TECHNOLOGY SUMMIT PROGRAM

ORLANDO, FL

March 19-22, 2022

HOSTED BY

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

FLORIDA'S TURNPIKE

IBTTA

TOLLING. MOVING SMARTER.

WELCOME TO ORLANDO!

Welcome IBTTA Delegates! I'm so excited to be here and to see YOU at the 2022 IBTTA Technology Summit!

The Technology Summit promises to be a productive and rejuvenating conference as we gather to learn about the technologies and trends affecting our industry now and in the future.

For my IBTTA presidency this year, I chose the theme "Resilience, Leadership and Opportunity." I will say more about this in my opening remarks on Monday. But suffice it to say that I'm a big believer in the importance of these values and how they help us grow individually and as an industry.

That we are even able to gather in-person this week—for only the second time in more than two years—is a testament to the resilience of you and the entire IBTTA family.

The Technology Summit program highlights some of the best examples of leadership in our industry—in interoperability, artificial intelligence, automated vehicles, safety, electrification, mobility as a service, and so much more. In short, if you're looking for leadership in tolling and transportation, you've come to the right place.

As for opportunity, I'll leave that to you. Whether it's during the educational sessions, networking events, in the exhibit hall, or anywhere else here at the Renaissance, I know the interactions that happen at this event will ripple out in the form of new ideas, new relationships, and new investments long after the program closes on Tuesday afternoon.

On behalf of the entire IBTTA family, I hope that this Technology Summit is the beginning of something great for you and your organization.

Diane Gutierrez-Scaccetti
Commissioner
New Jersey Department of Transportation
IBTTA President

CO-CHIEF MEETING ORGANIZERS

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

Jim Wilson, PMP
Southeast Tolls Program Director
TransCore LP
Orlando, FL

ABOUT OUR HOSTS

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

The Central Florida Expressway Authority (CFX) is an independent, locally controlled toll agency that is responsible for construction, maintenance and operation of a 125-mile limited access expressway system that serves more than 3 million residents and an estimated 75 million annual visitors in Brevard, Lake, Orange, Osceola, and Seminole counties. CFX is committed to operating a world-class mobility network that advances economic prosperity and quality of life. That's why CFX is preparing now for automated, connected, electric, and shared mobility technologies with future-ready infrastructure and customer-first transportation solutions..

FLORIDA'S TURNPIKE

Florida's Turnpike Enterprise is responsible for the management of the 511 centerline miles of the Florida's Turnpike System, which includes the Turnpike mainline and 11 expansion projects spanning 20 of the most populous counties throughout the State. The Enterprise also serves as the state's toll collection operator and collects tolls on 12 facilities owned or operated by the Florida Department of Transportation, such as Alligator Alley, the iconic Sunshine Skyway and express lanes in South Florida, Jacksonville and now, Orlando. In addition, Florida's Turnpike Enterprise processes tolls for counties, expressway authorities and for private toll operators. In total, the Enterprise touches 85% of the toll transactions generated in the State of Florida.

HOTEL INFORMATION

Renaissance Orlando at SeaWorld
6677 Sea Harbor Drive
Orlando, FL 32821
Phone: (407) 351-5555

BADGES: Badges are required to gain entry into all sessions. In consideration of other attendees, please wear your name badge to all scheduled functions.

CERTIFICATION: IBTTA will forward a certificate of attendance to all who sign the attendance form at the IBTTA registration desk.

CERTIFICATION/PROFESSIONAL DEVELOPMENT HOURS: IBTTA recognizes the need for professional engineers and planning professionals to demonstrate continuing professional competency in their respective fields and earn certification maintenance (CM) credit or professional development units (PDU). IBTTA will provide interested attendees with a certificate of attendance following the workshop..

COMPETING EVENTS: It is against IBTTA policy for other organizations to schedule events or meetings during the program.

CONSIDERATIONS: During the meeting, please silence all cellular phones and take side conversations outside of the room.

DRESS: Business or business casual is encouraged for all sessions.

LEADERSHIP ACADEMY ALUMNI: This designation reflects an alumnus of IBTTA's Leadership Academy. You'll see this designation throughout the program.

MEDIA: Members of the media are permitted to attend sessions only.

MEETING APP:

GET THE IBTTA MEETINGS APP
Scan this QR code with your smartphone to download the IBTTA Meetings app

Download on the App Store | ANDROID APP ON Google play | Available at amazon

MEMBER PUBLICATIONS AND COLLATERAL: All members of IBTTA are welcome to place their publications in the registration area.

PRESENTATIONS AND VIDEO RECORDINGS: Presentations authorized for distribution will be available to IBTTA members only on IBTTA's website within two weeks following the meeting.

REGISTRATION FEES AND EVENT TICKETS: Delegate and Speaker fees include all meals, functions and sessions. Tickets may be available to evening and other events.

SATISFACTION SURVEY: Please help IBTTA improve future meetings by completing the survey that will be emailed to you following the conference.

SPECIAL ACCOMMODATIONS: If you need special accommodations to fully participate in IBTTA events, please notify the staff at the IBTTA registration desk.

SPONSOR/EXHIBITOR INFORMATION: Please support our generous sponsors and exhibitors by reviewing the Sponsor and Exhibitor section of this program and spending time in the Exhibit Hall.

VIRTUAL ACCESS: IBTTA will offer a Live-stream of all General Sessions listed on the agenda on Monday & Tuesday. To participate and learn more, register at ibtta.org/Orlando.

HEALTH & SAFETY

Full Covid-19 Vaccinations are required to attend the meeting. Masks are suggested in all meeting space.

WI-FI

Network Name: IBTTATech
Password: CSG2022
Meeting WiFi is sponsored by: csg

ABOUT IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 20 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

TECHNICAL TOUR: SUNTRAX
AMERICA'S CENTER FOR TRANSPORTATION INNOVATION

Sunday, March 20, 2022 | 8:15am – 12:30pm
Fee: $40 per person

- Tour is open to registered delegates.
- Limited to 200 attendees.

This tour includes some walking. ***Participants are required to wear closed toe shoes****. Tour will take place rain or shine.*

Florida's Turnpike Enterprise is hosting an exclusive tour of the SunTrax Innovation Facility. If you joined the 2019 tour, you'll be excited to see how much has been accomplished since then. Located off I-4 between Orlando and Tampa, SunTrax is a large-scale, cutting-edge facility developed by the Florida Department of Transportation and Florida's Turnpike Enterprise, dedicated to the research, development, and testing of emerging transportation technologies in safe and controlled environments. Come see the site's advanced infield capabilities and how its transforming transportation, tolling, and autonomous vehicle testing in North America. Learn more about SunTrax (**www.suntraxfl.com**)!

EVENING EVENT: TIN ROOF

Monday, March 21, 2022 | 6:30pm – 9:30pm
Buses depart at 6:15pm from the hotel.

Fee: included in registration; tickets for non-registered attendees will be available at the IBTTA registration desk.

Join your friends and colleagues for great food, drinks, and fun tonight. We have three spaces for you to enjoy, including a spin on the Ferris Wheel if that suits you! Don't forget to request your favorite song with the DJ inside, and make sure to thank our friends at Duncan Solutions, Inc., eX² Technology and HDR for sponsoring all the fun.

Sponsored by:

FOUNDATION FUNDRAISER BACKYARD OLYMPICS

Saturday, March 19, 2022 | 5:30pm – 7:30pm
Individual Entry Fee: $75

Join us for the IBTTA Foundation Backyard Olympics on Saturday evening!

The individual entry fee covers the games and a couple of drinks and is a fantastic opportunity for networking and camaraderie. This event is a fundraising in support of the IBTTA Foundation Scholarship Fund.

Pick up your wristband and drink tickets at the registration desk (Crystal Foyer).

Sponsored by:

ATKINS Member of the SNC-Lavalin Group | AECOM Delivering a better world | COFIROUTE USA | HNTB | IBM | LINEBARGER ATTORNEYS AT LAW | Milligan Partners. | TOLLPLUS ADVANCED TOLLING SOLUTIONS | TRANSCORE

US HUNGER – COMMUNITY SERVICE PROGRAM

Sunday, March 20, 2022 | 9:30am – Noon
Space is limited: registration required
Participation Fee: $25

Come join your friends and colleagues on Sunday morning, March 20th in the atrium of the Renaissance Hotel, for a community service project to support people in Central Orlando who are hungry and in need. Join us to have fun while giving back to the local community. Space is limited for this event. Sponsorships are available.

Sponsored by:

ATKINS Member of the SNC-Lavalin Group | COFIROUTE USA | HNTB | IBM | TRANSCORE

AGENDA

SATURDAY, MARCH 19, 2022

9:00am - 7:30pm

(Crystal Foyer)

REGISTRATION

9:30am – 11:00am

(Oceans 3-4)

BLOCKCHAIN TECHNOLOGY WORKSHOP

(limited attendees)

This working session will identify applications and/or solutions suited for distributed ledgers and other blockchain technologies, determining your best way to approach procurement. This session has a limited number of attendees.

SOLD OUT

FACILITATOR:

Matt Milligan, Managing Partner, Milligan Partners LLC, New York, NY

Rafael Hernandez, Vice President, National Practice Leader, Kyra Solutions, Inc., Lakeland, FL

Bob LaGatta, P.E., Project Director, ITS/Tolling, Atkins N.A., Charlotte, NC

Yufan Luo, Data Analytics, Milligan Partners LLC, Dallas, TX

Tyler Milligan, Managing Partner, Milligan Partners LLC, Dallas, TX

10:30am – 12:30pm

(Oceans 1-2)

LOST REVENUE TASK FORCE MEETING

Open to everyone

This will be a working meeting of the Lost Revenue Task Force, open to all delegates. There will be presentations and roundtable discussions following the working meeting.

CO-FACILITATORS: **Jessica Carson,** Director of Operations, E-470 Public Highway Authority, Boulder, CO and **Mark Muriello,** Director of Policy & Government Affairs, IBTTA, Washington, DC, Co-Chairs, Lost Revenue Task Force Committee

11:00am – 1:00pm **ROUNDTABLE**

(Labrid/Mako, 2nd Floor)

EXECUTIVES ROUNDTABLE WITH LUNCH

By invitation

This roundtable is exclusively for the chief staff executive of a toll agency, authority, or concession. Only one individual per organization may attend. This is a great opportunity to discuss thorny issues in a quiet, off-the-record setting with your colleagues.

FACILITATOR: **Diane Gutierrez-Scaccetti,** Commissioner, New Jersey Department of Transportation and President, IBTTA, Trenton, NJ

11:30am – 1:00pm **YOUNG PROFESSIONALS COUNCIL**

(Oceans 3-4)

YPC EVENT: TOLLING 102

Open to everyone

Join the Young Professionals Council for a follow up to previous Tolling 101 sessions. With a focus on roadside technology, Tolling 102 attendees will learn more about the devices in use today, the cutting edge of current technologies, and the future of roadside tolling technology.

MODERATOR: **Jason McCartney, P.E.,** Project Manager, Gannett Fleming, Philadelphia, PA

James Bird, Senior Field Technician, Red Fox ID Limited, Buckinghamshire, United Kingdom

Robert Kopelk, Consultant, Silicon Transportation Consultants, Palo Alto, CA

Chelsea Scheid, P.E., Toll Facility Engineer, Atkins N.A., Ocoee, FL

INTERVIEWER: **Heather Henck, P.E., PTOE,** Manager, RK&K, Baltimore, MD

SPECIAL GUEST: **Joe Waggoner,** former Executive Director, THEA and IBTTA Honorary Member, Tampa, FL

1:00pm – 2:30pm

(Oceans 1-2)

WOMEN IN INNOVATION

Open to everyone

The Women in Tolling Council connects women in tolling globally and supports diversity in leadership. During this session, the Women in Tolling present a new event – *Women in Innovation,* featuring a one-on-one interview with one extraordinary woman who has made an outstanding contribution to the global transportation industry.

MODERATOR: **Terri Slack,** Vice President, National Toll Program Manager, CDM Smith, Pittsburgh, PA

GUEST: **Laura Chace,** President & CEO, ITS America, Washington, DC

3:00pm – 4:30pm

(Oceans 1-2)

PROCUREMENT MEETING

Open to everyone

Come participate in an interactive discussion as representatives from the public agency, vendor and consulting worlds have a frank and open discussion on the public procurement process in the toll industry. The conversation will go where the audience takes it and we will all learn new ways to improve this age-old process!

FACILITATOR: **Matt Ringstad, P.E.,** Tolling Consultant Program Manager and NW Region Transportation Manager of Projects, Jacobs Engineering Group, Seattle, WA

Susan Buse, President, SBuse Consulting, Dallas, TX and and IBTTA Past President

Vickie Dewey, Global Innovation Lead for Transportation Pricing, AECOM, Orange, CA

Scott Doering, Vice President and General Manager, Road Usage Charging, Conduent Transportation, Newark, NJ

Mike Hancock, Tolling Operations Manager, E-470 Public Highway Authority, Aurora, CO

Samuel Johnson, CEO, Transportation Corridor Agencies, Irvine, CA and and IBTTA Past President

Michael Pellegrino, Business Development Director, Shimmick, Sunrise, FL

Jim Wilson, PMP, Southeast Tolls Program Director, TransCore, LP, Orlando, FL

3:00pm – 4:30pm **COMMUNICATIONS ROUNDTABLE**

(Oceans 3-4)

COMMUNICATIONS UNSTUCK: HOW TO KEEP THE INFORMATION MOVING WHEN DISASTERS TRAP MOTORISTS

Open to everyone

Recent unexpected and disastrous winter storms—from Texas to Kentucky to Virginia to Athens, Greece—have caught agencies off guard and left many motorists stranded in their cars overnight. Previous seasons also have seen roads close unexpectedly due to wildfires and floods. Communicating essential information about these increasingly occurring incidents is vital. Customers, the media, community members, other stakeholders, and even your own employees are just a few of the stakeholders that need information – information that could make the difference in saving lives, reducing injuries, and opening roadways sooner. For communications professionals, the challenges of getting the correct messages out include combating misinformation from the press and on social media. How can you strategize for these types of crisis communications in advance and create a contingency/crisis PR plan? How do you get the word out to everyone, especially those stranded drivers? How do you monitor and inform the press with the most up-to-date information? How do you keep your internal communications team motivated during an around-the-clock response? This session will explore lessons learned from the recent incidents and examine elements of an effective communications response strategy for unforeseen, large-scale events.

MODERATOR: Cheryl Sparks, Chief Strategy Officer, Maryland Department of Transportation, Baltimore, MD

Ellen Kamalakis, Senior Public Affairs Officer, Virginia Department of Transportation, Fairfax, VA

Konstantinos Koutsoukos, President, HELLASTRON and CEO, Egnatia Odos Tollway, Athens, Greece

Renee Colborn, Public Information Manager, Pennsylvania Turnpike Commission, New Stanton, PA

Samrat Valani, Senior Director, Asset Operations, Transurban, Alexandria, VA

4:30pm – 6:00pm **SPECIAL GATHERINGS**

(Upper Deck, 2nd Floor)

RECEPTION FOR EXECUTIVES/BOARD MEMBERS/COUNCIL OF PLATINUM SPONSORS

by invitation

(Mist Restaurant, Lobby Level)

RECEPTION FOR COMMUNICATIONS PROFESSIONALS

by invitation

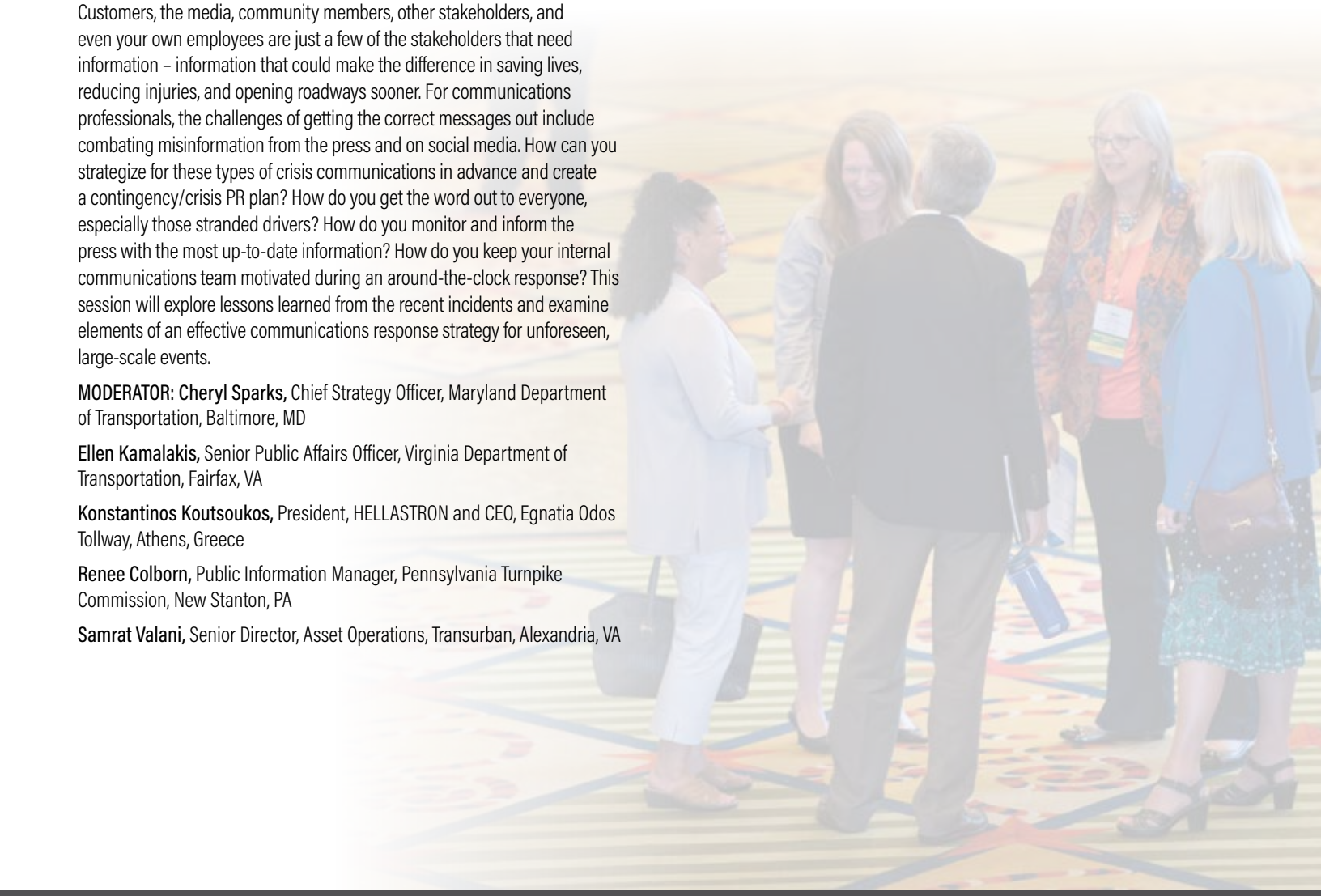
5:30pm – 7:30pm

(In hotel, Renaissance Lawn)

BACKYARD OLYMPICS FOUNDATION FUNDRAISER

Pick up your wristband and drink tickets at the registration desk (Crystal Foyer).

EVENING FREE



AGENDA

SUNDAY, MARCH 20, 2022

7:30am – 7:30pm

(Crystal Foyer)

REGISTRATION

8:15am – 12:30pm **TECHNICAL TOUR**

(Buses load from the North lot entrance closest to Starbucks, at 8:00am)

SUNTRAX

Limited seats. If you didn't register, check the IBTTA registration desk (Crystal Foyer) for availability.

In 2019, many IBTTA members found their way to take an exciting tour of SunTrax, still under construction but with plans to be open by 2021. So, join us to see the SunTrax now – fully functional and ready-for-business!

9:30am – 12:00pm

(Meet in Atrium A at 9:15am)

COMMUNITY SERVICE – US HUNGER

Limited space available. If you didn't register, check the IBTTA registration desk (Crystal Foyer) for availability.

12:30pm – 2:30pm

(Coral BC)

CoPS WORKING GROUPS

By invitation

This roundtable is exclusively for the 28 members of the IBTTA Council of Platinum Sponsors (CoPS). Discussion will focus on the initiatives that are in progress.

FACILITATOR: **Jeff Weiss,** Chair, Council of Platinum Sponsors, Gannett Fleming, New Windsor, NY

(Palani)

CTO/CIO ROUNDTABLE

By invitation

This roundtable is for the agency, authority, or concession Chief Technology Officers or Chief Information Officers. The discussion will build on conversations that have been taking place throughout the past two years and address critical issues for the future. Attendance is by invitation only..

CO-FACILITATORS: **Juhi Chawla,** Director of IT, North Texas Tollway Authority, Plano, TX **and Robert Taylor,** CTO, Pennsylvania Turnpike Commission, Middletown, PA

2:30pm – 4:30pm

(Coral BC)

INTEROPERABILITY WORKING GROUPS

By invitation

MODERATOR: **James Hofmann,** Executive Director & CEO, North Texas Tollway Authority, Plano, TX

3:30pm – 5:00pm

(Palani)

DIVERSITY, EQUITY & INCLUSION – SAFE SPACE CONVERSATION

Open to everyone

The mission of the Task Force on Diversity, Social, and Racial Inclusion is to listen to the voices of those in our association and society who truly understand and recognize the depth of the inequity caused by racial and social injustice. We can't do that without providing a safe environment for our members to discuss these important issues openly and without hesitation. We can't wait to continue our safe place discussion series in Orlando. Join us as we talk about meaningful and topical DE&I topics that can help inform our policies and best practices.

FACILITATOR: **DeeAnne Vickery,** Chief of Staff, Central Texas Regional Mobility Authority, Austin, TX

5:30pm – 7:30pm

(Oceans Ballroom)

WELCOME RECEPTION WITH EXHIBITORS

MONDAY, MARCH 21, 2022

7:00am – 6:00pm **REGISTRATION**

(Crystal Foyer)

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

(Oceans Ballroom)

Sponsored by: PARSONS

8:30am – 10:30am **GENERAL SESSION**

(Crystal Ballroom)

8:30am – 9:00am

WELCOME REMARKS

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

Diane Gutierrez-Scaccetti, Commissioner, New Jersey DOT and President, IBTTA, Trenton, NJ

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

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

CO-CHIEF MEETING ORGANIZERS:

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

Jim Wilson, PMP, Southeast Tolls Program Director, TransCore, Orlando, FL

See the full list of the Meeting Planning Group on the IBTTA meetings app.

9:00am – 9:45am

NATIONWIDE INTEROPERABILITY: AN INDUSTRY UPDATE

IBTTA members continue to work toward the goal of nationwide electronic tolling interoperability. Technological advances, potential new partnerships, and innovative business practices are figuring into the shape of future tolling interoperability. This session will provide an overview of the ongoing work of the U.S. toll interoperability regions to advance regional solutions and hubs and to integrate them at a national scale. Updates will be provided on work underway to address the emergence private account managers, the activity of private toll operators and concessionaires, updated business rules, financial payment and settlement processes, transponder ID governance, and communications and customer information.

Sponsored by: BLISSWAY

MODERATOR: **James Hofmann,** Executive Director & CEO, North Texas Tollway Authority, Plano, TX

Third Party Account Payment Providers

JJ Eden, Executive Director, North Carolina Department of Transportation, Turnpike Authority, Raleigh, NC and and IBTTA Honorary Member

Private Party Operators

PJ Wilkins, Executive Director, E-ZPass Group/IAG, Newark, DE

NIOP Business Rules and ICD

Amanda Boulden, Director of IT-Oklahoma Transportation Cabinet, Oklahoma Turnpike Authority, Oklahoma City, OK

Governance of the Master Transponder ID List

Tyler Patterson, CSC Systems Manager, Washington State Department of Transportation, Seattle, WA

Moving Forward: How the Central and Southeast States Are Achieving Toll Interoperability Through Regional Connectivity

Tracie Brown, Director of Operations, Central Texas Regional Mobility Authority, and Chair of the Central US Interoperability Steering Committee, Austin, TX and **Juan Gomez-Lobo Rodriguez,** Director of Toll Operations, Florida's Turnpike Enterprise, Boca Raton, FL

Communications Plan

Angela Starke, Communications Director, Florida's Turnpike Enterprise, Boca Raton, FL

9:45am – 10:30am

CONVERSATION WITH TYLER DUVALL, PART 2*

MODERATOR: **Joe Averkamp, PMP,** Senior Vice President, Neology, Alexandria, VA

GUEST: **Tyler Duvall,** CEO and Co-Founder, Cavnue, Buda, TX

* Interested in watching Part 1? Visit the 2021 Technology Summit page under IBTTA's Past Events.

AGENDA

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

(Oceans Ballroom)

Sponsored by: LINEBARGER ATTORNEYS AT LAW

11:00am – 12:30pm **BREAKOUT SESSIONS**

(Biscayne 1-3)

AET CONVERSION – THE GOOD, THE BAD, AND THE UGLY

No matter what you call it—cashless tolling, contactless tolling, unattended tolling, license plate tolling—all-electronic tolling (AET) is a big part of the tolling industry today that's poised to get even bigger. However, as widespread as this technology has the potential to become, no two conversions from traditional cash tolling to AET are the same. Presentations are from organizations who have already navigated the transition to AET, to highlight the best practices and lessons they can share. The session will focus on everything that impacts a conversion to AET—your pain points, the things you wish you had done differently, the things you wish you had known earlier in the trip toward AET and the things that went better than expected.

Sponsored by: VERRA MOBILITY

MODERATOR: **Joni Seymour,** Chief Innovation Officer, State Transportation Cabinet, Oklahoma Turnpike Authority, Oklahoma City, OK

Communicating with Customers About AET
Carley Brierre, Communications Manager, Elizabeth River Crossings, Portsmouth, VA

AET: The Inevitable Way for Future Tolling
Richard Wu, Vice President and CTO, FETC International, New Taipei City, Taiwan

Changing It All
Pamela Foster, Toll Systems Program Manager, Florida's Turnpike Enterprise, Ocoee, FL

AET Conversion in Harris County
Courtney White, Program Manager, Harris County Toll Road Authority, Houston, TX

Zero to AET in 90 Days
Bernard Kalus, P.E., PTOE, Director of Tolling, Northeast, WSP, Chicago, IL

(Crystal Ballroom)

APPLICATIONS OF ARTIFICIAL INTELLIGENCE

While machine learning and computer vision may sound like phrases from science fiction, over the last several years these technologies have become a more prominent part of reality for numerous industries, including transportation. Presenters from the public and private sectors will discuss the latest innovations and use cases for machine learning and computer vision within the tolling and transportation industry with a focus on how these technologies have been, or can be, used to improve customer service, fulfillment, back-office operations, congestion management, road safety, payment processing, image recognition, compatibility with autonomous and connected vehicles, and any other aspects of today's tolling operations.

Sponsored by: IBI

MODERATOR: **Francisco Torrealba,** CEO, BLISSWAY Inc., San Francisco, CA

AI-Powered Models to Forecast Traveler Behavior
Steve Hardy, Ph.D., Managing Director, Deloitte Consulting, Alexandria, VA

Using Machine Learning & Computer Vision to Solve Lane Accuracy Auditing
David Patterson, Program Manager, Harris County Toll Road Authority, Houston, TX

Building High-Value Full-Stack AI Products: From Forward Collision Warning for Rail to Vehicle Occupancy Detection to Predictive Video Analytics for Intersections
Karim Ali, Ph.D., CEO, Invision AI, Inc., Toronto, Canada

Data Driven Operational Efficiencies
Raman Jafroudi, National Sales Director - Canada, Kapsch TrafficCom Canada, Inc., Toronto ON Canada

Using Artificial Intelligence and Computer Vision for Field Data Validation and to Improve Reliability in Congested Urban Corridors
Raj Paradkar, Sr, P.E., PTOE, Senior Project Manager, Kimley-Horn, Reston, VA

San Francisco Oakland Bay Bridge Metering Lights System Upgrade – The Modernization of Critical Toll Plaza Infrastructure to Improve Traffic Operations and Resiliency
Derek Pines, Vice President, Parsons Transportation Group, La Palma, CA

Maximizing Video Toll Revenues with Machine Learning & Artificial Intelligence
Bill Rapp, Executive Vice President, Tolling Solutions, North America, Q-Free America, Chesapeake, VA

(Peninsula Ballroom 5-7)

AUTOMATED VEHICLES EFFECT ON THE TOLLING INDUSTRY

Sponsored by: aws

MODERATOR: **Suzanne Murtha,** Vice President Connected and Automated Technologies, AECOM, Arlington, VA

Future Proofing Tolling for Automated Vehicles
Eric Plapper, AICP, Emerging Mobility Program Manager, HDR, Columbus, OH

Roads for AVs and Everyone Else
Jen Duthie, Senior Innovation Manager, Cintra, Austin, TX

Roshini Durand, Service Design & Innovation | Road Pricing, CDM Smith, Seattle, WA

Updating the Pennsylvania Turnpike's C/AV Roadmap
Michael Pack, Manager of Incident Management and Traffic Operations, Pennsylvania Turnpike Commission, Harrisburg, PA and **Keith Meehan, P.E., PTOE,** Civil Engineer - Traffic/ITS, Michael Baker International, Harrisburg, PA

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

(Oceans Ballroom)

Sponsored by: csg

2:00pm – 3:30pm **BREAKOUT SESSIONS**

(Biscayne 1-3)

DATA IS GETTING SMARTER. ARE YOU?

Smart data is data that cuts out the analytical middleman and provides actionable insights in real time. Instead of a spreadsheet full of historical data that needs to be pored over and plotted to make sense, smart data relies on sophisticated algorithms to identify trends and patterns right away. Presenters will explore the potential this data has for the tolling industry—how it can be deployed to better manage roadways, increase safety for road users, reduce congestion and increase customer satisfaction all with the click of a button.

Sponsored by: VERRA MOBILITY

MODERATOR: **John Davis,** Commercial Director, TollPlus, Dublin, Ireland

Putting Analytics & AI To Work: Four Ways to Use Data to Drive Better Toll Experiences
Marcy Riordan, Head of Analytics & Insights Practice, TTEC, Englewood, CO

Actionable Data Starts with Adaptive Data Architecture
Taylor Webb, Data Analytics Engineer, E-470 Public Highway Authority, Aurora, CO

It's More Than Just Numbers
Kamran Khan, Senior Vice President, CDM Smith, Lisle, IL

BrennerLEC: Real-Time Data to Better Manage Roadways
Ilaria De Biasi, Head of the European Projects Department, Autostrada del Brennero SpA, Trento, Italy

(Crystal Ballroom)

EXPANDING AND KEEPING UP WITH BACK-OFFICE SYSTEMS

Today's back-office systems must do more than simply store local data. The best of them relies on technology to improve customer service, minimize the impact of disruptions, and accomplish business objectives. Back-office systems today are a gold mine of information and can offer real-time data that organizations can use to identify anomalies and make decisions faster than ever before. This session will explore the latest in back office-related topics including blockchain technology, self-service technologies, transaction processing and the use of e-wallets, outsourced customer service centers and other subjects else that help organizations to leverage their back office to solve problems and mitigate challenges.

Sponsored by: IBI

MODERATOR: **Ericka Davis, Ph.D.,** Chief Communications Officer, Georgia State Road and Tollway Authority, Atlanta, GA

Transforming Tolling: The Platform Taking our Technology Global
Darius Eshragh, Director Platform Engineering, Transurban, Alexandria, VA

General Ledger Tolling: A New Frontier for Toll Reporting and Recognition
Yang Yang, PMP, Consultant/Sr. Business System Analyst, Jacobs, Seattle, WA

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

Unprecedented: Navigating Delays, Technical Design, Operational Challenges and the Uncertainty of a Pandemic While Implementing a New Good To Go!™ Back Office System and Customer Service Operations
Emily Glad, Toll Division Communications Manager, Washington State Department of Transportation, Seattle, WA

Cloud-Based Receivables Collection
Anil Mirmira, P.E., Deputy Director, Tolling Operations, Harris County Toll Road Authority, Houston, TX

The Back Office: What Can We Learn from Outside the Tolling Industry?
Warren Elizer, Managing Director, Deloitte, Parsippany, NJ

(Peninsula Ballroom 5-7)

SAFETY FIRST: GETTING TO VISION ZERO

Vision Zero is a global road safety movement aiming for nothing short of the total elimination of fatalities and serious injuries on the world's roadways. Achieving zero traffic deaths means addressing all aspects of safety and creating a holistic approach with layers of protection for all road users—pedestrians and drivers, but also roadway workers, roadside safety patrols and services and everything in between. Presentations will focus on deploying new technologies to make roads safer by implementing performance-driven safety management practices and innovative safety countermeasures. Join this session to learn how tolling organizations can build cultures of safety for all of their operations, and how efforts to increase road safety and achieve Vision Zero.

Sponsored by: aws

MODERATOR: **Snehal Ambare, P.E.,** Associate Vice President, HNTB Corporation, Ocoee, FL

Real World Safety Solutions for Removing Dangerous Debris
Fred Bergstresser, Marketing and Business Development Manager, J-Tech, Chester Springs, PA

Operations Safety Applications Expansions to Reduce Fatalities and Serious Injuries
John Easterling, District Traffic Operations Engineer, Florida's Turnpike Enterprise/FDOT, Ft. Lauderdale, FL
Alison Stettner, Director of the Office of Policy Planning, Florida Department of Transportation, Orlando, FL

Technology and Employee-Led Safety Program Success on the Indiana Toll Road
Chris Norvell, Director of Operations, ITR Concession Company, Elkhart, IN

Active Traffic Management: Enhanced Safety and Mobility Applications to Support Vision Zero
Bini William, PMP, Project Manager, Parsons, Chicago, IL
Steve Mednis, General Manager of Traffic and Incident Management, Illinois Tollway, Downers Grove, IL

Saving Lives By Communicating Real-Time Work Zone Data Into Vehicles
Simon Topp, Chief Commercial Officer, one.network, London, United Kingdom

AGENDA

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

(Oceans Ballroom)

Sponsored by: LINEBARGER ATTORNEYS AT LAW

4:00pm – 5:30pm **BREAKOUT SESSIONS**

(Biscayne 1-3)

PUTTING DATA AND GOOD ANALYTICS TO WORK

When properly collected and analyzed, today's environment of data driven decision making can yield huge value to agencies and operators. Presenters will discuss how to best optimize the use of data, whether cloud based or on premise, how to choose the right tools for data analytics and present case studies on successful data use.

Sponsored by: IBI

MODERATOR: **Tom Knuckey, P.E.,** Vice President, Atkins, Orlando, FL

Harnessing Big Data by Enabling a Comprehensive Data Management Strategy
Ala Battikhi, Associate Vice President, North Highland, Orlando, FL

Surveys and Closing the Customer Loop
Beverly Cunningham, Learning & Development Manager, Conduent Transportation, Ocoee, FL

Setting Science Based Targets for GHG Emissions: Data and Technology Challenges and Opportunities
Alyssa Staley, Chief People and Customer Officer, ITR Concession Company, Elkhart, IN

(Crystal Ballroom)

AUTOMATING YOUR WORKFORCE

Every public agency is wrestling with the challenge of identifying, attracting, hiring, and retaining top talent. Part of the process of using all the technological advances available to the tolling industry will be making sure the right people are in the right positions when those solutions are implemented so that they have the intended results. Discussion will focus on how today's labor challenges have taken shape in the tolling and transportation industries, where the needs are greatest throughout the tolling industry and, most importantly, novel strategies for how organizations and agencies can find, hire and keep the right people on board to continue pushing the industry into the future.

Sponsored by: aws

MODERATOR: **George Christopher, Esq.,** Business Development Manager, Emovis, an Abertis company, Dulles, VA

Automating and Reshaping the Workforce
Jeff Dailey, Assistant Executive Director, North Texas Tollway Authority, Plano, TX

Combating the Human Resource Shortage Using Process and Simulation Modeling
Stephanie Wyche, Management Consultant and Senior Developer, Business Transformation Group (BTG), Washington, DC

Navigating the Resource Drought
Tawnya Freund, Chief Operating Officer, Cofiroute USA, Irvine, CA

Organizational Agility: Addressing the Talent Shortage
Mike Childress, CTO, Electronic Transaction Consultants, LLC (ETC), Richardson, TX

Automation and Safety for the Workforce
Richard Jaramillo, Administrator, Maryland Transportation Authority, Annapolis, MD

(Peninsula Ballroom 5-7)

MAAS: THE BIG PICTURE FOR THE TOLLING INDUSTRY

Urbanization is increasing and a driver's license is no longer a prerequisite for the freedom to move. As such, the concept of Mobility as a Service (MaaS) has grown increasingly relevant as both a response to, and influence on, the growing portion of the traveling public using shared, and often multi-modal, means of transportation rather than relying solely on private cars. Where do toll operators fit into this picture? Presenters will discuss the potential impact MaaS will have, where MaaS is headed and how the tolling industry will contribute to improved mobility worldwide.

Sponsored by: VERRA MOBILITY

MODERATOR: **Tim McGuckin,** Chief Strategy Officer, GeoToll, Inc., Reston, VA

Distributed Ledger Technology and Payments
Paul Avery, MSME, M.ASCE, Technical Specialist Emerging Technologies, AECOM, Austin, TX

Connected Vehicles Accelerating MaaS
Cathi Chinn, Vice President, Innovation, Verra Mobility, Gilbert ***and***
Mark Cantelli, VP, Head of Global Delivery, TollPlus, New Orleans, LA

Bridging the Gap Between Tolling and Transit
Thomas Owen, PMP, Toll System and Operations Lead, Jacobs Engineering Group, Dallas, TX

Creating New Integrated Mobility Options
Edward Regan, Consultant, Ed Regan Consulting and IBTTA Honorary Member, Lake Mary, FL

5:30pm – 6:15pm

LEADERSHIP ACADEMY ALUMNI ASSOCIATION MEETUP

By invitation

6:30pm – 9:30pm

(Buses leave at 6:15pm from the North lot entrance, closest to Starbucks.)

OPENING EVENT AT TIN ROOF

Tin Roof a live music joint

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TUESDAY, MARCH 22, 2022

7:00am – 3:00pm **REGISTRATION**

(Crystal Foyer)

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

(Oceans Ballroom)

8:30am – 10:00am **GENERAL SESSION**

(Crystal Ballroom)

HOW DO YOU HARNESS NEW TECHNOLOGIES TO EXPAND THE INDUSTRY?

Future proofing and innovation are not new concepts. Perhaps the speed has changed, but there have always been innovators that have moved progress forward. The goal of this panel discussion is to harness the benefits of the experience of successful innovators, to have a discussion of innovations currently in process and to engage the vision of today's innovators. The audience won't hear any "pushing" of specific products, but more the why and how of successful innovation implementation. The Moderator has had had a long career, most of it in the role of innovator, in a quest to future proof the next 20 years of technological changes. Now, the success or failure of those innovations can be established. The discussion will be a mix of experiences, new and old, to help the audience guide their own visioning for future proofing. What worked, what didn't, what were the obstacles and what was the importance of perseverance. Come join the conversation!

Sponsored by: IBM

MODERATOR: **Rick Gobeille,** Senior Principal, Stantec Consulting Services, New York, NY

Stan Ciszewski, Assistant Director Data and Performance Management, New Jersey Turnpike Authority, Woodbridge, NJ

Hal Worrall, Consultant, PayTollo and IBTTA Past President, Orlando, FL

Manish Chourey, Chief Technology Officer, North Carolina Department of Transportation, Turnpike Authority, Raleigh, NC

Bob Frey, Director of Planning and Innovation, Tampa Hillsborough Expressway Authority, Tampa, FL

Kelly Brown, Tolling Operations Manager, Colorado Transportation Investment Office, Denver, CO

Aaron Ackerman, Senior Systems Engineer, Ciena, Hanover, MD, and **Deepti Ramakrishna,** Director of Public Sector, Conduent Transportation, Germantown, MD

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

(Oceans Ballroom)

Sponsored by: Deloitte.

10:30am – 11:30am

(Crystal Ballroom)

VENDOR FORUM – FOCUS ON SUSTAINABLE PRODUCTS /SERVICES

Join your colleagues for this session of new ideas and technologies for improving your operations with sustainable products. This session is presented by the IBTTA vendor community, with no veiled messages, hidden content, or subliminal channeling, IBTTA members will showcase their innovative products and solutions in a way that's informative and eye-opening. Learn how their technologies can be used to transform your agency into running the ultimate modern toll facility.

FACILITATOR: **Jim Wilson, PMP,** Southeast Tolls Program Director, TransCore, Orlando, FL

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- PlusPass
- Q-Free
- RideFlag
- Star Systems International (SSI)
- Toll Road Marketing
- TollPlus
- The Vertex Company

11:30am – 1:00pm **LUNCH WITH EXHIBITORS**

(Oceans Ballroom)

AGENDA

1:00pm – 2:30pm **GENERAL SESSION**

(Crystal Ballroom)

ELECTRIC VEHICLE INFRASTRUCTURE AND THE FUTURE OF ROADWAY ENGINEERING

The hour will soon be here when electric vehicles (EVs) outnumber gas-powered vehicles. The widespread adoption of EVs—which are cleaner, but also markedly heavier than their gas-powered counterparts—will fundamentally change how roadways are designed, engineered, built, operated, and maintained. Planning for new EV infrastructure like high-speed charging stations, EV-ready rest stops and electrified roads will become the norm for road design, planning, construction, and management but what stage are we in now? Presenters will explore EV-centric roadways, how existing assets can be repurposed to meet the needs of the EV future and what the tolling industry can do to, quite literally, not get left by the side of the road as EVs become a dominant force on the nation's roadways.

MODERATOR: **Jeff Kupko, P.E., PTOE,** Senior Associate, Assistant Program Manager, Michael Baker International, Westerville, OH

EV Solution: Charging Cars as They Drive Our Roads

Will Hawthorne, P.E., Director of Engineering, Central Florida Expressway Authority, Orlando, FL

Tallis Blalack, Ph.D., Managing Director, ASPIRE, Utah State University, Logan, UT

The Dynamic Future of EV-Charging: Illuminating Opportunities for Commercial Innovation

Erin Grossi, Ph.D., Managing Director, Global Growth & Innovation Strategy, Accenture, Chicago, IL

Shawn Gancarczyk, Innovation Lead, Accenture, Chicago, IL

EV-Friendly Toll Roads Have Arrived: A Case Study from Europe

André Costa, Engineering Manager and Mobility Coordinator, A-to-Be, Chicago, IL

2:30pm – 3:00pm **REFRESHMENT BREAK**

(Atrium A)

Sponsored by: **Deloitte.**

3:00pm – 4:30pm **CLOSING GENERAL SESSION**

(Crystal Ballroom)

A CONVERSATION WITH FLORIDA AGENCY INNOVATORS

MODERATOR: **Chris Tomlinson,** Executive Director, Georgia State Road & Tollway Authority, Atlanta, GA and and IBTTA Past President

Nat Ford, CEO, Jacksonville Transportation Authority, Jacksonville, FL

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

Nicola Liquori, Executive Director & CEO, Florida's Turnpike Enterprise, Ocoee, FL

4:30pm **ADJOURN**

4:30pm- 5:30pm **POST-ADJOURN**

(Coral B-C)

TRANSPORTATION TOLL PROGRAM VENDOR FORUM

By invitation

The State of Oregon is advancing its toll program to meet Oregon Legislature HB 2017 – "Keep Oregon Moving". This Forum will provide information regarding ODOT's Toll Program.

Lucinda Broussard, Toll Program Director, Oregon Department of Transportation

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2022 EVENTS CALENDAR

MAY

SPRING BOARD OF DIRECTORS & COMMITTEE MEETINGS
May 13-14, 2022 | Hilton Denver City Center | Denver, CO

ROAD USAGE CHARGING AND FINANCE CONFERENCE
May 15-17, 2022 | Hilton Denver City Center | Denver, CO

JUNE

MAINTENANCE, ENGINEERING & ROADWAY OPERATIONS WORKSHOP
June 26-28, 2022 | Hilton Cleveland Downtown | Cleveland, OH
www.IBTTA.org/cleveland

SEPTEMBER

FALL BOARD OF DIRECTORS & COMMITTEE MEETINGS
September 16-17, 2022 | Hilton Austin | Austin, TX

90TH ANNUAL MEETING & EXHIBITION
September 18-20, 2022 | Hilton Austin | Austin, TX
www.IBTTA.org/austin

OCTOBER

GLOBAL TOLLING SUMMIT
October 23-25, 2022 | Clayton Hotel Burlington Road (pending) | Dublin, Ireland
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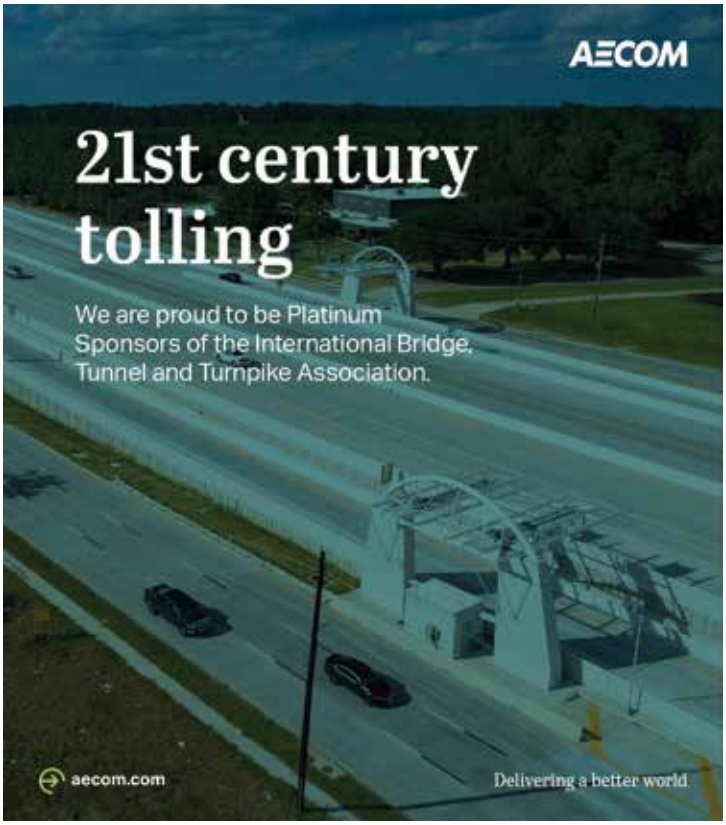
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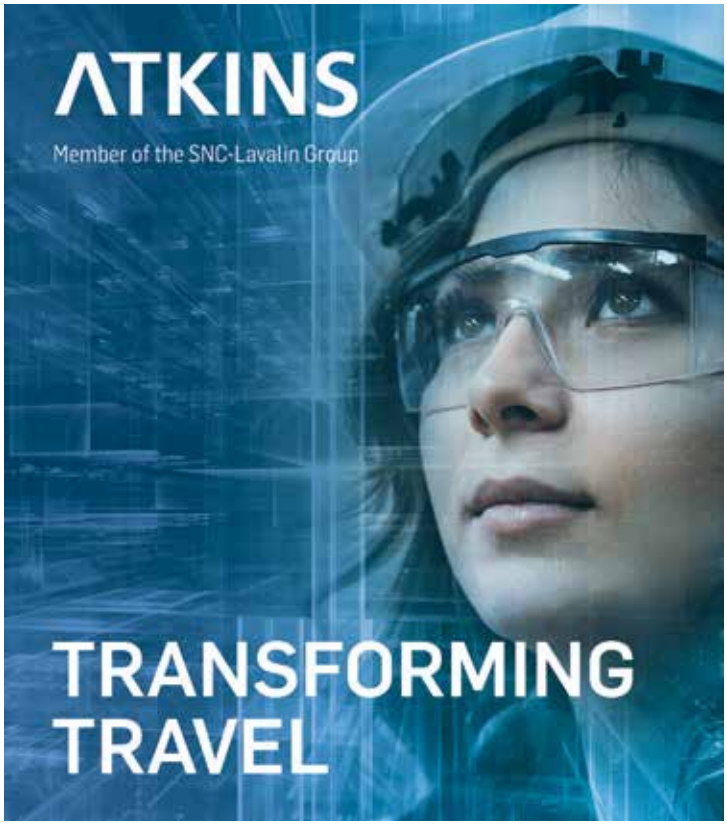
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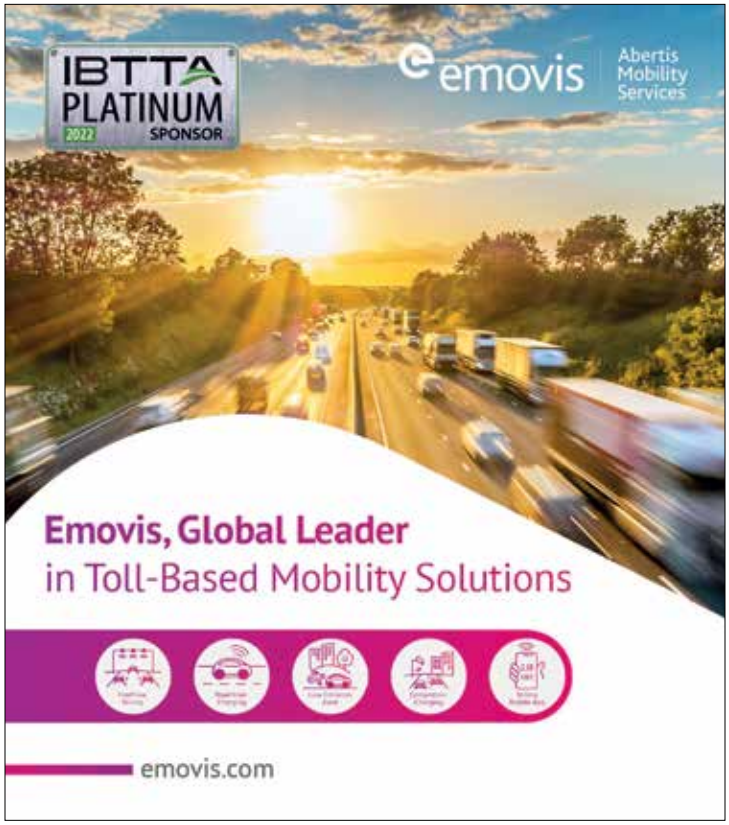
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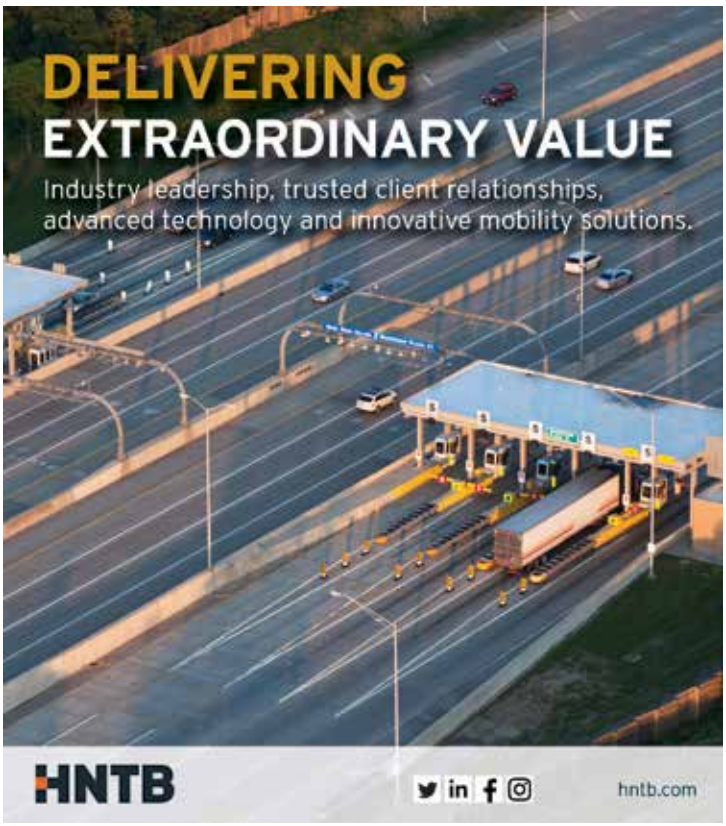

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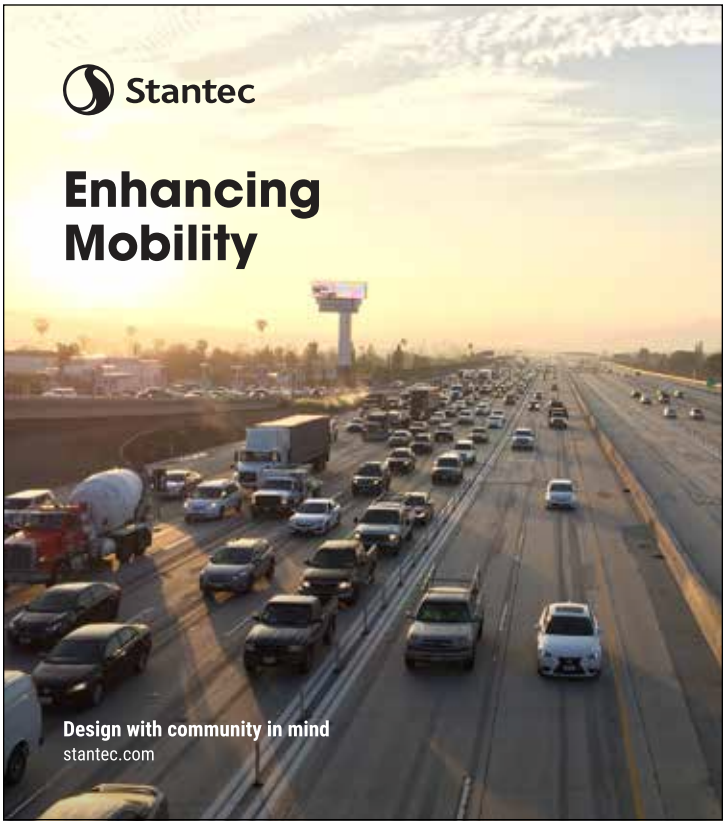
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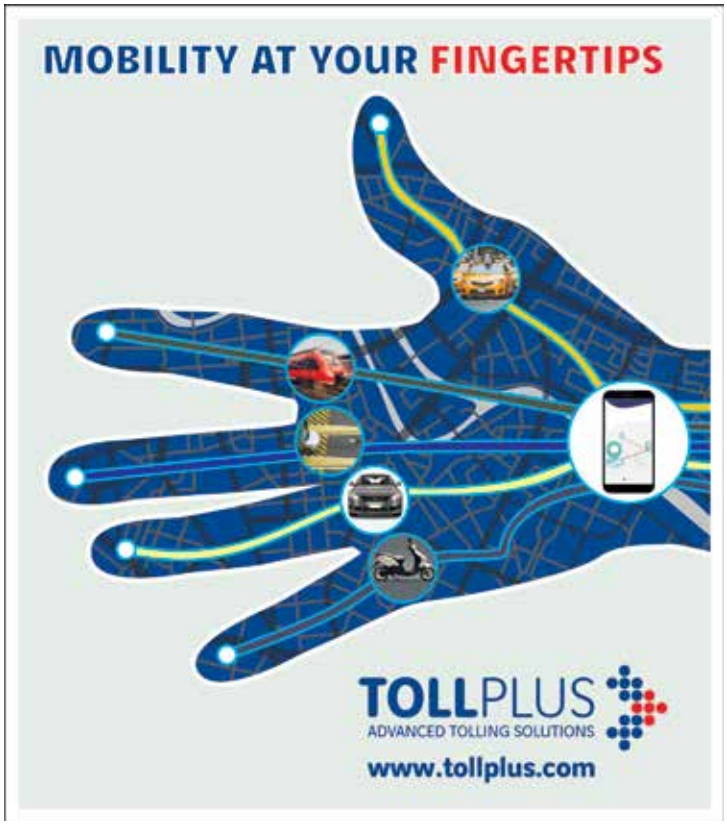
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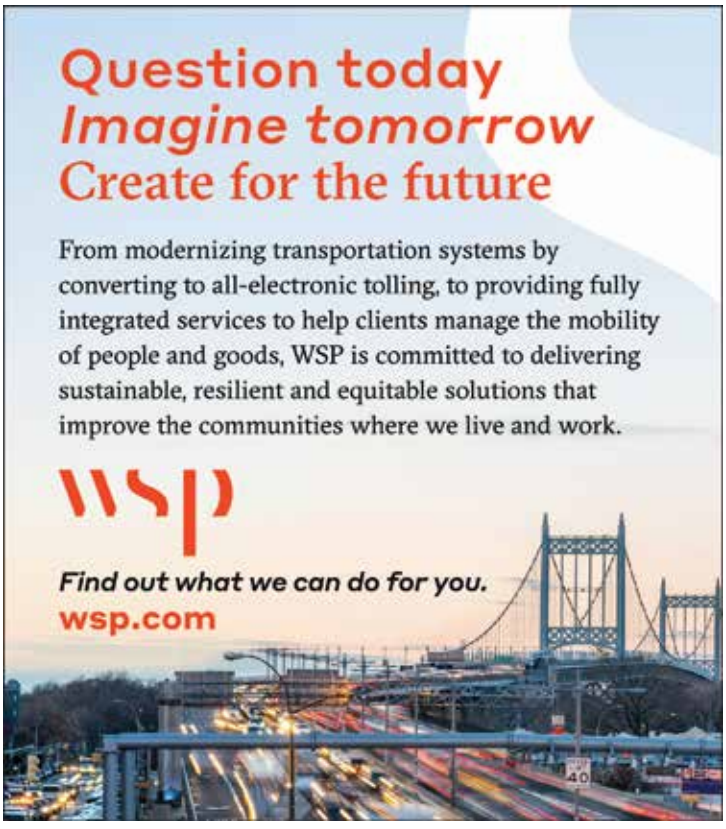
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Our employees, working in 225 locations around the world, push open the doors to what's possible each and every day. Well known for providing innovative Intelligent Transportation System (ITS) components to transportation projects, HDR has invested and created an unparalleled group focusing on the next-generation of ITS, tolling and revenue replacement solutions. With our expert help, you can successfully navigate the transportation technology landscape — from concept to deployment and adoption. **www.hdrinc.com/markets/transportation/highways-roads**

HNTB

HNTB Corporation provides more than 50 specialized services to the tolling industry, ranging from financial planning and analysis to operations and management and priced managed lanes, networks and corridors which are growing in popularity across the country. The firm has assembled a team of internationally recognized experts to help transportation agencies achieve a balance among design, technological, operational, budgetary, scheduling and aesthetic concerns — ensuring toll programs are safe, compatible and economical for the communities they serve. Services can be tailored to support all toll organizations — from start-ups to emerging and mature programs. HNTB, providing more than a century of infrastructure solutions, is proud to serve as the No. 1 consultant to toll authorities, agencies and their partners across the United States of America. **www.hntb.com**

IBI

IBI Group is an international leader in the application of technology in transportation. Working as a system integrator or as an owner's representative provides IBI Group with a unique perspective in the implementation of complex transportation technology projects. The firm was founded in 1974 and has grown steadily to its current international operations in Canada, the United States, Europe, the Middle East and Asia.
www.ibigroup.com

IBM has been at the forefront of technology for over 100 years, leading industries across the world through major transitions, generation after generation. For tolling, IBM's work started with the opening of Pennsylvania Turnpike, and our technology enabled accurate revenue collection, establishing best practices for the industry that continue to this day. For over 20 years IBM has led congestion charging programs for London and Stockholm and implemented back-office systems that today are processing more than 1.7 billion transactions around the world. Moving forward, IBM is leading the way, with connected vehicle platforms, multi-modal trip planning, mobile tolling, blockchain, artificial intelligence, and more to help our clients stay at the forefront of technology. See how your agency can put smart to work with IBM! **www.ibm.com**

kapsch >>> challenging limits

Kapsch TrafficCom is a globally renowned provider of transportation solutions for sustainable mobility. Our innovative solutions in the application fields of Tolling, Traffic Management, Demand Management and Mobility Services contribute to a healthy world without traffic congestion. We have brought projects to fruition in more than 50 countries around the globe. With our one-stop solutions, we cover the entire value chain of our customers, from components to design and implementation to operation of systems. **www.kapsch.net**

KYRA Solutions
Innovation. Simplified.

We specialize in the art and science of digital transformation in government, with a focus on Transportation and Tolling programs. As a trusted partner with decades of award-winning service and delivery, we offer simple, innovative solutions to better connect government with its citizens and community partners. We understand the ever-increasing challenges facing transportation agencies and leverage our industry expertise to create targeted cloud, mobile, and enterprise business process solutions which reduce risk, increase ROI, and improve the quality of citizen engagement. Together, let's build an even better community. **www.kyrasolutions.com**

Michael Baker
INTERNATIONAL

Michael Baker International is a leading provider of engineering and consulting services, including design, planning, architectural, environmental, construction and program management. The company provides its comprehensive range of services and solutions to support U.S. federal, state and municipal governments, foreign allied governments, and a wide range of commercial clients. Michael Baker understands the time constraints of toll clients, with a proven track record of providing General Consulting Engineering and Managed Lane design services by consistently delivering high-end, professional engineering and integrated management solutions. Michael Baker's experience with tollway systems, including HOV and HOT, encompasses the planning, design, and construction of new and rehabilitated tollway systems and elements, including highways, bridges, Intelligent Transportation Systems (ITS), connected and autonomous vehicles, and communication systems. **www.mbakerintl.com**

Milligan Partners.

Milligan Partners is a creative team of technologists and management consultants. We make a positive impact through teamwork and innovation. With integrity and a holistic approach to problem solving, we help our clients design solutions that improve their operations and allow them to better navigate the challenges of tomorrow. Our work focuses on the public sector and transportation services. **www.milliganpartners.com**

SHIMMICK

Since 1995, Shimmick's O&M team has provided operations and management excellence in supporting tolling systems, customer service centers, walk-in centers and manual cash collections. Our strategic approach has always been one of innovation and continued improvement with a focus on delivering an outstanding customer experience and taking a leadership role in delivering 21st-century technology. We develop processes and implement tools to create an efficient customer-centric operation which ensures our clients' tolling customers receive a positive and consistent customer experience through every service channel. Our commitment to quality is reflected in our use of Lean Six Sigma principles, as well as our history of successful project transitions whether we are taking over an existing CSC facility or standing up a new one. Our dedication to continued improvement drives operational efficiency and accountability through exciting new technologies which are designed to deliver the ultimate customer experience. **www.shimmick.com**

Stantec

The Stantec community unites approximately 22,000 employees working in over 400 locations across 6 continents. We collaborate across disciplines and industries to bring buildings, energy and resources, and infrastructure projects to life. Our work—professional consulting in planning, engineering, architecture, interior design, landscape architecture, surveying, environmental sciences, project management, and project economics—begins at the intersection of community, creativity, and client relationships. Since 1954, our local strength, knowledge, and relationships, coupled with our world-class expertise, have allowed us to go anywhere to meet our clients' needs in more creative and personalized ways. With a long-term commitment to the people and places we serve, Stantec has the unique ability to connect to projects on a personal level and advance the quality of life in communities. Stantec has over 35 years of specialized traffic and revenue forecasting experience. We are a leader in preparing managed lanes feasibility and investment grade studies. **www.stantec.com**

SSI

Founded in 2013, STAR Systems International (SSI) is a world leader in Automatic Vehicle Identification Technologies. SSI focuses on providing best-in-class transponders, readers and professional consulting services for Smart City Initiatives, including Electronic Tolling (ETC), Congestion/Road Use Charging, Electronic Vehicle Registration (EVR), Express/HOT Lane, Fleet Management, Parking and Secure Access Control applications. SSI is guided by three principles: Outstanding People, Innovative Products and Service Excellence. The Company strives to ensure customer success by leveraging its technical expertise and implementation experience. **www.star-int.net**

SPONSORS & EXHIBITORS

SWC GROUP
Connect. Resolve. Deliver.

SWC brings proven experience in the highway toll, government, utility, telecommunications, cable, property management and education industries. Over the past 40 years, we have partnered with numerous clients to maximize the management of their accounts receivable, annually managing billions of dollars. From large Fortune 500 companies to small organizations, SWC has a proven history of connecting to understand the client's challenges, developing solutions that resolve receivables concerns, and delivering desired results. In addition to tradition accounts receivable management, SWC has also provided staff augmentation and 1st party customer service activities specifically in the tolling market. SWC also developed a guaranteed toll solution for video transactions, known as TollMaxx (tollmaxx.com). TollMaxx offers toll agencies the opportunity to leverage the capabilities and efficiencies of large volumes to reduce cost, eliminate collection risks and improve customer experience! **www.swcgroup.com**

TOLLPLUS
ADVANCED TOLLING SOLUTIONS

TollPlus is an innovative and proven company providing a sophisticated end-to-end toll management solution that is scalable, lightweight, secure, and highly configurable to address the challenges of the electronic toll collection and mobility markets. Driven by passion to help our customers evolve and provide an enhanced customer experience, TollPlus' marquee product ToP-BOS™, provides Back Office Systems (BOS) focused on accuracy and accountability while processing extremely high transaction volumes. Our BOS platform handles a "One Account" concept to facilitate Mobility as a Service (MaaS) and support various multimodal solutions. In a rapidly-changing environment, TollPlus maintains a strong focus on technology and continuous R&D to offer world-class level products and services. These solutions are developed using trailblazing technologies that concentrate on significantly improving transportation agency efficiencies by reducing operating expenses and maximizing revenue – all while providing exceptional customer service to our global clients. TollPlus maintains offices in Texas, India, and Ireland. **www.tollplus.com**

TRANSCORE

TransCore provides fully-engineered transportation solutions for Tolling and Traffic Management systems. A pioneer in tolling, we provide full-scale operations and maintenance services for nearly half of all U.S. toll lanes and currently constructing the first Congestive Pricing Tolling System in the U.S. Our flagship Infinity Digital Lane System® is a complete roadside toll collection solution, and our Integrity Back Office system combines advanced financial management software with 30 years of proven customer service excellence. We design and deploy traffic management systems for agencies across North America, and currently manage more than 30,000 intersections worldwide. Our history of supporting the transportation industry dates back to the early 1930s with the country's first toll road in Pennsylvania, and in the 1980s with the development of RFID transportation applications at Los Alamos National Labs. Our RFID systems provide secure and interoperable access for airports, hospitals, parking garages, and the toll and rail industries. **www.transcore.com**

VERRA MOBILITY

Verra Mobility is a global leader in smart transportation with a focus on smart cities, smart roadways and the connected systems that tie them seamlessly together. **www.verramobility.com**

WSP

WSP USA (formerly WSP | Parsons Brinckerhoff) provides a wide range of technical and management consulting services to owners, developers and operators of the toll industry. Services include strategic consulting, innovative financing, economic forecasting, analysis, planning, design, and operations & maintenance. WSP USA is the U.S. operating company of WSP, one of the world's leading engineering and professional services firms. Dedicated to serving local communities, we are engineers, planners, technical experts, strategic advisors and construction management professionals. With more than 7,000 people in 100 offices across the U.S., we partner with our clients to help communities prosper. **www.wsp.com**

GOLD SPONSORS

aws

Amazon Web Services (AWS) Worldwide Public Sector helps government, education, and nonprofit customers deploy cloud services to reduce costs, drive efficiencies, and increase innovation. State and local government transportation agencies are leveraging AWS to improve the safety and performance of transportation networks. Whether your focus is on agency modernization, resiliency, or cost savings, AWS has dedicated teams to help you pave the way for innovation and, ultimately, make the world a better place through technology.
https://aws.amazon.com/stateandlocal/transportation

csg

CSG is a leader in innovative customer engagement, revenue management and payments solutions that make ordinary customer experiences extraordinary. Our cloud-first architecture and customer-obsessed mindset help companies around the world launch new digital services, expand into new markets, and create dynamic experiences that capture new customers and build brand loyalty. For nearly 40 years, CSG's technologies and people have helped some of the world's most recognizable brands solve their toughest business challenges and evolve to meet the demands of today's digital economy with future-ready solutions that drive exceptional customer experiences. With 5,000 employees in over 20 countries, CSG is the trusted technology provider for leading global brands in telecommunications, retail, financial services and healthcare. Our solutions deliver real world outcomes to more than 900 customers in over 120 countries. To learn more, connect with us on LinkedIn and Twitter. **www.csgi.com**

BREAKFAST SPONSOR

PARSONS

Parsons (NYSE: PSN) is a leading technology firm driving the future of critical infrastructure, defense, and intelligence. By combining unique technologies with deep domain expertise across cybersecurity, missile defense, space, connected infrastructure, and smart cities, we're providing tomorrow's solutions today. For decades, Parsons has helped the world move smarter through integrated technology solutions that help cities improve mobility as safely, sustainably, and efficiently as possible. With a history of disruption beginning in 1944, we apply our distinct perspective to help our customers confront the issues of tomorrow in every domain—land, sea, air, space, and cyber. Our range of capabilities and our global network of resources lets us layer and integrate solutions to respond to any challenge with unmatched agility. In a time of rapid change, we see infinite sources of inspiration to fuel our creativity and enable the innovation necessary to accomplish our quest of delivering a better world. **www.parsons.com**

LUNCH SPONSOR

csg

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EVENING EVENT SPONSORS

Duncan Solutions

Duncan Solutions specializes in revenue recovery for toll violations, AET transactions, and negative balance customer accounts. Through our Law Enforcement Systems (LES) division, our DMVRegInfo service provides a fast, easy and cost-effective way to retrieve out-of-state registered owner information from all 50 states, the District of Columbia as well as Canadian provinces (where obtainable, as permitted by law). Our embedded business rules and license plate configurations for the various states deliver improved hit rates and reduce toll revenue leakage. Our delinquent account collection service is customized to meet the specific business rules of each client agency, with a unique focus on customer service. Customer contact and revenue support services include outbound calling, inbound customer service, tag holder account management, skip tracing, correspondence processing, image review and civil litigation. **www.duncansolutions.com**

eX² EXCELLENCE IN EXECUTION.

eX² Technology is a single source solution for those seeking to build, scale or future proof their communications infrastructure. We provide broadband, intelligent transportation, critical infrastructure and private network solutions and services with greater efficiency, less cost and a streamlined acquisition process. eX² specializes in turnkey network design-build-maintain services, asset commercialization and assisting our customers with unique financing options. We help our clients offset network expansion costs while benefitting from secure, reliable connectivity. Together, we can transform your fiber and wireless assets into a revenue-generating network that supports the latest advancements in tolling technology. **www.ex2technology.com**

HDR

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COFFEE BREAK SPONSORS

Deloitte.

Deloitte is the world's largest professional services firm, and consistently recognized as a leader across the consulting, advisory, and technology fields by Forrester, Gartner, and others as a result of the depth and breadth of our capabilities. Deloitte's transportation practice offers a suite of end-to-end consulting and managed services to help our clients navigate the increasingly complex mobility ecosystem. We serve clients in over 56 cities globally with a network of 1,500+ experienced transportation practitioners. We bring market-leading industry knowledge, superior business transformation capabilities, and deep technical expertise to turn business challenges into opportunities. Deloitte supports clients with developing strategic plans, designing governance and business models, adopting new technologies, fostering partnerships, and achieving a culture of innovation. A hallmark of our approach is our ability to bring a range of technology, enterprise, and services partners together, to offer transportation clients our award-winning holistic, end-to-end set of services and solutions. **www2.deloitte.com**

LINEBARGER ATTORNEYS AT LAW

Linebarger collects unpaid tolls and toll tag accounts. We build a custom, customer service-focused collections program for each client that includes components such as: portfolio analysis and best-practices recommendations, secure enhanced file transfers and data exchanges, contact campaigns, skip tracing, secure payment processing, legal counsel, project oversight, specialty campaigns, registration hold and tax intercept programs, legal representation in the administrative hearing, lawsuit and post-judgment processes, and comprehensive reporting. **www.lgbs.com**

EXHIBITORS

Booth 412
AM Signal is a stocking distributor of traffic signal control devices and Intelligent Transportation Systems (ITS). **www.amsignalinc.com**

Booth 311, 313
See Sponsor Profile on page 23 or check out their listing in the IBTTA App.

Booth 208
See Sponsor Profile on page 23 or check out their listing in the IBTTA App.

Booth 223
See Sponsor Profile on page 23 or check out their listing in the IBTTA App.

Booth 105
Ciena is a networking systems, services, and software company. We're driven by a relentless pursuit of network innovation—enabling our customers to adapt within ever-changing environments to deliver richer, more connected experiences for their business and users. **www.ciena.com**

Booth 218
Cofiroute USA is a tolling and express lanes operator specializing in the management, operation and maintenance of express lane systems. With 24 years of expertise in Customer Service Center System, Operations and Call Center Services, Cofiroute provides a complete portfolio of products and services for end-to-end Customer Service Center Operations. We serve our clients as an operations partner with a focus on open communications, data-driven decisions, and dedication to a collaborative, transparent, and candid approach delivering on our customer's goals. **www.cofirouteusa.com**

Booth 205, 306
See Sponsor Profile on page 23 or check out their listing in the IBTTA App.

Booth 119
A leading provider of mission-critical business communications services, Content Critical Solutions provides comprehensive custom solutions for transaction processing, including content management, compliance messaging and reporting solutions. CCS also offers a wide array of professional services such as website marketing portals, customer retention programs, IT custom solutions, inventory management, digital document archives, mailing, warehousing and database management. Content Critical Solutions specializes in creating seamless, end-to-end solutions securely and accurately. The company also prides itself on delivering personalized, high-impact communications that help its customers enhance their business performance and improve their revenue stream. Each day, CCS creates and distributes millions of statements, confirmations, invoices, checks, and other important documents on behalf of its customers. **contentcritical.com**

Booth 417
See sponsor profile on page 26 or check out their listing in the IBTTA App.

Booth 109
Daktronics designs and manufactures long-lasting, cost-effective dynamic message signs (DMS) for hundreds of transportation agencies throughout North America. These displays convey critical traffic messages to drivers and assist in mitigating congestion and increasing safety in a variety of applications for freeways, arterial roads and toll ways. Daktronics stands behind its products with a comprehensive service network. The company's NTCIP-compliant Vanguard® DMS and control software continue to sharpen the image of traffic management. **www.daktronics.com**

Member of the SNC-Lavalin Group

Booth 319
Data Transfer Solutions, LLC (DTS), a member of the SNC-Lavalin Group, are makers of VUEWorks – a web-enabled GIS-integrated enterprise asset management software solution that is configurable and scalable. VUEWorks is used nationwide by a wide variety of client types including toll authorities and departments of transportation to track the condition, minimize failure risk and optimize expenditures and service delivery of their physical assets. VUEWorks includes full work management and inventory capabilities, a data linking function for integration with existing systems, and employs an all-assets model that can enable a single system of record across all asset classes. DTS also offers data capture services with our fleet of data collection vans and drones to support full life cycle asset management needs. **www.dtsgis.com**

Deloitte.

Booth 408, 410

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emovis
Abertis Mobility Services

Booth 304

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ETC

Booth 301, 303, 305

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HARRIS & HARRIS

Booth 318

For over 50 years, Harris & Harris, has been collecting debt for Government agencies, Utility services and Healthcare facilities. Millions of dollars have been collected for clients around the country while maintaining the outstanding reputations of our clients. Harris & Harris will enhance your unit of government's debt collection results with the trend-setting programs specialized for municipalities, tollways and toll systems, counties, and state-level contracts. Our firm will locate and contact your citizens in a persistent and professional manner, ultimately allowing more dollars to reach the bottom line. **www.harriscollect.com**

INEX TECH

Booth 416

INEX Technologies has responded to industry needs by leveraging nearly 25 years of vehicle-based imaging processing to bring to market a video-based roadside toll zone management system. The two most requested features were the ability to be non-intrusive (no in-ground sensors) and economical for new toll lanes. The RoadView™ system delivers all key transaction metrics – for example: transaction generation, virtual toll zone triggering, AVI association, classification, axle counting, and license plate reading/enforcement. Since HOV enforcement (people counting) is another commonly requested feature, we have incorporated that into RoadView as well! All this with our growing list of satisfied Tier-1 and Tier-2 clients serving as important references, clearly shows that INEX is more than just a LPR provider. **www.inextechnologies.com**

infosend

Booth 404

InfoSend is a Billing Service Provider utilizing the most advanced approach to offer innovative solutions for organizations seeking eBilling, ePayment, Data Processing, and BillPrint & Mail services. With geographically positioned production facilities including locations in Southern California and the Midwest, InfoSend's clients receive efficient and reliable document delivery service, nationwide coverage and disaster recovery protection. Billers deserve an approach that works, and InfoSend can provide that with secure, flexible solutions customized to fit our clients' needs. Choosing InfoSend as your outsourcing partner will significantly reduce total overhead costs while offering excellent service and quality. Together, let's reach your customers more effectively. **www.infosend.com**

JAI

Booth 206

JAI is a world leader in high-performance vehicle imaging technologies targeting the specific needs of roadway operators and transit authority executives. JAI's advanced lane hardware and software enables quick and accurate identification of vehicles for tolling, red light enforcement, speed control, congestion charging, weigh-in-motion, homeland security, and a wide range of other free-flow ITS applications. Products include camera systems, LED flash units, and software to support image capture of high-speed vehicles (0-200 MPH), license plate reading, vehicle fingerprinting, and more. **www.jai.com**

J-TECH

Booth 419

J-TECH's vision is "Helping You Make Roads Safer Workplaces" through innovation and production of quality safety equipment, and by being a solutions resource for our customers. J-Tech designs and manufactures crash trucks – attenuator trucks, pattern trucks and highway safety specialty equipment including the LaneBlade® and our innovative hitch-mounted safety baskets. Our equipment is used by highway maintenance contractors, government entities, utilities, Tollways, and traffic management companies all across the United States and Canada. J-TECH, "Helping you Make Roads Safer Workplaces" **www.jtechusa.com**

kapsch
challenging limits

Booth 217

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Milligan Partners.

Booth 216

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MOJO
CREATIVE DIGITAL

Booth 321

We're a full-service design & development marketing agency. We increase audience engagement with proven creative processes and innovative technology that achieves goals. Our primary services are Custom Website Design, Custom Development and Mobile Apps, Videography and Photography, Brand Development and Management, and Digital Marketing Consulting. Our proven past performance includes the following services are SRTA (Awarded W3 Gold & Silver Design Award), RCTC, and EZ Pass MD - Design Consultation. **www.mojowebsolutions.com**

SPONSORS & EXHIBITORS

Booth 403

Multilink is an engineering and product development based manufacturer ITS/DOT network components serving the traditional DOT and Toll Road operators with a complete line of ITS and Traffic cabinets, Line interactive and double conversion power supplies and fiber optic connectivity products. This enables us to offer the capability of a complete turnkey supplier to the end user. **www.gomultilink.com**

Booth 204

PayIt is bringing governments and people closer together through our award-winning, disruptive platform. We deliver an innovative solution that enables residents to access essential government services from any device. Residents can now pay property taxes, driver's license renewals, vehicle registration renewals, utility bills, court fees and many more government-related services easier than ever before. **www.payitgov.com**

Booth 409

Penn Credit is a leading provider of delinquent account collection services to tolling, state and local public agencies throughout the United States. Founded in 1987, we customize collection solutions to meet our client's business rules and use the highest ethical standards to provide world-class customer service to their customers. We provide innovative solutions for first party and third party collections of delinquent Pay-by-Plate invoices, toll violations and negative balance accounts. Our DMVInfoNow™ registered owner retrieval service also enables your agency to submit out-of-state plates for retrieval from DMVs nationwide, where qualified. DMVInfoNow™ will identify more out-of-state customers and help you maximize collection of toll fees. **www.penncredit.com**

Booth 115

Perceptics engineers and delivers the most accurate high performance imaging systems and ALPR software in the industry. For more than 40 years, we have designed vehicle identification products that serve the Electronic Toll Collection, Intelligent Transportation Systems, Commercial Vehicle Enforcement, and Security markets. Our new, enhanced ALPR software utilizes machine learning and artificial intelligence to get higher confidence reads from a greater number of images, while our unique vehicle signature software helps identify even the most difficult plates. Perceptics solutions are optimized for the revenue collection demands of tolling, providing more reliable automation capabilities to reduce the cost of collecting tolls. **www.perceptics.com**

Booth 415

PlusPass® is a Texas Corporation and Fintech company focused on providing consumer payment options for in-vehicle, Pay In Motion™ (PIM™) transactions including tolling, parking, and other commercial markets. PlusPass® leverages retail efficiencies and secure, proven payment platforms to deliver convenient, cost-effective solutions to consumers and operators, alike. PlusPass® provides self-managing payment and account options through all its solutions including, the PlusPass® mobile application and the BancPass Toll Sticker. PlusPass® also provides opportunities to license and resell its patented technology in order to build a more interoperable and competitive market. **www.pluspass.com**

Booth 400

Q-Free is a leading manufacturer and supplier of Smart Mobility solutions with vast experience in all aspects of transportation – tolling, traffic management, and connected ITS (C-ITS)/connected vehicles. Whether creating a better experience for drivers, boosting infrastructure revenues, or improving road safety, Q-Free is changing the movements of life. With 35+ years of global tolling experience, Q-Free's solutions have the highest automation and accuracy rates for license plate recognition – saving time and money over sending images off for manual image review. Processing more than one billion license plates every day around the world, we are experts in analyzing video-based toll transactions to maximize toll revenues. Q-Free's tolling technologies are scalable from a single road to an entire country or region. We work with you to provide the most efficient and effective tolling solution every step of the way – from conception to realization and ongoing operation. **www.q-free.com**

Booth 103

As a developer of innovative, high accuracy, intelligent transport solutions, Red Fox ID has unique and specialist skills specifically focused on tolling applications. The skill set covers sensor technology development with a particular specialty in; automatic vehicle identification and classification, lane controller design, lane system design and installation. For over 20 years, systems integrators, toll authorities, roadway operators and others looking for the best possible results for vehicle detection and classification systems have turned to the team behind the new Quantum technology for their vehicle detection solution. The Red Fox ID team, (including Andy Lees, the inventor of Idris AVC technology) has unmatched experience in free-flow toll system development enabling its customers to install low risk, operationally proven solutions, extracting the full value from their transport system. Red Fox ID's innovative patented Quantum software has been proven to deliver 99.9% or better axle classification accuracy in all traffic conditions. **www.redfoxid.com**

RideFlag
Validates HOVs

Booth 203

RideFlag – Occupancy Validation is in Our Lane™ We make it easy to accurately qualify HOV status with biometrics and Smartphone technologies through our proprietary digital occupancy verification system. RideFlag is engineered to significantly improve HOV compliance and Express Lane performance which as a result, reduces congestion and can save toll operators millions of dollars by reducing toll evasion and roadside enforcement. **www.rideflag.com**

SICK
Sensor Intelligence.

Booth 407

SICK, an industry world leading provider of LiDAR technology, introduces another method of providing a safe road to travel on and at the same time, create a green environment to live in. Leveraging our knowledge and expertise in LiDAR based vehicle classification and vision based solutions, SICK has combined the two technologies to count axles from above vehicle travel lanes. Eliminating the need for costly, intrusive inroad axle counting sensors, allows for ease in maintenance and installation. Diverse redundant technologies keep the traffic and revenue collecting going even in the most severe weather conditions. SICK is known throughout the world for its LIDAR technology and now strives to be known for RADAR technology as well, by deploying SICK's state of the art RADAR sensor and edge gateway to detect and alert a wrong way driver. See SICK's other solutions in transportation, railway and transit by visiting our traffic homepage. **www.sick.com/traffic**

SKYLINE PRODUCTS

Booth 502

Skyline Products, Inc. was established in 1970 as a custom electric sign manufacturer. Since then, Skyline Products has grown and evolved to include its Transportation Systems division, a leading developer, manufacturer and provider of Trusted Advisor Dynamic Message Sign (DMS) Solutions™ for the transportation industry since 1971. Skyline Products offers a comprehensive range of ITS-Grade™ DMS solutions to city, county, and state departments of transportation (DOT), toll authorities, and international-equivalent agencies for traffic management applications. Skyline Products' DMS systems and its DMS NTCIP Central Control Software are installed and operational throughout North America. **www.skylineproducts.com**

SSI

Booth 309

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SWC GROUP
Connect. Resolve. Deliver.

Booth 210

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TOLLPLUS
ADVANCED TOLLING SOLUTIONS

Booth 220, 222

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Traffic Sensor Solutions LLC

Booth 107

Traffic Sensor Solutions LLC is the distributor in the USA for the Sensor Line GmbH Fiber Optic Treadles and Sensors. Sensor Line's unique fiber optic sensing technology allows the most accurate and reliable and thus most cost-effective vehicle detection and classification sensor for traffic monitoring. These sensors are used both for open road tolling and at plazas for toll roads, bridges and tunnels. Working with light attenuation as the means of detection, these sensor will give accurate counts at any speed. Manufactured in Germany, the sensors have been designed so that they are backwards compatible with many of the existing interfaces as well as being able to fit into existing frames already installed. Versions are available to fit directly in the road or shoulder so that they can conform to the road profile and never missing a vehicle. Sensor Line is now an International Road Dynamics, Inc team member.

TRANSCORE

Booth 215, 316

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VALERANN

Booth 405

Valerann is an innovative cutting-edge Intelligent Transportation Systems (ITS) SaaS company that empowers control centres and road operators around the world by providing an intelligent traffic management platform, Lanternn by Valerann. Valerann leverages artificial intelligence (AI), big data technologies and data fusion techniques to enable network operators to extract maximum value from existing ITS infrastructure whilst leveraging new and connected vehicle and data sources. Established in 2016, Valerann has invested extensively in R&D to develop Lanternn by Valerann, an innovative, state of the art traffic management software platform. The system enhances traffic management through its proprietary Real-Time Fusion Engine that analyses real time and historical data. Valerann continues to work with road operators worldwide to empower them to become future ready data players in the world of mobility. **www.valerann.com**

VERRA MOBILITY

Booth 402

See Sponsor Profile on page 26 or check out their listing in the IBTTA App.

VERSILIS INC

Booth 317

With more than 25 years of experience in highway safety, Versilis has developed various automated access control solutions that meet the highest industry standards. Road authorities across North America have adopted the solutions to increase their traffic operations' safety and efficiency. With motorist and operator safety in mind, Versilis traffic engineers bring experience and ingenuity to each project, from the planning stage, all the way to installation, testing and training. **www.versilis.com**

ZED DIGITAL

Booth 117

ZED Digital, an Ohio corporation, provides cutting-edge "Mobility as a Service" solution called ZIG. This multimodal trip planning and booking platform provides advanced Mobility as a Service capability. Come visit our booth for a demo of our advanced MaaS capabilities! The ZIG combines multimodal trip planning with public transit, toll, rideshare, bikeshare, scooters, parking, driving directions, real-time traffic, inter-city travel in one single interface. ZIG supports in-app booking for public transit, toll and other modes in a one-stop solution. ZIG is currently live in 60+ cities. The platform provides analytics on trips planned, real-time schedules, vehicle occupancy, trip origin/destination, walking, biking, transit and rideshare usage. A key differentiator is the cost comparison by mobility mode including toll calculation, transit, rideshare, gas mileage. ZIG was named top 3 MaaS + Ticketing Technologies of the year for 2021 by Digital Transport Ticketing Global and was awarded the 2019 Buscon Innovative Solutions award. **www.zed.digital**

Genesis

Multi-Mode Tag

For Express / Managed Lanes

Driver side

Windshield side

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+1-888-457-7755 (US Toll Free)

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SSI

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