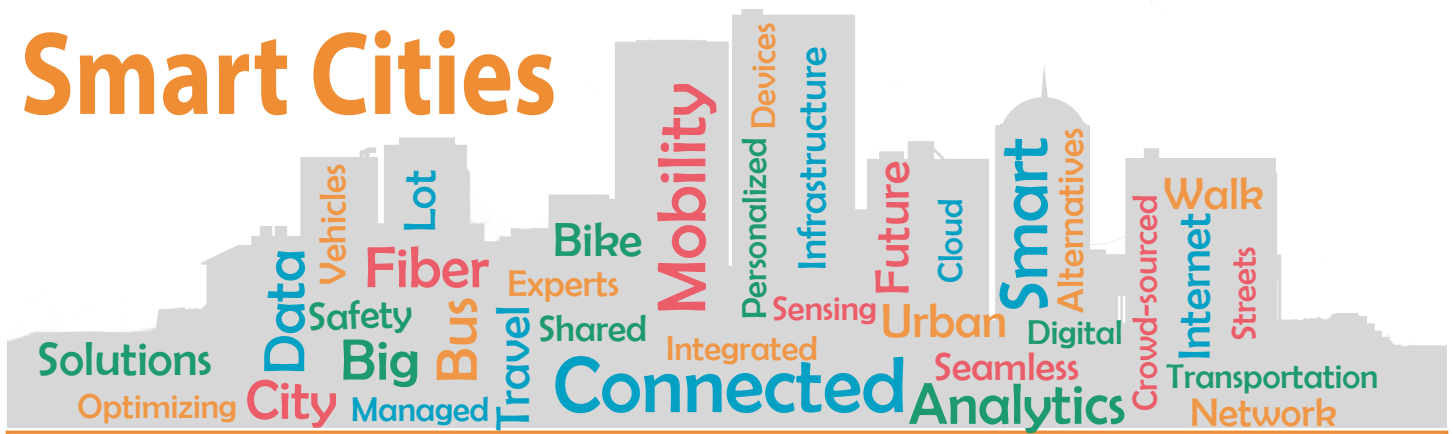


# Smart Cities



## Road to Smart Mobility Workshop



Portland State  
UNIVERSITY

### You're Invited!

Join a cross section of transportation professionals and technologists to explore the rapid technological changes that are impacting how we plan, build, and operate our transportation system. 5.5 AICP/PE credits.

**Wednesday,  
April 22, 2015**

9:00 a.m.- 4:00 p.m.

**Intel Jones Farm  
Conference Center, JFCC**  
2111 NE 25th Avenue  
Hillsboro, Oregon 97124

#### Cost:

ITE & WTS Members - \$30  
Non-members - \$40  
Intel Employees - Hosted

**To register:** <http://wtsevents.org/chapter/Portland/>

#### Transportation:

By transit: Use TriMet Trip Planner [www.trimet.org](http://www.trimet.org)

By car: On-site parking available adjacent to JFCC

For questions, contact  
Deena Platman,  
[dkp@dksassociates.com](mailto:dkp@dksassociates.com) or  
503-972-1242

### Program

**9:00 am- Registration and Continental Breakfast**

**9:45 am- Welcome**

**10:00 am- Smart Mobility 101**

- Mark Hallenbeck, Director, TRAC, University of Washington
- Brad Biddle, Founder, Open Bike Inc
- Thomas Bauer, CEO, Traffic Technology Solutions
- Tyler Phillippi, CEO, Cargo

**11:30 am- Networking Lunch in Atrium**

**12:15 pm- Keynote Address – Global Cities Challenge**

- Wilf Pinfeld, Director of Research and Advanced Technology Development, Intel

**1:00 pm- Role of the Public and Private Sector in Smart Mobility**

- Paige Fitzgerald, Connected Citizens Partnership Manager, Waze
- Galen McGill, ITS Program Manager, ODOT
- Gary Carlin, Director of Business Development, Inrix
- Stacy Shetler, Traffic Engineering Manager, Washington County

**2:30 pm- Networking Break**

**3:00 pm- Into the Future Panel Discussion**

- Moderator* - Skip Newberry, President, Technology Association of Oregon
- Jennifer Healey, Senior Research Scientist and IoT Analytics Lead, Intel
  - Jonathan Fink, VP for Research and Strategic Partnerships, Portland State University
  - Neil McFarlane, General Manager, TriMet
  - Jeff Allen, Executive Director, Drive Oregon
  - Nat Parker, CEO, GlobeSherpa

Join us for a post-workshop networking event at Golden Valley Brewing Company, hosted by ITE.