



SESSION DESCRIPTIONS FOR CALL FOR PRESENTATIONS

International Mobility Connections

Annual Meeting – Atlanta, Georgia

September 10-13, 2017

Attention IBTTA Members! Please review the session descriptions below. Then choose the corresponding session(s) on the submission form to submit your presentation idea(s). The deadline for submissions is **WEDNESDAY, MARCH 8, 2017**. Bring your expertise, innovative projects and experiences -- the planning group wants to hear from you!

GENERAL SESSIONS

GENERAL SESSION: TOLL EXCELLENCE AWARDS – PROJECTS REVEALED

This session will give the winners of the six-toll excellence awards the opportunity to review their award-winning projects. This will be a short, fun and informative look at the projects that the industry deemed the best of the best for 2017. The Awards Ceremony, including the President's Award, will take place at the Closing Banquet on Tuesday evening.

(FOR INFORMATION ONLY: PRESENTATIONS NOT ACCEPTED FOR THIS SESSION)

GENERAL SESSION: METRO ATLANTA SPEAKS AND TRANSPORTATION ANSWERS!

Each year, the Atlanta Regional Commission (Metro Atlanta's MPO) conducts the Metro Atlanta Speaks (MAS) public opinion survey. The MAS survey gives elected, business and community leaders, including transportation officials, the knowledge they need to understand residents' perceptions of the strengths and weaknesses of the Atlanta region. It seeks to assess residents' attitudes and opinions about key regional issues such as transportation, the economy, education, and regional/neighborhood quality of life, and aging. In this session, we will have officials from Georgia's leading transportation agencies (the State Road and Tollway Authority (SRTA), the Georgia Department of Transportation (GDOT), the Metropolitan Atlanta Rapid Transit Authority (MARTA), Hartsfield-Jackson International Airport and the Atlanta Regional Commission) discuss how their agencies are individually and collectively working to meet the Region's current and future transportation needs in light of the survey's results. The conversation will cover not only the projects/solutions they are implementing but also the real-world impact on citizen's quality of life and the region's economic development prospects.

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GENERAL SESSION – CYBER SECURITY: THE 21ST CENTURY CHALLENGE

More and more, our industry depends on the secure and reliable collection, transfer and processing of huge amounts of data. Protecting that data from interception and misuse is becoming a primary focus within our agencies and in most cases this protection is provided by a third-party contractor. Whether its protecting customer information, securing financial transactions, ensuring uninterrupted data flow, securing our ITS infrastructure or preventing malicious acts, it's all part of the Cyber Security challenge. In this session, we will examine critical questions such as: what processes are vulnerable? What are the threats and what measures should we be taking to mitigate them? What are the potential costs of data breaches both financial and to an agency's or company's reputation? Are there threats we have not even thought about? Are there differences around the world? Who is responsible for data security? What is considered "reasonable care" in this area? Who can we call for help? Submit your experiences and be part of this critical discussion.

GENERAL SESSION – AUTO 2.0: THE MOVEMENT TO SHARED, DRIVERLESS CARS ON DEMAND

The future of personal travel is about to change dramatically. Your car is perhaps one of the most underused, polluting, time-consuming and dangerous machines on earth. Rapid technological advances and the migration of the world's population to the use of shared, electric and driverless cars on demand is closer to reality than it might appear. This new reality will bring huge disruption to the current automotive industry and all the infrastructures that support it. This session will explore how toll agencies are preparing for these advances and the implications of the big changes including Mobility as a Service (Maas) for those of us who design, build, finance, operate, and maintain highway infrastructure.

GENERAL SESSION: THE STUDENT CHALLENGE MEETS THE LEADERSHIP ACADEMY GRADUATES FOR A "MEETING OF THE MINDS"

The IBTTA Leadership Academy Alumni challenges a select group of Georgia Tech students to create original transportation solutions for our changing world! Join us for a meeting of the minds, as alumni coach and mentor students to bring new perspectives in thought leadership. This session will combine the energy and passion of the Leadership Academy with the future framers of our transportation industry.

THE CHALLENGE: How can we increase mobility in the City of Atlanta? What services, technologies, and tools can we provide for a smarter, more livable city?

ATTENTION LEADERSHIP ACADEMY GRADS: If you would like to be involved with this session, please provide your name and contact information using the form and the session planners will contact you.

BREAKOUT SESSIONS

SAFETY & SECURITY TRACK

NEXT GENERATION SAFETY SERVICE PATROL

In today's hustle and bustle world of busy highways, the role of safety service patrols is becoming more critical. As agencies strive to maximize throughput and minimize travel time, the old days of a guy in a pick-up truck stopping with a gallon of gas to aid a stranded motorist, are quickly becoming an antiquated approach. This is especially true in a tolling environment. In this session, toll operations experts will discuss cutting-edge use of data to predict congestion and frequent accident points to assist with patrol pre-positioning. You will also hear how a performance based approach to response times saves lives and gets motorists off the roadway and out of the danger zone more quickly. While safety is and should always be the driver, attendees will hear actual examples of how this approach not only saves lives and reduces secondary accidents, but also gets the traffic flowing quicker thus preserving critical revenue streams. What are you doing to keep your drivers safe?

PROTECTING YOUR SYSTEMS AGAINST HACKERS (OR AT LEAST MAKING A HACK MORE DIFFICULT)

Now more than ever, cyber-attacks and data breaches threaten our hardware and software components and jeopardize our clients' confidential and personal information. Physical layer of security and programmable solutions could mean the difference between a mild inconvenience and having a crisis. As an industry, we host millions of account holders personal and financial information. Should we include locking down on-site access and conducting social engineering tests to avoid data breaches? Are we equipped with security features designed to help overcome these threats and keep hackers at bay? What is the best approach? Submit your papers on what the industry is implementing to protect customer data and preventing hacking.

OUTSTANDING SAFETY PROGRAMS AND CAMPAIGNS

Safety Programs and public notice campaigns are vital to keeping toll customers safe in what can be a both static and fluid environment. Safety related programs include such topics as transitioning a tollway to AET, installing deer fencing or other wildlife barriers, placing rumble strips, adding and upgrading signage, and working with local law enforcement in high collision areas. Safety Campaigns serve as a mechanism to keep toll customers aware of safety related programs and issues while also promoting general safe driving habits. Submit examples and results of your safety campaigns and how you are informing customers of new safety programs including DUI/DWI programs, Young and Elderly Driver Programs and Wrong Way Driving Prevention Programs.

MOBILITY TRACK

ARE OUR CITIES GETTING SMARTER?

Last summer, the US DOT awarded the designation of Smart City to Columbus, Ohio. Columbus has been going forward with the implementation of their plans to deploy the infrastructure needed for establishing a smart and connected city. However, so have some of the other cities (which were other finalists in the competition) as other funding grants were awarded to them. Multiple cities are progressing toward a Smart City, but so far all without the official designation. The goal of the Smart City challenge was to raise awareness in the mobility of people, provide ladders of opportunity, and utilize technology to solve problems associated with optimal flow of people and goods. Toll agencies are likely to have some involvement with a variety of Smart city initiatives as they are partners in moving people and goods and so far, the most experienced with collecting and using data associated with traffic and mobility and corresponding financial transactions. This session will highlight the status of Smart City initiatives, include tolling where applicable, and outline the connections between parking, tolling, and transit.

MOBILITY as a SERVICE – IT'S NOT ALL OR NOTHING

The future of mobility and numerous technology trends are coming together to create major changes in the way we live. There is an unstoppable push from the automotive sector to introduce the automated driving standard in the coming years. Both the customer experience and the utilization of physical infrastructure will radically change. In parallel, new models are evolving in infrastructure development that need to be ready to take advantage of these technological waves. Early opportunities for MaaS are in the dense urban core where car share/biking/transit are close geographically, but it could also extend to Road User Charging and tolling. The issue facing this industry is as this concept moves from pilot testing to potentially more widespread deployment t impact will it have on tolling and perhaps more importantly what impact will tolling have on MaaS. Submit your ideas and vision from all perspectives (e.g. roadway owner/operators, logistics experts, vehicle sharing, technology providers, etc.) on the implementation of Mobility as a Service.

US DOT AUTOMATED PROVING GROUNDS

The USDOT recently designated 10 proving ground pilot sites “to encourage testing and information sharing around automated vehicle technologies”. The selected designees span a wide variety of institutions, backgrounds, and testing facilities. This session will dive deeper into the scope and breadth of each partnerships as well as the opportunities and challenges for other interested parties.

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TECHNOLOGY TRACK

ETC BACK OFFICES – THE CORNERSTONE OF A SMART CITY

This session addresses the question of how electronic toll collection can form the foundation for an integrated payment system for a city. “Smart Cities” is an increasingly popular term being used to characterize the application of advanced technologies to improve services within cities for both residents and visitors. Electronic toll collection back offices can be the foundation for the development of an integrated payment system featuring toll collection, ticketing for transit, parking payment and other transactional systems that support payment in return for services. The session will address back office technologies, contrast back office acquisition and capital intensive approaches with cloud and “as a service” approaches. It will also explore the value of integrated electronic payment as a starting point for a smart city initiative, in terms of incorporating prior investment and providing a framework for both payment and communication to and from citizens and visitors. Public and private sector perspectives are encouraged and will be highlighted in this session.

WORLDWIDE TECHNOLOGY CHALLENGE – OWN IT OR RENT IT?

The pace of technical innovation continues to evolve rapidly and poses a wide variety of challenges to toll agencies, whose critical business operations rely on this technology. Can progressive procurement and business planning strategies ease these challenges? Considering the variety of constraints agencies are faced with across the different demographic and topographical regions of the world when making technology investment decisions, can a creative procurement model assist in addressing these to obtain a technically viable solution for a successful project delivery? This session will explore the advantages and disadvantages of traditional business models versus a new ‘as-a-service’ model. The session will compare these with the needs of modern toll agencies. What are the key considerations for procurement of ‘as-a-service’ models in terms of service and performance, termination and transition, basis of payment (transaction based, capital lease/purchase). It will feature both public and private sector perspectives, bringing together expertise on what is required, and in-depth knowledge of what can be done. This session invites agencies and service providers into a discussion on best practices, examples and lessons learned when adopting innovative approaches to systems procurement.

USING TECHNOLOGY AND BIG DATA TO PROVIDE OUR CUSTOMERS WITH A PASSENGER EXPERIENCE

With the continued emergence of new and better technologies to our world, how are we preparing for the “intelligence” this technology will bring to us? In the form of “big data”; what new opportunities do we must take this data and use it for our agencies and our customers? In the Automated & Connect Vehicles realm, the big push from the automotive industry is to provide their customers/users with a platform for “passenger experience”. How can we entice that experience now, by using what data we have, and what we know we will get in the future? Presentations should focus on what new “big data” we expect to see in our industry, and how we prepare, develop, and implement means and methods to accept and accommodate this data, so that we give our customers that “passenger experience” they expect.