

**87th ANNUAL MEETING & EXHIBITION
HALIFAX, NOVA SCOTIA, CANADA
September 15-17, 2019**

CALL FOR PRESENTATIONS – SESSION DESCRIPTIONS

GENERAL SESSIONS

THE “B” IN IBTTA - LOOKING AFTER OUR BRIDGES THROUGH ASSET MANAGEMENT PROGRAMS

Adopting a risk-based strategic asset management approach is essential for the long-term safety of cable-supported long span bridges. Cable-supported long span bridges are expensive to build and can be even more expensive to maintain. Often these large structures were built and expected to function for extended periods with little maintenance. For many older bridges, maintenance needs increased exponentially before asset management programs were adopted. While current best practise includes an asset management program as part of the bridge design many bridge authorities still struggle to make asset management part of their standard operating procedure and routine business practices. This session will provide insight into how bridge operators from around the world collect data, build models, develop strategies, update maintenance practices, and are reshaping their capital investment based on asset management plans.

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

IBTTA’S WORLDWIDE TOLLING ROUNDUP!

IBTTA embraces the global tolling industry and in Halifax we intend to further highlight the "I" (International) in IBTTA. Throughout the meeting there will be a dedicated area where representatives will have tables to present their country’s transportation networks and innovative tolling projects. Attendees can peruse these tables and chat with international delegates to find out what different countries do to improve mobility. Beyond the tables, there will be a lightning round of presentations that give the IBTTA attendees as much information from as many countries as possible in a short period of time. Priority will be given to attendees with tables. Delegates are very interested in learning about different systems, ideas and innovative toll projects -- so come to Halifax and represent your country!

TOLL EXCELLENCE AWARDS – PROJECTS REVEALED

This session will give the winners of the 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 2019. The President’s Award ceremony will take place at the Closing Banquet on Tuesday evening.

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

BREAKOUT TRACK: TECHNOLOGY & THE CUSTOMER

CHALLENGES OF COMMUNICATING WITH OUR CUSTOMERS

Toll payments were traditionally based on handling physical cash, and toll enforcement was based on physical gates or other displays of force. For the customer, purchases were as simple as handing over cash to buy an apple. Well, that's changed: now we have payments with electronic toll collection (ETC), video toll technology, and digital communications. We have new tech devices, software and services to identify moving vehicles. We communicate with customers via monthly statements, social media, videos, and chatbots. We collect revenue by credit/debit card and mail and have adopted enforcement tools like vehicle registration holds and employ collection agencies and complex business rules. Now, it's like buying an Apple...via Amazon. As public service providers, we are accountable to ALL types of customers, including those who might be slow or unable to adopt new technologies, such as the unbanked. Our customers may be concerned about privacy, reluctant to use an all-electronic toll road, or unaware they were even ON a toll facility. As agencies, we have implemented technology and business rules that work well for us but can leave customers perplexed. This session will explore how the tolling industry is making improvements in technology choices – and how we are maintaining customer communications and engagement.

MAKING THE COMPLEX UNDERSTANDABLE

From interoperable networks to systems which only toll heavy trucks to traditional, barrier-based systems that still collect cash, there is great diversity in how tolling is being implemented and how toll systems are operated around the world today. Indeed, some of these variations exist on adjacent and interconnected corridors within the same metropolitan area and elsewhere around the world. How have agencies and operators engaged the community of users to help them understand the sometimes very complex rules in terms that compel them to become lifelong champions and customers? What strategies are used - from traditional marketing and outreach tactics to more innovative digital approaches and geofencing or crowdsourcing apps? In a day when performance measures are priority for all agencies, how are customer engagement tactics measured—and more importantly, how is this data used to optimize the overall customer experience? Come tell us how you've been able to make the complex understandable for your customers.

AUTONOMOUS VEHICLES AND TOLLING AGENCIES

Autonomous Vehicles are currently being developed by more than a dozen entities. Auto manufacturers, transportation network companies, and software development firms are all getting in on the act. As development continues over the next decade, autonomous vehicle manufacturers and tolling agencies can certainly benefit from an exchange of information, ideas and strategies. This session will provide a platform for autonomous vehicle company experts who typically may not attend an IBTTA meeting to discuss their concerns and issues. In addition, tolling agencies and road operators will have the opportunity to present their issues to this new – for us – industry. Together, we can all learn something new and positively affect the future of AVs. Perhaps, this will serve as the beginning of a new kind of collaboration between AV companies and transportation agencies that operate toll facilities.

BREAKOUT TRACK: THE WORLD AROUND US

OPERATIONS SESSION – EXECUTING THE MOBILITY AGENDA

The mobility agenda covers a wide range of topics impacting our industry. To enhance operations, we must better understand the world around us. Severe weather, incident management, rapidly changing technology and changes in payment preferences all effect our mobility. It is imperative that we develop innovative approaches in dealing with the changes that will continue to impact our industry. This session looks at the various approaches that facility operators are taking to enhance transportation services by bundling services, developing mobile apps, supporting alternative transportation initiatives with shared revenue, enhanced incident management, and developing other commercial revenue sources. Share your successes and the challenges you are facing in executing the mobility agenda through changes to planning, operations, and maintenance.

FINANCE SESSION - FUNDING THE MOBILITY AGENDA

Everyone is talking about the new mobility agenda and this session focuses on how we actually fund future infrastructure and mobility investments. Our projects will need to determine how to team with traditional and new mobility partners, how to price different modes appropriately, and how to address the political ramifications of revenue sharing. We need to understand the rating implications of use of toll funding to improve other mobility options and how to handle concessions in a multi-modal world. We are seeking speakers who can give practical ideas to solve our challenges to fund the future of mobility.

PUBLIC POLICY - DEFINING THE MOBILITY AGENDA

There are many approaches to funding mobility, such as fuel tax, toll revenue, concessions or road user charges, but all of them require development of a finance plan. During this time of shrinking revenue and the evolution of mobility as a service, policy issues also need to be addressed. In addition, toll agencies are working closer than before with DOT's and transit operators to address the synergistic needs of transportation. In some cases, DOTs are becoming toll operators and investigating how toll projects can be utilized to benefit transit services. This session will explore the options for public entities in delivering mobility along with the costs, benefits, and risks. We will also explore how public policy goals translate into the reality of delivery and how best to use proceeds from these approaches to improve mobility for our customers.

BREAKOUT TRACK: THE BUSINESS OF MOBILITY

WHAT IS MOBILITY-AS-A-SERVICE (MAAS) AND WHY MUST TOLL AGENCIES CARE?

Our traditional views of mobility and the technology of transportation are changing at a furious pace and toll facilities must be prepared for mobility being about moving people and freight holistically within a coordinated and easy to use system that can no longer be focused on just the vehicle. Long existing transportation silos by mode and among municipalities, agencies and regions are disappearing as customer demand and advancing transportation technology are creating new and combined mobility options never before considered. If MaaS is a vision of future mobility where travel happens through public and private shared transportation modes and combined payment systems, what does that mean for toll agencies? This session will seek to provide an understanding of MaaS and assist toll agencies in beginning to evaluate its impacts on present operations and the agency's fit in the broader mobility equation developing around us.

TOLLING & TRANSIT

Around the world, people want quality, reliable and safe transportation options. People are looking for seamless transitions, easy connections and dependable choices that help get them where they need to go. More and more, agencies are looking to provide multimodal options that maximize existing right-of-way and encourage more people to efficiently travel throughout a given corridor. Rather than operating in competition, partnerships with transit agencies or other transportation providers are becoming more common within tolling agencies. This session will examine how transit and tolling co-exist, helping to provide greater mobility options to customers either with a unified payment system, in achieving the first or last mile tie in or in providing a regional solution to relieving congestion. If you are a tolling leader, transit provider, multimodal specialist or regional leader, we want to hear your story. Share your best practices and lessons learned in providing a comprehensive transportation solution.

URBAN MOBILITY

Disruptive technologies are driving the need to implement transformational change in the business of urban mobility. How we move people and goods in an era where connected and autonomous vehicles become commonplace, will require a strategic shift in thinking. Integrating mobility systems across the entire spectrum of assets and services, developing necessary safeguards, standards and procedures, and providing the user with timely and accurate information are seen as critical elements. Developing partnerships between numerous public agencies and private companies become increasingly necessary in solving the puzzle. Submit your ideas on how the tremendous potential of these interrelated activities that will transform the urban environment.