AGENDA
(Agenda as of February 24, 2020)

THURSDAY, APRIL 2, 2020

8:00am – 6:00pm  REGISTRATION

8:30am – 10:30am  GENERAL SESSION
CEO ROUNDTABLE
(with breakfast by invitation)
COUNCIL OF PLATINUM SPONSORS
(with breakfast by invitation)

8:30am – Noon  TECHNICAL TOUR
SR-125 SOUTH BAY EXPRESSWAY TOLL ROAD, CROSS BORDER XPRESS AND FUTURE OTAY MESA EAST PORT OF ENTRY
(see page 4 for details)

8:30am – Noon  YOUNG PROFESSIONALS COUNCIL

9:00am – 11:00am  THE CODE FOR THE NEXT WAVE
(registration required – special one-day rate available; see page 6 for details. More information can be found at www.IBTTA.org)
PRESENTED BY: Shaun Tomson, World Surfing Champion, Entrepreneur and Author, Santa Barbara, CA
Purpose is the energy that empowers individuals to thrive. Purpose also positively impacts organizations. Shaun Tomson’s personal story of triumph as the top professional surfer in the world, business experience as an entrepreneur/founder of two clothing companies and finding meaning again after the death of his son makes a compelling story of finding your purpose, setting goals, commitment, leadership, determination, overcoming fear, faith, resilience and the power of positivity. In this interactive workshop, Shaun will guide participants in identifying their personal Code – their purpose and commitment to themselves. He will also provide participants with a tool to powerfully re-engage individuals around them and activate a positive wave of commitment and performance. Participants will receive a copy of Shaun’s book, The Code: The Power of “I Will.”
Registration is included in the YP-C Day fee. If you are not part of the YP-C day and wish to attend this presentation, please join the participant waitlist at www.IBTTA.org/sandiego.

10:00am – Noon  ROUNDTABLE
EMERGING & INNOVATIVE TECHNOLOGY APPROACHES
(open to registered attendees, see page 7 for details)

Noon – 1:00pm  LUNCH ON YOUR OWN

1:00pm – 2:30pm  ROUNDTABLES
TOLLING 101
(open to registered attendees, see page 7 for details)

CTO ROUNDTABLE
(open to registered attendees, see page 7 for details)

SANDAG – SAN DIEGO’S BOLD NEW TRANSPORTATION VISION IN FIVE BIG MOVES
(open to registered attendees, see page 7 for details)

3:00pm – 4:30pm  YP-C MENTORING ROUNDTABLES

3:00pm – 4:30pm  BREAKOUT WARM-UP SESSIONS
| SPECIAL TOPICS |
THE IMPACT OF MAAS ON THE TOLLING INDUSTRY
Mobility-as-a-Service (MaaS) continues to change the transportation industry by integrating multiple transportation services into a single mobility service, accessible on demand. It represents a shift from independent infrastructure owners and service providers to a coordinated approach that can be used to improve the customer experience and achieve local and regional mobility goals. Successful MaaS systems seamlessly integrate services and fees to make it easier for travel without being limited to a specific provider. This concept also creates the potential for significant shifts in mode shares of people and goods out of single-user vehicles and into transit, micro- and shared-mobility. Panelists will discuss what roles the tolling industry could play (or are already playing) in MaaS systems and how MaaS could impact the technology, services and facilities used by tolling agencies.

MODERATOR: Tom Delaney, Vice President, Atkins, N.A., Orlando, FL
The Role of Next-Gen Back Office Systems in Delivering Mobility-as-a-Service (MaaS)
Chris James, Senior IAE, SAP Public Services, Austin, TX and Martin Schmid, Client Director, SAP BRIM, Ft. Lauderdale, FL
MaaS CASE Study – Regional Seamless Mobility in the Bay Area
Carol Kuester, Director, Metropolitan Transportation Commission, Oakland, CA
MaaS Eco-System, “What’s In? What’s Out?”
Willy Dommen, Director/Board Member, Auriga Corporation, MaaS America, Inc., Milpitas, CA

11:15am – Noon  COUNCIL MEETING

Sponsored by: HNTB
Reducing Congestion Through MaaS – A Case Study from Israel
Dan Schlaff, Director, Strategy & Business Development, Via, Bethesda, MD

Better Data, Best Decisions
Philip Underhill, Senior Vice President, Strategic Partnerships, Verra Mobility, Mesa, AZ

| FIELD SYSTEMS/LANE SYSTEMS |

NEW DEVELOPMENTS IN AET CONVERSIONS
Over the past decade, agencies have been converting traditional toll facilities and programs to All-Electronic Tolling (AET) with great success. Each transition has its own nuances and challenges. However, the achievements outweigh those challenges with respect to infrastructure modifications, scheduling restrictions, budgeting and procurement, engineering inputs, business rule adoptions, public outreach, stakeholder buy in, tolling schema changes, to name just a few. This session will focus on the successes of these programs and the decisions during the development and deployment that lead to the positive results.

MODERATOR: Heather Henck, P.E., PTOE, Manager Traffic, RK&K, Baltimore, MD

Tackling Florida’s AET Gorilla: What Florida’s Turnpike Learned During a 150-mile Corridor AET Conversion
Nicole Jeffers, P.E., Senior Transportation Engineer, RS&H, Orlando, FL

Everyone’s Doing AET – Now What? How to Enforce AET Across Borders
Carrie McInerney, P.E., Section Manager, Transportation Technology, HDR, Boston, MA

The Fair Travel Program – On-Road HOV Enforcement Lessons Learned
Eric Coraggio, Project Manager, Innovation, Transurban, Washington, DC

| BACK OFFICE SYSTEMS |

DESIGNING AND BUILDING A CUSTOMER-CENTRIC BACK OFFICE SYSTEM
In the modern world, toll road users are savvy technology consumers. Doing business online has become a lifestyle and is growing at exponential rates. Today’s toll agency needs to catch up to this is cultural shift--from being driven by operational needs to becoming more focused on the needs of the customer. This is how technology firms succeed and the toll industry must adapt in order to stay on par with customer expectations. Toll agencies are looking at private companies such as Amazon and Zappos, to help make this culture change and alter the ways in which the back office operates and interacts with their customers. The shift is toward creating a customer centric contact center, which drives the customer toward automated systems such as user-friendly websites, interactive voice recognition (IVR) phone systems and online payment apps. These systems need to be integrated into the back-office database system in order to appear seamless to the customer as they manage their accounts or pay their toll. But the key is to start the design with the customer in mind. Presenters will discuss lessons learned, best practices and future plans for customer-centric back office systems.

MODERATOR: Andrew Cadmus, P.E., Toll Operations Consultant, HDR, Vienna, VA

How Technology Delivers Customer Experience
Tawnya Freund, Chief Operating Officer, Cofiroute USA, Irvine, CA

Developing Omnichannel Experiences – Better Customer Experiences = Better Results
Wanda Sneed, Program Manager, ETC, Richardson, TX

Yosvany “Gio” Rodriguez, Senior Director, Contract Center and Collections, North Texas Tollway Authority, Plano, TX

4:30pm – 6:30pm SPECIAL EVENT

IBTTA FOUNDATION BACKYARD OLYMPICS
(see page 5 for details)

6:30pm – 9:30pm EVENING EVENT

SAN DIEGO UNDER THE STARS
(see page 4 for details)

8:00pm – Midnight EXHIBIT

EXHIBIT SET-UP
(for exhibitors only)
FRIDAY, APRIL 3, 2020

7:00am – 5:00pm  REGISTRATION

7:00am – 8:30am  BREAKFAST WITH EXHIBITORS

8:30am – 9:00am  GENERAL SESSION

OPENING REMARKS

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

Samuel Johnson, Chief Toll Operations Officer, Transportation Corridor Agencies (TCA) and President, IBTTA, Irvine, CA

Joe Wire, Chief Financial Officer, Golden Gate Bridge, Highway & Transportation District and Chair, California Toll Operators Committee (CTOC), San Francisco, CA

9:00am – 10:30am  GENERAL SESSION

SHARING THE BOLD NEW VISION – THIS IS OUR DEFINING MOMENT!

The world of transportation is changing with new technology, new mobility models and increased discussions around tolling and user-based fees. This new era of transportation provides increased opportunities to manage transportation demand and will change the way customers utilize transportation services. The auto industry, MaaS start-ups, shared mobility/TNCs, micro-transit services, 5G providers, and others are making game changing decisions and investments in technology and how mobility services are delivered. At the same time, governments are seriously considering introducing urban congestion pricing, road usage charges, changing land use requirements and other activities that will change the way we get around. These advancements require vision for this new era of transportation and thoughtful consideration of the tolling industry’s role in this closer-knit, fully integrated transportation fabric. The time is now to plan how we will carry forward successes of the past and leverage new opportunities. Our industry thought leaders are already taking steps towards this bright new future with visions, plans and real-world implementations of pricing as it relates to a broader, integrated mobility model. Attendees will leave this session motivated with an expanded perspective on the future and with new information about the need for and possibilities of our industry leading the way into a new era of integrated mobility.

MODERATOR: Jim Madaffer, Chief Executive Officer, Madaffer Enterprises, San Diego, CA

Hasan Ikhrata, Executive Director, SANDAG, San Diego, CA

Phillip Washington, Chief Executive Officer, LA Metro, Los Angeles, CA

10:30am – 11:00am  REFRESHMENT BREAK WITH EXHIBITORS

11:00am – 12:30pm  BREAKOUT SESSIONS

| SPECIAL TOPICS |

THE POTENTIAL CONVERGENCE OF ROAD USER CHARGING AND TOLLING

Road User Charging (RUC and aka Vehicle Miles Traveled fees, Mileage-Based User Fees) all have one fundamental goal — to ensure that there is a steady flow of funding to build, operate and maintain the nation’s roadways. As fuel economy improves and more electric vehicles are on the road, the purchase of gasoline is no longer a good proxy for how much a vehicle uses the road. And over time, as gas tax receipts flatten and decline, relying on those revenues will put the health of the road systems at risk. While tolling collections are typically used to pay off a specific facility, RUC will be a replacement to replenish the general transportation fund. Tolling and RUC have somewhat different purposes, but they share many common aspects including technologies, account management, commercial back offices and the need to gain public acceptance. This session will be presented from both the public and private sectors to explore and review the various areas of potential convergence between road usage charging and tolling.

MODERATOR: Lev Pinelis, P.E., Director, Innovation, Transurban, Alexandria, VA

The AET, Congestion Charging and RUC Crossroads

Steve Morello, Partner, Milestone Solutions, Miami, FL

Integrated User-Based Charging for Heavy Vehicles

Nina Elter, SVP, Global Market Development, EROAD Ltd., Auckland, New Zealand

RUC & Tolling – Opportunities, Limitations, and Considerations

Reema Griffith, Executive Director, Washington State Transportation Commission, Olympia, WA

Tolling and MBUF Working Together to Gain Public Understanding and Acceptance

Louis Neudorff, P.E., Principal Technologist, Jacobs Engineering, Cape Charles, VA
Tolling CTOs are constantly bombarded with new ideas and new technologies which will make their operations more efficient and make the CTOs' life easier. There are several technologies which are being considered as we develop the next generation back office. These include Cloud Computing and Storage, Blockchain, Tokenization, use of Artificial Intelligence and Machine Learning, and ChatBOTS. Furthermore, conventional approaches to Customer Relationship Management, Interactive Voice Response system are giving way to next generation solutions. A CTO is responsible for ensuring that he has the best value system for today's world while being ready to manage the customer from 2030. This session will explore how to leverage this next generation suite of tools—what makes sense and what doesn’t in terms of improving time to market, creating best value for the user and the agency, ensuring interoperability with other agencies, and preparing the system for tomorrow. Presenters will dive into the policy and operational impacts of these future technologies in our back-office systems.

MODERATOR: Sabu Stephen, Assistant Executive Director, North Texas Tollway Authority, Plano, TX

**Adopting Blockchain – Real ResultsCrossroads**
Ian Carvalho, M.S., Blockchain Developer, Milligan Partners, New York, NY

**Enabling New Technologies for BOS with Low Code Development Platforms**
Randy Moore, CPA, Vice President, Business Development, ETC, Richardson, TX

**How The Cloud Can Remake The Tolling Back Office**
Phil Silver, Leader, Transportation — Public Sector, Amazon Web Services, Ashburn, VA

**The Virtual Back Office**
Abenezer Yohalashet, Head of Tolling, PayTollo, San Jose, CA

Increasing congestion and lack of funding are challenges that Priced Managed Lanes have the potential to address, just not enough in the traditional way. Managing all lanes, connecting networks, serving as test beds for CV/AV while reducing the physical collection and enforcement footprint are opportunities that require smart risk taking in maturing technologies that could be ready for the next generation of projects. Presentations will reflect how agencies can harness the potential of private sector innovation to accelerate technology implementation.

MODERATOR: Aly El Salmi, Associate Consultant, Highway/Tolling, WSP USA, San Francisco, CA

**Using Part-Time Shoulder Lanes as Managed Lanes**
Raj Paradkar, P.E., Senior Project Manager, Kimley-Horn, Reston, VA

**Combining Dynamic Pricing and Big Data to Open the 395 Express Lanes**
Matthew Putterman, Manager, Pricing and Data Analytics, Transurban, Alexandria, VA

**Occupancy Detection – Has the Holy Grail Arrived?**
Douglas Chastain, P.E., PMP, Director, Sales and Operations, Western U.S., Conduent, Prosper, TX

**Cutting Weight – An Expanding Agency Looks to Simplify**
Annie Gillespie, P.E., Chief Engineer, State Road & Tollway Authority, Atlanta, GA

**| INNOVATION “TECH” TALKS |**

**ROUND #1**

**FACILITATOR:** Jason McCartney, Project Manager, Gannett Fleming, Philadelphia, PA

**Connected Mobility – Harnessing Technology to Make Lives Better**
Jason Wall, Chief Executive Officer, A-to-Be, powered by Brisa, Downers Grove, IL

**Human Behavior; The Best Solution to the Problem!**
Michael Davis, P.E., DBIA, Vice President, Tolls & Technology Service Group Leader, RS&H, Inc., Orlando, FL

**Keeping Your Eye on the “Why”**
Dee Anne Heath, Director of External Affairs and Media Relations, Central Texas Regional Mobility Authority, Austin, TX

**Equity in Transportation – The Real-Life Stories**
Jeff Kupko, P.E., PTOE, Assistant Program Manager, Emerging Transportation Technologies – Smart Communities, Michael Baker International, Westerville, OH

**12:30pm – 2:00pm LUNCH WITH EXHIBITORS**
2:00pm – 3:30pm

BREAKOUT SESSIONS

| SPECIAL TOPICS |

**ORGANIZATIONAL STRATEGY AND INNOVATION FOR THE FUTURE OF TRANSPORTATION**

We are living in the Technological Revolution (or, the “Fourth Industrial Revolution”) in which disruptive technologies and trends such as the Internet of Things (IoT), robotics, virtual reality (VR) and artificial intelligence (AI) will change the way we live and work. Innovation is driving change in the mobility landscape and tolling organizations are responding by stepping up their innovation profile with deep and broad changes in their organizational culture, trailblazing pilots of emerging technologies, and considering new business and service delivery models. This session will focus on strategies and practices that toll organizations can adopt to stay current with the rapidly changing transportation landscape and position themselves for the future. It will also focus on what different organizations, public and private, have done to meet the challenges of tomorrow.

**MODERATOR:** Chris Tomlinson, Executive Director, State Road & Tollway Authority, Atlanta, GA

**Mobility on Demand Business Models – Policies and Partnerships in an Innovation Environment**

Rudy Faust, Senior Associate, Shared-Use Mobility Center, Chicago, IL

SunTrax – Where Florida’s Turnpike Enterprise is Accelerating the Future of Transportation

Nicola Liquori, Executive Director and CEO, Florida’s Turnpike Enterprise, Ocoee, FL

The Seeds of the Future are Sown Today, So You Can Prepare for What Comes Next

Josh LittleSun, Director, Roadside Technology, ETC, Richardson, TX

Transurban’s Approach to Driving Innovation – Lessons Learned and Takeaways

Alexander Shirshov, Innovation Analyst, Transurban North America, Alexandria, VA

Work Zone Reservation Management – Innovation at the New Jersey Turnpike Authority

Jose Dios, Chief Information Officer, New Jersey Turnpike Authority, Woodbridge, NJ and Todd Rothermel, Vice President, Technology Practice Leader, HNTB Corporation, Parsippany, NJ

| FIELD SYSTEMS/LANE SYSTEMS |

**LIFE BEYOND RFID TOLLING**

Our industry is changing rapidly, and emerging technology has the potential to reduce the footprint of in lane infrastructure, enhance our data gathering ability and provide payment efficiencies. Cellular systems, geo fencing, image-based systems, smart cities, and V2I may all have a role to play in our next generation payment systems. Panelists will discuss what’s being done to prepare for life beyond RFID including pilots and will include demonstrations, and ideas for helping agencies move to the next generation of tolling.

**MODERATOR:** Bruce Emberley, Operations and Tolling Services Manager, E-470 Public Highway Authority, Aurora, CO

A Viable Alternative – The New and Improved Video Tolling

James Alves, Senior Business and Technology Partner, Q-Free, San Diego, CA

Using a Smartphone as a Substitute for Toll Collection

Richard Carrier, Chief Executive Officer, GeoToll, Inc., Cooper City, FL

The March Towards Autonomous Toll Collection

John Freund, President, BancPass, Carlsbad, CA

Beyond the Transponder and RFID

Chris Georgieff, Chief Operating Officer, TollSense LLC, Flower Mound, TX

The Evolution of RFID

Yousuf Kamal, Manager, Marketing and Business Development, TransCore, Albuquerque, NM

| BACK OFFICE SYSTEMS |

**LESSONS LEARNED – BACK OFFICE SYSTEMS PROCUREMENT & IMPLEMENTATION**

Procurement departments everywhere face a common challenge. How can you increase transparency, control and compliance, while delivering measurable business benefits for your organization? The pace of change in Information Technology systems is fast and is not abating. In the past, the waterfall approach to software development may have worked but today’s IT organization must utilize agile development methodologies and consider the impact of change on the Operational Technology systems. The back office must deliver many things: reduce revenue leakage, prevent cyber breaches, ensure interoperability, provide agency management with the data needed to run the business, and provide road users a seamless, no-pain experience. This session will focus on how an agency can determine the best approach to deliver a back office that achieves the goals of the agency. It will draw upon lessons learned from recent procurements and discuss establishing the right framework for the system, creating a procurement approach that is agile, comprehensive, and compliant, identifying the provider best positioned to deliver the BOS for today and for the future, ensuring that the back office procurement considers the introduction of new tolling sensors and approaches, and that system can be implemented and managed in controlled, measured approach.

**MODERATOR:** Andrew Fremier, P.E., Deputy Executive Director, Bay Area Toll Authority, Oakland, CA
BOS Procurement – RFI to Final System Acceptance Do It Right the First Time!
Anil Mirmira, P.E., Manager, Tolls Systems, Harris County Toll Road Authority (HCTRA), Houston, TX

Successful Back Office Migration Planning and Execution
Jiqin Zeng, Senior Information System Analyst, SANDAG, San Diego, CA

Lessons Learned with Back Office Procurement
Juhi Chawla, Interim Director of IT, North Texas Tollway Authority, Plano, TX

Lessons Learned/Scars Earned – How to Succeed Together
Brian McNiff, Vice President, Kapsch TrafficCom, Tysons, VA

INNOVATION “TECH” TALKS |
ROUND #2
FACILITATOR: Stephanie Blanco, Capital Projects Manager (Toll), Riverside County Transportation Commission, Riverside, CA

The Trouble with Being First – Innovating in Transportation Today
Randy Iwasaki, P.E., Executive Director, Contra Costa Transportation Authority, Walnut Creek, CA

Me No Speak Toll
Shannon Swank, Vice President, BancPass, Austin, TX

The Best Ideas are Often the Most Obvious in Hindsight – Is a Simple Smartphone that Tackles Congestion Next?
Mike Papineau, President, RideFlag Technologies, Inc., Mississauga, Ontario, Canada

How Nationwide Interoperability Could be a SNAP
Brad Smith, AAP, Senior Director, Nacha, The Electronic Payments Association, Herndon, VA

3:30pm – 4:00pm REFRESHMENT BREAK WITH EXHIBITORS

4:00pm – 5:30pm BREAKOUT SESSIONS

SPECIAL TOPICS |
CONGESTION PRICING – MORE LIVABLE CITIES THROUGH FUNDING AND TECHNOLOGY
Congestion pricing is emerging as a key tool for government officials to manage their cities. New York has announced their plans to implement a system by early 2021 and several other cities including Boston, Chicago, Seattle, Vancouver and Los Angeles are now considering congestion pricing as an approach to managing congestion and raising revenue for transportation projects. This session will consider the challenges, strategies and approaches that can be employed for congestion pricing. Among the areas to consider are topics such as determining what the appropriate policy approach, garnering political support for the approach, generating public acceptance, determining and managing the technological approach, implementing what is essentially a toll system in an urban environment, integrating congestion pricing with local tolling entities and maintaining and operating the congestion pricing system over the long term.

MODERATOR: Mark Cantelli, Vice President, Head of Global Delivery, TollPlus, Carrollton, TX

Alison C. de Cerreño, Ph.D., Senior Vice President, Business Operations & Transformation Officer, MTA Bridges and Tunnels, New York, NY

Metro’s Traffic Reduction Study – Convergence of Mobility, Equity and Environmental Outcomes
Tham Nguyen, Senior Director, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Lessons Learned from London and Stockholm
Donovan Guin, Tolling Services Director, IBM, Philadelphia, PA

Infrastructure Design Aspects for Congestion Pricing
Gabriel Makki, Product Manager, Kapsch TrafficCom, Vienna, Austria

AI-Driven Dynamic Pricing is Coming to a City Near You
Alex Shartsis, Co-Founder & CEO, Perfect Price, Oakland, CA

FIELD SYSTEMS/LANE SYSTEMS |
DRONES AND OTHER CRAZY NEW STUFF
Toll facility operators are continuously challenged with new technologies and tools which promise great value for our industry: reduced costs, increased safety, increased capacity, etc. Some of those technologies include Use of Drones, Big Data Analytics, Blockchain, Artificial Intelligence, Automation and Digitalization. Presenters will discuss how lots of “crazy new stuff” can be integrated into existing business processes. Not a dull moment in this session!

MODERATOR: Maureen Walker, Communications and Public Affairs Manager, E-470 Public Highway Authority, Aurora, CO

The Fox Watching the Henhouse – An Agency’s Approach to Auditing Lane Accuracy
David Patterson, Tolling Solutions Architect, Harris County Toll Road Authority (HCTRA), Houston, TX

Getting the Most Out of Our Drone Capabilities at the Pennsylvania Turnpike Commission
Mike Davidson, P.E., PTOE, Senior Traffic Operations Project Manager and Robert Marsters, Senior IT Manager, Pennsylvania Turnpike Commission, Middletown, PA

Using Road Tolls to Launch eVTOLs
Suzanne Murtha, National Lead, Connected and Automated Technology, AECOM, Alexandria, VA
Among the issues that are consistently rated as the top issues of concern to CIOs and CTOs is the challenge of cybersecurity. Cities such as Atlanta and Baltimore have experienced ransomware attacks, disrupting business and potentially exposing them to untold losses. The challenge is whether to pay the ransomware or to invest in an approach to cybersecurity that thwarts such attacks. Toll agencies have valuable information including Payment Card Information and Personally Identifiable Information, including credit card and name/address stored in the back-office system making their tolling back office an attractive target. This session will explore the typical attacks that agencies are vulnerable to, what measures can be taken to prevent an attack, how attacks can be mitigated once they are underway, and how to ensure recovery while minimizing damage. Experts will also discuss threats, how to mitigate them and how to manage/prevent them in the future.

MODERATOR: Randi Oldham, Senior Tolls Analyst, Atkins N.A., Cross Roads, TX

Four Goals to Step Up Your Cyber Game
Konrad Fellmann, Vice President and Chief Information Security Officer, Cubic Transportation Systems, San Diego, CA

Leveraging Secure Cloud Solutions to Deliver Next-Gen Back Office Systems While Maintaining a Strong Security Posture
Rich Gustafson, Vice President & CTO, SAP NS2 Cloud, (SAP National Security Services), Herndon, VA

Is Your Toll System Infrastructure Ready to Prevent an Attack?
Juan Kuthy-Saenger, Project Director, SNC Lavalin-Atkins, Oakland, CA

Building a Culture of Cyber Awareness
April Rothermel, Information Security Officer, Pennsylvania Turnpike Commission, Middletown, PA

Precaution is Always Better Than a Cure!
Swetha Yalamanchili, Director, Infrastructure, TollPlus LLC, Chandler, AZ

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<th>INNOVATION “TECH” TALKS</th>
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<td>FACILITATOR: Jeffrey Weiss, Senior Toll Consultant, Gannett Fleming, New Windsor, NY</td>
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Are the Building Blocks of Innovation New Technology or Process Change?
Randy Cole, Chief Solutions Officer, Ownum, Aurora, OH

V2X and WiFi – A Perfect Combination for Improving Safety on Austrian Highways
Bernd Datler, Managing Director, ASFINAG, Salzburg, Austria

The Toll Road of the Future is Just Over the Horizon – Are You Ready?
Brian Kelley, Chief Technology Officer, Ohio Turnpike and Infrastructure Commission, Berea, OH

Cleveland Ferguson, Senior Vice President, Administration, Jacksonville Transportation Authority, Jacksonville, FL
The Internet is now over a quarter century old. The number of wireless subscribers in the US has grown from 109 million in 2000 to over 400 million in 2020—more than 1.2 wireless phones per person. Worldwide, the number of wireless subscribers is approaching six billion—and usage has transitioned away from traditional voice usage to a reliance on the phone for data, information, mobile payments, mapping, and social media. The two trends of the increased availability of valuable information and the ability to access this information anywhere is ushering in an era of new business models, new use cases, increased productivity, and greater power in the hands of users. And as 5G networks roll out with the accompanying rise of the Internet of Things, we may just be getting started. Couple that with greater acceptance of Automated Vehicles, Connected Vehicles, and Electrification of the Fleet, and the way we manage roadways will need to adapt to the brave new world. This panel will include experts from auto companies, wireless providers, and technology leaders to discuss what is coming, and potential impacts on the transportation industry, payment systems and tolling. The discussion will reflect their thoughts on key trends and how things will shape up for the next 5 years, 10 years and beyond. In 1995, who would have predicted we would be where we are today?

MODERATOR: Joe Averkamp, Vice President for Systems and Solutions, Parsons Corporation and Co-Chief Meeting Organizer, Arlington, VA
Roger Lanctot, Director, Automotive Connected Mobility, Strategy Analytics, Herndon, VA
Monali Shah, Strategic Business Executive, Google, Oak Park, IL
Phil Silver, Leader, Transportation – State & Local Government, Amazon Web Services, San Diego, CA
Daniel Feldman, Managing Director, Global Network and Technology, Verizon, Orange County, CA

Noon – 1:30pm LUNCH WITH EXHIBITORS

CALIFORNIA – WE’RE LIVING THE DREAM!
We’ve saved the best for last! Trust us. You’re not going want to miss this highly interactive, “talk show” style discussion with California’s tolling and emerging mobility solutions leaders. It’s been six years since IBTTA was last in California. So much has happened and is happening in the Golden State! Nowhere in the United States has tolling and road pricing been more in the spotlight as an essential component of transportation funding and mobility. In this session, you will hear from each of California’s toll agencies about the progress we’ve made, lessons we’ve learned and how we are preparing for the future. Whether you are a fellow toll agency, consultant or vendor/supplier, the insight you’ll gain from this session will be invaluable. Don’t miss it!

MODERATOR: Kary Witt, Vice President, HNTB Corporation and Chair, Council of Platinum Sponsors, San Francisco, CA
Joe Wire, Chief Financial Officer, Golden Gate Bridge, Highway & Transportation District and Chair, California Toll Operators Committee (CTOC), San Francisco, CA
Michael Blomquist, Toll Program Director, Riverside County Transportation Commission, Riverside, CA
Elizabeth Rutman, Director of Express Lanes Implementation and Operations, Alameda County Transportation Commission, Oakland, CA
Casey Emoto, P.E., Chief Engineering and Program Delivery Officer, Santa Clara Valley Transportation Authority, San Jose, CA
Andy Fremier, P.E., Deputy Executive Director, Bay Area Toll Authority, Oakland, CA
Kirk Avila, General Manager, Express Lanes Programs, Orange County Transportation Authority, Orange, CA
Samuel Johnson, Chief Toll Operations Officer, Transportation Corridor Agencies (TCA) and President, IBTTA, Irvine, CA
Tim Byrne, Project Delivery Manager, San Bernardino County Transportation Authority, San Bernardino, CA
Joe Rouse, Supervising Transportation Engineer, Caltrans, Sacramento, CA
Ryan Ross, Acting Director, Regional Transportation Services, SANDAG, San Diego, CA
Tilly Chang, Executive Director, San Francisco Country Transportation Authority, San Francisco, CA
Shahrzad Amiri, Executive Officer, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

3:00pm – 3:30pm CLOSING SPEAKER & ADJOURN