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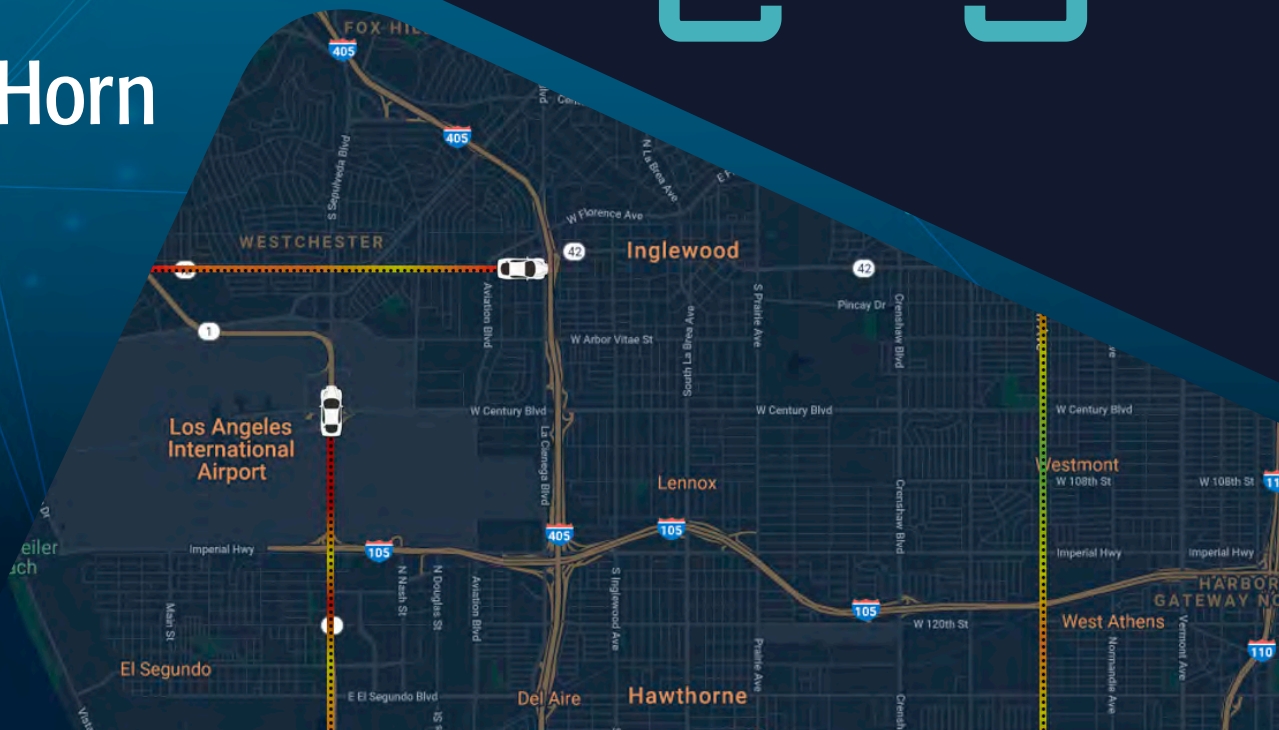
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DAY 1 – MONDAY, AUGUST 9, 2021

10:45 A.M. – 12:15 P.M.  Session 3 – “Spotlight on Transit Technology and Data Innovation”

1:45 P.M. – 3:15 P.M.  Session 4 – “Tackling Transportation Equity Post-COVID”

DAY 2 – TUESDAY, AUGUST 10, 2021

9:00 A.M. – 10:30 A.M.  Session 6 – “California Dreamin’”

10:30 A.M. – 12:00 P.M.  Virtual Exhibitor Networking Experience


12:00 P.M. – 1:30 P.M.  Lunch Keynote Speaker:
• Hasan Ikhata – CEO, SANDAG

1:30 P.M. – 3:00 P.M.  Session 8 – “Technology Makes Our Roads Safer! – Applying ITS for Safety”

DAY 3 – WEDNESDAY, AUGUST 11, 2021

9:00 A.M. – 10:30 A.M.  Session 11 – “The Road to C-V2X”

10:45 A.M. – 12:15 P.M.  Session 12 – “MaaS – Mobility Solution for a Post-COVID World?”

12:15 P.M. – 1:45 P.M.  Lunch Keynote Speakers:
• Shailen Bhatt – President and CEO, ITS America
• Matther Tucker – CEO, North County Transit District



For those wishing to attend the entire in person event, please view the full program from the ITS California Events page at:
<https://www.itscalifornia.org/events/2021-annual-meeting/>



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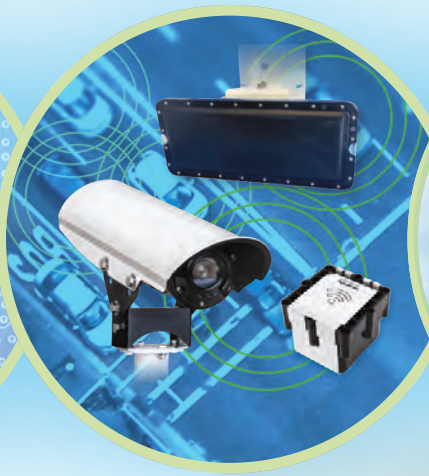


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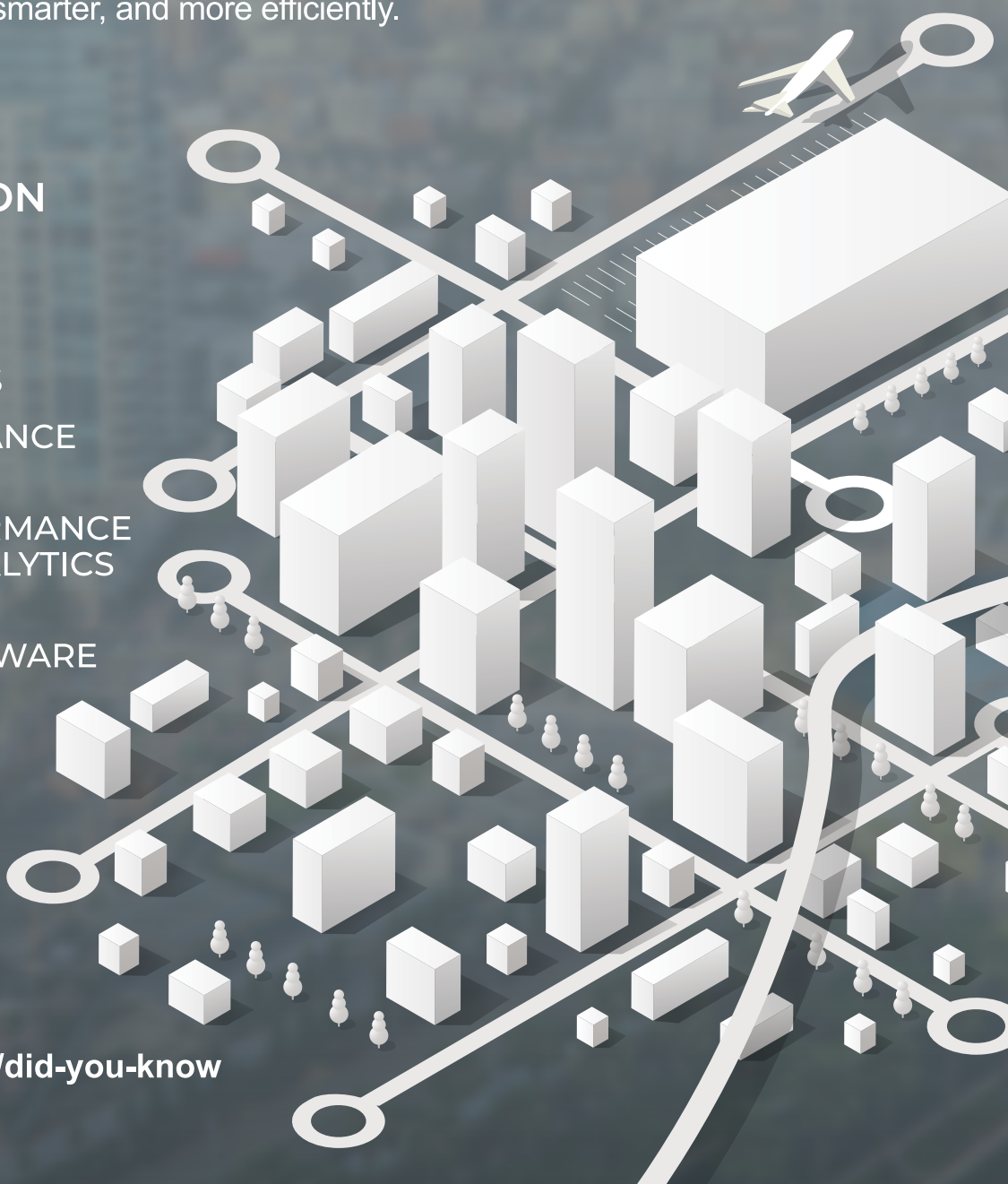
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SESSION 3

10:45 A.M. – 12:15 P.M.

Title: “Spotlight on Transit Technology and Data Innovation”

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

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. This means improving regional data so that new mobility sources have a common language to work from. 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 give a better experience for the traveler.

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



SESSION 4

1:45 P.M. – 3:15 P.M.

Title: “Tackling Transportation Equity Post-COVID”

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

Session Description:

Transportation equity has been an issue pre-COVID but has become more prevalent during the pandemic. While the industry is moving towards more technological solutions in transportation, how can we promote these changes while keeping equity at the forefront? In this session, public and private sector leaders will come together to discuss the intersection between equity, public safety, and policy in transportation technology in the post-COVID world.

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 an Infrastructure Project: Can it be Done?”**
Chadi Chazbek, Regional Vice President, Kimley-Horn and Associates, Inc.
- **“Protecting Equity as Social Distancing Motivates Contactless Payment Adoption”**
Edward Donovan, Solution Architect, ByteMark

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- Assisted Caltrans District 10 to develop its Regional Concept of Transportation Operations (RCTO) and Intelligent Transportation System (ITS)/Operations Improvement Plan
- Assisted Caltrans Division of Traffic Operations to complete a strategic plan to develop and operate managed lanes (ML) in California
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SESSION 6

9:00 A.M. – 10:30 A.M.

Title: “California Dreamin’”

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

Session Description:

California has been the leader in the deployment of smart mobility and intelligent transportation system projects for decades. Whether it is a smart corridor, connected/autonomous vehicle, new-age communications, smart cities or other advanced technology concepts, look no further than California to find projects that are leading the way. This exciting session with focus on some of the more advanced recent ITS technology projects in the state. It will leave you dreamin’ for more.

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 ATCMD project”**
Alex Estrella, Technology Planning Manager, SANDAG
- **“Developing a Regional Communications Network: The Backbone of Smart Cities”**
Darya Shtykalo, Intelligent Transportation Systems Analyst, Kimley-Horn

VIRTUAL EXHIBITOR NETWORKING EXPERIENCE

10:30 A.M. – 12:00 P.M.

Exclusively for Virtual Attendees! Join the Round Tables for a Virtual Networking Experience!

ITSCA is excited to announce a Virtual Exhibitor Networking Experience! Interested to connect with one or more of your favorite exhibitors? Wanting to know more about a recent product? You’ve checked out the Exhibitor information as a part of our virtual gaming experience but want some one on one time? Just want to catch up because you haven’t seen these folks in a long time? Feel like you are right in the exhibit hall with the opportunity to join exhibitors at a virtual table and chat with a small group in a video room. Browse the Round Tables in Whova and sit down at any Exhibitor table for a chat. As a participant, with a simple click, you will automatically be brought into the video room with the exhibitors and other attendees that are at that table. Find out more about all the exhibitors and have your questions answered live throughout the session!

LUNCHEON KEYNOTE SPEAKER

12:00 P.M. – 1:30 P.M.

Welcome Address: Steven Gota, ITS California Board Chair, LA Metro

Moderator: James Dreisbach-Towle, Director Business Information and Technology Services, SANDAG

Donation Event Kickoff: Tim Ney, Executive Director, Armed Services YMCA San Diego

Speaker: Hasan Ikhata, CEO, SANDAG

Description:



Considered one of the preeminent transportation planning experts in the nation, Hasan Ikhata is the Executive Director of the San Diego Association of Governments (SANDAG). SANDAG is the leading research, planning, and transportation agency for the San Diego region. Mr. Ikhata has more than 30 years of experience in the arena of Transportation Planning in the Southern California Region, in both the private and public sector.

As Executive Director of SANDAG, Mr. Ikhata directs day-to-day operations of the agency and implements policies set by its governing board. In addition, he is the Chief Executive Officer of the SANDAG Service Bureau, the nonprofit public benefit corporation chartered by SANDAG.

Mr. Ikhata holds a Bachelor’s and a Master’s Degree in Civil and Industrial Engineering from Zaporozhye University in the former Soviet Union, a Master’s Degree in Civil Engineering from UCLA, and a PhD Candidacy in Urban Planning and transportation from the University of Southern California in Los Angeles. Mr. Ikhata is an adjunct professor in the business school at California State University, Northridge.

Prior to joining SANDAG in 2018, Mr. Ikhata worked for Southern California Association of Governments (SCAG), Los Angeles County Metropolitan Transportation Authority (MTA) and South Coast Air Quality Management District (SCAQMD).



SESSION 8

1:30 P.M. – 3:00 P.M.

Title: “Technology Makes Our Roads Safer! – Applying ITS for Safety”

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

Session Description:

Safety is always the number one priority for our transportation agencies. Despite decreased overall traffic volumes over the last 12+ months, overall fatalities on our US roadways have increased. As active transportation and complete streets concepts continue to be areas of focus for agencies, applying technology to increase bicycle and pedestrian safety is critical for ITS programs. This session will concentrate on emerging technologies, concepts and policies to address this ever-important issue. We can achieve Vision Zero goals if we truly focus.

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

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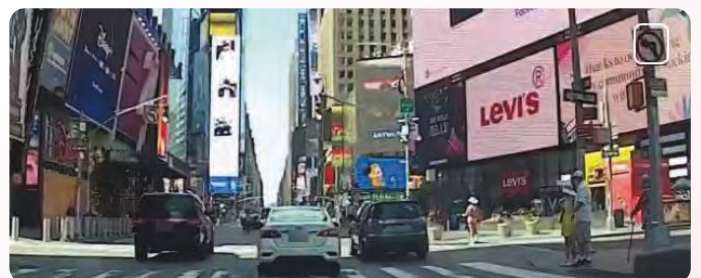
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SESSION 11 9:00 A.M. – 10:30 A.M.

Title: “The Road to C-V2X”

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

Session Description:

This session explores the topics of C-V2X deployment as described by California trailblazers in our collective road to C-V2X deployment. The presentations will span a pilot installation, roadside unit and vulnerable road user concepts and a national vision and direction on equipped intersections for red-light running avoidance. The presentations and discussions should give us a map of the V2X world just ahead.

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 10:45 A.M. – 12:15 P.M.

Title: “MaaS – Mobility Solution for a Post-COVID World?”

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

Session Description:

MaaS has been touted as a possible solution giving jurisdictions the ability to embrace private and public mobility service providers to offer augmented public/private trips, especially for first/last mile services. But the deployment of MaaS raises several issues that need resolving: MaaS vs. Mobility on Demand, who should set up the MaaS system, who governs the ecosystem and makes it all inclusive, is it a platform or an app, how can providers ensure equity for all, how can providers promote and move people from private vehicles to use of MaaS, and importantly, in an environment where sharing will be key, do our travelers feel safe, and ready to use shared mobility options and get into close proximity with other travelers? These and other pertinent questions will be answered by our panelists.

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

LUNCHEON KEYNOTE SPEAKER 12:15 P.M. – 1:45 P.M.

Moderator: **Steven Gota**, ITS California Board Chair, LA Metro

Speaker: **Shailen Bhatt**, President and CEO, ITS America

Description:



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.

LUNCHEON KEYNOTE SPEAKER 12:15 P.M. – 1:45 P.M.

Moderator: **Steven Gota**, ITS California Board Chair, LA Metro

Speaker: **Matthew Tucker**, CEO, North County Transit District

Description:



Mr. Tucker has served as Executive Director/CEO of NCTD since 2008 where he provides the strategic direction and oversight necessary to deliver transit service within the agency's 1,020 square mile service area. NCTD's family of transit services includes COASTER commuter rail, SPRINTER hybrid rail, BREEZE bus system, FLEX specialized transportation, and LIFT ADA paratransit services. NCTD has operational responsibility and control over the

San Diego Rail Subdivision, from the Orange County line to Downtown San Diego and hosts Amtrak, Metrolink, BNSF, and PAC Sun Railroad operators. NCTD has an operating budget of approximately \$113 million for fiscal year (FY) 2020, and ridership across all modes is projected at approximately 10 million passengers for FY 2020.

Mr. Tucker brings with him the insight of a long career in the public transportation sector. Prior to NCTD, he served as Director of the Virginia Department of Rail and Public Transportation, COO of Santa Clara Valley Transportation Authority, and AGM of the Greater Richmond (VA) Transit Company.

San Diego Forward:

The 2021 Regional Plan is a bold new vision for a transportation system that improves quality of life, addresses social equity, and preserves the environment

SANDAG



The San Diego Association of Governments (SANDAG) is leading a community effort to develop San Diego Forward: The 2021 Regional Plan, which reimagines personal mobility and how people and goods – wherever they are – can get around quickly, safely, and efficiently. This blueprint combines the big-picture vision for how the San Diego region will grow through 2050 and an implementation plan for a 21st century transportation system that is fast, fair, and clean. SANDAG updates its Regional Plan every four years, and the 2021 Regional Plan is the latest update with adoption anticipated in late 2021.

The 2021 Regional Plan reimagines the region's transportation system using a planning process informed by data and deep knowledge of local communities. For the first time, the 2021 Regional Plan incorporates five transformational strategies known as the 5 Big Moves.

These interdependent strategies are designed to address the region's greatest transportation and mobility challenges: safety and traffic congestion, social inequities, and state and federal requirements to reduce greenhouse gas emissions and air pollution. The 2021 Regional Plan details how policies and investments in the transportation system, including infrastructure investments, technological advances, programs, and services, can work together to enhance the ability to meet the biggest challenges and create a better region for future generations.

5 BIG MOVES 1 INTEGRATED TRANSPORTATION SYSTEM

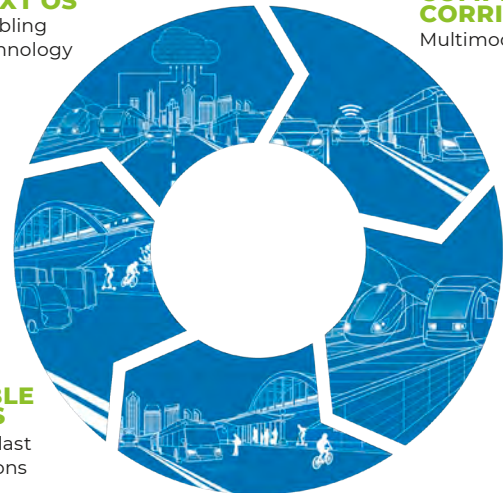
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Delivering on time and on budget in late 2021, the Mid-Coast extension of the UC San Diego Blue Line Trolley will have a transformative impact on regional transit connectivity. The project will connect the University Community to Downtown San Diego and the U.S.-Mexico Border, extending an additional 11 miles and significantly improving access to major medical, educational, and employment centers. The \$2.1 billion Trolley extension is the largest transportation infrastructure project in the San Diego region's history and a successful example of SANDAG delivering on the current regional plan.



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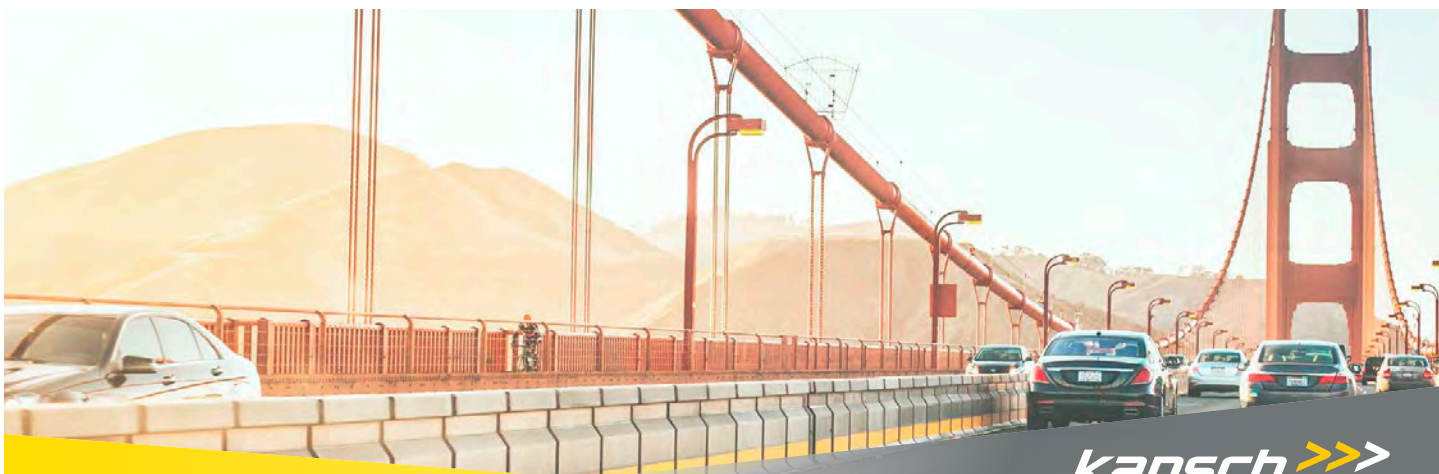
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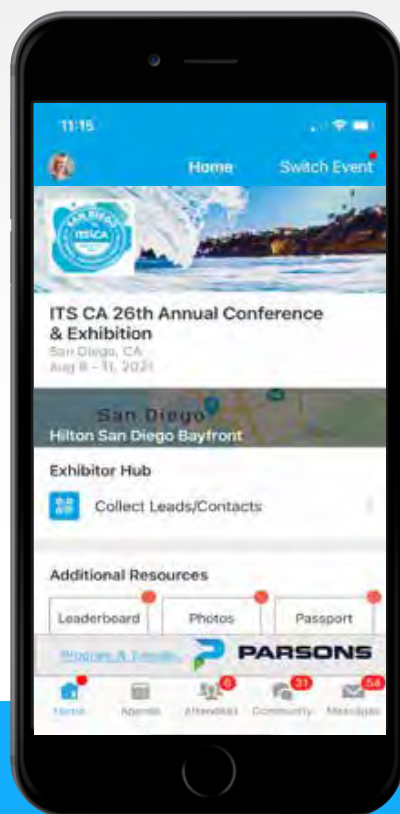


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