

2017 ITS California Annual  
Conference and Exhibition  
San Francisco Airport Marriott Waterfront  
**September 18 – 20, 2017**



# PROGRAM SCHEDULE AT A GLANCE

Sunday, September 17, 2017		Location	Exhibit Hall Set-Up	
10:00 a.m. Start	Golf Tournament	Poplar Creek Golf Club	●	
12:00 p.m. – 7:00 p.m.	Exhibit Hall Set-Up	Grand Ballroom A - F	○	
5:00 p.m. – 7:00 p.m.	Welcome Reception	Bayside 1	●	
DAY 1 – Monday, September 18, 2017		Location	Exhibit Hall	Tours
8:00 a.m. – 9:00 a.m.	Breakfast	Grand Ballroom Foyer	●	
9:00 a.m. – 10:15 a.m.	General Opening Session – Keynote Speakers: Steve Heminger, MTC and Randy Iwasaki, CCTA	Junior Ballroom	●	
10:15 a.m. – 10:45 a.m.	Break	Grand Ballroom / Exhibit Hall	○	
10:45 a.m. – 12:15 p.m.	Technical Session 1 – Smart Cities	Grand Ballroom G - J	○	
12:15 p.m. – 1:45 p.m.	Lunch – Keynote Speaker: Jim Madaffer, CTC	Junior Ballroom	●	
1:45 p.m. – 3:15 p.m.	Technical Session 2 – IoT and Cyber: The silver lining and the dark cloud in our ITS future	Grand Ballroom G - J	○	
1:45 p.m. – 3:15 p.m.	Technical Session 3 – Cutting Edge Developments in Freight ITS and Connected Trucks	San Ramon	○	
3:15 p.m. – 3:30 p.m.	Break	Grand Ballroom / Exhibit Hall	○	
3:30 p.m. – 5:00 p.m.	Technology Showcase!	Junior Ballroom	●	
5:00 p.m. – 8:00 p.m.	Thanks to Our Sponsors Reception	Grand Ballroom / Exhibit Hall	○	
DAY 2 – Tuesday, September 19, 2017		Location	Exhibit Hall	Tours
8:00 a.m. – 9:00 a.m.	Breakfast	Grand Ballroom / Exhibit Hall	○	
9:00 a.m. – 10:30 a.m.	Technical Session 4 – Connected and Autonomous Vehicles - “Are we there yet?”	Grand Ballroom G - J	○	
9:00 a.m. – 10:30 a.m.	Technical Session 5 – ITS Implementation and Solutions within the Realm of Local Jurisdictions	San Ramon	○	<p>Connected Vehicle Tours, El Camino TestBed</p>
10:30 a.m. – 12:00 p.m.	Break / Exhibit Hall Exclusive Access	Grand Ballroom / Exhibit Hall	○	
12:00 p.m. – 1:30 p.m.	Lunch – Keynote Speaker: Robin Chase, Entrepreneur (invited)	Junior Ballroom	●	
1:30 p.m. – 3:00 p.m.	Technical Session 6 – Connected Vehicles - Perspectives on Preparation and Planning	Grand Ballroom G - J	○	
1:30 p.m. – 3:00 p.m.	Technical Session 7 – The Latest in Operations	San Ramon	○	
3:00 p.m. – 3:15 p.m.	Break	Grand Ballroom / Exhibit Hall	○	
3:15 p.m. – 4:45 p.m.	Technical Session 8 – Accepting the SPaT Challenge	Grand Ballroom G - J	○	
3:15 p.m. – 4:45 p.m.	Technical Session 9 – Performance Measures In Use	San Ramon	○	
4:45 p.m.	Exhibit Hall Closes		○	
6:00 p.m. – 8:00 p.m.	Raffle / Meet Your Board of Directors Reception – ITSCA	Junior Ballroom Foyer	●	
DAY 3 – Wednesday, September 20, 2017		Location	Exhibit Hall	Tours
8:00 a.m. – 9:00 a.m.	Breakfast	Grand Ballroom Foyer	●	
9:00 a.m. – 10:30 a.m.	Technical Session 10 – ICM Progress in California	Grand Ballroom G - J	●	<p>Port of Oakland Tour</p>
9:00 a.m. – 10:30 a.m.	Technical Session 11 – The Absolute Latest in the Advancement of Transit System Technologies	San Ramon	●	
10:30 a.m. – 10:45 a.m.	Break	Grand Ballroom Foyer	●	
10:45 a.m. – 12:00 p.m.	Technical Session 12 – Closing the Gap: Innovative First / Last Mile Solutions	Grand Ballroom G - J	●	
10:45 a.m. – 12:00 p.m.	Technical Session 13 – Funding ITS - Whose Responsibility is it?	San Ramon	●	
12:00 p.m. – 4:30 p.m.	CA 511 Coalition	Irvine	●	
12:00 p.m. – 4:30 p.m.	Training	Grand Ballroom G - J	●	

LEGEND ○ - Open ● - Closed