



## FROM THE PRESIDENT



It has been my honor to serve as your president this year under the theme “Driving Sustainability.” I come from Canada where working and playing outdoors is part of our national identity. During my lifetime I have seen some of the world’s most beautiful landscapes. And my service on the IBTTA board has taken me to some of the most beautiful places on the planet. I hope our children and grandchildren will enjoy the same natural beauty that we enjoy today.

We all recognize the importance of sustainability. I was pleased to co-chair a summit on sustainable transportation in St. Louis in 2009 that focused our attention on the things we must do now to protect our world. We know that the transportation sector is a huge user of fossil fuels and we need to become better stewards of this scarce and precious resource. On a global basis our transportation systems account for about 27% of the world’s greenhouse gas emissions. For the sake of our world, our children, and their children we need to provide leadership.

We in the toll industry have the opportunity to be on the leading edge of sustainable transportation. As economies around the world shift away from fossil fuels and towards cleaner and more sustainable propulsion technologies, the systems of road user charging we have developed will be essential to the protection and preservation of our road, tunnel, and bridge infrastructure. We must work together to advance sustainability.



Steve Snider

*General Manager & CEO, Halifax Harbour Bridges, Halifax, Nova Scotia Canada*



## FROM THE EXECUTIVE DIRECTOR & CEO



It is hard to imagine what people will remember most about the year 2010 in ten or twenty years. Certainly one thing that stands out in our minds today is the massive oil leak in the Gulf of Mexico that released millions of gallons of crude oil into open waters, causing harm to the industries and individuals who depend on the gulf for their livelihoods.

With that as backdrop, it isn't surprising that the theme of this issue of *Tollways* is "Driving Sustainability." It's not only Steve Snider's presidential theme; it's also a summons to us to remember that the world's resources are finite, life is fragile, and the planet is small.

This issue of *Tollways* examines many of the things that help to make transportation more sustainable, from the things we do to improve safety to the metrics we use to determine a project's financial feasibility, to the technology and systems we use to price the use of our transportation systems.

We have two articles that focus on safety. One article is a collection of comments excerpted from a recent "Tolling Points" blog question that asks "What can we do to improve road safety?" The other article, by Dan Baxter, invites our readers to become engaged in a worldwide effort to cut road deaths in half over the next 10 years.

Several articles focus on the application of technology to transportation. An article by Bern Grush imagines the possibility of using iPhone

technology to pay for everything from parking to dynamic variable pricing on all roads in urban mega regions. Bob Edelstein and Javier Rodriguez look at ways to use data and powerful algorithms to enhance our understanding of the feasibility and benefits of managed lanes.

Robert Bain attempts to take the mystery out of traffic and revenue studies and makes 10 recommendations to help make these studies more meaningful and usable for potential investors.

In excerpts from a speech to the ITS America annual meeting, we hear IBM chairman and CEO Samuel Palmisano talk about solving some of our biggest transportation problems by bringing a systems approach to the issues. Two key fundamentals for success, he notes, are that there must be clarity on the system's purpose or goal and that its elements must actually be connected.

Finally, Hal Worrall introduces us to the concept of radical convenience and points out that the next great frontier for toll operators who wish to adopt all electronic toll collection is to find ways to better serve the infrequent customer.

We hope you enjoy this collection of articles that underscore the importance of "Driving Sustainability."

A handwritten signature in black ink, appearing to read "P. Jones". The signature is stylized and fluid, with a large initial "P" and a long, sweeping underline.

Patrick D. Jones

*Executive Director & CEO, IBTTA, Washington, DC*

# TOLLWAYS

*Tollways* strives to be a principal agenda-setting publication for the transportation profession, providing a serious source of original thinking to advance the performance of organizations engaged in tolling and other direct user-fee financed transportation services and their leaders. *Tollways* is published by the International Bridge, Tunnel and Turnpike Association and distributed to its member company representatives. IBTTA also distributes copies to key public officials and policy makers.

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