91ST ANNUAL MEETING & EXHIBITION
OCTOBER 7-10, 2023 | SEATTLE, WA
IBTTA2023 Seattle

IBTTA ROADMAP

Data monetization

Sell anonymized traveler data, traffic patterns and travel times that integrate with ITS programs or OEMs

Ad sponsorships

Sell ad space for revenue and sponsor community events to convert customers

TNC subscription-based toll pass

Offer rideshare drivers a bundled toll pass with insurance and car payments through TNCs

Trip information

Share information with drivers such as visibility of charges via push notifications or in-vehicle display

EV charging

Build EV charging stations or partner with charging providers in rest areas or service plazas

Rewards/ loyalty

Generate revenue by reducing calls, improving loyalty, and partnership programs

Public safety

Use driver data to coordinate with emergency response, insurance and roadside assistance companies

Dedicated lanes & access

Priority access, dedicated lanes for customers or 3rd parties, all at a premium price

Monetized use of agency ROW

Lease space to utilities or other concessionaires or invest in capital like dark fiber and solar to generate revenue directly

Subscription based road services

Make it easy for the customer by bringing all their transportation needs under their agency account

SIMPLE

MEDIUM

DIFFICULT

Fast

Long

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