swindler, P.E., PTOE, Supervising ITS Engineer, WSP USA

TRAINING
WEDNESDAY, SEPTEMBER 11 | 10:45 A.M – 4:30 P.M.

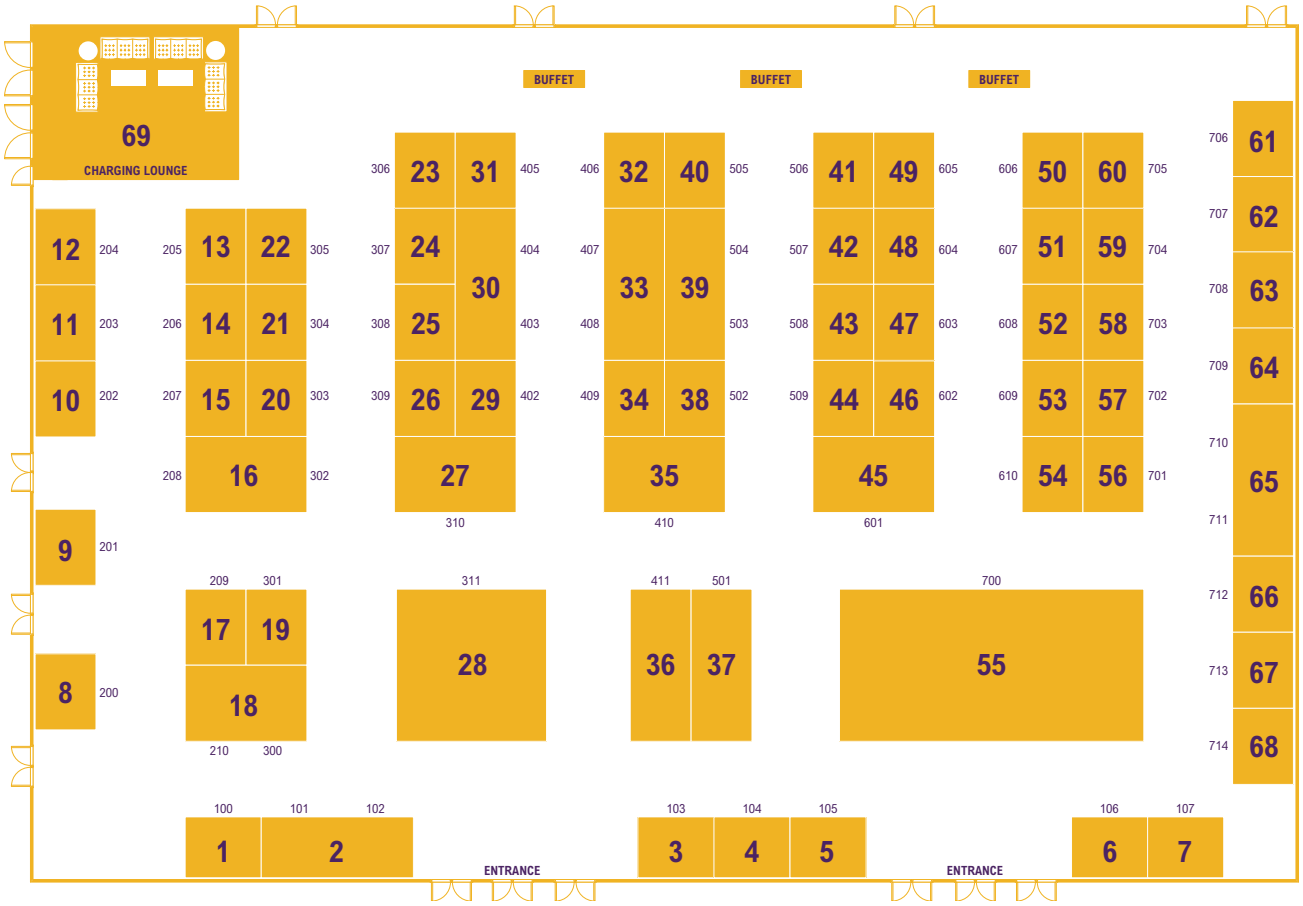
Gold 4

Title: **"Assessing Readiness for CAVs"**

Training Provided by: **USDOT Professional Capacity Building Program**

Description:

During this course participants will learn more about the technological components required for Connected and Autonomous Vehicles (CAVs), the hardware/software being deployed at the CV Pilot sites, and overall lessons learned from the design/build/test phase of the three pilots. You will learn about recent activities supported by the ITS Joint Program Office and resources available from the connected vehicle research program sponsored by the U.S. DOT. This course is intended for transportation professionals/agencies that are already familiar with introductory connected and automated concepts and are beginning to plan implementation of CAV environment. The overall goal of this course is to teach participants how to develop an action plan in collaboration with regional partners to improve readiness for CAV deployment.



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