### MONDAY, MAY 11, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 P.M. – 7:00 P.M.</td>
<td>Exhibit Hall Setup</td>
<td>Grand Peninsula Ballroom</td>
<td>SET-UP</td>
</tr>
<tr>
<td>6:00 P.M. – 8:00 P.M.</td>
<td>Welcome Reception</td>
<td>Poolside Pavilion</td>
<td></td>
</tr>
</tbody>
</table>

### DAY 1 – TUESDAY, MAY 12, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Hall</th>
<th>Donations Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. – 9:00 A.M.</td>
<td>Breakfast</td>
<td>Grand Peninsula Ballroom Foyer</td>
<td>CLOSED</td>
<td></td>
</tr>
<tr>
<td>9:00 A.M. – 10:15 A.M.</td>
<td>Session 1 – “Automobile Manufacturers Roundtable on Connected and Automated Vehicles”</td>
<td>Regency Ballroom</td>
<td>CLOSED</td>
<td></td>
</tr>
<tr>
<td>10:15 A.M. – 10:45 A.M.</td>
<td>Break</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>10:45 A.M. – 12:15 P.M.</td>
<td>Session 2 – “Spotlight on Transit Technology and Data Innovation”</td>
<td>Harbor AB</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>10:45 A.M. – 12:15 P.M.</td>
<td>Session 3 – “Examining Equity as We Move Towards a More Autonomous Future”</td>
<td>Sandpebble ABC</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>12:15 P.M. – 1:45 P.M.</td>
<td>Lunch Keynote Speaker: Therese McMillan, Executive Director, MTC</td>
<td>Regency Ballroom</td>
<td>OPEN</td>
<td>Donation Event to Benefit Self-eSTEM 12:15 P.M. – 8:00 P.M. Grand Peninsula Foyer</td>
</tr>
<tr>
<td>1:45 P.M. – 3:15 P.M.</td>
<td>Session 4 – “Safety and Mode Share Implications of ITS and CV Technologies for Vulnerable Road Users”</td>
<td>Harbor AB</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>1:45 P.M. – 3:15 P.M.</td>
<td>Session 5 – “Ditching Gas Tanks for Batteries”</td>
<td>Sandpebble ABC</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>3:15 P.M. – 3:30 P.M.</td>
<td>Break</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
</tr>
<tr>
<td>3:30 P.M. – 5:00 P.M.</td>
<td>Vendor Technology Showcase</td>
<td>Regency Ballroom</td>
<td>CLOSED</td>
<td></td>
</tr>
<tr>
<td>5:00 P.M. – 8:00 P.M.</td>
<td>Thank You To Our Exhibitors and Sponsors Reception</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
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</tbody>
</table>

### DAY 2 – WEDNESDAY, MAY 13, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Hall</th>
<th>Tours</th>
<th>Donations Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. – 9:00 A.M.</td>
<td>Breakfast</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 A.M. – 10:30 A.M.</td>
<td>Session 6 – “What Makes a City so Darn Smart”</td>
<td>Regency Ballroom</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 A.M. – 12:00 P.M.</td>
<td>Break/Exhibit Hall Exclusive Access</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 P.M. – 1:30 P.M.</td>
<td>Lunch Keynote Speaker: Haben Girma, Disability Rights Advocate</td>
<td>Regency Ballroom</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 P.M. – 1:30 P.M.</td>
<td>Lunch – Overflow</td>
<td>Sequoia AB</td>
<td>OPEN</td>
<td></td>
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</tr>
<tr>
<td>1:30 P.M. – 3:00 P.M.</td>
<td>Session 7 – “Arterial Operations – There is Still Room for Improvement”</td>
<td>Harbor AB</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 P.M. – 3:00 P.M.</td>
<td>Session 8 – “Cybersecurity – What You Need to Know”</td>
<td>Sandpebble ABC</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 P.M. – 3:15 P.M.</td>
<td>Break</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:15 P.M. – 4:45 P.M.</td>
<td>Session 9 – “Way to Go, We Want More TSMO”</td>
<td>Harbor AB</td>
<td>OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:15 P.M. – 4:45 P.M.</td>
<td>Session 10 – “Can Analytics Make our Roads Safer? Yes!”</td>
<td>Sandpebble ABC</td>
<td>OPEN</td>
<td></td>
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</tr>
<tr>
<td>4:45 P.M.</td>
<td>Exhibit Hall Closes</td>
<td>Grand Peninsula Ballroom</td>
<td>OPEN</td>
<td></td>
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</tr>
<tr>
<td>6:00 P.M. – 8:00 P.M.</td>
<td>Meet Your Board of Directors Reception and Raffle</td>
<td>Atrium</td>
<td>CLOSED</td>
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</table>

### DAY 3 – THURSDAY, MAY 14, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Training</th>
<th>Tours</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. – 9:00 A.M.</td>
<td>Breakfast</td>
<td>Cypress Foyer</td>
<td>Training – CAVs and the Transportation Planning Process</td>
<td>#2</td>
</tr>
<tr>
<td>9:00 A.M. – 10:30 A.M.</td>
<td>Session 11 – “The Intersection of Tolling and ITS – Improving Mobility for All”</td>
<td>Cypress ABC</td>
<td></td>
<td>Chase Center 8:00 A.M. – 11:30 A.M. Meet in Hyatt Lobby</td>
</tr>
<tr>
<td>9:00 A.M. – 10:30 A.M.</td>
<td>Session 12 – “Goods Moving! Technology Accelerating!”</td>
<td>Sequoia A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 A.M. – 10:45 A.M.</td>
<td>Break</td>
<td>Cypress Foyer</td>
<td>Training – CAVs and the Transportation Planning Process</td>
<td>#2</td>
</tr>
<tr>
<td>10:45 A.M. – 12:00 P.M.</td>
<td>Session 13 – “Mobility as a Service – MaaS is More”</td>
<td>Cypress ABC</td>
<td></td>
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</tr>
<tr>
<td>10:45 A.M. – 12:00 P.M.</td>
<td>Session 14 – “Preparing for CAV Deployment – What Agencies Need to Know”</td>
<td>Sequoia A</td>
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<tr>
<td></td>
<td>Training: Provided by ITS America</td>
<td>(Includes a boxed lunch at noon)</td>
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</tr>
</tbody>
</table>
### SESSION 1
9:00 A.M. – 10:15 A.M.  
**Title:** “Automobile Manufacturers Roundtable on Connected and Automated Vehicles”  
**Moderator:** Barry Einsig, Principal, CAVita  
**Session Description:**  
Automobile Original Equipment Manufacturers (OEM's) discuss what digital infrastructure is needed to enable Connected and Automated Vehicles Systems. Come listen to leading speakers in their industry cast vision for future while discussing progress to date on this revolutionary technology and application.

**Panelists:**  
- Julie Wright, Senior Solutions Architect, Volvo  
- Doulas Longhitano, Manager Connected and Automated Vehicle Policy, Honda  
- Jon Coleman, Director City Solutions, Ford Mobility

### SESSION 2
10:45 A.M. – 12:15 P.M.  
**Title:** “Examining Equity as We Move Towards a More Autonomous Future”  
**Moderator:** Tamika Butler, Director of Planning, California & Director of Equity and Inclusion, Toole Design  
**Session Description:**  
With panelists from diverse industries, we'll look at the way autonomous vehicles can help people from historically neglected populations while also shining a critical light on the unintended consequences and harm autonomous vehicles might bring to these same populations. Come and listen to speakers with consulting, advocacy, funding, research and technology backgrounds discuss their hopes and fears as technology and autonomous vehicles continue to loom large in the future of the transportation industry.

**Speakers:**  
- Josh Peterman, Principal, Fehr & Peers  
- Divyesh Jadav, Manager, IBM Research  
- Clarrissa Cabansagan, New Mobility Policy Director, TransForm  
- Danielle J. Harris, Director of Mobility Innovation, Elemental Accelerator

### SESSION 3
10:45 A.M. – 12:15 P.M.  
**Title:** “Spotlight on Transit Technology and Data Innovation”  
**Moderator:** Wendy Tao, Siemens  
**Session Description:**  
Transit agencies and operators are continuously exploring new ways to offer a seamless journey as a strong alternative to private modes of transport. Sometimes this means improving regional data so that new mobility sources have a common language to work from. Other times this means introducing new services like microtransit that can provide a pooled journey connected to – or as a complement to – transit. New data analysis tools can identify underserved transit markets, and applying artificial intelligence can better predict arrival times. This session provides several case studies to show how the transit community is applying new data sources and tools to a give a better experience for the traveler.

**Speakers:**  
- “One GTFS for the Region – Challenges and Benefits”  
  Nisar Ahmed, Principal Program Coordinator, Metropolitan Transportation Commission  
- “Using Origin – Destination Commute Data to Identify Underserved Transit Markets”  
  Josh Pilachowski, PhD, Senior Transportation Engineer, DKS Associates  
- “Streamlining Mass Transit Systems By Matching Service Levels More Closely To Demand: The Case For Intelligent Microtransit”  
  Gregoire Bonnat, Co-Founder and CEO, Padam  
- “511 Operations – Parsing Structured Traffic and Transit Data From Unstructured Sources”  
  Derrick Fesler, Project Manager, Metropolitan Transportation Commission  
- “The Internet of Traffic – Optimizing Public Transport through Artificial Intelligence”  
  Alexander Wehmeyer, Business Development Manager, HaCon

### LUNCHEON KEYNOTE SPEAKER  
12:15 P.M. – 1:45 P.M.  
**Moderator:** Steve Gota, ITS California Board Chair, LA Metro  
**Speaker:** Therese McMillan, Executive Director, MTC  
**Description:**  
Therese Watkins McMillan is the Executive Director of the Metropolitan Transportation Commission (MTC) in San Francisco. She also serves as the top executive for the Association of Bay Area Governments. Previous to this role, she was the Chief Planning Officer for the L.A. County Metropolitan Transportation Authority. No stranger to the Bay Area or to MTC, McMillan worked for 25 years as a member of the Commission Staff and for more than 8 years as MTC’s Deputy Executive Director for Policy. In 2009, she was appointed by former President Barack Obama to serve as Deputy Administrator of the Federal Transit Administration (FTA) in the U.S. Department of Transportation. McMillan subsequently served as Acting FTA Administrator from March 2014 to March 2016 before taking a position as LA Metro’s Planning Chief in April 2016. McMillan has served since 2012 as a member of the Advocacy Board for the UCLA Lewis Center for Regional Policy Studies, and was named a Senior Fellow for the 2011-12 academic year at the UCLA Luskin School of Public Affairs. She received an Alumni Award of Distinction from the U.C. Davis College of Agriculture and Environmental Studies in 2016; a “Women Moving the Nation” Award from the Conference of Minority Transportation Officials in 2013 and a Distinguished Alumna Award from the U.C. Berkeley College of Environmental Design in 2011.
SESSION 4  
1:45 P.M. – 3:15 P.M.  
Harbor AB

Title: “Safety and Mode Share Implications of ITS and CV Technologies for Vulnerable Road Users”

Moderator: John Lower, Associate VP, Iteris

Session Description:
ITS and connected vehicle technologies offer opportunities for improved safety and mode share growth of Vulnerable Road Users (VRU), e.g. pedestrians, cyclists, e-scooters, etc. VRU advocates, active transportation planners, and bicycle manufacturing companies should be included in the connected vehicle conversations taking place at all scales of government. This session will explore how these groups have a unique opportunity to assess new concepts and encourage the integration of connected bicycles as CV technologies advance.

Speakers:
- “Understanding Bicycle and Pedestrian Crash Rates with Big Data”  
  Sean Co, Director of Special Projects, StreetLight Data
  Scott Kasin, Director of Electronics, Trek Bicycle
- “GiveMeGreen System and Application: Architecture and Operations”  
  Sophia Haoui, Software Engineer, Sensys Networks, Inc.
- “Computer Vision and Artificial Intelligence Team up to Guide Intersection Safety Improvements”  
  Marshall Wilson Ballard, Transportation Informatics Architect, Fehr & Peers

SESSION 5  
1:45 P.M. – 3:15 P.M.  
Sandpebble ABC

Title: “Ditching Gas Tanks for Batteries”

Moderator: Josh Peterman, Principal, Fehr & Peers

Session Description:
California’s low carbon fuel standard (LCFS) is a critically important policy to make cleaner fuels available to all drivers. But the LCFS is doing more than just offering incentives to fuel producers to blend low carbon biofuels into gasoline and diesel. This session will explore how agencies across California are planning, designing and implementing electrification goals to meet State mandates for clean fuel use.

Speakers:
- “Planning Municipal Fleet electrification”  
  Mike Usen, Electromobility and Resiliency Lead, DKS Associates
- “Helping Cities Plan for Electric Vehicle Infrastructure”  
  David Tokarski, Senior Transportation Planner, DKS Associates
- “Electrifying a Transit Fleet – Tales of VTA’s Foray into Smart Charging”  
  Gary Miskell, Chief Information Officer, Santa Clara Valley Transportation Authority and Tina Hu, Program Manager, Santa Clara Valley Transportation Authority
- “Electrifying a Transit Fleet – What Comes Next?”  
  Gary Hsueh, Director of Mobility Programs, Prospect Silicon Valley and Gary Miskell, Chief Information Officer, Santa Clara Valley Transportation Authority
**SESSION 6**

**9:00 A.M. – 10:30 A.M.**

**Title:** “What Makes a City so Darn Smart”

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

**Session Description:**

The term “Smart Cities” still has many different definitions and concepts in the industry, whether you are talking about smart mobility, smart energy, smart buildings, smart water, etc. One basic definition involves a smart city deploying technology that can help improve the services and lives of its citizens. This session will explore the technologies that should be considered by smart cities and smart communities especially as it relates to ITS and smart mobility.

**Speakers:**

- “Developing a Regional Communications Network: The Backbone of Smart Cities”
  Kaki Cheung, Senior Project Manager, Metropolitan Transportation Commission

- “Machine-Learning Based Anomaly Detection in Active Transportation Management”
  Ning Yang, Project Manager, Parsons

- “Using Big Data for Mode Split and Active Transportation Planning”
  Matt Pettit, Solutions Engineer, StreetLight Data and Agustin Cuello Leon, Engineer, City of San Jose

- “Connected vehicles, Autonomous vehicles, IOT, 5G, Smart Cities - Are you sure your communications is ready?”
  Jim Toepper, Director of Products, EtherWAN

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**TOUR #1 – SAN FRANCISCO AIRPORT**

**1:30 P.M. – 4:00 P.M.**

**Meet in Hyatt Lobby**

**Description:**

The San Francisco Airport (SFO) is redeveloping Harvey Milk Terminal 1, one of its oldest terminals, to meet the needs of modern travelers and revolutionize the guest experience. Harvey Milk Terminal 1 was built in the early 1960s and over time has become less able to accommodate the millions of passengers that it handles each year. When fully completed in 2022, Harvey Milk Terminal 1 will elevate SFO’s standard of providing a world-class, environmentally friendly travel experience.

The SFO airport is also working on the Wayfinding Enhancement Program which includes an Airport-wide Wayfinding Master Plan and improvements at terminals and boarding areas as well. In this tour, expect to see the enhancements to check-in facilities, passenger screening, and passenger amenities in Terminal 1, and overall wayfinding improvements at SFO.

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**SESSION 7**

**1:30 P.M. – 3:00 P.M.**

**Title:** “Arterial Operations – There is Still Room for Improvement”

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

**Session Description:**

The need for improving current local arterial operations is simply a constant. Today, there is more emphasis than ever on measuring our arterial performance through Automated Traffic Signal Performance Measures (ATSPMs) and applying new techniques and technologies to improve their performance. This session examines new technologies and techniques for getting more performance out of your arterial signal operations without straining staff resources.

**Speakers:**

- “Leveraging Cloud-Based Technology for Optimizing Signal Timing and Real-Time Adaptive Signal Control”
  Brian Griggs, Vice President, Econolite

- “Arterial Bottleneck Detection and Characterization Using Performance Measurement Data”
  Shayan Khoshamghan, Data Scientist, Iteris, Inc.

- “Minimizing ATMS Life Cycle Costs through the Use of Advanced Traffic Controllers and Open-Source Software”
  John Kerenyi, ITS Program Manager, City of Moreno Valley

- “Arterial Management System Performance Measures”
  Allen Z. Chen, Principal Civil Engineer, City of Arcadia

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**LUNCHEON KEYNOTE SPEAKER**

**12:00 P.M. – 1:30 P.M.**

**Title:** “Equal Opportunities for People with Disabilities”

**Speaker:** Haben Girma, Disability Rights Advocate

**Description:**

Haben Girma is the first deafblind person to graduate from Harvard Law School, Haben Girma advocates for equal opportunities for people with disabilities. President Obama named her a White House Champion of Change. She received the Helen Keller Achievement Award, and a spot on the Forbes 30 Under 30 list. President Bill Clinton, Prime Minister Justin Trudeau, and Chancellor Angela Merkel have all honored Haben. Haben believes disability is an opportunity for innovation. She travels the world teaching the benefits of choosing inclusion.

SESSION 8
1:30 P.M. – 3:00 P.M.  Sandpebble ABC

Title:  “Cybersecurity – What You Need to Know”

Moderator:  Nino Genoese, Project Manager, Transportation Systems, Jacobs

Session Description:
As the spread of computer technologies, the Internet, and wireless technologies become integral to our daily functions, our transportation network systems are also becoming more connected and dependent on the advent of these future technologies. While the premise of next generation communications, such as connected vehicles, offers opportunities to realize benefits to make our travel safer, cleaner, and more efficient, the potential of threats to these systems are real and inevitable. Understanding that cyber security has a very important role in the development of these systems to prevent malicious attacks, unauthorized access, damage or others that could compromise the safety of these systems, our presenters will provide the latest developments in combating these threats.

Speakers:
• “Transportation Security in the Smart City Future”  
  Sunny Chakravarty, Vice President of Engineering, Econolite  
• “ITS Network Cybersecurity: Debunking the Myths and Adopting Best Practices”  
  Michael Cochrane, ITS Business Manager, Moxa  
• “Rationalizing the Inevitable: Planning Ahead for Compliance in Transportation Security”  
  Michael Terebessy, IoT Lead, Public Sector West, Cisco Systems, Inc.

SESSION 9
3:15 P.M. – 4:45 P.M.  Harbor AB

Title:  “Way to Go, We Want More TSMO”

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

Session Description:
How can we squeeze more out of our current system? TSMO! This session discusses applications of TSMO strategies that focus on operational improvements to maintain and even restore the performance of the existing transportation system. The speakers will discuss the comprehensive solutions that can and have been implemented at relatively low cost.

Speakers:
• Patrick Son, National Operations Center of Excellence  
• Alex Estella, Senior Transportation Planner, SANDAG  
• Farah Hassab, Cambridge Systematics

SESSION 10
3:15 P.M. – 4:45 P.M.  Sandpebble ABC

Title:  “Can Analytics Make our Roads Safer? Yes!”

Moderator:  Mike McIntee, Director Northwest Sales, Econolite

Session Description:
Analytics is the science of analyzing data sets in order to evaluate performance, realize insights and draw conclusions. In the world of ITS, we’ve frequently highlighted applications of analytics that improve operational efficiency. But analytics are also driving crucial improvements in public safety. This session highlights very innovative applications of analytics that have helped improve safety across the spectrum of users. The session will demonstrate how intelligent sensors, access to rich data, and analytics can lead to improved safety for both vehicles and vulnerable road users.

Speakers:
• “Using Crash Hotspots Data Analytics for Infrastructure Deployment Strategies”  
  Laura Sanchez, Innovation Manager, Siemens Mobility  
• “Toward Data Driven Traffic Incident Management – Improving Access to Freeway Crash Data”  
  Sarah Burnworth, Senior Project Manager, Metropolitan Transportation Commission  
• “Near-Miss Analysis using Automated Video Data”  
  Chelsea Richer, Associate, Fehr & Peers  
• “Diagnosing Pedestrian, Cyclist, and E-scooter Risk with Video Analytics”  
  Craig Milligan, Road Safety Engineer, MicroTraffic

MEET YOUR BOARD OF DIRECTORS RECEPTION AND RAFFLE
6:00 P.M. – 8:00 P.M.  Atrium
TOUR #2 – CHASE CENTER
8:00 A.M. – 11:30 A.M.  Meet in Hyatt Lobby

Description:
Learn how Chase Center is proudly a transit first destination! When we first proposed the Warrior’s new home located within the Mission Bay neighborhood in San Francisco there were many concerns around transportation. With the help of many local and regional agencies, the neighborhood, private companies and our entire team at Golden State Warriors we have been able to overcome these fears. We now have a venue that is connected by trains (Muni/BART/Caltrain), buses (Muni), ferries (Golden Gate/SF Bay), commuter shuttles (MBTMA), bikes (free bike valet and protected routes), walking as well as accommodating driving (private vehicles and ride-apps).

Join us as Manoj Madhaven, Director of Transportation Demand Management for the Golden State Warriors, brings us on a special tour of the facility while sharing facts and insights about the transportation demand management program serving the site.

SESSION 11
9:00 A.M. – 10:30 A.M.
Cypress ABC

Title: “The Intersection of Tolling and ITS – Improving Mobility for All”

Moderator: Katherine Mertz, Director of Sales, Sensys Networks

Session Description:
Traditionally, tolling and intelligent transportation projects are developed and managed separately because of diverging program objectives, but changes in the landscape of transportation are bringing an overlap that can improve mobility for travelers and demonstrate the importance of tolling as a primary ITS application. But is tolling equitable, cost-effective and beneficial for all? Our panelists will describe results from several tolling projects throughout the US and the impacts these applications have on congestion, mobility and accessibility for the traveling public.

Speakers:
- “Chicago I-90 Smart Road Operations”
  Bini William, Project Manager, Parsons
- “Pricing for Performance”
  Hema Magarajan, Engineer, WSP
- “How Metro Uses Express Lanes and ITS to Relieve Congestion”
  Robert Campbell, Manager – Transportation Planning, LA Metro

SESSION 12
9:00 A.M. – 10:30 A.M.
Sequoia A

Title: “Goods Moving! Technology Accelerating!”

Moderator: Mark Jensen, Cambridge Systematics

Session Description:
Learn about how advanced information systems, sensors and data analytics are transforming freight mobility. Topics will cover new truck parking technologies, freight predictive analytics, new ways of optimizing freight exchanges at ports, and developing infrastructure to support future advancements in truck automation.

Speakers:
- “DrayFLEX – Optimizing Freight Moves in Los Angeles”
  Ed Alegre, PTP, Senior Director, LA Metro
- “Predicting Truck Parking Occupancy”
  Hamidreza Tavafoghi, Postdoctoral Fellow, University of California, Berkeley
- “The I-10 Corridor Truck Parking Availability System”
  Matt Hanson, Freight Research Project Manager, Caltrans Division of Research, Innovation and System Information

SESSION 13
10:45 A.M. – 12:00 P.M.
Cypress ABC

Title: “Mobility as a Service – MaaS is More”

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

Session Description:
Mobility-as-a-Service (MaaS) describes a shift away from personally owned modes of transportation towards mobility provided as a service. This is enabled by combining transportation services from public and private transportation providers through a unified gateway that creates and manages the trip, which users can pay for with a single account. The key concept behind MaaS is to offer travelers mobility solutions based on their travel needs. Come join this session to learn about MaaS from the local to the regional perspective and obtain an update on how new mobility trends are being implemented and pursued in Northern California.

Speakers:
- “Is MaaS a More Defined and Achievable Vision?”
  Satinder Bhalla, President, TransSIGHT
- “Mobility as a Service opportunities: San Francisco Perspective”
  Rachel Hiatt, Assistant Deputy Director for Planning, San Francisco County Transportation Authority
- “I-680 Personal Mobility”
  Tim Haile, Deputy Executive Director, Projects Contra Costa Transportation Authority
- “Stay in Your Lane? MaaS Strategy and Delivery in a Fast-Evolving Landscape”
  David Dick, Senior Consultant, Jacobs Engineering
SESSION 14
10:45 A.M. – 12:00 P.M.

Title: “Preparing for CAV Deployment – What Agencies Need to Know”

Moderator: Ben McKeever, Program Manager, UC Berkeley PATH

Session Description:
This session provides an update on the key issues that agencies must consider when planning and preparing for CAV deployment. Key questions to be answered include: what technologies are available to connect vehicles to my infrastructure? Should I consider building dedicated lanes for automated vehicles? How do I make investments today that are beneficial to today’s transportation users and the CAVs of the future?

Speakers:
- “Economics of using 4G Enabled Connected Vehicles as Virtual Sensors for Real-Time Traffic Applications”
  Noam Maital, CEO, Waycare Tech
- “Thinking of Connecting Your Infrastructure to Road Users? Here’s an Update on your Options!”
  Alan Clelland, Vice President – West, Applied Information
- “Dedicating Lanes for Automated Vehicles: Fact or Fiction?”
  Virginia Lingham, Consultant, WSP USA
- “CV System Deployments Lessons Learned”
  Steve Sproufske, National Practice Lead, CV Services, Kapsch TrafficCom

TRAINING
10:45 A.M. – 3:45 P.M.

Title: “CAVs and the Transportation Planning Process Training”

Provided By: ITS America

Description:
This training will provide an overview of planning considerations, challenges, and opportunities related to the coming connected/cooperative vehicles and automated vehicles. It will discuss how these new, disruptive technologies can provide regional planning programs opportunities to mitigate current transportation issues, such as congestion and safety concerns. It is important to note that this training material will not cover technical aspects (i.e., systems architecture, communication standards, etc.) of CAVs.
<table>
<thead>
<tr>
<th>MONDAY RECEPTION SPONSOR</th>
<th>PROGRAM AND TUESDAY RECEPTION SPONSOR</th>
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For the second year, ITS California is proud to host a donation event in conjunction with our Annual Conference and Exhibition. This year we will be donating to benefit Self-eSTEM https://selfestem.org/. Founded by Adamaka Ajanelo in 2014, this wonderful organization based in Oakland has thus far supported more than 700 girls with empowerment, resources, and support to succeed in STEM-related careers. ITSCA will be offering an opportunity for our member organizations and attendees to join us in donating to this valuable, local volunteer/donor supported non-profit that provides free services, camps, and programs to promote STEM to girls and young women in the Bay Area. We are reaching to raise money for 50 laptops to be used by Self-eSTEM program participants. We encourage our members to donate via https://www.mightycause.com/story/Kp3zwf in advance and watch for some fun ways to contribute on site at the conference.

Donate and invest in the future of our industry!