

PROGRAM AGENDA

PRE-ANNUAL MEETING EVENTS

FRIDAY, OCTOBER 12

10:00am – 2:00pm

Executive Committee Meeting
Boardroom, Third Floor
(by invitation)

1:30pm – 5:00pm

Platinum Sponsors Advisory Council
Laurel A/B, Fourth Floor
(by invitation)

SATURDAY, OCTOBER 13

8:00am – 5:00pm

Board of Directors & Committee Meetings
Waterview, Lobby Level

1:00pm – 5:00pm

**Leadership Academy –
Strategic Development Workshop**
The Raven, Lobby Level

FACILITATORS: Dr. Barbara Gannon, Principal, GannonConsult, Gloucester, MA; Maggie Wilkins, President, Wilkins Strategies; and Lauren Hakos, Training and Development Manager, Ohio Turnpike and Infrastructure Commission

7:00pm

**Board, Past Presidents, Honorary Members and
Host Dinner**
(by invitation)



86TH ANNUAL MEETING & EXHIBITION

SUNDAY, OCTOBER 14

8:00am – 6:00pm

REGISTRATION

Convention Registration, Third Floor

Badges are required for all tours and roundtables.

8:30am – Noon

CONCURRENT TECHNICAL TOURS


Meet in lobby at 8:15am

- Chesapeake Bay Bridge
- Ft. McHenry Tunnel and MDTA ~~Open House~~ Center

10:00am – Noon

CAV WORKING GROUP

Essex, Fourth Floor

FACILITATOR:  Lev Pinelis, P.E., Director, Tolling Operations & Innovation, Transurban, Alexandria, VA

Noon – 2:00pm

EXECUTIVES ROUNDTABLE

Atlantic, Third Floor

(by invitation)

MODERATOR: Tim Stewart, Executive Director, E-470 Public Highway Authority and President, IBTTA, Aurora, CO

1:00pm – 6:00pm

EXHIBIT SET UP

Grand Ballroom

2:00pm – 4:00pm

**PROCUREMENT, CONTRACTING & CREATIVE
COMPETITION ROUNDTABLE**

Waterview, Lobby Level

PANELISTS: Christopher Tomlinson, Executive Director, State Road & Tollway, Atlanta, GA; Tracy Marks, President, TransCore, Nashville, TN and Priya Jain, Senior Vice President, Business Development & Strategy, Atkins N.A., New York, NY

2:00pm – 4:00pm

COMMUNICATIONS/MARKETING MINI-WORKSHOP

Essex, Fourth Floor

FACILITATOR: Cheryl Sparks, Communications Director, Maryland Transportation Authority, Baltimore, MD and Lydia Steinberg, Associate Vice President, Director, External Communications, HNTB Corporation, Kansas City, MO

3:30pm – 4:30pm

WELCOME RECEPTION FOR NEW MEMBERS & FIRST-TIME ATTENDEES

The Raven, Lobby Level

6:00pm – 10:00pm

OPENING EVENT

Ravens Stadium

(see page 16 for details)

Sponsored by:  

MONDAY, OCTOBER 15

6:00am – 7:00am

SUNRISE WALK

(meet in lobby)

7:00am – 5:00pm

REGISTRATION

Convention Registration, Third Floor

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

Grand Ballroom

Sponsored by: 

8:30am – 10:30am

GENERAL SESSION

Harborside Ballroom

8:30am – 9:30am

WELCOMING REMARKS

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


Tim Stewart, Executive Director, E-470 Public Highway Authority and President, IBTTA, Aurora, CO

Kevin Reigrut, Executive Director, Maryland Transportation Authority, Baltimore, MD

Pete Rahn, Secretary, Maryland Department of Transportation and Chairman, Maryland Transportation Authority, Baltimore, MD (via video message)

Bill Halkias, P.E., President, HELLASTRON and President, ASECAP, Athens, Greece

IBTTA FOUNDATION SCHOLARSHIP PRESENTATION

 **Phil Miller, P.E.**, Chair, IBTTA Foundation and Vice President, AECOM, Orlando, FL

(see scholarship winners on page 15)

9:30am – 10:30am

KEYNOTE SPEAKER

Darby Allen, Fire Chief (Ret.)

(see page 13 for details)

Sponsored by:  Imagine it. Delivered.

10:30am

WELCOMING REMARKS

The Honorable Catherine Pugh, Mayor, Baltimore City, Baltimore, MD

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITORS

Grand Ballroom

Sponsored by: **Kimley»Horn**

11:00am – 12:30pm

GENERAL SESSION

THE POWER OF COLLABORATION WITH AND WITHIN DOTS

Harborside Ballroom

This session will provide clear insight into how the Maryland Department of Transportation (MDOT), the umbrella agency for six transportation agencies, is tearing down the silos to create a unified OneMDOT culture. Maryland's top transportation officials will discuss how these new powerful relationships are helping them charge forward. For Maryland, this has been uncharted territory. For you, this is a not-to-be-missed session.

MODERATOR: James Ports, Jr., Deputy Secretary for Operations, Maryland Department of Transportation, Baltimore, MD

Kevin Reigrut, Executive Director, Maryland Transportation Authority, Baltimore, MD

Ricky Smith, Executive Director, MDOT, Maryland Aviation Administration, BWI Airport, MD

David Thomas, Deputy Executive Director, MDOT, Maryland Port Administration, Baltimore, MD

Greg Slater, Administrator, MDOT, State Highway Administration, Baltimore, MD

Kevin Quinn, Jr., Administrator, MDOT, Maryland Transit Administration, Baltimore, MD

Christine Nizer, Administrator, MDOT, Motor Vehicle Administration, Baltimore, MD

12:30pm – 2:30pm

LUNCH WITH EXHIBITORS

Grand Ballroom

PROGRAM AGENDA


2:30pm – 3:45pm

GENERAL SESSION

TOLL EXCELLENCE AWARDS – PROJECTS REVEALED


Harborside Ballroom

During this session, we will hear overviews about each of these award-winning projects. One of these projects will win the President's Award which will be announced at the Closing Banquet on Tuesday evening.

MODERATOR:  **David Machamer**, Assistant Executive Director, PIKEPASS and Toll Operations, Oklahoma Turnpike Authority, Oklahoma City, OK

ADMINISTRATION & FINANCE

Winning Project: Colorado Senate Bill 90: Temporary License Plate Legislation

 **Jessica Carson**, Manager of Communications & Tollway Services, E-470 Public Highway Authority, Aurora, CO and **The Honorable Heidi Williams**, Mayor for the City of Thornton, Chair of the E-470 Public Highway Authority Board of Directors, Aurora, CO

CUSTOMER SERVICE & MARKETING OUTREACH

Winning Project: Big Lift Communications and Engagement Plan

Alison MacDonald, Communications Manager, Halifax Harbour Bridges, Dartmouth, Nova Scotia, Canada

SOCIAL RESPONSIBILITY

Winning Project: Toll Relief: Reinventing Equity in Mobility

Shannon Marshall, APR, Communications Director, Virginia Department of Transportation, Richmond, VA and **Grindley Johnson**, Deputy Secretary of Administration, Commonwealth of Virginia, Richmond, VA

TECHNOLOGY

Winning Project: Customer Value and Interoperability Through Tri-Protocol Reader Technology

Beau Memory, Executive Director, North Carolina Turnpike Authority, Raleigh, NC

TOLL OPERATIONS, ENGINEERING & MAINTENANCE

Winning Project: Supplemental Lane Analysis and Monitoring (SLAM)

William Wood, Deputy Director, Toll Systems Facilities & Equipment, Florida's Turnpike Enterprise, Ocoee, FL

PRIVATE SECTOR INNOVATION

Winning Project: New Mersey Gateway Bridge

Mahrokh Arefi, CEO (U.S.), emovis, Westbury, NY and **Benoît Rossi**, Head of Marketing & Communication, emovis, Paris, France

3:45pm – 5:00pm

GENERAL SESSION

HOT TOPICS IN THE FUTURE OF MOBILITY

Harborside Ballroom

Have you grown tired of the debate about who pays for infrastructure? So have we! Often lost in the debate is *why* we need to invest, what the *benefits* will be and what we *sacrifice* by failing to invest. The experts in this panel will explode the myths and phony controversies about who should pay and focus instead on *why* we need to pay.

MODERATOR: **Howard "Butch" Eley**, Chief Growth Officer, DBi Services, LLC, Brentwood, TN

DJ Gribbin, Founder, Madrus, Leesburg, VA

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

Joseph Kane, Senior Research Associate & Associate Fellow, Metropolitan Policy Program, The Brookings Institution, Washington, DC

NOTE: Following this session, Bob Poole will be signing his new book, *"Rethinking America's Highways: A 21st Century Vision for Better Infrastructure"*

5:00pm – 7:00pm

NETWORKING RECEPTION WITH EXHIBITORS

Grand Ballroom

Special Features:

FLYING DOG CRAFT BEER
AND SAGAMORE SPIRIT
WHISKY TASTING

OYSTER SHUCKING
AND OYSTER SHOTS

 ETC



7:00pm

OPEN EVENING

TUESDAY, OCTOBER 16

6:00am – 7:00am

SUNRISE WALK

(meet in lobby)

7:00am – 5:30pm

REGISTRATION

Convention Registration, Third Floor

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

Grand Ballroom

Background photo: ©2009_Ray Studios and Visit Baltimore

8:30am – 10:00am

GENERAL SESSION

IBTTA BUSINESS MEETING

Harborside Ballroom

Call to Order

Tim Stewart, IBTTA President and Executive Director, E-470 Public Highway Authority, Aurora, CO

Financial Report

George Zilocchi, CPA, Finance Chair and Consultant, HNTB Corporation, Little Ferry, NJ

Election of Officers & Board Members

Emanuela Stocchi, Director of International Affairs, AISCAT and IBTTA Immediate Past President, Rome, Italy

CEO Report

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

HONORARY MEMBER AWARDS CEREMONY

Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC
(see page 9 for bios)

PREVIEW OF THE 2019 ANNUAL MEETING IN HALIFAX, NOVA SCOTIA, CANADA

Alison MacDonald, Communications Manager, Halifax Harbour Bridges, Nova Scotia, Canada

VETERANS' EMPLOYMENT AND TRAINING PROGRAMS

Mark Toal, National Veterans' Employment Manager, U.S. Department of Labor, Washington, DC

10:00am – 10:30am

REFRESHMENT BREAK WITH EXHIBITORS

Grand Ballroom

Sponsored by:  **Transurban**

Three concurrent tracks run throughout the day.

10:30am – Noon

BREAKOUT SESSIONS

TRUST & ACCOUNTABILITY TRACK

Essex

DOTs, Toll Authorities and Concessionaires – How Do We Co-Exist to Provide the Best Infrastructure for Our Customers?

In an era of scarce government resources, many will focus on just the revenue generating potential of tolling and privatization. But what happens to providing the best service and facility operations possible? What about the customer? With a goal of efficiency, trust and accountability, come hear how we “dance” with these partners that may not know the same steps (and not look like fools!).

MODERATOR: Tim Stewart, Executive Director, E-470 Public Highway Authority and President, IBTTA, Aurora, CO

DOT and Tollroads: A Match Made in Heaven or a Shotgun Wedding?

Diane Gutierrez-Scaccetti, Commissioner, State of New Jersey Department of Transportation, Trenton, NJ

Walking the Fine Line – How to Reconcile Social Equity, Sustainable Revenues & Customer Respect

Mahrokh Arefi, CEO (U.S.), emovis, Westbury, NY

Cooperation, Coexistence and Competition: Lessons from Other Industries

Matthew Schiemer, P.E., Vice President, Gannett Fleming, Inc., Austin, TX

TECHNOLOGY TRACK

Harborside Ballroom

CAV – The Current State of Play and What's Next?

Connected and Autonomous Vehicles (CAV) are moving from “an interesting idea” to actual deployment of fleets in select cities. This emerging global-scale “disruption” will significantly transform mobility for both people and goods and will have an impact on the design, operation and maintenance of our toll facilities. This session will explore this new frontier and dive into its implications for our facilities and how agencies are preparing for this transformation.

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

Operating Toll Facilities in a Connected and Autonomous Vehicle (CAV) World. Are We Prepared?

John O'Neill III, Chief Operating Officer, Maryland Transportation Authority, Baltimore, MD


The Impact of Cooperative ITS Services on Mobility – The Brennero Motorway Experience

Ilaria De Biasi, Responsible for European Projects, Autostrada del Brennero SpA, Trento, Italy

Self-Driving Cars are Right Around the Corner – How Prepared are YOU?

Wes Guckert, President & CEO, The Traffic Group, Inc., Baltimore, MD

Connecting the Connectors: Automakers, Road Operators, Technology Providers, Wireless Operators – All Together Now!

 **Joseph Averkamp**, Vice President, Parsons Corporation, Alexandria, VA

PROGRAM AGENDA

OPERATIONS TRACK

Laurel

Best Practices in Safety & Security

Safety and security are important topics faced every day in our industry. This panel will discuss how to ensure the safety and security of your customers and their personal information, your roads and roadway assets, your employees and contractors, how to implement, revise and/or update a disaster recovery plan in this environment of rapid change, how to partner with first responders and third parties to achieve this and how to communicate your safety and security strategy to your customers, stakeholders and board members.

MODERATOR: David Machamer, Assistant Executive Director, PIKEPASS and Toll Operations, Oklahoma Turnpike Authority, Oklahoma City, OK

Securing Your Information Assets – Best Practices

Fred Philipson, Director, Toll Systems and Services, Cognizant Technology Solutions, Cedar Park, TX

Safety – Establishing a Core Value

Craig Shuey, Chief Operating Officer, Pennsylvania Turnpike Commission, Harrisburg, PA

Ways Safety Service Patrol (SSP) Sponsorship Can Improve Safety

Sam McClain, Vice President of Sponsorship, Travelers Marketing, Boston, MA

Express Lanes Automated Access Control to Improve Incident Management and Overall Performance

Marie-Claude Séguin, Vice President, Versilis, Inc., Laval, Quebec, Canada

Noon – 2:00pm

LUNCH WITH EXHIBITORS

Grand Ballroom

2:00pm – 3:30pm

BREAKOUT SESSIONS

TRUST & ACCOUNTABILITY TRACK


Essex

Communicating with Key Stakeholders so that Nothing is Lost in Translation

Communicating the concept of user-financed transportation in the face of conflicting opinions can lead to muddled messaging. This session will explore real world examples of successful communications campaigns on concepts that respond effectively to the information needs of key stakeholders such as vendors, business partners, board members, elected officials, the media and customers.

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


Communicating the Benefits of Innovative Technology

 **Sue Chrzan**, Director of Public Affairs & Communications, Tampa-Hillsborough Expressway Authority, Tampa, FL

How Communications and Engagement Can Create Value for Projects, Stakeholders and Customers

Pierce Coffee, Vice President, Customer Experience & Operations, Transurban, Alexandria, VA

What's Up with MoPac?

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

Creating Understanding of Cashless Tolling on the Illinois Route 390 Tollway

Rocco Zuccherro, Chief of Planning, Illinois Tollway, Downers Grove, IL

TECHNOLOGY TRACK

Harborside Ballroom

The Future of Moving People & Goods

The emergence of ride hailing companies like Uber and Lyft with their heavy reliance on sophisticated planning and navigational algorithms has revolutionized people mobility. The use of robotics, customer relationship management software and other tools have transformed Amazon from an online book seller into the world's most powerful online retailer, entertainment distributor and logistics companies. This panel will discuss Mobility-as-a-Service (MaaS) as the future of mobility for people and goods and how this affects the tolling community.

MODERATOR: Mark Compton, Executive Director, Pennsylvania Turnpike Commission, Harrisburg, PA


Using a Machine Learning Rideshare Algorithm to Forecast MaaS Adoption

Craig Bettman, Senior Vice President, Client Solutions, Cogensia, Schaumburg, IL

Freight in a Connected World

Sean Laffey, Transportation Engineer, AECOM, Arlington, VA

Cognitive Tolling – Enabling Smart Cities

 **Stephen Lockhart**, Chief Technology Officer, Star Systems International Limited, Allen, TX

Mobility-as-a-Service and its Effect on Toll Facilities. Sooner or Later?

Rick Gobeille, P.E., Senior Principal, Stantec, New York, NY

OPERATIONS TRACK

Laurel

Toll Enforcement – Technology, Big Brother, The Media, Legal Impediments

Collections have a significant impact on any organization and there are many factors that affect it such as technology, vendor services, fee schedules, local willingness to pursue legal remedies and regulations. Panelists will discuss what technology can do for you and your vendors to help maximize your agency's collections, what collection methods and legal remedies are, how imposing fees may impact collections, and the local willingness by the agency and community to pursue collections including the media's perspective.

MODERATOR:  **Jason Myers**, Director of Finance, E-470 Public Highway Authority, Aurora, CO


Propensity to Pay – Using Data and Analytics to Improve Collection Efforts

Pat Riley, Vice President, Business Development, Cogensia, Schaumburg, IL

Toll Enforcement and All-Electronic Tolling from the Media's Perspective

Ronald Davis, P.E., Project Manager, CDM Smith, Lansing, MI


How Much is Too Much? Fees and the Best Way to Get Paid

 **James Harris**, Partner and National Tolls Director, Linebarger Law Firm, Austin, TX

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITORS

Grand Ballroom

Sponsored by: 

4:00pm – 5:30pm

BREAKOUT SESSIONS

TRUST & ACCOUNTABILITY TRACK

Essex

Using Performance Measures to Drive Change

Continuous performance improvement is a priority in every great organization. How do organizations measure their performance and use that information to spot trends, identify issues and drive even higher achievement? Come hear how four IBTTA member organizations harness the power of internal performance measures, big data and customer feedback to get a clear picture of how they are doing and chart a course for continuous improvement. Learn from these industry leaders in a relaxed and interactive format and come prepared to participate in the discussion.

MODERATOR: **Kary Witt, P.E.**, Vice President, HNTB Corporation, San Francisco, CA

Maryland Department of Transportation Excellerator: Building a Better MDOT

Kevin Reigrut, Executive Director, Maryland Transportation Authority, Baltimore, MD and **Diane Langhorne**, Director of Strategic Customer Service, Maryland Department of Transportation, Baltimore, MD

Harvesting Big Data to Improve Performance Monitoring

Ryan Avery, Ph.D., P.E., AICP, Supervising Transportation Planner, WSP, USA, Seattle, WA

Keeping People Inspired – The New KPI; Supercharge Performance with Discretionary Effort

Scott Thomas, Senior Partner, Propinsi, Colleyville, TX

TECHNOLOGY TRACK

Harborside Ballroom

Mobile Payments: Tolling on the Edge of a Revolution


What would life be like if we were constrained by technologies from the past? Should radio-frequency identification (RFID) transponders fall into the category of technology from the past? Toll collection operations began using RFID transponders to identify toll customers in the 1980s, more than three decades ago. Since then, smartphone and other smart mobile devices have exploded in use and popularity. There are more than 230 million smart phones in the United States, 1.1 times the over age 18 population. Yet in the tolling industry, very few toll operators use smartphones to collect tolls. Is RFID the long-term solution? Come hear what new and exciting technologies will drive our future.

MODERATOR: **Deb Sharpless**, Chief Financial Officer, Maryland Transportation Authority, Baltimore, MD

Innovations in Transportation Mobile Apps and Applicability to Mobile Toll Systems

Ken Karnes, Mobile Business Development Director, Cubic Transportation Systems, San Diego, CA

Mobile Tolling Interoperability Between the Agencies, the Roadways and the Users

 **Dan Toohey**, Vice President Sales, Program Manager, E-ZPass, Kapsch TrafficCom, McLean, VA

Mobile Payments: Who Has the Vehicle Purse?

Ed Mulka, Executive Vice President, Jafa Technologies, Mt. Laurel, NJ

PROGRAM AGENDA

Artificial Intelligence and Human Intelligence – Goodbye Transponder, Hello Mobile Tolling

Joseph Silva, Director, Engineering & Innovation, Transurban, Tysons, VA

Embracing the Future and Learning from the Past – How Do We Embrace Phone Apps for Tolling Without Creating an Environment of Fractured and Regional Interoperability
Shannon Swank, Vice President, BancPass, Inc., Austin, TX

OPERATIONS TRACK

Laurel

Call Centers & Customer Service Center Models

Customer Service Centers are the critical connection to our customers and the front line to meet customer expectations. Great customer service doesn't happen by accident but by careful planning, training and continuous improvement. Agencies are continuing to improve the customer service experience while developing efficiencies using technology, enhanced websites, social media and apps to consolidate existing customer service centers. Panelists will discuss success stories for meeting customer expectations through consolidation, by utilizing in-house and outsourced functions for call centers, image reviews and violation processing.

MODERATOR: **Rosa Rountree**, CEO, Egis Projects, Orlando, FL

Efficiencies Gained from Combining Call Centers for Division of Motor Vehicles (DMV) and Toll CSC

Pam Lilly, Deputy Director, Community Relations, Delaware Department of Transportation, Dover, DE

You Want Back-Office Success... Anticipate Their Needs

David Caudill, Division Administrator, Tolling Operations, Virginia Department of Transportation, Richmond, VA and **Jeremy Siviter**, Associate Director, IBI Group, Alexandria, VA

The Proactive Role of Customer Service: Designing a New Customer Experience

Frank Del Pizzo, Chief Sales Officer, Telepass SpA, Rome, Italy

E³I=Customer Service

Lucinda Broussard, Director of Toll Operations, State Road & Tollway Authority, Atlanta, GA

4:00pm – 6:00pm

EXHIBIT TEAR DOWN

Grand Ballroom

5:30pm

MEETING ADJOURNS

6:30pm – 10:00pm

CLOSING BANQUET & SILENT AUCTION

Harborside Ballroom

Ceremony for the Toll Excellence President's Award, Silent Auction and Raffle Winners
(see pages 14-15 for details)

Sponsored by: **RS&H**