

# **IBTTA Annual Meeting & Exhibition**

## **Anaheim, California | October 10-12, 2021**

Leading *Through* Disruption -- Let's Rock and Roll\*!

### **CALL FOR PRESENTATIONS – SESSION DESCRIPTIONS**

Please Note: submissions are not being accepted for any of the General Sessions. However, the Annual Meeting Planning Group encourages you to read the descriptions so that you know what's in store. And then, submit for all the sessions in the breakout tracks!

#### **GENERAL SESSIONS**

##### **GENERAL SESSION #1: Sharing the Bold New Vision. This is Our Defining Moment.**

*Get Ready, Cause Here I Come!*

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.

**NO SUBMISSIONS ACCEPTED.**

## **GENERAL SESSION #2: Toll Excellence Awards -- Projects Revealed**

*The Best is Yet to Come!*

This session will give the winners of the 2021 Toll Excellence Awards the opportunity to present 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 2021. The President's Award ceremony will take place at the Closing Banquet on Tuesday evening.

**NO SUBMISSIONS ACCEPTED. BUT BE SURE AND SUBMIT YOUR PROJECTS/PROGRAMS FOR A TOLL EXCELLENCE AWARD BEGINNING MARCH 22, 2021. [WWW.IBTTA.ORG](http://WWW.IBTTA.ORG)**

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## **GENERAL SESSION #3: California: We're Living the Dream!**

*California Dreaming!*

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 seven 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!

**NO SUBMISSIONS ACCEPTED.**

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## **GENERAL SESSION #4: Wow! That's Really Gonna Happen? (Featuring Cool Stuff from Auto Manufacturers and Related Industries)**

*Dream On!*

Join us as we close out our time together exploring the mind-blowing future of the convergence of technology and new services and their impact on tolling. Representatives from auto manufacturers, the communications industry, technology solutions and service providers will be giving us a "sneak peek" into their latest and greatest ideas and inventions. Crazy stuff, like passenger drones, airspace tolling and brain to vehicle technology. Come see and hear what they have planned. Give your feedback. You won't want to miss this session!

**NO SUBMISSIONS ACCEPTED.**

## **BREAKOUT TRACKS**

### **BREAKOUT TRACK #1: Innovative Partnerships, Alliances and Collaborations**

*Come Together*

As the tolling industry continues to evolve around the world, we recognize the need for more collaboration when it comes to technology, mobility services, policy development, social and environmental equity, research and innovation, diversity, operations, politics, and much more. Partnership and collaboration are key tools that help us address concerns with a much broader perspective and to find solutions to the issues we face as an International industry. This track looks to showcase examples of where collaborations, partnerships, and alliances have been formed and have successfully “moved the needle” to allow growth and understanding in an era of everchanging dynamics. We are looking for submissions to include successful collaborations, partnerships, and alliances with: Transit, OEMs, Technology Vendors, Political Leadership, Universities, Business Communities, Community Organizations, Federal Agencies, Freight & Logistics Providers, International Partners, Shared Mobility/Ride-Hailing entities, etc. Based on your submissions, the planners will build three sessions for this track. So, let us know what you’re working on and come and speak about your innovative partnerships, alliances and collaborations!

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### **BREAKOUT TRACK #2: The Future Toll Organization: Service Delivery and Issues in the Workforce/Workplace**

#### **Session 1: Workforce Trends and How They’ll Impact Our Industry**

*The Future’s So Bright, We Gotta Wear Shades!*

The Tolling Industry is at a critical crossroads. It is facing both internal and external influences that will affect the workforce for years to come. We are facing the “Silver Tsunami” of executives retiring in the next few years. Unlike other industries, one does not learn Tolling in school. What are we doing to preserve the institutional knowledge these leaders have amassed? What are we doing to educate and train the future leaders? To attract top talent into the field? To bridge the technological gap between the generations? Additionally, outside factors such as Covid19 and Climate Change have affected the way we work and prepare for disasters. Not even 5 years ago, the thought of an entire organization working from home was but a dream. Climate disasters such as wildfires, floods, ice storms, and tornadoes have greatly impacted certain states. How is technology helping bridge the gap? What are some tools and best practices being used to implement new protocols while maintaining integrity? Many organizations have turned to artificial intelligence (AI), robotic process automation (RPA), and other technologies to improve efficiencies and enable employees to work remotely. Alternatively, what are organizations doing to reduce their carbon footprint to help improve the environment, decrease emissions, and promote “green” initiatives? This session seeks presentations that explore innovations from both the public and private sector. Come share your uses of technology and improvements that affect our workforce.

## **Session 2: Tolls in the Broader Mobility Service Community – Melding or Meddling?**

*I Can See Clearly Now...*

Toll agencies were typically created to incur large debt obligations to build and maintain large bridges, tunnels and roads. To take on that debt, the agency makes a lot of commitments in how to use their toll revenues. Today, sister transportation mobility service providers look closely to toll organizations to help develop integrated mobility systems, possibly using toll revenues to help finance those systems. As these additional agencies get involved in mobility services, how does that impact the day-to-day operations and obligations of the toll agency? How are municipal debt obligations maintained? Who controls what toll agencies build and finance? And how can a large group of public entities work together effectively? The planners are interested in hearing about projects that have worked either way – melded together or meddled in!

## **Session 3: Bringing Diversity to the Industry**

*Up and Up!*

Companies that cannot embrace change are potentially doomed to fail. In today's global climate, a variety of viewpoints are vital for a company to lead through disruption. There is growing evidence that more diverse organizations are more effective, and better able to communicate with their stakeholders and customers. Although DBE engagement and growth is being encouraged by many agencies, it's important that we continue to recognize the value of bringing a variety of experiences into all aspects of our industry. Being able to adapt, grow and evolve is key to remain competitive and relevant in today's world. In this session, we seek presentations that display how companies are embracing change, diversity, and inclusion in their workforce. We encourage submissions from representatives of our ever-changing workforce and ideas to continue improving into the future.

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## **BREAKOUT TRACK #3: “Trend Talks”**

*Ch-ch-ch-changes!*

The “Transportation Industry” is a term that encompasses so many different yet interconnected aspects of mobility. The “Trend Talks” are a forum to highlight new ideas in this broad space in which we all work and live. Sessions are modeled on the famous TED Talk series, in which dynamic speakers communicate a story about a solution, innovation, service or idea that addresses an industry challenge, introduces a new idea or innovation, or presents an old idea in a new light. We are calling on thought leaders, innovators, and out-of-the-box thinkers to engage attendees with a dynamic talk. Please note this is **not** a product/service sales platform and we will not consider those types of submissions.

Format: This session is very different from the traditional IBTTA platform – there is no lectern, tables, chairs and we encourage little to no PowerPoint slide support. The goal is for speakers to engage their audience from a small, intimate stage where they can interact and tell the story about their topic. Each tech talk will be approximately 15-minutes long.

*Ideas and Food for Thought:*

- Lessons in Leadership (Leading in Disruptive Times)
- “Failing Forward” (Case Histories)
- Customer Bases Managed by Others or 3<sup>rd</sup> Parties – OPEX vs CAPEX
- Topics focused on disruption/emerging/future trends
- Reflections on learning from the past year. What if things never go back to the way they were?

**\*Bonus: We’re all about the Rock & Roll in Southern California and throughout the program. Have a better song idea(s) for the session you’re interested in? Add it to your submission description!**