



ITS NEW MEXICO 10th ANNUAL MEETING

MARRIOTT UPTOWN - ALBUQUERQUE, NEW MEXICO
OCTOBER 30, 2018



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**Thank You for attending
ITSNM's 10th Annual Meeting!**





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The Intelligent Transportation Society of New Mexico (ITS NM) is a state chapter of ITS America. Membership is open to any interested individual or organization, including government agencies, private companies, consultants, educational institutions, professional organizations, emergency responders, and not-for-profit organizations.

Vision

The Intelligent Transportation Society of New Mexico is an organization that believes innovative technologies can significantly improve the performance of our transportation system by 1) saving lives and 2) reducing congestion.

Mission

The mission of ITS New Mexico is to foster the application of ITS solutions in New Mexico by encouraging innovative ideas, supporting public-private partnerships, advocating ITS deployment, offering guidance to governmental decision makers, and encouraging interest and support of ITS in our state.

Goals:

The Intelligent Transportation Society of America and ITS New Mexico are the leading advocates for technologies that improve the safety, security and efficiency of the nation's and New Mexico's surface transportation system. Our members include private corporations, public agencies, and academic institutions involved in the research, development

and design of Intelligent Transportation Systems technologies that enhance safety, increase mobility and sustain the environment. Become a member, visit our website at www.newmexicoits.com for more information.

External Goals

- Advocate ITS on behalf of our members
- Provide an exciting non-competitive forum for ITS information exchange among public, private, and academic sectors
- Partner with other industry associations
- Promote the development and expansion of ITS markets
- Promote collaboration among ITS stakeholders
- Advise the State Legislature, the NMDOT, and other governing bodies on ITS issues and advancements
- Provide training opportunities for our members
- Support research and ITS education

Internal Goals

- Maintain a strong chapter structure
- Maintain a high level of ethics in all undertakings
- Maintain financial stability in all accounts
- Expand and diversify membership
- Provide services responsive to member needs
- Engage membership and potential membership in chapter activities
- Show leadership in regional and national ITS activities

AGENDA



2018 ITS NM 10th Annual Meeting Agenda

	Speaker	Sponsor
7:00 - 8:00 am	Registration Vendor Networking Breakfast	Bohannon Huston Inc MWI Incorporated
8:00 - 8:45 am	Welcome and Opening Remarks Chris Schroeder, ITSNM President Offices of Senator Tom Udall and Senator Martin Heinrich FHWA - Don Martinez NMDOT - Dr. Ken White CABQ - Pat Montoya MRCOG - Dewey Cave BernCo	
8:45 - 9:30 am	ITSA Address - Bill Panos, Director of Wyoming DOT, ITS America Leadership Circle	
9:30 - 9:50 am	Partner Demonstration by Southwest Research Institute - Dan Rositter	Southwest Research Institute
9:50 - 10:10 am	Partner Demonstration by AM Signal, Inc. - Zac Ward	AM Signal, Inc
10:10 - 10:35 am	Morning Break	Horrocks Engineers
10:35 - 10:55 am	Partner Demonstration by MH Corbin - Bill Corbin	MH Corbin
10:55 - 11:15 am	Partner Demonstration by Econolite - Aaron Park	Econolite Group, Inc
11:15 - 12:00 pm	Blynescy - Mark Pittman, Chief Executive Officer	
12:00 - 1:30 pm	Lunch - D'Val Westphal, Albuquerque Journal Road Warrior	Souder, Miller & Associates MG Squared
1:30 - 2:15 pm	Cambridge Systematics - Mark Jensen, Principal	
2:15 - 3:00 pm	Mesa del Sol - Season Elliott, VP Communications & Development	
3:00 - 3:30 pm	Afternoon Break	Bosch Security Systems, Inc
3:30 - 4:15 pm	CABQ - Dave Campbell, Planning Director Dekker Perich Sabatini - Dale Dekker, Principal	
4:15 - 5:00 pm	Peter Shoemaker, Consultant, Entrepreneur, Contributing Editor	
5:00 - 5:10 pm	Election Results & Closing	
5:10 - 7:00 pm	Reception with music from Le Chat Lunatique	Adaptive Display Solutions Bixby Electric

Automated Traffic Signal Performance Measures

- 1) Operational
 - Coors Blvd from Ellison to Central
 - Central Ave from Coors to Louisiana (the ART corridor)
- 2) Design Complete
 - Zuni Rd from Washington to Central
 - Starting Design
 - Alameda Blvd from San Pedro to Edith
 - East Central from Louisiana to Tramway

New Mexico Department of Transportation

- CN A9900707 - Fiber optics installation along I-40 from mm 125 to mm 132; NM 6 to Bernalillo County Line
- CN A300767 - Arterial (Cesar Chavez WB, Carlisle NB and SB) DMS Installations on Interstate Approaches in the Albuquerque Metro Area
- CN A9900718 - Fiber optics installation and ITS equipment deployments along I-10 from mm 129.2 to mm 151.2 in Dona Ana County
- CN A1101740 - Fiber optics installation and ITS equipment deployments along I-10 in Hidalgo county for dust storm detection and response - mm 2.5 - mm 20.5
- CN A300768 - Fiber optics installation along I-40 from mm 132 to mm 139.5 Bernalillo County Line to Rio Puerco
- CN A9900746 - Fiber optics installation and ITS deployments in Las Cruces along I-25 from mm 0 - 7
- CNA9900703 - Fiber optics installation along I-25 in Santa Fe from mm 278 to mm 284; Cerrillos Road to Old Pecos Trail

LOCAL AGENCY UPDATES

City of Albuquerque

ITS Traffic Management System – Phase I7

1) Project installed various Traffic Signal and ITS infrastructure along corridors illustrated below in Item 2. It also installed equipment at local signalized intersections throughout various areas of the City of Albuquerque. Some of these improvements consisted of the following items.

- Traffic signal control cabinets and equipment
- Fiber and/or wireless communications infrastructure and equipment
- CCTV's
- Count stations
- Node cabinets and associated equipment
- Network device programming and integration

2) Corridors segments that were improved:

- Rio Grande between Central and Matthew – Fiber
- Mountain between Rio Grande and 18th Street – Fiber
- 12th Street between I-40 South Side to Griegos – Fiber
- I-40 North and South Sides between 12th and 2nd Street – Fiber
- Griegos between 4th and 2nd Street – Fiber
- Edith between Candelaria and Montano – Fiber
- St Joseph's between Coors and Atrisco – Fiber
- Old Coors between Bridge and Gonzalez – Fiber
- Candelaria between Valley High School and 12th Street – Wireless
- Duray between Coors and Ladera – Wireless
- Golf Course between West – Wireless

ART Project – Traffic Infrastructure

- Project installed Traffic Signal and ITS infrastructure along Central Avenue between Coors and Louisiana.
- New traffic signals, including cabinets and equipment, poles, mastarms, signal indications, transit signal indications, and pedestrian buttons.
- HAWK Signals
- Fiber communications infrastructure and equipment
- CCTV's
- Bus priority – GPS
- Signal and bus timing plans
- Network and device Integration

SPEAKERS

William T. "Bill" Panos

William T. "Bill" Panos is the 17th Director of the Wyoming Department of Transportation. Director Panos came to Wyoming in 2013 after 37 years leading private and public sector organizations.

Bill is a native of California and a graduate of the California State University where he studied physics and forensic science. His previous work has included engineering and leadership positions with the TRW Corporation, the Commonwealth of Massachusetts, the State of Washington and local government.

Bill also plays a leadership role in infrastructure issues for the United States. He serves on the Board of Directors for the American Association of State Highway Transportation Officials (AASHTO), the Western Association of State Transportation Officials (WASHTO), the National Operations Center of Excellence, and is Chairman of the AASHTO Committee on Transportation System Operations. Previously he served as Director for the Port of Sacramento, Advisor to the President's Council on Sustainable Development, and Special Assistant to the Chancellor of the California State University System.

During his career, his work has intersected with numerous transportation-related functions and business issues, including large-scale infrastructure development, transportation safety, automotive manufacturing, institutional reform and reorganization, capital finance and asset management, public policy and regulation, multi-site operations, advanced risk assessment, and government relations.

Mark Pittman

Mark studied at the University of Utah, where he earned a JD, an MBA and an MS in International Affairs and Global Enterprise. Mark completed a BS in Political Science, International Studies, and Economics.

As the founder of Blynscy, Mark is passionate about improving the world through technology and innovation. Prior to his current role, Mark worked in areas as diverse as political campaigns, law firms, start-ups, Fortune 500 Companies and as the Lead Student Director of the Lassonde New Venture Development Program at the Pierre Lassonde Entrepreneur Institute at the University of Utah.

SPEAKERS

D'Val Westphal

Albuquerque Journal Editorial Page Editor D'Val Westphal has written the Journal's "Road Warrior" column since 1995, and since 2005 has served on the newspaper's editorial board helping determine the topics the paper will weigh in on as well as crafting editorials. She has been recognized for her writing on issues ranging from police officer social networking and county jail releases to cockfighting and chimpanzee testing. She also contributes to the newspaper's UpFront columns, writing for the front page on myriad topics of interest. At last count she received more than a thousand reader inquiries regarding Metro-area traffic each year.

Westphal has a bachelor's degree in broadcasting and started out in radio, doing a drive-time show in El Paso with Don Imus' brother, Fred. She has a master's degree in print journalism from the University of Arizona and a doctorate from UNM in American Studies, with a focus on U.S. media coverage of war.

Mark Jensen

Mr. Mark Jensen, a Principal with Cambridge Systematics, has 30 years of experience in the areas of transportation technology research, planning, assessment and testing, and leads Cambridge Systematics' corporate initiative focused on Connected and Automated Vehicles. He led the development of the Automated Vehicle Strategic Plan for the Office of the Governor of Virginia, and is currently working with Caltrans, Arizona DOT, NMDOT, TXDOT and TTI to develop a ConOps for the I-10 Connected Trade Corridor between California and Texas.

He also just completed supporting Caltrans and FHWA on a groundbreaking V2V prototype test program which successfully demonstrated truck platooning using Volvo trucks on California public roads. Additionally is now just beginning development of a \$5.5 Million new freight traveler information and efficiency system that his team will deploy in 2020 in the Los Angeles Port region for LA Metro.

LOCAL AGENCY UPDATES

MRCOG

MRCOG maintains the ITS Subcommittee, the Congestion Management Process committee, and the Traffic Monitoring Program in support of federally mandated programs for project planning and coordination, as well as data collection and analysis. The ITS Subcommittee is comprised of regional ITS Stakeholders, and in this past year expanded the ITS Priority Network to include NM 6/Main Street in Los Lunas. The committee also modified the scope of its FY19 project to the development of a Traffic Incident Management Plan for the AMPA. Other actions included the strengthening of the ITS performance measures for ITS Planning in the AMPA to further align ITS planning activities and the CMP with the AMPA Regional ITS Architecture. This information will play a crucial role in the upcoming 2040 MTP. MRMPD continues to monitor travel patterns for the Northwest portion of the AMPA using WiFi devices. This effort is collaborate with participation by Bernalillo County with potential expansion to include other entities upon their choosing.

Bernalillo County

- Completed the extension of the Alameda adaptive system from Coors to Cottonwood. Before and after comparison showed about a 30% decrease in travel time. This was an extension of phase I which was from 2nd St. to Loretta.
- Completed the installation of fiber optic on Rio Bravo which from 2nd St. to Isleta, which crosses the river. Upon completion of the Rio Bravo/I-25 interchange project, we will have a direct fiber connection to 2400 Broadway.
- Completed the design to install fiber optic along Bridge Blvd. from Goff to La Vega. This will tie into the City's fiber at La Vega which crosses the river and will be the 2nd river crossing with a direct connection to 2400 Broadway. The project is anticipated to begin construction in late October 2018.

FOUNDING SPONSORS



HNTB



SPEAKERS

Season P. Elliott

With a strategic focus and efficient tactical execution over the span of seventeen years, Ms. Elliott approaches brand strategy, marketing, advertising, and public relations with a mission to achieve business goals through strategically planned marketing and communications efforts that are measurable, time bound and executed through fiscally-responsible means.

Following her graduation from the University of Texas at Austin in 2001 with a B.S. in Communication Studies, Elliott has been an active advertising and marketing professional in various capacities and industries including gaming, hospitality, food & beverage, technology, and a few stops in between. She believes there is a consistent truth in brand communications - no matter the industry, marketing fundamentals remain the same in the effort to move the needle on revenue generation and company growth.

In 2001, Season was instrumental in the growth of Dobson Cellular and Cellular One with a mobile subscription increase in rural communities leading to her future successes in the casino industry that began in Louisiana in 2004. In a declining market following hurricane Katrina, she supported the growth of Boomtown Casino in a crowded market with 8 casinos elevating casino revenue up to 30% market share.

Ms. Elliott was recruited to Albuquerque, NM in 2006 by Sandia Resort & Casino to strengthen communications and strategic efforts to the customer base as well as internally throughout the property. In 2009, Season was offered the Marketing Director position at ReelzChannel, a national TV Network.

Currently, Ms. Elliott is the highly-motivated VP of Marketing and Communications for SC3 International overseeing product development, strategic marketing and brand development for twelve companies including Integrated Control Systems, Mechanical Control Solutions, Rancho de Chavez, Mobile Pathways and many others. In her free time, Season is a single mother to 3 kiddos, 2 fur babies and 9 chickens, an avid gardener, and loves to spend her time outside as much as possible.

David S. Campbell

Mayor Tim Keller has named David S. Campbell to be City Planning Department Director. Campbell, a former Albuquerque City Attorney and Chief Administrative Officer, is a recently retired U.S. diplomat, having served in Mauritius, Ecuador, Seychelles, Madagascar, and Washington, DC. He is a New Mexico attorney whose practice from 1986 to 2009 focused on real estate, planning and zoning law in Albuquerque and Bernalillo County. Campbell has extensive City Hall experience, and has worked in the mayoral administrations of Harry Kinney, Louis Saavedra, and R.J. Berry.

SPEAKERS

Dale Dekker

Dale is an original founder of Dekker/Perich/Sabatini (D/P/S). The architecture, engineering and planning firm employs more than 180 people with offices in Albuquerque, Las Cruces, Amarillo and Phoenix. D/P/S has been recognized locally as the 36th largest private sector business in Albuquerque and is nationally ranked as #130 in Architectural Record's top architectural firms. Dale has extensive experience in architecture and planning projects that are socially, economically, and environmentally sustainable. He has contributed to high tech, one-of-a-kind research facilities for Sandia National Labs, award-winning school designs across the Southwest, and large-scale master plans, such as the UNM Master Plan Update.

In addition to enhancing communities and quality of life through the built environment, Dale also participates on a variety of boards and commissions dedicated to economic development, education, sustainability, and of particular interest to Dale, water and its use in the urban landscape. To support these endeavors, Dale has served as a member of the Customer Advisory Committee of the Albuquerque Bernalillo County Water Utility Authority and as a member of the working group that has developed the Rio Grande Water Fund a Comprehensive Plan for Wildfire and Water Source Protection, an effort spearheaded by The Nature Conservancy, as well as an Executive Committee member of Albuquerque Economic Development, the Greater Albuquerque Chamber of Commerce, a National Board Member of NAIOP, and the Past-District Council Chair of the Urban Land Institute. He was appointed by Governor Susana Martinez to the State of New Mexico Workforce Solutions Workforce Development Board.

Peter Shoemaker

As an entrepreneur, a senior executive, and a consultant, Peter BG Shoemaker has spent a quarter of a century helping companies and governments design for the future. From start-ups to Fortune 500s, from educational auditoria to legislative chambers, Mr. Shoemaker continues to serve as an advocate for the role of the human experience in highly technologically-mediated contexts. His clients have included the United States Departments of Defense, Transportation, and State, The British Parliament, The Romanian Ministry of Communication, Energizer, The US Chamber of Commerce, AT&T, Greyhound Bus Lines, and a number of advertising agencies among others.

Mr. Shoemaker holds graduate degrees in the humanities and social sciences from universities in the US and the UK. He currently serves as an adviser to the global democracy initiative Climate Parliament, writes frequently for magazines and newspapers, sits on the Expert Panel for Techcast, and is a member of both the Long Now Foundation and the Association of Professional Futurists. More information about Mr. Shoemaker is available at petershoemaker.com.

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