IBTTA
TOLLING. MOVING SMARTER.

SUMMIT ON ALL-ELECTRONIC TOLLING, MANAGED LANES & INTEROPERABILITY

TECHNOLOGY & BUSINESS OF INNOVATIVE TOLLING

JULY 24-26, 2016

BOSTON, MASSACHUSETTS

HOSTED BY

New England Toll Operators

PROGRAM

International Bridge, Tunnel and Turnpike Association

SUMMIT ON ALL-ELECTRONIC TOLLING, MANAGED LANES & INTEROPERABILITY

Technology and Business of Innovative Tolling

Welcome to Boston! You've come to the right place to learn about the latest advances in technology, communications and business processes to help you move your organization forward. During this Summit, our General sessions will focus on the three major topics of the Summit – AET, Managed Lanes and Interoperability. Then, we have three traditional sets of concurrent breakouts on the topics of Technology, Business/Operations and Communications. Plus, for the first time, we are presenting Innovation "TECH Talks." The Innovation Tech Talk series will run as a rolling track concurrently with the breakout sessions. Each "Tech Talk" session includes four, 15-minute presentations on a variety of topics. Come for one or come for all. Make sure you check the agenda for the schedule. The Tech Talks are sure to be a great opportunity for thought leaders and problem solvers to engage attendees with current and dynamic solutions! Finally, closing out the Summit will be fun and exciting as Northeastern Engineering Students battle it out with the most innovative idea combining user-financing and intelligent mobility solutions! Get ready to get your VOTE on!

New England Toll Operators

IBTTA encourages you to join us on social media during the Boston Summit. Use the official IBTTA hashtag, #IBTTA for Twitter or post photos to IBTTA's Facebook page. Participate in the conversation on social media and catch all the buzz.

ABOUT OUR HOSTS

The Maine Turnpike Authority is a leader in user-fee highway travel and a significant contributor to Maine's transportation system. The Authority's primary function is to operate and maintain a toll express highway through its short-term and long-term capital improvement plans. **www.maineturnpike.com**

The Massachusetts Department of Transportation (MassDOT) oversees roads, public transit, aeronautics and transportation licensing and registration in the Commonwealth of Massachusetts. **www.massdot.state.ma.us**

The New Hampshire Turnpike system comprises three limited access highways: the Blue Star Turnpike (I-95) and the Spaulding Turnpike, which are collectively referred to as the Eastern Turnpike, and the Central Turnpike, which is commonly known as FE Everett Turnpike and constitutes portions of I-293 and I-93. **www.nh.gov/dot**

The Rhode Island Turnpike and Bridge Authority is responsible for the Claiborne Pell Bridge (formerly the Newport Bridge) and the Mount Hope Bridge between Bristol and Portsmouth. No tax dollars, federal, state or local, are received by the Authority for debt service or expenses incurred in the operation and maintenance of the bridges and associated buildings and grounds. **www.ritba.org**

CERTIFICATION/PROFESSIONAL DEVELOPMENT HOURS

IBTTA recognizes the need for professional engineers and planning professionals to demonstrate continuing professional competency in their respective fields and earn certification maintenance (CM) credit or professional development units (PDU). IBTTA will provide interested attendees with a certificate of attendance following the workshop.

ABOUT IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 20 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

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David Machamer, Oklahoma Turnpike Authority

COMMUNICATIONS
Mario Diaz, Miami-Dade Expressway Authority
Aaron Hake, Riverside County Transportation Commission

INNOVATION "TECH TALKS"
Jeff Weiss, Traffic Technologies, Inc.

TECHNOLOGY
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Pennsylvania Turnpike Commission

Justin Winn
CDM Smith

Sean Zeng
3M Traffic Safety and Security

HOTEL INFORMATION

LOCATION

Boston Marriott Copley Place
110 Huntington Avenue
Boston, MA 02116
Phone: 617-236-5800
www.marriott.com/bosco

IBTTA MEETINGS APP

Scan this QR code with your smartphone to download the IBTTA Meetings app

Download on the App Store | ANDROID APP ON Google play | Available at amazon apps

BADGES: Badges are required to gain entry into all sessions. In consideration of other attendees, please wear your name badge to all scheduled functions.

White: Delegate (Member) **Blue:** Companion/Guest **Yellow:** Media
Orange: Delegate (Non-member) **Green:** Exhibitor

CERTIFICATION MAINTENANCE: IBTTA will forward a certificate of attendance to all who sign the attendance form at the IBTTA registration desk.

COMPETING EVENTS: It is against IBTTA policy for other organizations to schedule events or meetings during the program.

CONSIDERATIONS: During the meeting, please silence all cellular phones and take side conversations outside of the room.

DRESS: Business or business casual is encouraged for all sessions.

MEDIA: Members of the media are permitted to attend sessions only and can be identified by green ribbons on their badges.

MEMBER PUBLICATIONS AND COLLATERAL: All members of IBTTA are welcome to place their publications in the registration area.

NEW ATTENDEES: First-time attendees will have an aquamarine ribbon attached to their badge. New IBTTA members will have purple ribbons. Get to know your new colleagues and help introduce them to other IBTTA members.

PRESENTATIONS: Presentations authorized for distribution will be posted on IBTTA's website within two weeks following the meeting.

RECORDING OF SESSIONS: Personal recording of any session is strictly prohibited. IBTTA reserves the right to video and record sessions for future repurposing.

REGISTRATION FEES AND EVENT TICKETS: Delegate and Speaker fees include all meals, functions and sessions. Tickets may be available to evening and other events.

SATISFACTION SURVEY: Please help IBTTA improve future meetings by completing the survey that will be emailed to you following the conference.

SPECIAL ACCOMMODATIONS: If you need special accommodations to fully participate in IBTTA events, please notify the staff at the IBTTA registration desk.

SPONSOR INFORMATION: Please support our generous sponsors and exhibitors by reviewing the Sponsor and Exhibitor section of this program as well as the material tables in the registration area.

AGENDA

SATURDAY JULY 23, 2016

9:00am – Noon

CITY TOUR OF BOSTON
(see page 10 for details)
Meet in the hotel lobby at 8:45am.

9:30am – 4:00pm

2017 CONFERENCE PLANNING IDEAS ROUNDTABLE
(see page 10 for details)
(Provincetown)

1:30pm– 4:30pm

NATIONAL INTEROPERABILITY (NIOP) STEERING COMMITTEE MEETING
(Salon H/I)

SUNDAY JULY 24, 2016

PRE-MEETING TRAINING

9:00am – Noon

MANAGING YOUR MESSAGE IN THE MEDIA
(Provincetown)

This fast paced, three-hour training with veteran crisis communications and media specialists Bruce Hennes and Thom Fladung, with Hennes Communications, will focus on a highly-strategic approach to communicating to stakeholders through and around the filter of the media. Attendees will receive practical instruction and learn a specific set of skills to communicate with stakeholders during a wide variety of circumstances and crises. Agency and organization heads are encouraged to attend with their communications professionals.

As a result of attending this seminar, participants will:

- Gain insight into what the media looks for in an interview
- Understand the difference between a "crisis" and an "issue"
- Understand how and why the media's objectives differ from the interviewee's
- Understand how to better and more-effectively communicate to protect the organization's image, brand and perception in the marketplace
- Understand the difference between a print and television interview and know why understanding that difference is of critical importance
- Understand the benefit of advance preparation for crisis situations and how to create effective action plans for all appropriate team members in the organization
- Know what to do when attorneys insist on a strict "no comment"
- Learn the difference between "content" and "performance" and how to match the two together

9:00am – Noon

TECHNICAL TOUR: MASSACHUSETTS DOT
(see page 10 for details)
Meet in the hotel lobby at 8:45am.

Noon – 5:00pm

REGISTRATION
(Grand Ballroom Foyer)

2:00pm – 2:30pm **GENERAL SESSION**

OPENING REMARKS
(Salon E/F)

Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC

Buddy Croft, Executive Director, Rhode Island Turnpike and Bridge Authority and President, IBTTA, Newport, RI

Thomas Tinlin, Highway Administrator, Massachusetts Department of Transportation, Boston, MA

Mary Jane O'Meara, Associate Vice President, HNTB Corporation and Co-Chief Meeting Organizer, Boston, MA

Tom Delaney, Vice President, Atkins N.A., and Co-Chief Meeting Organizer, Orlando, FL

2:30pm – 3:30pm **GENERAL SESSION**

KEYNOTE SPEAKER
(Salon E/F)
David Strickland, Partner, Venable LLP, Washington, DC

3:30pm – 5:30pm **GENERAL SESSION**

FOCUS ON THE NEW ENGLAND TOLL OPERATORS
(Salon E/F)

New England is where it's happening. Four of six states have toll facilities and a fifth is considering bringing it back. Come learn about diverse experiences and reasons for converting traditional legacy toll plazas to new cash collection systems including 70 mph open road tolling; one state's experience converting to all-electronic tolling and yet another that is considering tolling existing non-tolled roads.

MODERATOR: Randy Cole, Executive Director, Ohio Turnpike and Infrastructure Commission, Berea, OH

Thomas Tinlin, Highway Administrator, Massachusetts Department of Transportation, Boston , MA

Buddy Croft, Executive Director, Rhode Island Turnpike and Bridge Authority & President, IBTTA, Newport, RI

Peter Garino, Chief Operating Officer, Rhode Island Department of Transportation, Providence, RI

Peter Mills, Executive Director, Maine Turnpike Authority, Portland, ME

Laura Marriott, Toll Collections Manager, New Hampshire Department of Transportation – Bureau of Turnpikes, Concord, NH

Thomas Maziarz, Bureau Chief, Bureau of Policy and Planning, Connecticut Department of Transportation, Newington, CT

5:30pm – 7:00pm

WELCOME RECEPTION WITH EXHIBITS
(Gloucester, 3rd Floor)

All Business Sessions will take place on the 3rd Floor.

MONDAY JULY 25, 2016

7:00am – 5:00pm

REGISTRATION
(Grand Ballroom Foyer)

7:00am – 8:30am

BREAKFAST WITH EXHIBITS
(Gloucester, 3rd Floor)

8:30am – 10:30am **GENERAL SESSION**

INTEROPERABILITY – LOOKING TOWARD THE FUTURE
(Salon E/F)

The goal of achieving nationwide interoperability of electronic toll collection is in sight and will soon be achieved. It's time to prepare for the next wave of social, technological, and economic change. As we prepare to turn the page on interoperability and start a new chapter in the evolution of tolling, another set of issues pose challenges and opportunities. These include: the development of autonomous and connected vehicles, mobile commerce platforms, and consumer centered experiences. Experts from both inside and outside our industry will explore the effects these forces will have on our industry and what we can do to respond to them.

FACILITATOR: **Seth Kahan,** Visionary, Glen Echo, MD

Dave Kristick, Deputy Executive Director and Director of Operations, E-470 Public Highway Authority, Aurora, CO

Donald Fisher, Ph.D., Principal Technical Advisor, Surface Transportation Human Factors, Volpe, The National Transportation Systems Center, Cambridge, MA

Thomas Bamonte, Program Manager, Automated Vehicles, North Central Texas Council of Governments, Arlington, TX

Kirk Ballou, Chief Architect, Touch Titans, LLC, Dallas, TX

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITS
(Gloucester, 3rd Floor)

11:00am – 12:30pm
BREAKOUT SESSIONS

BUSINESS & OPERATIONS TRACK

The Heart of a Toll Solution – the Back Office
(Salon A/B)

The business requirements and complexity associated with each deployed back office continues to evolve requiring more interfaces and functionality to improve operational efficiency and customer satisfaction. Like the arteries of a heart, the experts in this session will focus their discussion on implementing a successful video toll process, aligning interoperable interfaces and business rules, capturing and evaluating transaction costs, and inserting flexibility to enhance operational efficiencies.

MODERATOR: **Shane Smith,** Senior Vice President, Marketing, TransCore, LP, Nashville, TN

Implementing a Customer Centric Video Toll Program
Deborah Sharpless, Deputy Executive Director, Maryland Transportation Authority, Baltimore, MD

Putting Customers First – Creating a Regional AET Program
Allison C. de Cerreño, Ph.D., Assistant Director, Tunnels, Bridges & Terminals, The Port Authority of New York & New Jersey, New York, NY

The Benefits and Methodologies of Transaction Cost Analysis
Andrew Cadmus, P.E., Deputy Transportation Program Manager, Mid-Atlantic, HDR, Inc., Washington, DC

A Modern Technology Approach to Promote Operational Flexibility
Jon Ramirez, Director, Tolling Worldwide, Cubic Transportation Systems, Inc., San Diego, CA

COMMUNICATIONS TRACK

A Worldwide Perspective on Communicating Interoperability to Customers and Policy Makers
(Provincetown)

Interoperability continues to evolve into a global issue in the tolling industry: road operators, road agencies and highway concessionaires around the world not only need to face the technical, commercial and legal challenges of an IOP deployment, but they also have to take into account how to communicate with the driving public; in some countries it can be also difficult to explain the advantages of IOP to the public institutions and to the policy makers. Communicating the benefits and advantages for customers is a challenge for completely new systems or converted ones, as well as for tolling systems located at cross-border links. Come learn about agency communications initiatives, plans and best practices to ensure an efficient, smart and effective deployment of an interoperable system for customers to promote a more efficient mobility.

MODERATOR: **Emanuela Stocchi,** Director of International Affairs, AISCAT, Rome, Italy

European Interoperability – Telepass® Long Lasting Story in Supporting Communication Efforts to Customers
Frank Del Pizzo, Chief Sales Officer, Telepass S.p.A., Rome, Italy

AGENDA

Interoperability in Mexico – Numerous Toll Operators, a Country-Wide Toll System, One Tag
Luis Lezama, Director of Technology Development, Secretariat of Communications and Transportation, Mexico City, Mexico

Cross Israel Highway – Success Story and Lack of Interoperability
Ehud Savion, CEO, Derech Eretz Highways Ltd., Rosh HaAyin, Israel

Interoperability Between Two Countries – From Villain to Advocate
Robert Horr, Executive Director, Thousand Islands Bridge Authority, Alexandria Bay, NY

TECHNOLOGY TRACK

The Toll Road of The Future – How the New Generation is Changing Our Direction
(Salon E/F)

With the influx of in-vehicle technology, our industry must look at the next generation of drivers and determine if this will also mean a next generation of toll roads. What will this new driver experience look like and how will it disrupt current transportation business models? In this session, we'll look at what technologies will be widespread in the next five to 10 years and how disruptive technologies could change the way we operate today. We'll discuss leveraging technology, millennial preferences as it relates to our roadways, connected vehicle technology and value-added services.

MODERATOR: **Andrew Peppard,** Manager, ETC Solutions and Sales Engineering, Kapsch TrafficCom, McLean, VA

Willy Dommen, Senior Manager, Accenture LLP, San Anselmo, CA

Mobility on Demand – What does the Future Really Hold?
Rob Deans, Vice President, Technology, North America, Transurban, Alexandria, VA

Millennials & Tolling
Annie Gillespie, P.E., Director of Engineering, State Road & Tollway Authority, Atlanta, GA

Understanding the Myth of the Millennial – Responding to the On-Demand Generation
Will Allen, P.E., PTOE, Project Manager, HNTB Corporation, Austin, TX

INNOVATION "TECH TALKS"

(Salon C/D)

SPEAKERS WILL PRESENT IN THE ORDER BELOW, EVERY 15 MINUTES.

FACILITATOR: **Usha Elyatamby,** Associate Director, IBI Group, Toronto, Ontario, Canada

A Unified Tolling Network – Using the Blockchain in Toll Collection
Matt Milligan, Managing Partner, Milligan Partners LLC, Dallas, TX

Next Generation Concept of Operations for the I-495 & I-95 Express Lanes in Washington, DC
Lev Pinelis, Tolling Operations Manager, Transurban, Alexandria, VA

Capturing Front License Plate Images at Night. How? Why? And is it Safe?
Roger Sorensen, Senior Technology Consultant, Traffic Technologies, Inc., Chino Hills, CA

Civil/Infrastructure Challenges – AETS Conversion of I-90 & Harbor Crossings
Andrew Paul, Highway Design Engineer, Massachusetts Department of Transportation, Boston, MA

12:30pm – 2:00pm

LUNCH WITH EXHIBITS
(Gloucester, 3rd Floor)

2:00pm – 3:30pm **GENERAL SESSION**

MANAGED LANES – IS THE TOLL INDUSTRY UP TO PAR?
(Salon E/F)

Has the industry performed up-to-par as it relates to the use of managed lanes? Have we provided more transportation options and a better way of life for those commuting in some of our most congested urban cities? In this session you'll hear the latest developments in express managed lanes projects from across the country and what we have learned when it comes to how differently these operationally complex facilities work, and the public's understanding of them.

MODERATOR: **Bob Poole,** Director of Transportation Policy, Reason Foundation, Plantation, FL

Diane Gutierrez-Scaccetti, Executive Director and CEO, Florida's Turnpike Enterprise, Ocoee, FL

Belén Marcos, CEO, NTE Mobility Partners & LBJ Infrastructure Group, Cintra, Dallas, TX

Patty Rubstello, Assistant Secretary, Toll Division, Washington State Department of Transportation, Seattle, WA

Brett Johnson, Director, Office of Major Projects, High Performance Transportation Enterprise (HPTE), Colorado Department of Transportation, Denver, CO

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITS
(Gloucester, 3rd Floor)

4:00pm – 5:30pm **BREAKOUT SESSIONS**

BUSINESS & OPERATIONS TRACK

Harnessing the Power of Your Plazas
(Salon A/B)

With the conversion of many toll roads to all-electronic toll collection, non-toll revenue takes on an important role in achieving revenue projections. What enhancements can service plaza concessionaires bring to the table to increase revenue performance? This panel will discuss innovation in service plaza operations to drive non-toll revenue and how concessionaires will address the fact that they will be the customer-facing representative of the agencies. Presentations will focus on industry opportunities to become a stronger partner with client agencies.

MODERATOR: **Diane Gutierrez-Scaccetti,** Executive Director and CEO, Florida's Turnpike Enterprise, Ocoee, FL

Delivering the Unexpected in an Unexpected Manner
Jim Schmitz, Vice President, Innovation, *and* **Amy Dunne,** Vice President, Business Development, HMSHost Corporation, Washington, DC

Carlos DeJesus, Director of Operations, Areas USA, Inc., Miami, FL

Finding Dollars...and Sense in an AET World
Alan Williamson, Engineer Project Manager, Pennsylvania Turnpike Commission, Harrisburg, PA

Paul Brzezicki, Vice President, Retail Company Operations, Sunoco, Newton Square, PA

COMMUNICATIONS TRACK

Communications is Essential to Successful Managed Lanes Projects
(Provincetown)

Communications isn't just about producing a brochure or talking to your local transportation reporter about a project – but rather fully understanding your project, the community's concerns, and engaging in a meaningful dialogue throughout project development, delivery and implementation. Managed lanes projects bring both challenges and benefits that are not fully understood by the public, so setting project expectations and communicating benefits early are essential components to ensure you get to "YES!" In this session, we'll discuss the importance of staying on the offensive, why communications professionals need a seat at the development table and how cultivating project champions will ensure project success.

MODERATOR: **Matt Click, AICP,** Vice President, Priced Managed Lanes Director, HNTB Corporation, Arlington, VA

Building Public Support for Express Lanes on Florida's Turnpike
Shannon Estep, Planning Supervisor/Strategic Intermodal System Coordinator, Florida's Turnpike Enterprise, Ocoee, FL

Thinking Offensively in a Defensive Environment – The I-405 Experience
Catherine Larson, Principal Consultant, Jacobs Engineering Group, Seattle, WA

Using New Media and Storytelling to Deliver Your Message
Eric Sutton, Vice President of Corporate Relations, Transurban, Alexandria, VA

Collaborative Communications – Success Stories of a Partner-Driven and Customer-Centric Approach
Jill Goldberg, Communications Program Manager, Division of P3/Program Delivery, Georgia DOT, and **Annie Gillespie, P.E.,** Director of Engineering, State Road & Tollway Authority, Atlanta, GA

TECHNOLOGY TRACK

Is Tolling a Bridge to VMT?
(Salon E/F)

It's clear that transportation needs better funding and VMT solutions are often promoted as a way to do that. The money targeted to such approaches in the new transportation bill will undoubtedly accelerate the discussion. VMT is not without its issues – they are well known and have been discussed at length. But technology has a way of overcoming the obstacles and VMT, or something like it, is probably headed our way. If that happens, tolled motorways will either have to co-exist with, or transition to, the newer technology. Either is likely to be messy. This session will explore the problems and suggest ways to manage the change, including potential preparations that toll authorities should be considering now.

MODERATOR: **Victoria Dewey,** Regional Manager, Toll Systems and Express Lanes, WSP | Parsons Brinckerhoff, Los Angeles, CA

VMT and Tolling Customers – A Single Mobility Service Provider for Both VMT and Tolling
Mahrokh Arefi, CEO, emovis, Port Washington, NY

Brian Annis, Undersecretary, California State Transportation Agency, Sacramento, CA

If Tolling is a Bridge, Who Pays the Toll?
Larry Yermack, Strategic Advisor, Cubic Transportation Systems, Inc., San Diego, CA

The Bridge to VMT Needs a Toll
Ed Regan, Senior Vice President, CDM Smith, Columbia, SC

INNOVATION "TECH TALKS"
(Salon C/D)

SPEAKERS WILL PRESENT IN THE ORDER BELOW, EVERY 15 MINUTES.

FACILITATOR: **Jennifer Szambecki,** Director of Innovation & Partnerships, Kansas Turnpike Authority, Wichita, KS

Cloud Computing & Tolling-as-a-Service (TaaS)
Steven Dunski, Senior Software Architect, emovis Technologies U.S., Westbury, NY

The Evolving 6C Standard – Even Darwin Would be Impressed
Stephen Lockhart, Chief Technology Officer, Star Systems International Ltd., Allen, TX

Sharing Real-Time Traffic and Operational Data with *ALL* Your Neighbors
Massimo Schintu, Executive Director, AISCAT (Associazione Italiana Società Concessionarie Autostrade e Trafori), Rome, Italy

One Road, One World – Tolling at Your Fingertips
Vivek Menon, Chief Executive Officer, Intag Technologies-Tollr, Houston, TX

6:00pm – 10:00pm

MONDAY EVENING EVENT: WANG THEATRE AT CITI PERFORMING ARTS CENTER
(see page 10 for details)
Sponsored by:

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AGENDA

TUESDAY JULY 26, 2016

7:00am – 8:30am

BREAKFAST WITH EXHIBITS
(Gloucester, 3rd Floor)

7:00am – Noon

REGISTRATION
(Grand Ballroom Foyer)

8:30am – 10:00am **BREAKOUT SESSIONS**

BUSINESS & OPERATIONS TRACK

Big Data & Analytics – What Should You Be Doing?
(Salon A/B)

"Big Data" has certainly become the buzzword of our times. But what does it really mean? And more importantly, what does it mean for your organization? This session will define "Big Data" for the tolling industry and how analytics can be used to provide business insights beyond traditional reports. In this session, panelists will discuss business intelligence tools, available datasets that can augment agency data, how "Big Data" has helped organizations drive performance improvements, share how other industries are tackling this challenging topic and provide a glimpse of how important "Big Data" will become in the very near future.

MODERATOR: **James Hofmann,** Assistant Executive Director, Operations, North Texas Tollway Authority, Plano, TX

Big Data Buzz – How Other Industries Use Customer Data
Craig Bettmann, Vice President, Client Solutions, Cogensia, Schaumburg, IL

Data Driven Performance
Mary Biswell, Toll Operation Director, Oklahoma Turnpike Authority, Oklahoma City, OK

The Power in Revenue Planning and Operations Data to Inform Decision Making
Chris George, Principal Architect, Cubic Transportation Systems, Austin, TX

Driving the Tolls Back Office Through the Use of Analytics
Dwayne Ingram, Senior Vice President, Business Operations, Kyra Solutions, Inc., Lakeland, FL

COMMUNICATIONS TRACK

Policy Makers: If You Could Read Their Minds
(Provincetown)

Communications policymakers are a target audience that can make or break a toll project or program. As agencies and consultants address this critical audience, we must look beyond the same communications playbook to better understand their motives and how to best address their goal of meeting constituent's needs. Elected and appointed officials hold a different worldview – this session will take you inside the minds of policymakers to create a better dialogue and collaboration throughout the life of your project or program.

MODERATOR: **Mike Heiligenstein,** Executive Director, Central Texas Regional Mobility Authority, Austin, TX

Multimodal Means Something for Everyone – The Happy and the Haters
Megan Castle, Communications Manager, High Performance Transportation Enterprise (HPTE), Colorado Department of Transportation, Denver, CO

MDTA AET Conversion – What Maryland Cash-Paying Toll Customers are Thinking
Dennis Simpson, Director, Project Planning and Program Development, Maryland Transportation Authority, Baltimore, MD *and* **Janie Tiedeman, P.E.,** Vice President, Mid-Atlantic Transportation Business Unit, AECOM, Hunt Valley, MD

Initiating a Legally Defensible Toll Program
Bill O'Gara, Principal, Pannone Lopes Devereaux & West, Providence, RI

Rear View Mirror – Customers Driving Change
Kimberly Jackson, Senior Director of Public Affairs, North Texas Tollway Authority, Plano, TX

TECHNOLOGY TRACK

What to do with National Interoperability, Disruptive Technology and Non-Paying Customers
(Salon E/F)

As the tolling industry continues to evolve, there's a need to explore what the "Toll Road of the Future" will look like, and how newer/advanced technologies could add disruptions to operations. This session will focus on how these technologies could disrupt our business and ways that our industry can work around this, prepare and "head it off at the pass"!

MODERATOR: **Tom Knuckey, P.E.,** Director, National Tolls Technology Group Director, Atkins N.A., Orlando, FL

Universal Toll Module and the Nationalpass Program
Tracy Marks, President, TransCore, LP, Nashville, TN

Mobile Tolling Services
Thomas Siegl, ETC Solution Manager, Kapsch TrafficCom, Vienna, Austria

Making the Connections – Florida's Path to Interoperability
Bill Wood, Deputy Director of Facilities & Equipment, Florida's Turnpike Enterprise, Ocoee, FL

Defining & Measuring Collection "Success"
Clayton Howe, Vice President, Business Development, SWC Group, Carrollton, TX

INNOVATION "TECH TALKS"

(Salon C/D)

SPEAKERS WILL PRESENT IN THE ORDER BELOW, EVERY 15 MINUTES.

FACILITATOR: **David Roy,** Director of Finance, Turnpike Authority, North Carolina Department of Transportation, Raleigh, NC

Think Positive...Tolling – Leveling Demand
José Medeiros, Head of Business Development – North America, Brisa Innovation, Lisbon, Portugal

Quantifying Total Operational Cost of Image Review Systems and the Cost Impact of Image Quality
Jim Alves, Director, Technical Sales, North America, Q-Free, San Diego, CA

Big Data – What It Is and Why It Matters
Jim Trogdon, P.E., National Transportation Director, SAS Institute, Raleigh, NC

Connected Vehicles – Can a System be Financially Sustainable?
Martin Stone, Ph.D., AICP, General Manager, Egis, Tampa, FL

10:00am – 10:30am

REFRESHMENT BREAK WITH EXHIBITS
(Gloucester, 3rd Floor)

10:30am – Noon **GENERAL SESSION**

STUDENT CHALLENGE PRESENTATIONS
(Salon E/F)
(see page 10 for details)

MODERATOR: **Samantha Soules,** Senior Toll Project Manager, Atkins N.A., San Francisco, CA

THE CHALLENGE: How can intelligent mobility solutions like tolling and other user-financed methods play a role in helping the next generation of Bostonians live in a smarter, more livable city?

STUDENT PARTICIPANTS: The civil engineering students at Northeastern University, Boston, MA

Noon

MEETING ADJOURNS

Noon – 2:00pm

LUNCH WITH EXHIBITS
(Gloucester, 3rd Floor)

2:00pm – 5:00pm

ATI ROUND TABLE FORUM
(Salon F)

The ATI Round Table Forum provides a venue for networking and introductions in a small group, discussion-based environment. Meet agency personnel, consultants and vendors who are working on different aspects of moving tolling forward. Questions and dialogue are encouraged on the hottest topics in the industry covering items such as goals, current challenges, technology, communications, charging, business, legislative changes, future possibilities and more. Visit **www.tollinterop.org** for more information. Sign up on location at the ATI table!

Round Table Topics:

- Interoperability with DOT and DMV
- Transitions in Converting to All-Electronic Tolling
- Autonomous Vehicles
- Outside Service Providers & Technology Changes
- Regional Interstate Violation Enforcement Reciprocity

5:00pm

RECEPTION
(Salon A-D)

2017 CONFERENCE PLANNING IDEAS ROUNDTABLE

Saturday, July 23, 2016
9:30am – 4:00pm

All IBTTA members are welcome and encouraged to attend the 2017 Conference Planning Ideas Roundtable. Working with your industry colleagues, we will brainstorm ideas, topics and learning formats to be included in our 2017 educational workshops. This roundtable session is free and open to all IBTTA members. If you're looking for a simple and effective way to get plugged into IBTTA, this is a great way to do it. We need your expertise, input and creativity. Lunch and a reception are included in the day! www.IBTTA.org/conferenceplanning

GUEST TOUR

CITY TOUR OF BOSTON

Saturday, July 23, 2016
9:00am – Noon
Fee: $50.00 per person

- Meet in hotel lobby at 8:45am
- Tour is open to registered delegates.
- Advance registration is required.

TECHNICAL TOUR

MASSACHUSETTS DOT

Sunday, July 24, 2016
9:00am – Noon
Fee: $35.00 per person

- Meet in hotel lobby at 8:45am
- Tour is full as of this printing.
- Advance registration is required.

EVENING EVENT

WANG THEATRE AT CITI PERFORMING ARTS CENTER

Monday, July 25, 2016
6:00pm – 10:00pm
Fee: included in registration

- Dress is casual.

Sponsored by:

STUDENT DESIGN CHALLENGE NORTHEASTERN UNIVERSITY

Tuesday, July 26, 2016
10:30am – Noon

THE CHALLENGE

How Can Intelligent Mobility Solutions Involving User-Financing Help Give the Next Generation of Bostonians a More Livable and Attractive City?

Technology has created new, efficient and intelligent ways to apply user charges to mobility that create new opportunities for financing transportation projects and introducing market efficiencies. Where many people used to see tolls and other user charges as nothing better than a necessary evil for projects too big to be financed by traditional means, we asked three teams of students to conceive products, methods and policies involving user-financing that can be seen as a valuable contribution to a livable, attractive city.

For this competition, "mobility" and "user-financing" have a broad scope, encompassing all modes of transportation and user charges.

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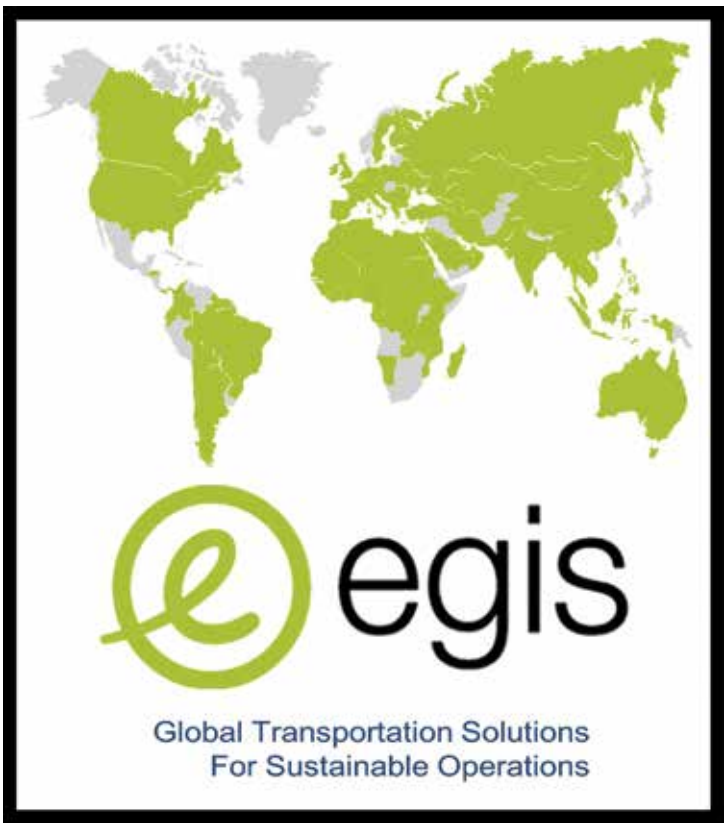
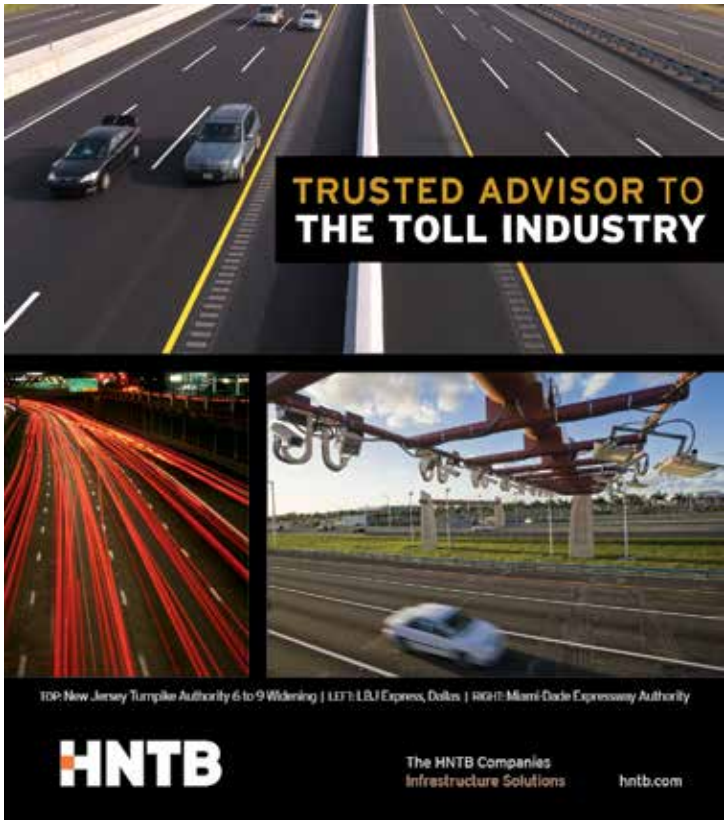

egis
Global Transportation Solutions
For Sustainable Operations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TOP: New Jersey Turnpike Authority 6 to 9 Widening | LEFT: LBJ Express, Dallas | RIGHT: Miami-Dade Expressway Authority
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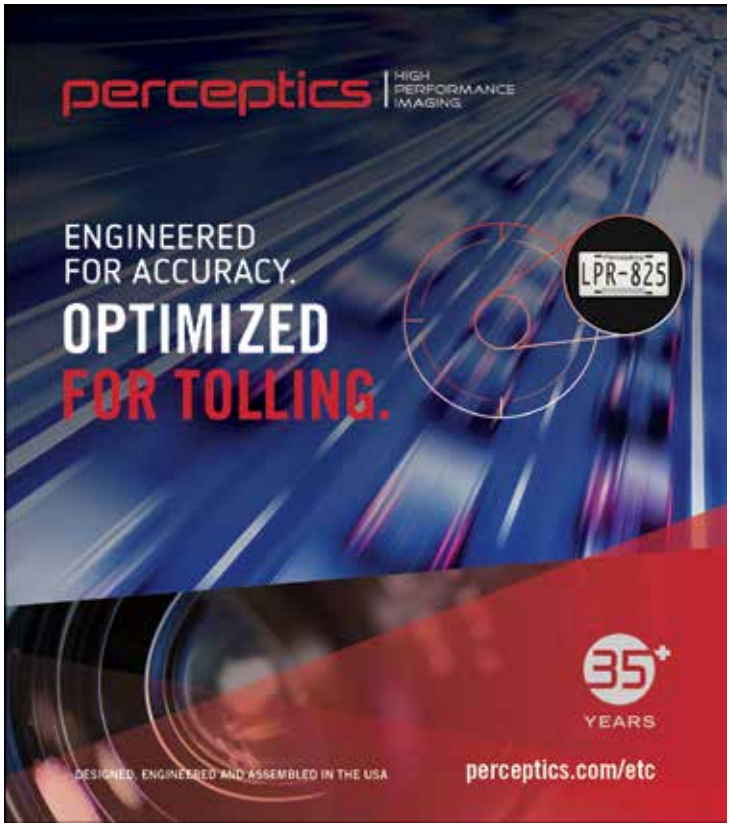
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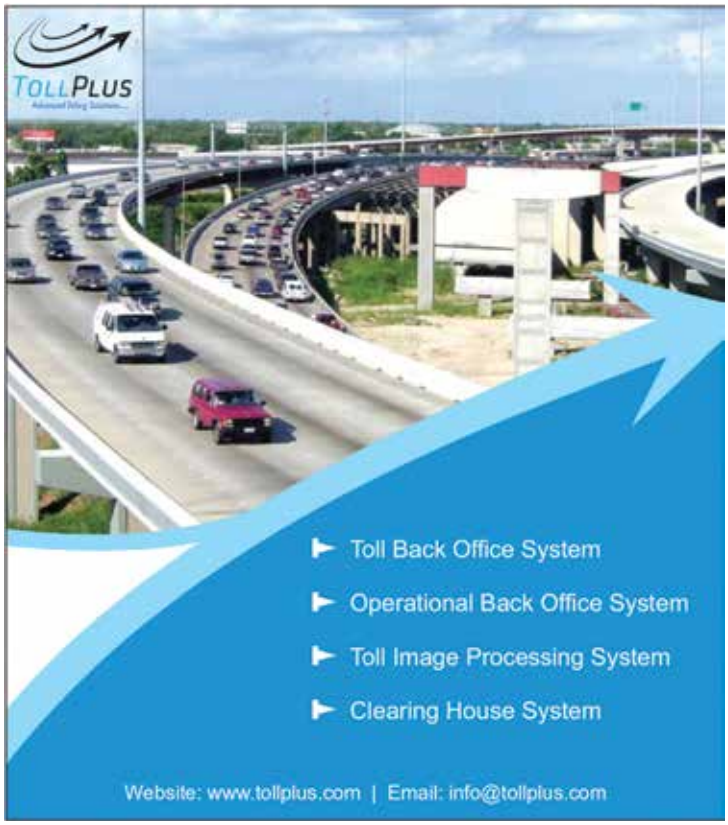
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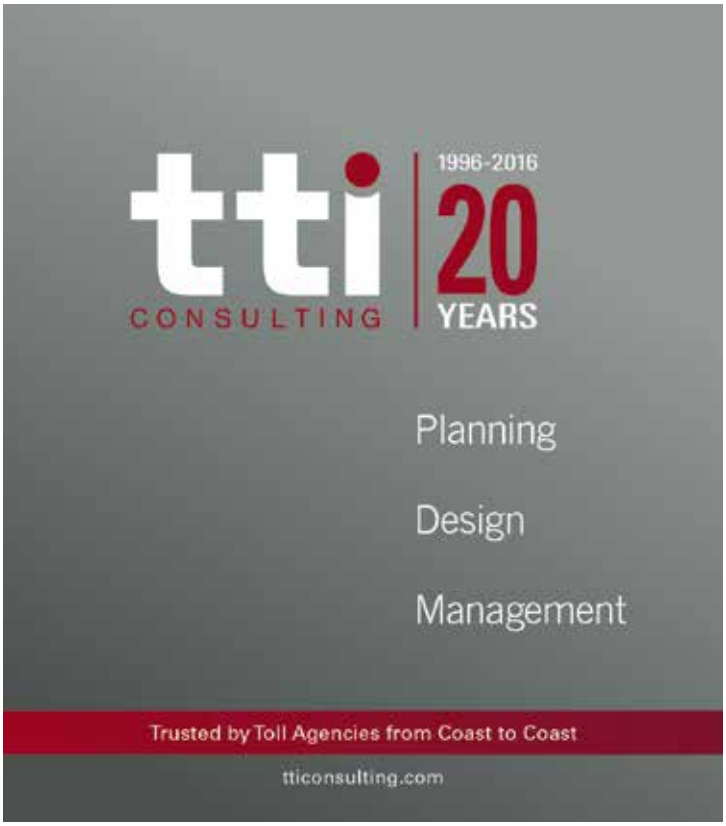
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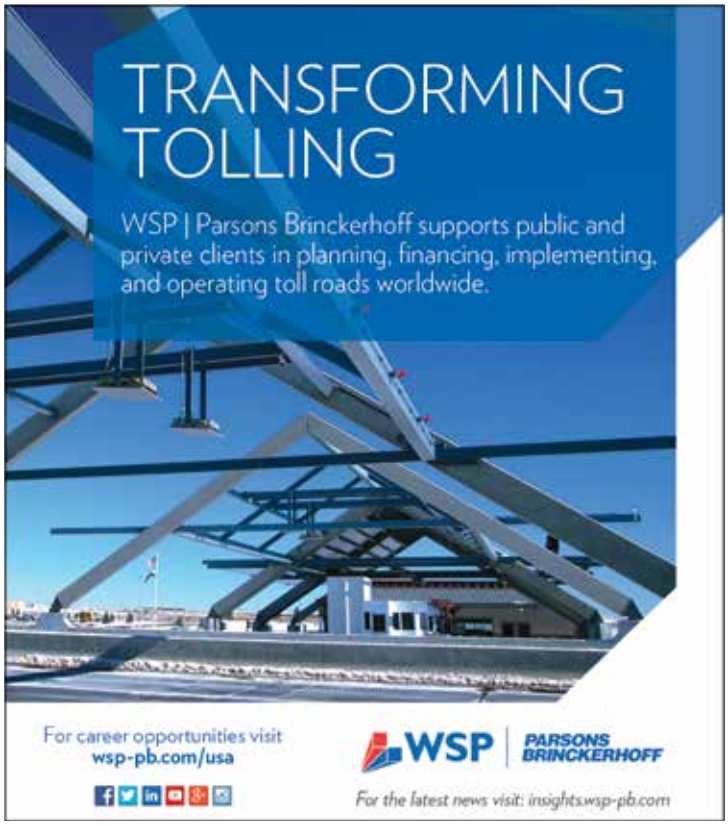
TRANSFORMING
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WSP | Parsons Brinckerhoff supports public and private clients in planning, financing, implementing, and operating toll roads worldwide.
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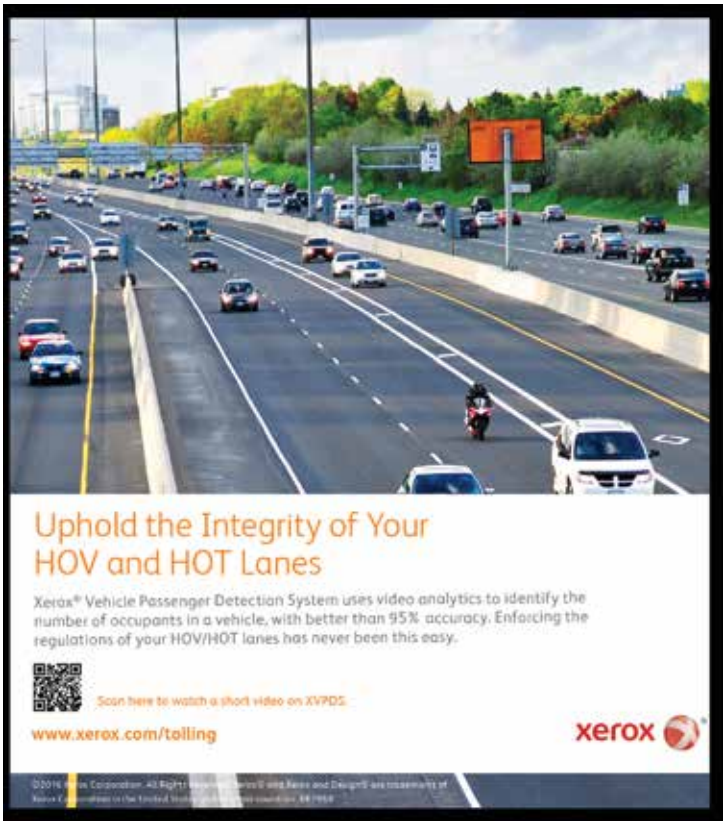
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Business Ink delivers millions of customer statements, invoices, violations, and other communications every month. We combine our substantial infrastructure with the latest technology and precision performance. The result is a reliable, integrated print and electronic solution that strengthens the vital bond between you and your customers. Business Ink is a certified HUB/WBE serving Fortune 500, middle market, and government programs that require 100% accountability. Whether your applications call for b & w, digital color, or traditional offset, we have you covered. www.bi-company.com

Caliper Corporation is a technology leader in the development of transportation analysis software. TransModeler, Caliper's traffic simulation software, is used across the US to simulate the impacts of proposed land use developments, traffic control and roadway improvement projects, and active traffic management strategies. TransModeler is the most capable microsimulation solution for ITS and managed lanes. TransCAD, TransModeler's sister product, is the most popular travel demand forecasting software among MPOs that do planning in the US. Caliper is also a highly regarded consulting and R&D provider offering professional services in quantitative management consulting, transportation, and decision support systems development. www.caliper.com

CardConnect is a rapidly-growing payments technology company that provides solutions for companies accepting bank card transactions, storing sensitive data and seeking to push the boundaries of innovation. Trusted by more than 65,000 businesses, ranging from Fortune 500 companies to independent coffee shops, CardConnect's comprehensive product portfolio includes CardPointe®, an innovative payments platform offering SMBs a convenient, centralized system to track, manage and process their payments; and CardSecure®, a secure gateway that integrates with enterprise level Oracle, SAP and JD Edwards ERP systems, securing every transaction through point-to-point encryption (P2PE) and tokenization to provide an unparalleled level of data breach protection and PCI scope reduction. www.cardconnect.com

Cogensia is a data analytics consulting firm that brings a customer-centric approach to analyzing toll data, improving customer acquisition programs, increasing usage, optimizing revenue, and guiding strategic planning for toll clients. By combining analytics expertise, toll client experience, and our ConsumerIntelliBase™ data enhancement, we offer the most robust, insightful, and innovative data-driven solutions for the toll industry. www.cogensia.com

Cubic Transportation Systems, Inc., is a leading integrator of payment and information technology and services for intelligent travel solutions. Cubic delivers integrated systems for transportation and traffic management, including NextCity for Tolling—a state-of-the-art solution optimized from the ground up for managing tolling revenue. The platform takes the industry to new heights of capability and power by integrating best-of-breed components for payment processing, customer service and financial management. Services provided by Cubic include on-site management, central systems, operations support, customer support, business support and field services. www.cubic.com/Transportation

Duncan Solutions specializes in toll violation and revoked customer account revenue recovery. Our delinquent account collection service is customized to meet the specific business rules of each client agency, with a unique focus on customer service. Customer contact and enforcement options include outbound calling, inbound call handling, customer service, tag holder account management, skip tracing, and civil litigation. Through our Law Enforcement Systems (LES) division, our DMVRegInfo service provides a fast, easy and cost effective way to retrieve out-of-state registered owner information from all 51 states and Canadian provinces. Our embedded business rules and license plate configurations for the various states deliver improved hit rates and reduces toll revenue leakage. www.DuncanSolutions.com

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ETAN Industries develops customized business process solutions for the tolling, utilities, telecom and cable markets. For the tolling community, we are proud to introduce FASTLane—a complete toll-by-plate transaction management system that provides unsurpassed financial accountability, operational flexibility and business process efficiency. We combine our advanced processing capabilities with award-winning contact center services, to help our clients operate more effectively, more efficiently and more economically—all without sacrificing customer service. Visit our booth to learn more about FASTLane! www.etanindustries.com/FASTLane

For more than a decade, ETC has delivered innovative solutions to the toll industry that increase mobility, improve operational efficiency, and support high levels of customer service. Today, ETC's solutions collect nearly one-third of the toll transactions in the United States on some of the most technically advanced toll facilities in the industry. These solutions enable all-electronic toll collection, dynamic pricing, express lanes, interoperability, and open road tolling. ETC's integrated lane-to-back office solutions are supported by an impressive array of operations and maintenance services. ETC offers its solutions and services as both a customer-delivered model as well as through a hosted environment at ETC's state-of-the-art technology and operations centers. www.etcc.com

INEX TECHNOLOGIES designs, develops, manufactures and sells comprehensive Automatic License Plate (ALPR) hardware/software solutions for license plate recognition and vehicle identification. As the developer of both proprietary ALPR imaging hardware and firmware/software analytical engines, INEX TECHNOLOGIES achieves the optimum synergy to create the world's premier license plate recognition systems for any plate, any ambient lighting, any weather condition, and for vehicle speeds of up to 120 mph (194 km/h). INEX TECHNOLOGIES' ALPR & vehicle identification technology accurately captures license plate data from passing vehicles in real-time, and identifies customized information, such as color, make, and model. Applications would include, as examples, Managed Lanes and VES (Violation Enforcement Systems) on toll roads as well as travel-time systems - ATIS (Advanced Travel Information Systems). Integrated with: Kapsch, TransCore, ETCC, Delcan, Etransit and many more - please call for additional information. INEX TECHNOLOGIES has over 900 Active Lanes of Equipment in the United States. www.inextechnologies.com

See the possibilities

JAI Traffic Solutions is a world leader in high-performance vehicle imaging technologies targeting the specific needs of roadway operators and transit authority executives. JAI's advanced lane hardware and software enables quick and accurate identification of vehicles for tolling, red light enforcement, speed control, congestion charging, weigh-in-motion, homeland security, and a wide range of other free-flow ITS applications. Products include camera systems, LED flash units, and software to support image capture of high-speed vehicles (0-200 MPH), license plate reading, vehicle fingerprinting, and more. www.jai.com

Kapsch TrafficCom is a provider of intelligent transportation systems (ITS) in the solution segments of road user charging, urban access and parking, traffic management, road safety enforcement, commercial vehicle operations, electronic vehicle registration and V2X cooperative systems. With end-to-end solutions, Kapsch TrafficCom covers the entire value creation chain of its customers as a one-stop shop, from components and design to the installation and operation of systems. The core business is to design, build and operate electronic toll collection and traffic management systems. References in 44 countries on all continents make Kapsch TrafficCom a recognized ITS provider worldwide. As part of the Kapsch Group, a family-owned Austrian technology group founded in 1892, Kapsch TrafficCom, headquartered in Vienna, Austria, has subsidiaries and offices in 33 countries, has been listed on the Vienna Stock Exchange (KTCG) since 2007, and generated with more than 3,500 employees revenues of EUR 456 million in fiscal year 2014/15. www.kapsch.net

Linebarger Goggan Blair & Sampson, LLP (Linebarger Goggan) is a national law firm focused on collecting delinquent government receivables, including toll violations, parking tickets, traffic citations, court fees and fines, taxes, and other receivables. For over 40 years the firm has provided customized collection programs for its public-sector clientele. Linebarger Goggan offers tolling authorities the full gamut of collection services ranging from skip tracing, demand notices and phone calls, to legal representation in the administrative hearing process, litigation and bankruptcy, and when appropriate, the pursuit of pre- and post-judgment remedies. Whether it is delinquent tolls or toll-tag accounts, or damage claims and cost recovery, we can help. Our collection programs generate more revenue for our tollway clientele while providing them and their users with great customer care and professionalism. www.lgbs.com

Penn Credit is a leading provider of delinquent account collection services to public and private entities throughout the United States. Founded in 1987, we customize collection solutions and use the highest ethical standards to earn an unsurpassed reputation for attaining optimum results and a superior level of service for our clients. Penn Credit has extensive experience collecting delinquent toll violations and negative balance accounts, parking and red light/speed camera violations. We have access to all state and Canadian DMVs and can provide vehicle registration retrieval for your toll agency at an extremely competitive price. www.PennCredit.com

EXHIBITORS

perceptics HIGH PERFORMANCE IMAGING

High-performance imaging systems, engineered for accuracy. Perceptics designs and manufactures finely tuned, purpose-built license plate recognition (LPR) systems that take machine perception to a whole new level. For over 30 years, the U.S. government has trusted Perceptics LPR solutions for vehicle data collection at border crossings and security at some of the most highly sensitive facilities in the nation. Today, these high performance imaging systems are optimized for the revenue collection demands of electronic toll collection (ETC), providing more complete data capture, guaranteed accuracy, higher confidence levels, and more reliable automation capabilities to reduce the cost of collecting tolls. With imagers that can read plates other systems may not, and an OCR engine that learns from ongoing exposure to the widest possible range of plate types from across North America, Perceptics delivers performance you can truly bank on. Contact us to learn more about imaging technologies and their impact on ETC. **www.perceptics.com**

PerdueBrandonFielderCollins&Mott LLP ATTORNEYS AT LAW
Focused on toll collection matters.

Perdue Brandon Fielder Collins & Mott, L.L.P., is one of the oldest, largest and most experienced law firms providing collection services exclusively to public entities and agencies. Founded in 1970 in Texas, Perdue Brandon has 12 offices, 5 call centers and over 400 employees. Our largest office in Houston is home to our toll road collections division. The firm's attorneys and professional staff collect: toll violations, photo enforcement, state receivables/taxes, court fines, parking citations and other receivables owed to local governments and agencies. We also provide litigation services as part of our toll road collection representation. Perdue Brandon's proprietary collection management software integrates with over 50 different software systems used by our government clients in their billing and collection process. Our staff of professional programmers is led by a senior programmer who came out of the toll road software development industry. **www.pbfcm.com**

Q FREE

Q-Free is a leading global supplier of Intelligent Transport Systems (ITS), products and services which provide the funding mechanisms for infrastructure's building and upkeep, as well as its optimised real-time operation. The company's comprehensive solutions address the key road transportation policy goals of increasing safety, lessening environmental impact and reducing congestion. Q-Free has been in existence for over 30 years. It is headquartered in Trondheim, Norway, has offices in 20 countries, and can point to reference projects around the globe. **www.q-free.com**

SICK
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Profiling, classifying and detecting vehicles at all traffic speeds, SICK sensor solutions increase the accuracy of your toll collections. Tracking vehicles in intersections or monitoring dangerous traffic conditions is possible due to the technology from SICK. Laser-based solutions designed to withstand harsh outdoor environments are easy to setup while time-of-flight technology solutions ensure maximum application reliability. **www.sickusa.com/traffic**

STAR SYSTEMS INTERNATIONAL

Star Systems International Ltd. is a provider of RFID hardware, transponders and professional services. We specialize in UHF RFID and the ISO 18000-63 communications protocol. Through our international partner network we serve a broad range of Automatic Identification and Mobility vertical markets. This includes: electronic toll collection, electronic vehicle registration, parking and access control, supply chain, asset management and others. With over 100 years of aggregate experience, our team is highly technical and focused on customer support. **www.star-int.net**

SWC GROUP

SWC Group brings proven experience in the highway toll, government, utility, telecommunications, cable, property management and education industries. Over the past 40 years, we have partnered with numerous clients to maximize the management of their accounts receivable, annually managing billions of dollars. From large Fortune 500 companies to small organizations, SWC has a proven history of connecting to understand the client's challenges, developing solutions that resolve receivables concerns, and delivering desired results. SWC also developed a guaranteed toll solution for video transactions, known as TollMaxx (**tollmaxx.com**). TollMaxx offers toll agencies the opportunity to leverage the capabilities and efficiencies of large volumes to reduce cost, eliminate collection risks and improve customer experience! Stop by our booth for more information. **www.swcgroup.com**

TOLLPLUS
Advanced Tolling Solutions…

TollPlus Inc. is a software company that specializes in Toll Road Back Office (BOS), Image Processing and Clearing House Systems. Our passion is finding advanced solutions for the challenges of the modern high-volume transaction and revenue collection business. Our products were developed using advanced technologies that focus on significantly improving transportation agency efficiencies by reducing "Operating Expenses" and "Increasing Revenue", while ensuring the highest level of service to our customers. Beginning development in 2008 and using the latest technologies, our team has created best-in-class systems that are comprehensive, scalable, lightweight, secure, and highly customizable enterprise technology built for the automated management of modern toll roads, parking facilities, ferry, metro and other transit operations. **www.tollplus.com**

TRMI SYSTEMS INTEGRATION

For over four decades, TRMI has been producing custom-integrated electronic toll collection systems for public and private organizations. TRMI installed the nation's first all solid-state toll collection system at the Golden Gate Bridge in 1981, and has since installed systems across the United States and overseas from Norway to Australia. While cultivating long-term relationships with our customers, we continue to improve our equipment and systems, keeping pace with the demands of the industry and the challenge of today's changing technology. We've designed and installed ETC systems utilizing proven designs that are highly functional, yet easy to understand and maintain. Our 4-contact treadle was the first product launched and continues to be sold exclusively by TRMI. Moving forward, we are committed to providing cutting edge transportation systems solutions by launching new products, including the newest update to the Patron Fare Display (PFD). **www.trmi.com**

Velodyne LiDAR™ Founded in 1983, and based in California's Silicon Valley, Velodyne LiDAR Inc. is known worldwide for its real-time LiDAR (light detection and ranging) sensors. Since 2007, Velodyne LiDAR Inc. has emerged as the leading developer, manufacturer and supplier of real-time LiDAR sensor technology used in a variety of applications including autonomous vehicles, vehicle safety systems, 3D mobile mapping, 3D aerial mapping, security and defense. Velodyne LiDAR provides a full line of sensors, including the HDL-64E, HDL-32E, and the VLP-16 'Puck', each capable of delivering the most accurate real time 3D data on the market.
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VeriToll™ is the FIRST Tolling as a Service™ (TaaS™) company! Come by our booth or visit VeriToll.com to meet this innovative and industry proven transportation startup. Learn how we address two of the most tedious and costly activities in tolling - auditing and image review. VeriToll's current offerings include AuditToll - a service providing end-to-end continuous and automatic testing & auditing of toll roads, and CrowdToll™ - a service offering "instant" image review and image storage services. VeriToll services save both time and money by using cloud-service offerings which automate auditing and image review while cutting related costs by up to 40-50%. Since 2012, we have been providing: consulting, systems integration and cloud migration services to the tolling industry. We are a DBE and SWaM organization.
www.veritoll.com

VERSILIS INC Versilis is dedicated to the development of innovative solutions that maximize road safety while minimizing impact on traffic flow. The highway traffic gate called SwiftGate was designed by Versilis traffic engineers to allow safe and effective highway lane closure. Used for HOV reversible and Toll lane control, on-ramp and off-ramp control and for Bridge/Tunnel emergency closure, it is the most advanced traffic gate solution on the market. Substantial in size, this highly visible traffic gate with LED lighting sends a clear message that a lane is closed. The gate has been crash tested to NCHRP 350 requirements and is accepted by the FHWA. Tested and proven in the most adverse environmental conditions, this gate is there to last. www.versilis.com

xerox® Xerox is a Fortune 500 company supporting client operations worldwide. We are in partnership with state and local governments, providing intelligent transportation solutions that keep people and cargo moving. Our world-class technology reduces congestion on roads, saves drivers precious time and improves productivity. If you have a transportation challenge, we will provide a solution for the present with a vision for the future.
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emovis is the leading service delivery and technology arm of Abertis in the global markets for all electronic tolling and smart mobility solutions. The company is currently operating some of the world's busiest and strategically important free-flow toll roads including Dublin's M50 Ring Road, Vancouver's Port Mann Bridge and the UK's Dartford Crossing. Early 2016, the company converted Puerto Rico's Metropistas Highways into an All Electronic Tolling highway network. emovis' free flow tolling solutions is one of the most customer oriented, feature rich and proven solutions available today. emovis is also a pioneering innovator. For example, the company is currently participating in Oregon's Pay-As-You-Drive Road Usage Charge program, which is the first ever pay-by-the-mile charge program implemented in the United States. One objective of this approach is to provide a fair and efficient funding solution to transportation agencies confronted with declining fuel tax revenues. www.emovis.com

HDR has partnered with clients to shape communities and push the boundaries of what's possible since 1917. We specialize in engineering, architecture, environmental and construction services. With nearly 10,000 employees in more than 225 locations around the world, we think global and act local. Our award-winning transportation practice is known for solving our clients' most complex mobility challenges across all modes of travel. We are helping with multibillion-dollar programs ranging from managing the Council Bluffs, Iowa Interstate rehabilitation program and the San Diego Mid-Coast Corridor Transit project to designing the I-4 Ultimate P3 project in Florida and the New NY Bridge. In addition to planning and engineering, our experts help clients with strategic funding, economic analysis, public engagement, real estate services, program/project controls, risk management and operations and maintenance. www.hdrinc.com

Jacobs is among the largest global providers of comprehensive engineering and professional technical consulting services with a focus on delivering lifecycle solutions. We provide a full range of professional services for the surface transportation industry including alternative delivery advisory, planning, finance, operations, and technology of toll/priced projects. We specialize in strategic management, investment grade traffic and revenue forecasts, risk analysis, electronic tolling/toll system solutions, toll operations and toll policy issues, public-private partnership feasibility advice and delivery services, as well as engineering and maintenance. We have successfully secured in excess of $20B in bonds for US and international highway developments; and have provided alternative delivery advisement for projects with collective values of over $30B.We pride ourselves on the understanding of each unique client and project and leverage our extensive experience to deliver custom and effective solutions as a trusted advisor to our clients. www.jacobs.com

Raytheon's All Electronic Tolling System converts opportunities into revenue for our customers. Our market-leading solution delivers superior image clarity and automation that maximizes income collection while helping to reduce carbon emissions and highway congestion. Raytheon Company, with 2015 sales of $23 billion and 61,000 employees, is a technology and innovation leader specializing in defense, civil government and cybersecurity solutions. www.raytheon.com/highways

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SILVER SPONSOR

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EVENING EVENT SPONSORS

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