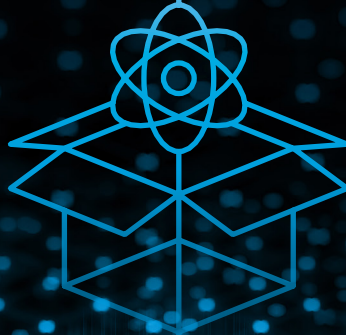


think beyond



ITS/CA

29th Annual Conference & Exhibition
August 26-28, 2024 | San Francisco Marriott

Preliminary Program

| DAY 0  | | Sunday, August 25 | | Location | Exhibit Hall |
|---|---------------------|-------------------|--|------------------------|--------------|
| 8:00 am - 1:00 pm | Golf Tournament | | | Presidio Golf Club | |
| 12:00 pm - 7:00 pm | Exhibit Hall Set-up | | | Yerba Buena Salons 8-9 | Set-up |
| 6:00 pm - 8:00 pm | Welcome Reception | | | The Atrium | |

| DAY 1  | | Monday, August 26 | | Location | Exhibit Hall | Tour | Event |
|---|--|-------------------|--|-------------------------|--------------|------|---|
| 7:30 am - 9:00 am | Breakfast | | | Yerba Buena Foyer | Closed | | |
| 8:00 am - 9:00 am | Special Breakfast Session - Workforce Development Roundtable | | | Salon 7 | Closed | | |
| 9:00 am - 10:15 am | Session 1 - California's Race to Zero | | | Salons 10-12 | Closed | | |
| 9:00 am - 10:15 am | Session 2 - Navigating the Fast Lane: Integrating Managed Lanes for Regional Mobility | | | Salons 13-15 | Closed | | |
| 10:15 am - 10:45 am | Break / Refreshments | | | Exhibit Hall Salons 8-9 | Open | | |
| 10:45 am - 12:15 pm | Session 3 - Solving for Mobility: Improving Transit Effectiveness | | | Salons 10-12 | Open | | |
| 10:45 am - 12:15 pm | Session 4 - Byte-Sized Traffic: Because Even Our Digital Twins Deserve a Smooth Commute | | | Salons 13-15 | Open | | |
| 12:15 pm - 1:30 pm | Lunch Keynote Speaker: Tony Tavares, Director, Caltrans | | | Salons 1-7 | Open | | |
| 1:45 pm - 3:15 pm | Session 5 - Smile! You are on Traffic Camera! Technology for Safety in Freeway Operations | | | Salons 10-12 | Open | | Donation Event 12:15 pm - 8:00 pm |
| 1:45 pm - 3:15 pm | Session 6 - Equity in Motion: Shaping our Transportation Network | | | Salons 13-15 | Open | | |
| 3:30 pm - 5:00 pm | Vendor Technology Showcase | | | Salons 1-7 | Closed | | |
| 5:00 pm - 8:00 pm | Exhibitors and Sponsors Reception | | | Exhibit Hall Salons 8-9 | Open | | |

| DAY 2  | | Tuesday, August 27 | | Location | Exhibit Hall | Tour | Event |
|---|--|--------------------|--|------------------------------|--------------|--|--|
| 8:00 am - 9:00 am | Breakfast | | | Exhibit Hall Salons 8-9 | Open | | |
| 9:00 am - 10:30 am | 511 Coalition Meeting - Morning Session | | | Pacific A | Open | | |
| 9:00 am - 10:30 am | Session 7 - ICM, ATM – Real Strategies to Solve Real Problems | | | Salons 10-12 | Open | | |
| 9:00 am - 10:30 am | Session 8 - Safety: A Deep Dive into Intelligent Safe Systems | | | Salons 13-15 | Open | | |
| 10:30 am - 12:00 pm | Exhibit Hall Exclusive Access | | | Exhibit Hall Salons 8-9 | | | |
| 12:15 pm - 1:30 pm | Luncheon Keynote Speaker: Brian Cronin, Director, FHWA ITS Joint Program Office | | | Salons 1-7 | Open | | Donation Event 8:00 am - 8:00 pm |
| 1:30 pm - 3:00 pm | 511 Coalition Meeting - Afternoon Session | | | Pacific A | Open | | |
| 1:30 pm - 3:00 pm | Session 9 - Emerging Technologies – SMART, Predictive and Infrastructureless | | | Salons 10-12 | Open | San Francisco Bay Boat Tour #1 2:00 pm - 6:00 pm Meet in lobby at 1:45 pm | |
| 1:30 pm - 3:00 pm | Session 10 - Smart Signals: How the Future is Happening Now! | | | Salons 13-15 | Open | | |
| 3:00 pm - 3:15 pm | Break / Refreshments | | | Exhibit Hall Salons 8-9 | Open | | |
| 3:30 pm - 5:00 pm | Session 11 - The Rise of AI: A New Hope for Transportation? | | | Salons 10-12 | Open | | |
| 3:30 pm - 5:00 pm | Session 12 - Realizing the Full Potential of CAVs | | | Salons 13-15 | Open | | |
| 5:00 pm | Exhibit Hall Closes | | | Exhibit Hall Salons 8-9 | Closed | | |
| 5:30 pm - 7:30 pm | Meet Your Board of Directors Reception | | | The View Lounge (39th Floor) | Closed | | |

| DAY 3  | | Wednesday, August 28 | | Location | Exhibit Hall | Tour | Event |
|---|---|----------------------|--|-------------------|--------------|--|-------|
| 8:00 am - 9:00 am | Breakfast | | | Yerba Buena Foyer | Closed | San Francisco Cable Car Tour #2 8:00 am - 10:00 am Meet in lobby at 7:45 am | |
| 9:00 am - 10:30 am | Session 13 - Understanding Cybersecurity for ITS Professionals | | | Salons 10-12 | Closed | | |
| 9:00 am - 10:30 am | Session 14 - How ITS Data can Increase Safety and Save Lives | | | Salons 13-15 | Closed | | |
| 10:30 am - 10:45 am | Break / Refreshments | | | Yerba Buena Foyer | Closed | | |
| 10:45 am - 12:00 pm | Session 15 - Slow for the Cone Zone! | | | Salons 10-12 | Closed | | |
| 10:45 am - 12:00 pm | Session 16 - The Night Before C-V2X: Visions of Deployment Dance in Our Head | | | Salons 13-15 | Closed | | |
| 12:00 pm - 12:30 pm | Lunch (Box Lunches to be Provided to Training Attendees) | | | Yerba Buena Foyer | Closed | | |
| 12:30 pm - 4:00 pm | Crowdsourcing for Operations Training | | | Salons 1-4 | Closed | | |
| 4:15 pm | Adjourn | | | | | | |



Breakfast | 8:00 am - 9:00 am | Yerba Buena Foyer

Special Breakfast Session ↗ 8:00 am - 9:00 am Salon 7

Title “Changing Lanes: A Conversation About the Experience of People of Color in the Transportation Field – a Workforce Development Roundtable”

Moderator **Alyssa Phaneuf**, Vice President, Kimley-Horn and Associates, Inc.

Session Description

Diversity, equity and inclusion (DEI) discussions are a part of many agency's and company's workforce development as well as its recruitment efforts, but what does it mean in practice? This round table discussion will highlight the real-life impacts of DEI by sharing the experiences of people of color in the transportation industry. These professionals will talk about their paths to get to where they are in their careers, and how being a person of color shapes their engagement with the community and project implementation. They will also discuss the roles mentors have played and how they shaped their experience, and what they see as the future of the transportation industry as diversity and inclusion is pushed to the forefront of priorities.

Speakers

- **Lucinda Broussard**, Director, Regional Transportation Systems Operations, SANDAG
- **David DeLuz**, Deputy Director, Office of Civil Rights (OCR), Caltrans
- **John Jackson**, Transit Planner, Kimley-Horn and Associates
- **Philip Saunders**, Founder & CEO, People of Color in Green Spaces
- **Stephen Baker**, Project Manager, Metropolitan Transportation Commission

Session 1 ↗ 9:00 am - 10:15 am Salons 10-12

Title “California’s Race to Zero”

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

Session Description

California continues to lead the world not just in terms of pioneering policies but is also committed to the market development for advanced technologies. The panel represents a subset of the climate technology champions in the public sector – come learn about what they are doing to foster the deployment of zero-emission vehicles, charging and refueling infrastructure, and supporting the suite of technologies to scale the affordable energy transition in the Golden State.

Speakers

- **Gia Brazil Vacin**, Deputy Director, ZEV Market Development, Governor’s Office of Business Development (GO-Biz)
- **Jimmy O’Dea**, Assistant Deputy Director, Transportation Electrification, Caltrans
- **Ben Wender**, Advisor to Commissioner Patty Monahan, California Energy Commission
- **Peter Christensen**, Branch Chief - Innovative Strategies Branch, California Air Resources Board

Session 2 ↗ 9:00 am - 10:15 am Salon 13-15

Title “Navigating the Fast Lane: Integrating Managed Lanes for Regional Mobility”

Moderator **Monica Castellanos**, Sr. ITS/Tolling Consultant, HNTB

Session Description

In today’s dynamic landscape of regional transportation, the seamless integration of managed lanes is not just a goal—it’s a necessity. Our panel will delve into issues faced by transportation authorities as they strive to harmonize managed lanes with broader regional efforts. We are bringing the road to life through real-world stories by discussing collaboration among agencies; corridor-level planning; intermodal connectivity, lessons learned from new toll facility developments; and implementation of ITS and tolling technologies. Attendees will gain a perspective on successful managed lanes integration. Let’s drive progress together!

Speakers

- **Ashley Tam**, Senior Transportation Engineer, Alameda County Transportation Commission
- **Reinland Jones**, Toll Technology Manager, Riverside County Transportation Commission
- **Robert Campbell**, Senior Manager, Transportation Planning, LA Metro
- **Stephen Wolf**, Assistant Director, Metropolitan Transportation Commission

Break / Refreshments | 10:15 am - 10:45 am | Exhibit Hall Salons 8-9

Session 3 ↗ 10:45 am - 12:15 pm Salons 10-12

Title “Solving for Mobility: Improving Transit Effectiveness”

Moderator **Steven Bradley**, Vice President, Iteris, Inc.

Session Description

Join us for a discussion on key responses to achieving more effective mobility in the built environment. We’ll discuss the intersection of real-world infrastructure and technology innovations that serve to drive mobility in the Bay Area and across the State for our collective constituents. We’ll discuss Mobility Hubs, Transit Booking Systems and Innovations in Transit Signal Priority approaches being used to optimize our movement and drive our society!

Speakers

- **“Achieving Climate Action Targets through Equity-Centered Mobility Planning: the First Statewide Mobility Hub Design and Operations Guide”**
 - **Tim Murphy**, Senior Transportation Planner, Parsons
- **“Streamlining Cross-Boundary Paratransit Trip Booking through Regional Booking Service”**
 - **Nisar Ahmed**, Principal, Traveler Information Technology Manager, MTC
- **“A Revolutionary IDEA: Implementing Cloud-Based Conditional Transit Signal Priority”**
 - **Matt Redmond**, Associate Traffic Engineer, City of Walnut Creek
- **“Metro’s Next Gen Countywide Signal Priority Program”**
 - **Eva Moon**, Senior Manager, Transportation Planning, Los Angeles Metropolitan Transportation Authority - LA Metro





Session 4 10:45 am - 12:15 pm Salons 13-15

Title "Byte-Sized Traffic: Because Even Our Digital Twins Deserve a Smooth Commute"

Moderator Gary Carlin, Director of Business Development, Inrix

Session Description

This session will focus on how the creation and use of digital twins loaded with large data sets can allow engineers and planners to better plan for, evaluate and operate transportation facilities. The session will feature speakers from private industry and the public sector who will share their experiences in collecting, using and sharing this data can lead to better outcomes in efficiency, safety and inter-agency coordination.

Speakers

- **"Regional Mapping Data Services Platform"**
 - Kapeel Daryani, Technical Project Manager, Metropolitan Transportation Commission
- **"Application of City Digital Twin and AI to Estimate Trip Generation for Industrial and Logistic Spaces"**
 - Fatemeh Ranaiefar, Freight Discipline Group Lead, Fehr & Peers
- **"Lessons Learned: The Role of Stakeholder Data-Sharing to Enable Large-Scale ITS Deployment"**
 - Steve Voit, Vice President North America, Monotch
- **"Digital Twinning in Contra Costa County"**
 - Tim Haile, Executive Director, Contra Costa Transportation Authority

Lunch Keynote Speaker 12:15 pm - 1:30 pm Salons 1-7

Moderator James Dreisbach-Towle, ITS California Board Chair, Gannett Fleming

Speaker Tony Tavares, Director, Caltrans

Keynote Description



Tony Tavares was appointed the 34th Director of the Department of Transportation (Caltrans) by Governor Gavin Newsom and sworn in June 2022. Director Tavares manages a nearly \$20 billion budget and more than 22,000 employees who oversee 50,000 lane miles of highway, maintain approximately 20,000 bridges, provide permitting of more than 400 public-use airports, fund three of Amtrak's busiest intercity rail services and provide transit support to more than 200 local and regional transit agencies.

Director Tavares' transportation vision for California addresses critical climate issues and advances a safe, equitable, accessible, sustainable, and multimodal transportation system that builds on strong partnerships and robust stakeholder engagement. He fosters a people-first culture built on the principles of Safety, Equity, Climate Action, and Economic Prosperity -- furthering a California for all. He encourages innovation and intelligent risk-taking, as transformative innovation will be needed to achieve zero traffic-related deaths and serious injuries by 2050 and reduce greenhouse gases (GHGs) by 40% by 2030.

Director Tavares most recently served as Director of Caltrans District 7, which encompasses expansive Los Angeles and Ventura counties. As District 7 Director, he oversaw transportation systems in a dynamic region that boasts 25% of California's population; an annual construction program of more than \$2 billion; and some of the most innovative solutions to help move people and goods through Southern California, part of the 5th largest economy in the world.

Prior to overseeing District 7, he served as Caltrans Bay Area Director (District 4) where he was instrumental in implementing California's landmark Senate Bill 1 (SB1), the Road Repair and Accountability Act. Tavares also progressed Caltrans' goals as he served on several boards of regional transportation planning agencies, joint powers authorities and transit development.

From 2010 to 2018, Director Tavares served as the statewide Division Chief for Maintenance. There, he directed 7,000 multi-disciplinary professional employees with an annual budget allocation of almost \$2.2 billion. In the first year of SB1, he also delivered over \$1 billion in pavement, bridge and culvert projects.

Director Tavares has also held executive leadership roles at Caltrans as the Division Chief for Right of Way and Land Surveys; North Region Deputy Director for Structure Construction; Deputy Division Chief for Construction; and District 10 Director. In 2013, Director Tavares was awarded the Pavement Pioneer Award from the National Asphalt Pavement Association for his contribution in perpetual pavement projects.

Tavares is a graduate of University of California, Davis, with a Bachelor of Science degree in Civil Engineering. He is a Professional Engineer (PE) and a certified Project Management Professional (PMP).



Session 5 1:45 pm - 3:15 pm Salons 10-12

Title "Smile! You are on Traffic Camera! Technology for Safety in Freeway Operations"

Moderator **Lima Saft, PhD**, Innovation Manager, Caltrans District 8

Session Description

Safety is a Number 1 priority for Transportation Agencies, and it is everyone's responsibility. Would you like to know more about leveraging technology to improve safety at the intersections, prevent wrong-way driving, minimize HOV occupancy violations, and reduce delays on connected corridors? This session is for you.

Speakers

- "Caltrans D4 Caltrans Highway Safety Camera Project"
– **Sean Nozarri**, Caltrans District 4 Deputy District Director of Operations
- "Traffic Vehicle Occupancy Detection for HOV/HOT Tolling Applications"
– **Pete Marshall**, Traffic Director of Project Management, D2 Traffic
- "Caltrans D11 Wrong Way Driving Countermeasures"
– **Erwin Gojuanqco**, Caltrans District 11 Division Chief of Traffic Safety and Operations
- "LA Metro Caltrans I-210 Connected Corridors Pilot and RIITS' Multi-jurisdictional Partnerships"
– **Kali Fogel**, LA Metro Program Manager of Regional Integration of Intelligent Transportation Systems, LA Metro

Session 6 1:45 pm - 3:15 pm Salons 13-15

Title "Equity in Motion: Shaping our Transportation Networks"

Moderator **Natasha Walia**, Project Manager, Jacobs

Session Description

This session will feature diverse perspectives from experts delving into the multifaceted realm of transportation equity. From innovative approaches to measuring equity benefits in the Link21 Program to data-driven insights into regional traffic dynamics, our speakers will share valuable insights into the intersection of data, policy, and community impact.

Speakers

- "How Priority Populations in the Northern California Megaregion Will Help Shape the Link21 Program"
– **Alice Marecek**, Senior Associate, Cambridge Systematics
- "Using Quantitative and Qualitative Data for Agency Specific Equity Policies"
– **Kendall Flint**, Regional Director of Community Engagement & Strategic Planning, DKS
- "Data-Driven Perspectives: An Exploration of the Impact of Local Transportation Management Strategies on Regional Traffic Dynamics"
– **Rowland Herbert-Faulkner**, PhD Candidate, UC Berkeley
- "Transportation Equity and State Funding"
– **Emillio Murga**, Assistant Engineer, Wildan

Vendor Technology Showcase 3:30 pm - 5:00 pm Salons 1-7

Sponsored By



- **Eva Moon**, Senior Manager, Transportation Planning, Los Angeles Metropolitan Transportation Authority - LA Metro
- **Kenny Chao**, Principal, AET & Associates
- **Steve Frank**, Director of Sales & Vertical Markets, Americas, Etherwan
- **Young Professionals Group (YPG)**

Moderators

Showcase 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. Since this unique forum to distribute information to conference attendees will occur directly before our Monday Evening Exhibitor/Sponsor Reception, attendees will have the opportunity to engage with our exhibitors and sponsors immediately following 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 10th Annual Vendor Technology Showcase!

Exhibitors and Sponsors Reception 5:00 pm - 8:00 pm Exhibit Hall Salons 8-9

Sponsored By





Breakfast | 8:00 am - 9:00 am | Exhibit Hall Salons 8-9

511 Coalition Meeting

9:00 am - 10:30 am

Pacific A

Meeting Description



The August 511 meeting will be held as part of the ITS California 2024 Annual Conference and Exhibition and will be open to all conference attendees. This meeting will be held over two sessions and will provide the opportunity for 511 regions and partners to discuss and share their program status and challenges, new developments to improve data accuracy and integrity, customer experience and other outreach efforts. All attendees are required to be registered for the conference. However, conference fees may be waived if only participating in the 511 sessions.

Session 7

9:00 am - 10:30 am

Salons 10-12

Title **“ICM, ATM – Real Strategies to Solve Real Problems”**

Moderator **Dan Lukasik**, Vice President – Intelligent Infrastructure, Parsons

Session Description

We have heard much about the strategies for deployment Integrated Corridor Management (ICM) and Active Traffic Management (ATM) over the past decade. Which strategies work? Which ones don't? Which don't give enough return on investment, and which do? This session will look to examine real-world deployments of ICM and ATM strategies both locally and nationally including the details, results and benefits of the right enabling strategies and solutions.

Speakers

- **“ICM: Examination of Implementation for Multiple States”**
– **Tucker Brown**, Principal Engineer, Southwest Research Institute (SwRI)
- **“Active Traffic Management Deployments and Results Nationwide”**
– **Piyali Chaudhuri**, Project Manager, CDM Smith
- **“Los Angeles World Airport (LAWA) Intelligent Transportation System (ITS) Decision Support System (DSS)”**
– **Derek Pines**, Vice President – Intelligent Infrastructure - US West, Parsons
- **“Reimagining Freeway Traffic Management with Flexible Travel Lane Configuration”**
– **Smita Sharma**, Sr. Manager, Applications Engineering, Lindsay
- **“CV Technologies for Corridor Management”**
– **Roger Banos**, Branch Chief, Caltrans District 12 Electrical System

Session 8

9:00 am - 10:30 am

Salons 13-15

Title **“Safety: A Deep Dive into Intelligent Safe Systems”**

Moderator **Suzanne Luckjiff**, Senior Associate, Fehr & Peers

Session Description

This session will look at intelligent transportation system planning, real-world safe systems strategies and techniques that can make our roadways safer. This panel of speakers will look at ITS through a safe systems lens including a look at safety analytics, roadside strategies, video analytics, connected vehicles, automated vehicles and TSMO strategies specifically for safety.

Speakers

- **“Completing the Connection: Safe Systems and Advanced Mobility”**
– **Ian Barnes**, Principal, Fehr & Peers
- **“Enhancing Safety Studies with Vehicle Insight”**
– **Chris Wichman**, Transportation Solutions Advisor, Airsage
- **“Safe Streets Planner: Targeting High-Risk Corridors and VRU-Specific Risk”**
– **Lauren Massey**, Director of Client Services, Replica
– **Arthur Getman**, Senior Solutions Engineer, Replica
- **“Making the Safe System Swiss Cheese with ITS – City of Fremont’s Wholistic Approach to Transportation Management and Roadway Design with ITS Solutions.”**
– **Eric Hu**, Principal Transportation Engineer, City of Fremont
– **Daniel Miller**, Associate Transportation Engineer, City of Fremont
– **Jay LaFrance**, Vice President of Business Development, Derq

Exhibit Hall Exclusive Access

10:30 am - 12:00 pm

Yerba Buena Salons 8-9

Lunch Keynote Speaker

12:15 pm - 1:30 pm

Salons 1-7

Moderator **James Dreisbach-Towle**, ITS California Board Chair, Gannett Fleming

Speaker **Brian Cronin**, Administrator, Federal Highway Administration

Keynote Description



Brian Cronin is the Program Director of the Intelligent Transportation Systems (ITS) Joint Program Office providing strategic direction for the research and deployment of ITS. Brian provides advice to the Assistant Secretary for Research and Technology on ITS Policy, strategic program direction, and budget allocation. Prior to this role, Brian served as Director, Office of Safety and Operations Research and Development, Federal Highway Administration (FHWA) for 5 years, and two years as the Director, Office of

Operations Research and Development. In his most recent role, he provided executive leadership and guidance for improving and advancing transportation safety and operations-related technologies and innovations through research, development, and testing. Brian provided executive leadership in FHWA's involvement in the Intersection Safety Challenge, development of a Vulnerable Road User Research Plan Report to Congress, and establishing a new Center of Excellence for New Mobility and Automated Vehicles. Brian guided the development of the Cooperative Driving Automation research program and V2X research efforts.

Brian holds a Master's Degree in Civil Engineering from Texas A&M University and a Bachelor's Degree in Civil Engineering from Virginia Tech. Brian is also a licensed Professional Engineer in the State of Maryland.



511 Coalition Meeting ↗

1:30 pm - 3:00 pm

Pacific A

Meeting Description



The August 511 meeting will be held as part of the ITS California 2024 Annual Conference and Exhibition and will be open to all conference attendees. This meeting will be held over two sessions and will provide the opportunity for 511 regions and partners to discuss and share their program status and challenges, new developments to improve data accuracy and integrity, customer experience and other outreach efforts. All attendees are required to be registered for the conference. However, conference fees may be waived if only participating in the 511 sessions.

Tour #1 – San Francisco Bay Boat Tour ↗

2:00 pm - 6:00 pm

Meet in lobby at 1:45 pm

Tour Description

Enjoy the afternoon on the water learning about local ITS projects from experts! Join us for a 3-hour Boat Tour around the San Francisco Bay. Snacks will be provided, and drinks will be available for purchase on the boat.



Session 9 ↗ 1:30 pm - 3:00 pm

Salons 10-12

Title **“Emerging Technologies – SMART, Predictive and Infrastructureless”**

Moderator **Mark Jensen**, Principal & Technology Practice Director, Transpo Group

Session Description

Learn about the latest developments in smart mobility, queue detection with predictive analytics, wireless connected vehicle applications, vehicle occupancy sensors, and software as a service. Learn how emerging technologies can improve safety and mobility at the border, on HOV/HOT lanes, at intersections, and in support of the USDOT’s SMART Grants program.

Speakers

- **“City of Bellevue’s Emerging CV2X and AV Strategies, Partnerships and Pilots”**
– **Daniel Lai**, Smart Mobility Manager, City of Bellevue, WA
- **“Next Generation Smart Border Wait Time Predictions”**
– **Melissa Fanucci**, Principal Planner, Whatcom COG, WA
- **“Express Carpool Check: Considerations for Implementation of Smartphone Camera-Based Occupancy Verification”**
– **Sarah Burnworth**, Principal - Field Operations & Incident Response, MTC
- **“The SAAS Conundrum - Why Software as a Service is Replacing the One-Time Purchase”**
– **Patricia Plonski**, Executive Vice President - Business Development, Yunex

Session 10 ↗ 1:30 pm - 3:00 pm

Salons 13-15

Title **“Smart Signals: How the Future is Happening Now!”**

Moderator **Mike McIntee**, Vice President, Western Sales, Econolite

Session Description

New technologies, more data, and cutting edge research is making signals smarter than ever before. This session will explore how advanced sensors and sensor fusion, connected vehicle-ready components, and new data sets are making signals smarter, safer, and more efficient. Hear how a major California city is putting smart signals into practice, and lessons they have learned along the way!

Speakers

- **“LiDAR Data Fusion for Multimodality at Traffic Signals”**
– **Jiaqi Ma**, Associate Professor, UCLA Samueli School of Engineering; Associate Director, UCLA Institute of Transportation Studies
- **“Porting Controller Software to Make ATC Traffic Controllers Connected Vehicle Ready”**
– **Dustin Devoe**, Vice President, Econolite
- **“Leveraging Crowdsourced Data and Vehicle Trajectories for Efficient and Cost-Effective Traffic Management”**
– **Jason Xu, PE, PTOE, PMP**, Associate Vice President, Iteris
– **Tiffany Symes**, Senior Director, Product Management, Iteris
- **“ITS in Inglewood: What we do, Where we are going, and Lessons Learned!”**
– **Peter Puglese**, City Traffic Engineer, City of Inglewood

Break / Refreshments | 3:00 pm - 3:15 pm | Yerba Buena Foyer





Session 11 3:30 pm - 5:00 pm Salons 10-12

Title **“The Rise of AI: A New Hope for Transportation?”**

Moderator **David Man**, Division Chief, Caltrans Traffic Operations

Session Description

The use of various artificial intelligence (AI) applications or tools to help plan, design, and manage the transportation system is nothing new. However, over the past couple of years, AI has taken the transportation sector and many other industries by storm to a point where the moderator could have relied on AI to write this session description. Join our session to learn about how AI is poised to help make meaningful impacts to communities, mobility, and roadway safety.

Speakers

- **“Coachella Valley Smart Region Program - Complexity of Collaboration in an AI World”**
– **Carlos A. Ortiz, PE, TE, PTOE**, Chief Executive Officer, Advantec
- **“Evolution of AI and What it Means for Transportation”**
– **Murad Salahi**, Director of Data and Artificial Intelligence, LYT
- **“Using AI to Enhance Sensing and Incident Detection”**
– **Jasbir Singh**, Director of Product Management, Sensys Networks
- **“Integrating AI and Graphic Analytics for Enhanced Mobility and Safety”**
– **Lee Hansen**, Urban ITS Manager, Western Systems

Session 12 3:30 pm - 5:00 pm Salons 13-15

Title **“Realizing the Full Potential of CAVs”**

Moderator **Ben McKeever**, Principal and Owner, McKeever Consulting, LLC

Session Description

The widespread deployment of connected and automated vehicles (CAVs) offers the promise of safer roadways, reduced congestion, and reduced emissions. While these new technologies are exciting, their roll out has been slow and public agencies are still learning how to best leverage CAVs to realize their potential societal benefits. This panel will discuss CAV plans and deployments and demonstrate how new data sources, policies, strategies, and business models can drive real world benefits and enable financially sustainable and socially equitable CAV deployments.

Speakers

- **“Sustainable Safety: Financially Sustainable C-V2X Deployments in Oakland County, Michigan”**
– **Roger Brook**, Commercial Officer, P3Mobility
- **“Development of a Countywide AV Strategic Plan for San Mateo County”**
– **Ben McKeever**, Principal and Owner, McKeever Consulting LLC
- **“Creating Accurate and Safe Data Streams for a CAV Future”**
– **Adam Graham**, Chief Product Officer, one.network
- **“Connected Vehicle Intelligence for Safer Roads, Confirming Speed Management Techniques”**
– **Adam Willmot**, Technical Director of Road Safety, GHD (invited)

Meet Your Board of Directors Reception

5:30 pm - 7:30 pm

The View Lounge (39th Floor)

Sponsored By



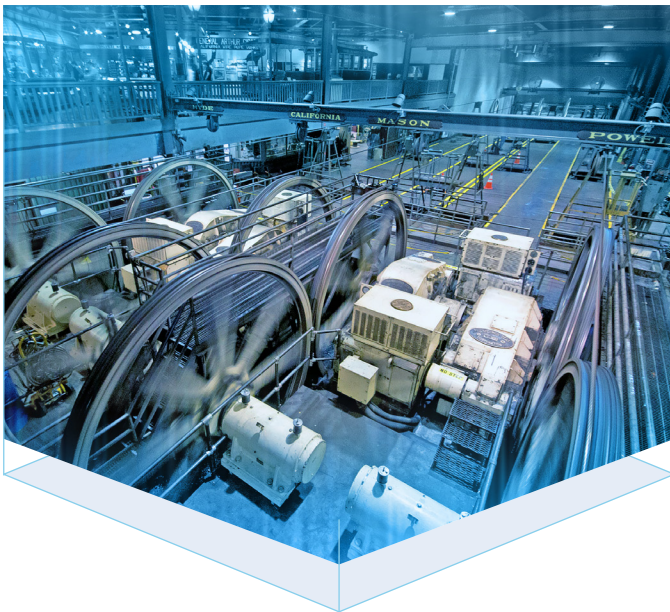
Breakfast | 8:00 am - 9:00 am | Yerba Buena Foyer

Tour #2 – San Francisco Cable Car Tour ↗
8:00 am - 10:00 am

Meet in lobby
at 7:45 am

Tour Description

Join us for an exclusive tour of San Francisco's Cable Car Barn! Originally built in 1887, the Cable Car Barn houses historic and technical exhibits to give visitors a peak behind the scenes of the cable car system. After touring the cable car barn with a local expert, you'll hop on a cable car back to the hotel!



Session 13 ↗ 9:00 am - 10:30 am Salons 10-12

Title **“Understanding Cybersecurity for ITS Professionals”**

Moderator **Alicia Yang**, Project Manager, OCTA

Session Description

Innovative technology solutions in ITS has increased the opportunities for advanced operations. If not planned properly for potential cybersecurity attacks, these emerging technologies may do more harm in operation resulting in costly repairs. In this session, the presenters will highlight tools, information, and lessons learned for attendees to strengthen their position, terminologies, and actions needed to secure their ITS ecosystem.

Speakers

- **“Practical Tips When Selecting ITS Vendors to Reduce PCI DSS Scope”**
– **Peter Phaneuf**, Senior Security Assessor, RSI Security
- **“Cybersecurity Frameworks: Why Use Them?”**
– **Lamar Clapham**, Compliance Officer, IndustrialEnet
- **“Securing Transit: IT-OT Convergence for Reduced Attack Surface”**
– **Tas Jalali**, Head of Cybersecurity, AC Transit
- **“ITS Network Cybersecurity: Overcoming the Challenges”**
– **Michael Cochrane**, Business Development Manager, ITS, Moxa

Session 14 ↗ 9:00 am - 10:30 am Salons 13-15

Title **“How ITS Data can Increase Safety and Save Lives”**

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

Session Description

As ITS technologies continue to improve and evolve, a new rich set of measures can be used to analyze intersection safety, unlocking the opportunity to scrutinize near-miss or red light-running data, react quickly, and remove safety hazards in less time than ever before – while saving lives in the process. This panel will discuss implementations using emerging sensor technologies, studies using safety-specific metrics & their results, and ways you can tap into safety funding for data-driven solutions.

Speakers

- **“Validating Near-Miss Data: Does a reduction in near-misses truly lead to fewer crashes?”**
– **Josh Pilachowski**, Senior Transportation Engineer, DKS Associates
- **“Innovations and Lessons Learned: Pedestrian and Cyclist Intersection Safety Sandbox”**
– **Xianding (Jason) Tao**, ITS Program Manager, District Department of Transportation
- **“Tackling Red Light Running Crashes: A Technology Blueprint”**
– **Tiffany Symes**, Senior Director, Product Management, Iteris
- **“The Next Level of Pedestrian Safety - Can LiDAR Help you Achieve your Vision Zero Goals?”**
– **Matt Bretoi**, Director, Sales & Business Development, D2 Traffic Technologies
- **“ITS in a SS4A Funding Environment”**
– **Erin Ferguson**, Principal Engineer, Fehr & Peers

Break / Refreshments | 10:30 am - 10:45 am | Yerba Buena Foyer





Session 15 ↗ 10:45 am - 12:00 pm Salons 10-12

Title **“Slow for the Cone Zone!”**
Moderator **Antonino Genoese**, Principal Project Manager, Gannett Fleming

Session Description
Today, many advancements in ITS are providing industry professionals with more tools to improve the temporary conditions of the traveling public reducing congestion while making the roadway worker’s jobs safer. In the session, our presenters will not only discuss the new ways of keeping our workers safe, but also new technology that is changing the way we plan and monitor impacts during construction. Join us to learn more about how to keep your temporary traffic conditions optimal and safe for your upcoming projects!

- Speakers
- **“Performance-based Maintenance of Traffic”**
– **Joshua McNeill, PE, TE, PTOE**, Principal Engineer, Mobility Consulting Solutions, Iteris
 - **“Clearing the Way: The Benefits of VR Training for Safe, Quick Clearance”**
– **Todd Leiss**, Traffic Incident Management Specialist, Jacobs
– **Eric Sponsler**, Traffic Operations Project Manager, Jacobs
 - **“Work Zone Safety”**
– **Rajpreet S. Khangura, PE**, District Division Chief – Caltrans, District 11, Traffic Operations
 - **“Using Data to Monitor and Respond to Construction Operations”**
– **Steve Ferguson**, Sr. Sales Director, Public Sector, West Coast
– **Hayley Golub**, Senior Director, Product Marketing – StreetLight, a Jacobs Company

Session 16 ↗ 10:45 am - 12:00 pm Salons 13-15

Title **“The Night Before C-V2X: Visions of Deployment Dance in Our Head”**
Moderator **Jim Misener**, Senior Director and Global V2X Ecosystem Lead, Qualcomm Technologies, Inc.

Session Description
The Federal Communications Commission has granted waiver requests for industry stakeholders looking to deploy cellular-vehicle-to-everything (C-V2X) technology, and the final rules for deployments in the U.S. are imminent. This session is geared at road infrastructure owners and operators (IOOs) looking to deploy C-V2X in the near term, providing straightforward guidance for using 5.9 GHz Channel 183 to operate Day 1 applications that can have an immediate impact on safety from several perspectives: Universities working with IOOs, following a vehicle OEM-initiated “Day 1 Deployment Guidance”, private sector V2X service provider for public fleets and IOOs and a major mobile network operator, cognizant of the complementary aspects of direct and network communications.

- Speakers
- **“Getting to Day 1: the Ann Arbor Connected Environment”**
– **Debra Bezzina**, Managing Director, University of Michigan UMTRI/CCAT
 - **“C-V2X Deployment Plans for the Bay Area”**
– **James Fishelson**, Executive Director, UC Berkeley PATH
 - **“How Cities and DOT’s are using CV to Safeguard City Streets”**
– **Peter Ashley**, VP Business Development, Applied Information
 - **“Vision toward a Scalable, National V2X Deployment”**
– **Roger Mahler**, Lead Product Management and Development, AT&T

Lunch (Box Lunches to be Provided to Training Attendees)
12:00 pm - 12:30 pm | Yerba Buena Foyer

Crowdsourcing for Operations Training ↗
12:30 pm - 4:00 pm Salons 1-4

Training Description
State and local transportation systems management and operations (TSMO) programs strive to optimize the use of existing roadway facilities through traveler information, incident management, road weather management, arterial management, and other strategies targeting the causes of congestion. TSMO programs require real-time, high-quality, and wide-ranging roadway information. However, gaps in geographic coverage, lags in information timeliness, and life-cycle costs for field equipment can limit agencies’ ability to operate the system proactively.
Public agencies at all levels are increasing both their situational awareness and the quality and quantity of operations data using crowdsourcing, which enables staff to apply proactive strategies cost effectively and make better decisions that lead to safer and more reliable travel while protecting privacy and security of individual user data.
Join this training session to learn more about how to apply crowdsourced data for operations.



Adjourn | 4:15 pm

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Tuesday Breakfast

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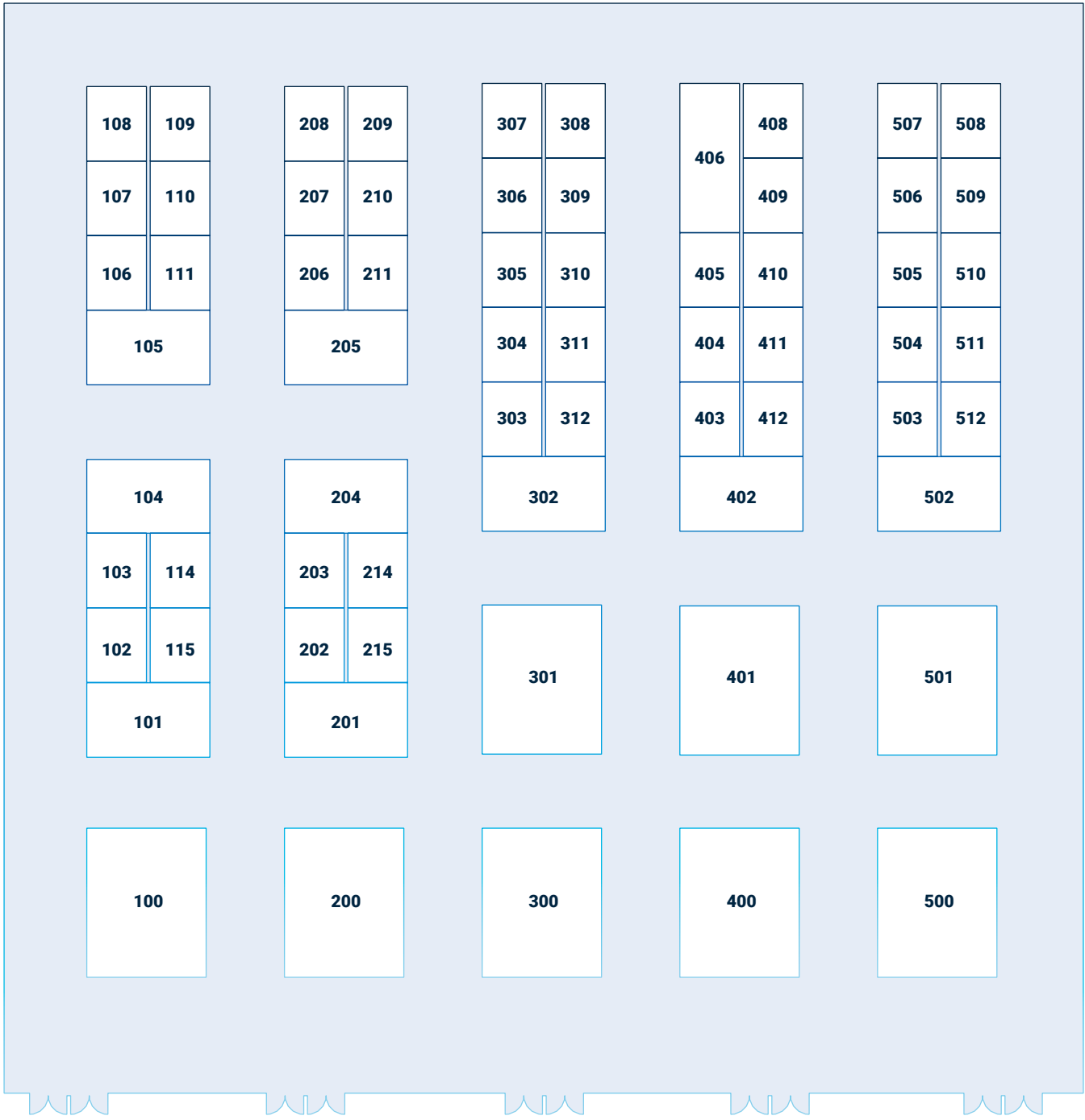
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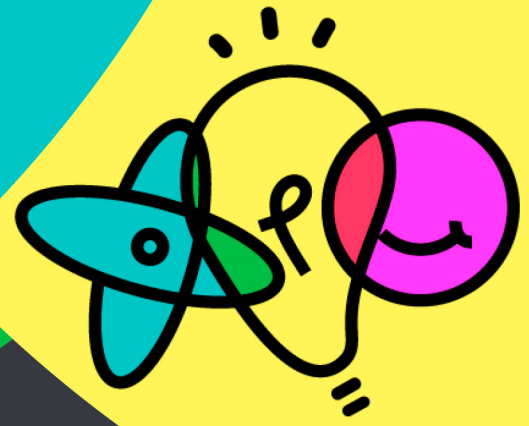


Exhibit Hall
 Yerba Buena Salons 8-9



Exhibit Hall | Yerba Buena Salons 8-9





For the fifth 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 Ajalo 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.

Donate and invest in the future of our industry!

Monday, August 26th: 12:15PM to 6:00PM
Tuesday, August 27th: 8:00am to 8:00pm



Self-eSTEM![™]

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