



32nd Annual ITS Wisconsin Transportation Conference

Smart Safe Steps

November 12th, 2026
Union South, Madison WI



7:30 a.m. Registration and Exhibit Areas Open/Breakfast

8:30 a.m. Opening Session

Conference Chair: Jacey Reiman, Atlas

Opening Remarks: Anne Reshadi, Director of Bureau of Traffic Operations for WisDOT

WisDOT Leadership: Secretary Kristina Boardman, WisDOT

Keynote Speaker: Kristin White, Head of Transportation Strategy and Partnerships for Google

Topic 1: Technology in ITS

Ahn Selisson, Texas DOT

Technology Driven Change

Raymond Chan, Arcadis

BRT and Transit Technology Transformation at Metro Transit (Madison)

Topic 2: AI in Transportation

Jingwen Zhu & Steven Parker, University of Wisconsin – Madison & Traffic Operations and Safety (TOPS)

From Question to Insight; A Privacy Preserving AI System for Accessible Traffic Crash Analysis

Alex Ariza, Parsons Corporation

Fuzzy Logic and AI-Driven Coordination: A New Era for Colorado's Adaptive Ramp Metering

Topic 3: Smart Work Zones

Erin Schwark & Craig Schanning, WisDOT

Driving and Innovation with Connected Work Zones and WZDx

Susan Paulus, Lakeside Engineer

Corridor-Wide Smart Work Zone Implementation, Mitigation Efforts and Evaluation

Topic 4: TSMO

Lisa Miller, Olsson

Lessons Learned from TSMO Planning Initiatives

Catherine Johnson, AECOM

Leveraging RITIS for Enhanced Traffic Incident Management

4:00 p.m. Conference Ends