

AGENDA

(Agenda as of May 17, 2017)

FRIDAY JULY 14, 2017

10:00am – 3:00pm

2018 CONFERENCE PLANNING MEETING

Registration required: visit www.IBTTA.org/planning

SATURDAY JULY 15, 2017

6:00am – 2:00pm

IBTTA FOUNDATION GOLF TOURNAMENT

Dallas Cowboys Golf Club
(see details on page 11)



TRB MANAGED LANES COMMITTEE MEETINGS

- 2:00pm – 3:00pm Subcommittee on Outreach
- 3:00pm – 4:00pm Subcommittee on Planning
- 4:00pm – 5:30pm Committee on Managed Lanes
- 6:30pm – 9:30pm Subcommittee on Research

TRB CONGESTION PRICING COMMITTEE MEETINGS

- 2:00pm – 3:00pm Subcommittee on the Economics of Pricing
- 3:00pm – 4:00pm Subcommittee on Research
- 5:30pm – 6:30pm Subcommittee on Multimodal Pricing Implementation
- 6:30pm – 9:30pm Congestion Pricing Committee

4:00pm – 6:00pm

NIOP STEERING COMMITTEE (PENDING)

SUNDAY JULY 16, 2017

7:00am – 2:00pm

EXHIBIT SET UP/POSTER SESSION SET UP

7:30am – 6:00pm

REGISTRATION

8:00am – Noon

TECHNICAL TOUR

LBJ TEXpress Lanes & Reversible Lanes
(Space is limited – see details on page 10 and reserve your seat on page 15)

1:30pm – 2:30pm

GENERAL SESSION

OPENING REMARKS

- Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC
- Emanuela Stocchi, Director of International Affairs, AISCAT and President, IBTTA, Rome, Italy
- Kenneth Barr, Chairman, North Texas Tollway Authority, Fort Worth, TX
- Rick Nelson, Toll Operations Division Director, TxDOT, Austin, TX
- Richard “Trey” Baker, Chair, TRB Committee on Congestion Pricing and Consultant, Advisory Services, WSP | Parsons Brinckerhoff, Austin, TX
- Casey Emoto, Chair, TRB Committee on Managed Lanes and Deputy Director, Santa Clara Valley Transportation Authority, San Jose, CA
- Michael Davis, Vice President, National Tolls Service Group Leader, RS&H, Orlando, FL and René Moser, Head of Strategy, International Relations & Innovation, ASFINAG, Vienna, Austria, Co-Chief Meeting Organizers

2:30pm – 3:30pm

GENERAL SESSION

KEYNOTE SPEAKER

(under development)

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITORS

4:00pm – 5:30pm

GENERAL SESSION

SO MUCH TO LEARN FROM THE TEXAS EXPERIENCE!

This session will present an opportunity to hear about the depth and breadth of the managed lanes experience in the Dallas-Ft. Worth, Houston and Central Texas regions. As managed lanes become a more common tool in mitigating transportation challenges faced in major metropolitan areas, transportation agencies and elected officials around the country are hungry to learn about creative financing, planning and operations, as well as enforcement and success measures in the designated corridors. Representatives will share experiences and lessons learned in all aspects of managed lane operations from developing operational concepts to implementation planning and beyond.

MODERATOR: Tom Bamonte, Esq., Program Manager, North Central Council of Governments, Dallas, TX

Ginger Goodin, P.E., Senior Research Engineer, Texas A&M Transportation Institute, Austin, TX

Belen Marcos, P.E., President, Cintra US, Austin, TX

Dan Lamers, Senior Program Manager, Metropolitan Transportation Planning, North Central Texas Council of Governments, Arlington, TX

Bob Poole, Director of Transportation Policy, Reason Foundation, Plantation, FL

Honorable Robert Nichols, Chairman, Senate Committee on Transportation, Texas State Senate, Austin, TX (invited)

Brian Barth, P.E., District Engineer, Ft. Worth District, TxDOT, Ft. Worth, TX and Kelly Selman, P.E., District Engineer, Dallas District, TxDOT, Dallas, TX

6:00pm – 7:30pm

EVENING RECEPTION WITH EXHIBITORS & POSTER SESSIONS

(see page 9 for details on the Poster Sessions)

MONDAY JULY 17, 2017

7:00am – 5:30pm

REGISTRATION

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

8:30am – 10:00am

GENERAL SESSION

MANAGED MOBILITY TRENDS: RESEARCH NEEDS IDENTIFIED

This session will present varied perspectives for addressing a range of research issues associated with managed lane operations including communication with customers (signage and mobile technologies); customer management; public and private agency partnering; innovative practices integrating systems into the larger transportation network; and the impact connected and automated vehicles may play in a mixed and exclusive managed lane environment. Guidance from recent research will be drawn from the Federal Highway Administration pooled fund study supported by a number of public agencies and recently published research and guidelines. Panelists affiliated with public and private sector operators with experience in managed lane projects will present recent research and experience and identify future needs.

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

TRB Research Needs and Topics Being Funded

Chuck Fuhs, Transportation Consultant, Chuck Fuhs, LLC, Houston, TX

Latest Research Findings and Guidance in the NCHRP 835 Managed Lane Implementation Guide

Joe Rouse, Traffic Operations Program and District Liaison, California Department of Transportation, Sacramento, CA

Managed Lane Research in the U.S.

Greg Jones, Transportation Operations Specialist, Federal Highway Administration, Atlanta, GA

Performance Management Research

Darryl VanMeter, P.E., State Innovative Delivery Administrator, Georgia Department of Transportation, Atlanta, GA

Impacts of ETC on Managed Lanes Users

Richard “Trey” Baker, Consultant, Advisory Services, WSP | Parsons Brinckerhoff, Austin, TX

Surprising Findings on the Use of Managed Lanes

Mark Burris, Ph.D., Herbert D. Kelleher Professor and Associate Department Head for Research and Operations, Zachry Department of Civil Engineering, Texas A&M University, College Station, TX

10:00am – 10:30am

REFRESHMENT BREAK WITH EXHIBITORS

10:30am – Noon

BREAKOUT SESSIONS

TECHNOLOGY TRACK

Enabling Technologies Driving Customer Behavior and Decisions

Technology in the driver’s vehicle, in their pocket, or attached to an overhead sign provides insight into what, why and how a driver makes certain decisions. What human factor research and analysis are you performing and what types of results are being revealed? With this information, do we have a better understanding of the effectiveness of using pricing to manage congestion? What technology are you currently using or considering using to manage the day to day operations of your facility/corridor? What technologies are being deployed outside of your control/jurisdiction that affect your facility’s operations, efficiencies and customer experience?

MODERATOR: Tyler Milligan, Managing Partner, Milligan Partners, Dallas, TX

Using Technology to Successfully Manage Congestion Pricing During Changing Conditions

John Miller, Vice President, Product Management, Kapsch TrafficCom, Austin, TX

Advancing Traveler Information Technologies for Managed Lane Networks

Nick Wood, P.E., Associate Transportation Researcher, Texas A&M Transportation Institute, Austin, TX

Lightning Round – Innovate Apps!

- **Satelise**
Javier Martinez Ordoñez, General Manager, Vialivre, Porto, Portugal
- **Rodney Landers**, Co-Founder, eToll Systems, Las Vegas, NV
- **M50 Quick Pay**
Grace Hague, emovis, Dublin, Ireland
- **PayTollo**
Abenezer Yohalashet, CEO, PayTollo, San Francisco, CA

BUSINESS & OPERATIONS TRACK

Using Big Data and Intel to Drive Organization Efficiencies

Toll agencies harvest massive, often real-time datasets from toll equipment, roadside sensors, customer surveys, customer contact channels and billing and collections, to name a few. Notwithstanding the challenges, working with big data provides significant opportunities to transform data into valuable information, gain insights and improve business processes by offering new products and services. Examples of how big data could help toll agencies is through the development of targeted marketing plans for non-transponder customers, understanding the collection differences between traditional toll roads and managed lanes, helping contact centers reduce average handle (talk) time and managing traffic and providing proactive traffic communications to our customers. Come hear examples of how agencies leverage business intelligence and big data to strengthen the business and provide a better customer experience.

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

AGENDA

A Big Data Solution from the Telecommunications Industry and How Tolling Can Do the Same

Craig Bettmann, Vice President, Client Solutions, Cogensia, Downers Grove, IL

Combining Business Intelligence Tools and Lean Six Sigma to Drive CSC Customer Satisfaction

John Davies, Head of Customer Insight, emovis, Leeds, United Kingdom

Applications of Big Data Within Toll Agencies

Pat Louthan, Business Operations Manager, North Texas Tollway Authority, Plano, TX

Michael Catolico, General Manager, Performance Measurement, Illinois Tollway, Downers Grove, IL *and* **Sean Tihal, P.E.**, Senior Toll Program Manager, Jacobs Engineering, Chicago, IL

INNOVATION “TECH” TALKS TRACK – ROUND #1

The tolling and transportation industry is facing many technical, financial, business, and communication challenges and potential changes in the next decade. The “Tech Talks” track is modeled on the famous TED Talk series, in which dynamic speakers will communicate a story about a solution, innovation, service or idea that addresses an industry challenge, introduces a new idea or presents an old idea in new light. This session is very different from the traditional IBTTA platform – there is no lectern, tables, chairs and we encourage very little PowerPoint slide support. Speakers engage the audience from a small stage where they can interact and tell their unique story. This is the first Round of “Tech” Talks – there are three altogether throughout the afternoon.

FACILITATOR: Thomas (TW) Lowe, P.E., Tolls Division Manager, Central Region, Atkins N.A., Austin, TX

The Next “One” Thing

Michael Davis, Vice President/Tolls Service Group Leader, RS&H, Orlando, FL

Achieving Publicly-Acceptable Fully-Priced Metropolitan Highway Systems in the Next 10 Years

Patrick DeCorla-Souza, P3 Program Manager, FHWA Center for Innovative Finance Support, U.S Department of Transportation, Washington, DC (invited)

Shaping Driver Behavior Through Effective Communication

Adam Feldman, Product Manager, Flow, Sidewalk Labs Company, New York, NY

Effects of the Fully Autonomous Vehicle Future

Adrian Moore, Vice President, Policy, Reason Foundation, Sarasota, FL

Noon – 2:00pm

LUNCH WITH EXHIBITORS

2:00pm – 3:30pm

BREAKOUT SESSIONS

TECHNOLOGY TRACK

Data Infrastructure, Management & Security

Remember that route that your phone just navigated you through? ...or that movie Netflix just recommended? We all rely on “big data” to help manage our daily lives. It is estimated that 2.5 quintillion bytes of data are produced daily. This creates planning nightmares for all industries

and exciting opportunities for data hackers. What does the transportation industry need to consider to effectively manage and secure all of our data? Does infrastructure-as-a-service, mobility-as-a-service, software-as-a-service or cloud-based hosting solutions really reduce operational costs and increase security? How do we best make use of this data? What are the key challenges the transportation industry faces when it comes to infrastructure design and security, and what are the benefits it can receive by studying the lessons learned from other industry sectors?

MODERATOR: Sabu Stephen, Senior Director of Information Technology, North Texas Tollway Authority, Plano, TX

Is the Cloud Really Back Office Ready? Planning Your Next Back Office System

Andrew Tate, Senior Solutions Architect, Cubic Transportation Systems, Austin, TX *and* **Jack Westerlund**, Principal Azure Specialist, Microsoft, Austin, TX

Lessons from Beyond Tolling: Securing and Managing Data

Fred Philipson, Director, Toll Systems & Services, Cognizant Technology Solutions, Austin, TX

How Do We Secure Tolling Data in the Cloud?

Waseem Naqvi, Director, Technology, Raytheon, Boston, MA

BUSINESS & OPERATIONS TRACK

Emerging Trends & Opportunities

Emerging trends and the opportunities they pose over the next five years to change or impact operations are not solely limited to IT. Increases in the number of un/under-banked customers, connecting with millennials’, proliferation of the Internet of Things (IOT), transition to connected and/or autonomous vehicles, limited transportation funding, mobility as a service, influencing driver behaviors, and workers searching for jobs that provide flexible schedules and fit their values are all examples of emerging trends. Some trends are positive to our business and operations, others may not be so. How is the toll industry viewing these trends, especially those where traditional out-of-the-box thinking may not be applicable? Are we seizing the opportunity to look within our industry to transform our thinking and drive the change necessary to embrace emerging trends and the opportunities they present?

MODERATOR: Matthew Click, AICP, Vice President, National Director of Priced Managed Lanes, HNTB Corporation, Arlington, VA

Scout Your Commute: An Empirical Look at Dallas’ Peak-Spreading Incentive Pilot Program

John Brady, Director, Strategy & Revenue, LBJ Express & NTE Mobility Partners, Dallas, TX

Maturing Managed Lanes: Strangling From Their Own Success

Ed Regan, Senior Vice President, CDM Smith, Maitland, FL

Tolled Collection in a Shared Economy

Lisa Telles, Chief Communications Officer, Transportation Corridor Agencies, Anaheim, CA

The Benefit of Software as a Service (SaaS) and Hosted Back Office Solutions

Martin Stone, Ph.D., AICP, Chief Operations Officer, Egis Projects, Tampa, FL

INNOVATION “TECH” TALKS TRACK – ROUND #2

FACILITATOR: Jeff Weiss, Senior Manager, TTI Consulting, New Windsor, NY

SunTrax – Thoughts on Mobility, Tolls & Advanced Vehicles

Paul Satchfield, Program Management Administrator, Florida’s Turnpike Enterprise, Orlando, FL

From Managed Lanes to Managed Freeways – Down Under is Now Up On Top

David Ungemah, Vice President, National Managed Lanes Director, WSP | Parsons Brinckerhoff, Denver, CO

Data for a Connected World in Motion

Monali Shah, Director, Global Intelligent Transportation Solutions, HERE, Chicago, IL

The Math and Language of LPR

John Mike, Chief Operating Officer, Perceptics, Farragut, TN

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITORS

4:00pm – 5:30pm

BREAKOUT SESSIONS

TECHNOLOGY TRACK

Emerging Technology Trends – What’s Around the Corner?

New technology developments are emerging at an electrifying pace and many of these will have direct impacts on our industry. What technologies have we identified and what are we doing to evaluate the impacts they will have? This session will highlight these technologies and innovations so that we can apply practical approaches to accommodate them. Presenters will cover technologies such as Automated & Connected Vehicles (AV), smartphones, Mobility as a Service (MaaS), in-cloud data specifications and more.

MODERATOR: Mark Hicks, Senior Toll Technology Specialist, RS&H, Austin, TX

Alexa: What is the Future of All-Electronic Tolling?

Rafael Hernandez, Director of Toll Operations, Tampa-Hillsborough Expressway Authority, Tampa, FL

I-77 Express Lanes – Automated HOV Enforcement

Manjeet Bawa-Cavia, Director, Technology & Toll Systems, I-77 Mobility Partners, Huntersville, NC

How 3D Video Technology is Enabling Cost-Efficient AVDC

Björn Crona, Product Manager, Vehicle Classification, Kapsch TrafficCom AB, Jönköping, Sweden

Solid-State LiDAR: Enabling Cost-Efficient Optical Sensing for AET/Managed Lane Applications

Frédéric Gagnon, Ing. | Eng., Product Manager, LeddarTech, Quebec City, Quebec, Canada

BUSINESS & OPERATIONS TRACK

Policy Implications Affecting Customers and Customer Service

Whose toll? What toll? Where and how much was I tolled? While driving on tolled facilities today, motorists and customers are faced with numerous variables and information rooted in policy. Existing facilities converted to cashless systems, authorities building new cashless facilities,

and interstate highways expanding to include ETC express/HOV lanes have, at times, stressed the relationship between policy and operations. “If I don’t have a tag how I will I pay the toll? Is this an HOV lane and do I have enough passengers? Am I a violator, a license plate customer, or both? Why is the toll higher in the morning than at night? Why does my invoice have an additional fee associated with it? Why don’t I get a discount on this road? I don’t remember seeing a sign...” As the toll industry continues to embrace all-electronic tolling and managed lanes, legislators, lobbyists, commissioners, concessionaires and executives need to research, analyze and develop policies and standards that support and guide decisions for successful implementation and operation. Often times, policy supports operations, but other times implementation of a policy is difficult at best.

MODERATOR: Alan Williamson, P.E., Senior Engineer, Project Manager, Pennsylvania Turnpike Commission, Harrisburg, PA

Introducing Continuous Access Express Lanes to the San Francisco Bay Area

Elizabeth Rutman, Ph.D., P.E., Express Lanes Operations and Maintenance Manager, Alameda County Transportation Commission, Oakland, CA

Policy’s Effect on Our Business Operations

Leigh Petschel, Vice President, Operations, Transurban, Tysons Corner, VA

Technology & Operations – Rating Agency Perspective

Tanya Langman, Director, Fitch Ratings, New York, NY

Collaboration for a Common Choice

Barbara Davis, Express Lanes Development Administrator, Florida’s Turnpike Enterprise, Ocoee, FL

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

INNOVATION “TECH” TALKS TRACK – ROUND #3

FACILITATOR: Usha Elyatamby, Program Manager, IBI Group, Toronto, Ontario, Canada

Seeking Relief With Part-Time Dynamic Tolling: the I-66 Inside-the-Beltway. Is it an Emerging Trend?

Dan Papiernik, Associate Vice President, Toll Practice Leader Mid-Atlantic, HNTB Corporation, Arlington, VA

The Potential and the Value of Big Data for Tolling

Scott Berns, Director, Database Marketing, CenturyLink, Denver, CO

Curious Austin: Public Education for Express Lanes

Dee Anne Heath, Director of External Affairs, Central Texas Regional Mobility Authority, Austin, TX

CAVs and Express Lanes – A Match Made in Heaven

Robert Deans, Vice President, Technology, North America, Transurban, Alexandria, VA

6:00pm – 10:00pm

EVENING EVENT – NETWORKING AT GILLEY’S

(see page 14 for details)

TUESDAY JULY 18, 2017

7:00am – 2:00pm

REGISTRATION

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

8:30am – 9:00am

GENERAL SESSION

THE MELBOURNE ROAD USAGE STUDY

Leigh Petschel, Vice President, Operations, Transurban, Tysons Corner, VA

9:00am – 10:30am

GENERAL SESSION

INTERNATIONAL EXPERIENCES DRIVING MANAGED MOBILITY

Mobility is crucial for economic growth and prosperity all around the Globe. Nevertheless, transit and transport infrastructure capacities are limited and the continuous increase of mobility demand requires new mobility concepts. But which concepts are most promising? What are international best practice examples when it comes to managed mobility? Which concepts are employed in countries around the world? Which solutions are preferred by our customers? Are customers willing to pay more for faster and/or more reliable connections? Are customers focused on a single mode of transport or do they want truly multi-modal service propositions? Can tolling, in isolation or in combination with others, be used as a traffic management tool? Which international best practice examples exist when it comes to shifting transportation modes, fighting congestion, city tolling etc.? Which technologies and applications are used today and even more important which are expected to be available tomorrow? The audience will be invited to engage in a lively debate.

MODERATOR: **René Moser**, Head of Strategy, International Relations and Innovation, ASFINAG, Vienna, Austria

Sharing the City – How Seven Cities from Around the World are Re-Inventing Mobility for Everyone

Marc Deflin, Vice President, Conduent, Pittsburgh, PA

Managed Roadways – The Most Important Transportation Strategy You Have Probably Never Heard Of!

Darren Henderson, Vice President, WSP | Parsons Brinckerhoff, Tempe, AZ

Changing Driver Behavior Using MaaS – The European Experience

Pascal Lemmonier, Business Development Director, Egis, Paris, France

An Upside Down Approach to Interoperability – The Versatile HU-GO Toll System

Zoltán Varga, General Manager, Toll Service PLC-Hungary, Budapest, Hungary

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITORS

11:00am – 12:30pm

GENERAL SESSION

WHETHER WE LIKE IT OR NOT, THE TOLL INDUSTRY IS HEADED FOR CHANGE

Is the way we do business changing because we want it to, or are we, as an industry, being influenced to change by outside forces? Is the pace of technological change creating the prospect that our industry must now operate outside of our comfort zone? Consider the major changes within the telecommunications and automobile industries. Until the past few years, a telecom company based its business primarily on routing calls and data. But now, almost 25 years after the launch of the World Wide Web, telecom companies have become entertainment content companies. Technological change has taken them across industry borders. With the continued emergence of connected and automated vehicles, does this bring a new platform to collecting tolls electronically through the vehicle? Are there other methods of toll collection that we need to be prepared for? Does the value of service for managed lanes facilities now change due to more efficient use of capacity by these connected vehicles? Do generational differences begin to sway the types of services we provide our customers in the tolling industry? Are we being forced to become an industry that is globally interoperable so that we maintain our customers? This session will focus on what those outside influences are, and how we prepare for, and react to them, to stay ahead of the curve.

MODERATOR: **Michael Davis**, Vice President/Toll Service Group Leader, RS&H, Orlando, FL

If There's No One in the Vehicle, Who Pays the Toll?

Joe Mahoney, Tolling/Managed Lane Manager, Colorado Department of Transportation – High Performance Transportation Enterprise, Denver, CO

Bay Bridge Forward! Emerging Trends in Tolling and Mobility Management

Andrew Fremier, Deputy Executive Director, Operations, Bay Area Toll Authority, San Francisco, CA

The Future of Managed Lanes – A Look at Emerging Trends and Their Impacts on the Business of Tolling

David Ungemah, Vice President, National Managed Lanes Director, WSP | Parsons Brinckerhoff, Denver, CO

V2X – Beyond the Horizon

Oliver Brandl, Solution Manager, Advanced Traffic Management Systems, Kapsch TrafficCom, Vienna, Austria

Modular Managed Lanes

Bernie Arseneau, P.E., PTOE, Vice President, HDR, Minneapolis, MN

12:30pm – 2:00pm

LUNCH WITH EXHIBITORS

2:00pm

IBTTA/TRB PROGRAM ADJOURNS

2:00pm – 5:00pm

ATI ANNUAL MEETING AND ROUNDTABLE SESSION

(agenda pending: www.TOLLINTEROP.com)

