

# AGENDA

(Agenda as of January 16, 2019)

## SATURDAY, MARCH 30, 2019

6:00am – 2:00pm

### IBTTA FOUNDATION GOLF TOURNAMENT AT FALCON'S FIRE GOLF COURSE

(see page 6 for details)

2:00pm – 4:00pm

### YOUNG PROFESSIONALS COUNCIL – KICKOFF MEETING

(see page 8 for details)

4:00pm – 8:00pm

### IBTTA FOUNDATION INAUGURAL TOLLING OLYMPICS ON THE HOTEL GROUNDS

(Open to all; see page 5 for details)

## SUNDAY, MARCH 31, 2019

8:00am – 3:00pm

### EXHIBIT SET-UP

(see page 16 for details)

8:30am – Noon

### TECHNICAL TOURS

- » Florida Polytech (SunTrax)
- » Cape Canaveral SpacePort
- » Orlando Airport Intermodal Terminal Facility

(see page 4 for details)

Noon – 2:00pm

### MINI WORKSHOPS AND ROUNDTABLES

#### COUNCIL OF PLATINUM SPONSORS

(by invitation)

Noon – 7:00pm

### REGISTRATION

2:00pm – 5:00pm

### MINI WORKSHOPS AND ROUNDTABLES

- » CAV Working Group
- » CTO/CIO Roundtable
- » Tolling 101
- » Legal Roundtable
- » Procurement Roundtable
- » PIARC Committee on Mobility

(see page 8-9 for details)

5:30pm – 7:30pm

### RECEPTION WITH EXHIBITORS

## MONDAY, APRIL 1, 2019

7:00am – 5:00pm

### REGISTRATION

7:00am – 8:30am

### BREAKFAST WITH EXHIBITS

8:30am – 9:15am

### GENERAL SESSION

#### OPENING REMARKS

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

Chris Tomlinson, Executive Director, State Road & Tollway Authority and President, IBTTA, Atlanta, GA

Laura Kelley, Executive Director, Central Florida Expressway Authority, Orlando, FL

Paul Wai, P.E., Executive Director, Florida's Turnpike Enterprise, Ocoee, FL

9:15am – 10:00am

### GENERAL SESSION

#### KEYNOTE SPEAKER

TBD

10:00am – 10:30am

### REFRESHMENT BREAK WITH EXHIBITORS

10:30am – Noon

### BREAKOUT | MANAGED LANES

#### BUILDING CONNECTED NETWORKS OF MANAGED LANES

Connecting managed lanes between adjacent facilities provides a seamless network that improves travel by more efficiently serving high-volume traffic movements in a region. The decision to establish a connected network of managed lanes requires careful evaluation and consideration of several factors related to policy, planning, design, tolling, operations, and construction. Speakers will cover topics including design considerations, signing requirements, trip pricing, phasing of projects, traffic operations and incident management of networks particularly when trucks are allowed in the managed lanes. Other topics will include enforcement, back office processes and business rules, customer education and revenue sharing when multiple agencies are involved.

**MODERATOR:** Dan Lamers, P.E., Senior Program Manager Transportation Planning, North Central Council of Governments, Arlington, TX

*Florida Expresslanes Networks and Facility Operations  
The Soup to Nuts of All Electronic Tolling*

Christina Colón, P.E., Director of Transportation Development and  
John Easterling, P.E., PTOE, District Traffic Operations Engineer,  
Florida's Turnpike Enterprise, Ocoee, FL

*Performance History and Forecasting Model Development for  
a Network of Managed Lanes in Southeast Florida*

🏠 Phani Jammalamadaka, P.E., PMP, Toll Traffic and Revenue  
Specialist, CDM Smith, Dallas, TX

*Handling Congestion for Dynamically Priced Managed Lanes  
with a Maximum Toll Cap*

Nick Wood, Assistant Research Engineer, Texas A&M Transportation  
Institute, Austin, TX

**10:30am – Noon**

**BREAKOUT | TECHNOLOGY**

**CASE VEHICLES, SMART CITIES AND THE FUTURE**

Disruptive technologies and new business models are affecting the way we live, work and travel. In the future, CASE vehicles will be a major part of our lives – Connected, Automated, Shared (Uber, Lyft) and Electric vehicles (CASE) are being touted in their ability to improve throughput, and make roadways safer, but will they really? And their impact on congestion and transportation revenue is murky. Toll road operators, states, cities, and municipalities wrestle with the impacts of the technologies on city and infrastructure planning, revenue collection, and violation enforcement policies. Smart Cities are evaluating the use of autonomous shuttles to usher in an era of demand-responsive transit, in addition to deploying information technology systems and operation technology models that manage their entire infrastructure portfolio. US DOT has conducted the Smart City challenge as well as having deployed Connected Vehicle Pilots; other agencies are seeking to sort out their policy and technology strategy. Speakers will cover deployments, policy alternatives, revenue approaches, operating models, and technologies that will impact the future of tolling.

**MODERATOR:** Suzanne Murtha, Associate Vice President,  
Connected and Automated Technology, AECOM, Alexandria, VA

*Connected Work Zone Pilot*

Michael Pack, Manager, Incident Management & Traffic  
Operations, Pennsylvania Turnpike Commission, Middletown, PA

*Coming Disruptive Mobility Change: How It Will Affect Tolling*

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

*Connected Vehicles*

Abenezer Yohalashet, Head of Tolling, PayTollo/Automatic, San  
Francisco, CA

*Potential Headaches of CASE Vehicles and How to Solve  
Them Now*

Vincent Brigidi, Executive Vice President, Commercial Services,  
Verra Mobility, Mesa, AZ

**10:30am – Noon**

**BREAKOUT | MOBILITY-AS-A-SERVICE**

**WHAT IS MAAS AND WHY IS IT IMPORTANT?**

Mobility-as-a-Service (MaaS) is a customer-centric approach to providing transportation services. It represents a shift from independent infrastructure owners and service providers to a coordinated approach that allows customers a choice of single or multi-modal transportation options and includes information about the time and price for the full trip and often the carbon footprint too. However, the term MaaS has different meanings depending on your geography and role in the transport ecosystem, including management, marketing and delivery of services, distribution of user information, and multiple payment approaches. International transportation operators and payment providers will describe MaaS as it exists today and how it might look tomorrow.

**MODERATOR:** 🏠 Mary Sallach, Director of Integrated Program  
Delivery, State Road and Tollway Authority, Atlanta, GA

*Putting Transit Front and Center of the Conversation*

Andrew Tate, PMP, Senior Solutions Architect, Cubic Transportation  
Systems, Jordan, UT

*MaaS – What People Think About Mobility*

Jack Opiola, President, Mobility Plus, McLean, VA

*The Rise of MaaS in Changing Travel Behaviors to Utilize  
Multi-Modal Travel*

Mike Papineau, President, RideFlag Technologies, Mississauga,  
Ontario, Canada

*Presentation title pending*

Adrian Schöning, Chief Technology Officer, SkedGo, Nuremberg,  
Germany

**10:30am – Noon**

**BREAKOUT | INNOVATION “TECH TALKS”**

**FACILITATOR:** 🏠 Jeff Weiss, Senior Toll Consultant, Gannett  
Fleming, New Paltz, NY

*A Beginner's Guide to Implementing Toll Systems*

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

*License Plates – The Original Unique Identifier*

John Mike, President, Perceptics, Farragut, TN

*Business Intelligence: Making Your Data Work For You*

Mike Lahey, Business Intelligence Analyst, E-470 Public Highway  
Authority, Aurora, CO

*Innovating Technology Services: It's OK Not to Have All the  
Answers Up Front*

🏠 Darius Eshragh, Director, Platform Engineering, Transurban,  
Irvine, CA

**Noon – 1:30pm**

**LUNCH WITH EXHIBITORS**

# AGENDA

1:30pm – 3:00pm

**BREAKOUT | MANAGED LANES**

## **CHANGES IN TRAVEL BEHAVIORS TO UTILIZE MULTI-MODAL TRAVEL**

An efficient and inclusive transportation system provides a wide range of mobility options to its users. For more than 20 years, managed lanes have been deployed in metropolitan areas to reduce congestion and improve mobility. These managed lanes also incentivize carpool and transit usage by providing free or heavily discounted travel. Some also offer toll credit programs for transit usage and commute changes. Recent Census data shows a decrease in carpooling and a slight increase in transit usage over the past 10 years. Panelists will discuss how managed lanes impact travel behavior and mode choice as well as shifts we've seen in managed lane corridors that offer park and ride, carpool, bus, and/or rail alternatives. Will managed lanes optimize the utilization of transportation infrastructure with the deployment of MaaS solutions and Connected/Autonomous Vehicles in the future?

**MODERATOR:** Patti Rubstello, Assistant Secretary, Urban Mobility & Access, Washington State Department of Transportation, Seattle, WA

### *MoPac Express Lane: A Real Lane Changer for Central Texas Transportation Demand Management*

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

### *Multi-Modal Approach to Managed Lanes Projects to Improve Mobility*

**Chris Lillie, P.E.**, Principal, Project Delivery Manager, Bay Area Toll Authority, San Francisco, CA

### *Mobility Diversity Using Technology –The Oregon Way!*

**Maureen Bock**, Chief Innovation Officer, Oregon Department of Transportation, Salem, OR

1:30pm – 3:00pm

**BREAKOUT | TECHNOLOGY**

## **ROADSIDE SYSTEMS AND INNOVATIONS**

This session will focus on the latest innovations and enhancements to roadway systems. Designed to increase accuracy, performance, reliability and/or redundancy – and with a focus on enabling technologies and services such as Big Data, IoT and CASE vehicles, panelists will discuss innovative roadside solutions that are addressing such areas as video based vehicle detection and classification, vehicle occupancy detection, dynamic trip building, next generation advanced traffic and maintenance management systems, as well as the use of enabling technologies such as machine learning to enhance system performance or increase the automation of service. Learn which systems and processes have been deployed and implemented, and what can we expect for the future.

**MODERATOR:** Richard Nelson, Director, Toll Operations Division, Director, TxDOT, Austin, TX (invited)

### *Toll System for Managed Lanes on Interstate 75 and State Road 826*

**Floyd "Buzz" Holland**, Toll Systems Director, Florida's Turnpike Enterprise, Ocoee, FL

### *Multiprotocol Readers vs Multiprotocol Tags vs Both – Pros/Cons and Performance*

**Alice Klemashevich, PMP**, Associate Vice President, TransCore, Dallas, TX

### *Innovations in Europe: ASFINAG's Commitment to Support CASE Vehicles*

**René Moser**, Head of Strategy, International Affairs and Innovation, ASFINAG, Vienna, Austria

### *MTA Bridges & Tunnels – Vehicle Occupancy Detection System*

**Ann Marie Bressler**, Deputy CFO, Revenue Management, MTA, New York, NY

### *Advanced Traffic Management Systems: New Technologies to Improve Toll Operations*

**Dan Lukasik**, Vice President, Parsons Corporation, La Palma, CA

1:30pm – 3:00pm

**BREAKOUT | MOBILITY-AS-A-SERVICE**

## **WHY AND HOW SHOULD THE TOLL INDUSTRY GET INVOLVED IN MAAS?**

As Mobility as a Service changes the transportation landscape why should the tolling industry be involved, what is at stake and how do we ensure that user financed facilities are a viable and valuable tool as the MaaS market continues to grow and change. This session will explore how and when the toll industry should drive interaction with MaaS providers and what the role the toll industry should play. The opportunities, constraints and responsibilities that stakeholders in the toll industry should play with respect to MaaS will be considered.

**MODERATOR:** Tom Delaney, Vice President, Senior Division Manager, Atkins, Orlando, FL

### *Tolling for Mobility-as-a-Service*

**Yousuf Kamal**, Manager, Marketing & Business Development, TransCore, Albuquerque, NM

### *Using Games and Rewards to Change Multi-Modal Travel Behaviors*

**Randy Moore, CPA**, Vice President of Business Development, ETC, Richardson, TX

### *MaaS: Which Way Does the Toll Road Go?*

**David Dick**, Senior Consultant, Jacobs Engineering, San Francisco, CA

### *MaaS Highlights Our Interoperability Gap – Ripe for Disruption*

**Christopher Higgins**, Co-Founder & CEO, VeriToll, LLC, Walnut, CA



1:30pm – 3:00pm

**BREAKOUT | INNOVATION “TECH TALKS”**

FACILITATOR: Jennifer Larson, Business Analyst, E-470 Public Highway Authority, Aurora, CO

*It's Time to Start Counting People, Not Cars*

Paul Steinberg, Chief Business Officer, Carma, Austin, TX

*Machine Learning and All-Electronic Tolling*

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

*Real-time Dynamic Pricing: Three Left Turns to Make a Right?*

Annie Gillespie, P.E., Director of Engineering, State Road and Tollway Authority, Atlanta, GA

3:00pm – 3:30pm

**REFRESHMENT BREAK WITH EXHIBITS**

3:30pm – 5:00pm

**BREAKOUT | MANAGED LANES**

**FUTURE APPLICATIONS OF MANAGED LANES**

Advances in technology continue to expand how we can manage a lane. As an industry, we are still learning the full implications connected and autonomous vehicles will have in the tolling and priced managed lanes industry. Additionally, technology will allow agencies to vary the designation and use of a lane in response to consumer demand and policy objectives dynamically. The tools to plan for such a world are in the evolutionary state. This session will discuss how we plan for a world of managed lanes that may include lanes that are CAV only vehicles, platoon truck only trips, long distance only trips, electric, MaaS only trips. What are their implications for our stakeholders including our customers, our investors and the general traveling public?

MODERATOR: 🎓 Mike Davis, P.E., DBIA, Vice President, National Tolls and Technology Service Group Leader, RS&H, Orlando, FL

*Future Proofing Managed Lanes*

Bob Edelstein, Senior Vice President, AECOM, Pompano Beach, FL

*Modeling CAV's in an Express Lane World*

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

*Technology and Its Impact on Managed Lane Credit Risk*

Meredith Tabouret, Director, Fitch Ratings, New York, NY

*Let's Manage All the Lanes!*

🎓 Chris Swenson, P.E., Assistant Vice President, WSP USA, Atlanta, GA

3:30pm – 5:00pm

**BREAKOUT | TECHNOLOGY**

**BACK OFFICE SYSTEMS**

Today's Back Office Systems must do more than simply storing local data. Smart businesses are continually looking for the most innovative ways to improve and accomplish their business objectives. Staying up-to-date on the latest developments should be a priority. From cloud computing to data analytics, these systems contain a gold mine of information and should offer real-time data to the business to allow them to identify anomalies and make decisions faster than ever before. Join us as we delve into back office related topics centered around self-service technologies via data mining and data analytics to innovations in transaction processing, as well as disaster recovery and business continuity.

MODERATOR: Michelle Maikisch, Chief of Staff/Public Affairs Officer, Central Florida Expressway Authority, Orlando, FL

*The Data Centric Tolling Enterprise: Building a Roadmap for Success*

Will Etheredge, Toll Revenue & Budget Lead, TxDOT Toll Operations Division (TOD) and North Highland Consulting, Austin, TX

*Blockchain: Real Applications in a Distributed, Connected System*

Lee Roche, Senior Director, Software Engineering, Conduent Transportation, Rochester, NY

*From Four to Eight Cylinders: A Revenue Engine Story*

Shana Whitehead, Chief of Business Systems, Illinois Tollway, Downers Grove, IL

*GeoAnalytics in Action at the Pennsylvania Turnpike Commission*

Kenneth Juengling, MBA, GISP, GeoAnalytics Information Officer, Pennsylvania Turnpike Commission, Middletown, PA

*Intelligent Toll Operations*


🎓 Saïd Majdi, Senior Solution Architect, TollPlus, Chandler, AZ

# AGENDA

**3:30pm – 5:00pm** **BREAKOUT | MOBILITY-AS-A-SERVICE**

## **MAAS IMPLEMENTATION AND OPERATIONS**

There has been significant high-level discussion within the industry about the need for and benefits of Mobility as a Service (MaaS). There have also been many technical discussions and many MaaS solutions have been deployed to date. This session will address the need for and methods to successfully operate MaaS within and between cities to achieve the benefits for both the users and the public at large. Of particular interest are the enabling technologies and standards allowing efficient integration of disparate systems and who, the public or private sectors, should be driving the MaaS Implementations.

**MODERATOR:**  **Andrew Fremier**, Deputy Executive Director, Operations, Metropolitan Transportation Commission, Bay Area Toll Authority, San Francisco, CA

*Once Upon a Time, a Toll Operator Became a Mobility Provider*  
**Jason Wall**, Chief Executive Officer (CEO), USA, A-to-B, Downers Grove, IL

*MaaS Interoperability Standards for Multi-Provider MaaS Trips*  
**Mark Feltham**, CTO, RideFlag Technologies, Mississauga, Ontario, Canada

*Presentation title tbd*

**Andy Taylor**, Director of Strategy, Cubic Transportation Systems, City, State

**3:30pm – 5:00pm** **BREAKOUT | INNOVATION “TECH TALKS”**

**FACILITATOR:** **Snehal Ambare, P.E.**, Project Manager, HNTB, Ocoee, FL

*Break Throughs In Roadway Sustainability*  
**Glenn Pressimone, P.E.**, Director of Engineering, Central Florida Expressway Authority, Orlando, FL

*The Price of Innovative Mobility - Who Pays and How?*  
**Philip Underhill**, Senior Vice President, Strategic Partnerships, Commercial Fleet, Verra Mobility, Mesa, AZ

*Re-Envisioning Customer Interactions: The Transformation from a Call Center Operation to a Contact Center Operations*  
**Helen Barton**, Vice President, Sales Management, Conduent Transportation, New York, NY

**6:30pm – 9:30pm** **EVENING EVENT**

## **UNIVERSAL STUDIOS CITYWALK™**

*(see page 7 for details)*

**TUESDAY, APRIL 2, 2019**

**7:00am – 3:00pm**

**REGISTRATION**

**7:00am – 8:30am**

**BREAKFAST WITH EXHIBITORS**

*(for all registered attendees)*

**8:30am – 9:00am**

**GENERAL SESSION**

## **WELCOME REMARKS**



**The Honorable Mayor Buddy Dyer**,  
City of Orlando, Orlando, FL

**Chris Tomlinson**, Executive Director State Road & Tollway Authority (SRTA) and Georgia Regional Transportation Authority (GRTA) and President, IBTTA, Atlanta, GA

**Laura Kelley**, Executive Director, Central Florida Expressway Authority, Orlando, FL


**Fran O'Connor**, Senior Vice President, Director of National Tolls, Atkins N.A., Freehold, NJ

**9:00am – 10:00am**

**GENERAL SESSION**

## **VENDOR FORUM**

Back by popular demand, IBTTA is holding a session just for the *vendor* community for promoting and selling their products to the industry. Associate Members will “win” their way into this open forum to discuss innovative ideas and technologies for improving back office systems or roadway operations. This is a lively event where attendees will have the chance to learn how IBTTA members are moving the tolling industry forward!

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

*(Participants will be chosen live online on Friday, February 1. See [www.ibtta.org/orlando](http://www.ibtta.org/orlando) for details)*

**10:00am – 10:30am**

**REFRESHMENT BREAK WITH EXHIBITORS**

*(for all registered attendees)*


**10:30am – Noon**

**GENERAL SESSION**

## **TECHNOLOGY – WHO’S ZOOMIN’ WHO**

Once upon a time, automakers were designers and manufacturers of cars; technology companies focused on making PCs and growing the Internet; while wireless operators focused on managing networks. That world no longer exists. The marketplace for transportation and

technology is changing so fast that keeping up with the explosion of new services and technologies is a mind-boggling challenge of incredible complexity. Industries are converging, colliding, and competing as automakers become providers of connected mobility, telecom providers focus on full-service offerings, and Silicon Valley firms disrupt markets all around. This panel will bring together thought leaders from technology firms, automakers, wireless operators, and Smart Cities to discuss how the world is changing and what is driving the change. The future of autonomous vehicles, the next generation of wireless, artificial intelligence, machine learning, and the industrial internet of things (IIOT) are all on the table during this wide-ranging discussion.

**MODERATOR:**  **Joe Averkamp**, Vice President for Systems and Solutions, Parsons, Alexandria, VA

[SESSION IN DEVELOPMENT]

**Noon – 1:30pm**

**LUNCH WITH EXHIBITORS**

*(for all registered attendees)*

**1:30pm – 3:00pm**

**GENERAL SESSION**

### **MAAS - THREAT OR OPPORTUNITY FOR THE TOLLING INDUSTRY**

With urbanization increasing and a falling proportion of young people gaining their driver's license, MaaS could encourage a sizable proportion of the traveling public to use shared, and often multi-modal, means of transportation rather than relying solely on private cars. If this happens, what would be the impact on toll road operators? This session is designed to examine, clarify and hopefully answer some of the bigger questions about the potential impact of MaaS on the tolling sector. Is MaaS a threat or an opportunity? This panel discussion will be between representatives from the tolling sector and advocates of MaaS (operators or institutions) chaired by an impartial 'outsider' with knowledge of both sectors. The MaaS advocates' views on why and how MaaS will impact the tolling sector will form the centerpiece of the discussion and where it goes from there will be dictated by toll industry representatives and the audience's questions – this is your chance to get the answers to your MaaS-related questions.

**MODERATOR:** **Richard Harris**, Director, Europe, HMI Technologies and Director, Real ITS Global, Surrey, United Kingdom

**Cedric Bourgoïn**, Director Sales and Marketing, EasyTrip, Dordrecht, Netherlands

**Marty Stone, Ph.D., AICP**, Chief Operating Officer, Egis Projects (USA), Tampa, FL

[SESSION IN DEVELOPMENT]

**3:00pm**

**ADJOURN**

**3:00pm – 6:00pm**

### **JOINT ATI/TEAM FLORIDA ROUNDTABLES**

1. Technology and Innovation (transitions, entry barriers, road alternatives)
2. Toll Operations (congestion management, interstate tolling)
3. Transit and Connected Vehicles (disruptive tech, mobility change and preparation)
4. Finance & Policy (changing models: ownership, CAV and toll use choices)

**6:00pm – 7:00pm**

### **ATI AND TEAM FLORIDA RECEPTION**

Visit [www.tollinterop.org](http://www.tollinterop.org) for details and sponsorship opportunities.

**WEDNESDAY, APRIL 3, 2019**

**8:00am – Noon**

### **TEAM FLORIDA BUSINESS MEETING**



#### **Alliance for Toll Interoperability**

Alliance for Toll Interoperability annual 2019 industry round table will be held in conjunction with Team Florida during the IBTTA Annual

Technology Summit. This exciting partnership will promote many new and broad discussions from a diverse group of industry experts. This meeting is anticipated to draw the largest crowd to date, despite following a standing-room-only event in 2018.

Returning by popular demand for the 8th consecutive year, this event facilitates new contacts and provides an opportunity for small group discussion on relevant topics in the transportation industry. Participants have the opportunity to rotate between tables while networking amongst industry professionals. The round table event and following reception are open to all attendees and guests of the IBTTA Annual Technology Summit at no additional cost.



#### **TEAM Florida**

TEAM Florida was formed to facilitate the exchange of information among toll agencies and the transportation industry in the state of Florida. Membership is made up of board members and executive staff of eight statewide expressway and four transit authorities, the Florida Transportation Commission and over 250 private sector transportation partners. TEAMFL mission is to keep Florida Transportation Moving Forward! In addition to quarterly meetings, TEAMFL provides half day summits in various cities in Florida. Miami & Jacksonville are the targets for these summits in 2019. These half day events typically have 5-6 presenters focusing on the area of interest.