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**Open Road Tolling Transforms Transportation Choices**

*Industry experts from around the world are in Texas this week to discuss the latest innovations in electronic tolling and their impact on user fee-funded roadways*

**PLANO, Texas (July 14, 2008)** – It's not your grandfather's tollway. Today's drivers can pay their tolls at highway speeds, without coins and without stopping, relieving congestion, improving safety and providing a source of needed transportation funding.

Tolling experts from around the world are meeting in the Dallas/Fort Worth metroplex July 13-15 to discuss all-electronic toll collection, also known as Open Road Tolling, and its impact on the transportation industry.

“Previous generations once saw tolling as a barrier to mobility because you had to stop and wait. The advent of electronic toll collection has turned that concept on its head,” said Patrick D. Jones, executive director and chief executive officer of the International Bridge, Tunnel and Turnpike Association.

Attendees of the IBTTA Special Summit on Open Road Tolling are exploring all-electronic toll collection from several standpoints – customer service, transportation funding, and sustainability as well as technical implementation.

“Today's reality is that the traditional fuel tax has lost more than a third of its purchasing power since the early 1990s. ORT opens up new sources of funding and keeps traffic moving. It's lifting barriers and providing a much more reliable source of funding for vital transportation infrastructure,” Jones said.

The North Texas Tollway Authority, which will begin a system-wide transition to all-electronic toll collection this year, is hosting the event. The North Texas Tollway also was the first toll road in the United States to use electronic tolling, beginning in July 1989. During the summit, participants can attend a technical tour of NTTA facilities, followed by an unveiling of the NTTA's comprehensive plan to transition to all-electronic toll collection.

“Texas is a leader in the implementation of innovative transportation systems, including ORT,” said Susan Buse, assistant executive director for project evaluation and treasurer

for the North Texas Tollway. Buse also currently serves as the president of IBTTA. “We’re excited to share our experiences with the international tolling community.”

The educational summit, located at the Dallas/Plano Marriott at Legacy Town Center in Plano, is sponsored by dozens of tolling agencies, consultants and exhibitors, including Platinum Sponsors ACS, AECOM, ETC, First Southwest Company, HNTB, Indra, Jacobs, Parsons Brinckerhoff, PBS&J, Raytheon, URS Washington Division and VESystems. More than 400 industry experts from around the world are attending the event.

The International Bridge, Tunnel and Turnpike Association is the worldwide association for the owners and operators of toll facilities and the businesses that support them. Founded in 1932, IBTTA is the only association representing the international toll industry, with members in 30 U.S. states and in 21 countries on five continents. Its members are leaders in technological innovation with expertise in the ways technology is reshaping road financing, organizational models and service delivery.

For more information about the tolling industry and the summit, visit [www.ibtta.org](http://www.ibtta.org).

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EDITOR’S NOTE: A complete summit program is available at <http://www.ibtta.org/files/PDFs/ORT08program%5FFINAL.pdf>. We also would be happy to coordinate an interview with one of our spokespersons.