

AGENDA

(Agenda as of February 25, 2019)

SATURDAY, MARCH 30, 2019

6:00am – 2:00pm

IBTTA FOUNDATION GOLF TOURNAMENT AT FALCON'S FIRE GOLF COURSE

(see page 6 for details)

2:00pm – 4:00pm

YOUNG PROFESSIONALS COUNCIL – KICKOFF MEETING

(see page 8 for details)

4:00pm – 8:00pm

IBTTA FOUNDATION INAUGURAL BACKYARD OLYMPICS ON THE HOTEL GROUNDS

(Open to all; see page 7 for details)

SUNDAY, MARCH 31, 2019

8:00am – 3:00pm

EXHIBIT SET-UP

(see page 16 for details)

8:30am – Noon

TECHNICAL TOURS

- » SunTrax Test Track
 - » Cape Canaveral Spaceport
 - » Orlando Airport Intermodal Terminal Facility
- (see page 4 for details)

11:30am – 2:00pm

COUNCIL OF PLATINUM SPONSORS (COPS)

(by invitation)

EXECUTIVE DIRECTORS ROUNDTABLE

(by invitation)

Noon – 7:00pm

REGISTRATION

2:00pm – 5:00pm

MINI WORKSHOPS AND ROUNDTABLES

- » Technology Roundup
- » Procurement Roundtable
- » Tolling 101
- » PIARC Committee on Mobility

(see page 8-9 for details)

5:30pm – 7:30pm

RECEPTION WITH EXHIBITORS

MONDAY, APRIL 1, 2019

7:00am – 5:00pm

REGISTRATION

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

8:30am – 9:15am

GENERAL SESSION

OPENING REMARKS

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

Chris Tomlinson, Executive Director, State Road & Tollway Authority and Georgia Regional Transportation Authority and President, IBTTA, Atlanta, GA

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

Paul Wai, P.E., Executive Director, Florida's Turnpike Enterprise, Ocoee, FL



The Honorable Kevin Thibault, P.E.
Secretary
Florida Department of Transportation
Tallahassee, FL

9:15am – 10:00am

GENERAL SESSION

KEYNOTE SPEAKER



Derek Pankratz
Center for Integrated Research
Deloitte Services LP
Gunnison, CO

10:00am – 10:30am

REFRESHMENT BREAK WITH EXHIBITORS

10:30am – Noon

BREAKOUT | MANAGED LANES

BUILDING CONNECTED NETWORKS OF MANAGED LANES


Connecting managed lanes between adjacent facilities provides a seamless network that improves travel by more efficiently serving high-volume traffic movements in a region. The decision to establish a connected network of managed lanes requires careful evaluation and consideration of several factors related to policy, planning, design, tolling, operations, and construction. Speakers will cover topics including design considerations, signing requirements, trip pricing, phasing of projects, traffic operations and incident management of networks particularly when trucks are allowed in the managed lanes. Other topics will include enforcement, back office processes and business rules, customer education and revenue sharing when multiple agencies are involved.

MODERATOR: Dan Lamers, P.E., Senior Program Manager, Transportation Planning, North Central Texas Council of Governments, Arlington, TX

Florida's Express Lanes Networks and Facility Operations

Christina Colón, P.E., Director of Transportation Development and
John Easterling, P.E., PTOE, District Traffic Operations Engineer, Florida's Turnpike Enterprise, Ocoee, FL

Performance History and Forecasting Model Development for a Network of Managed Lanes in Southeast Florida

 **Phani Jammalamadaka, P.E.**, PMP, Toll Traffic and Revenue Specialist, CDM Smith, Dallas, TX

Handling Congestion for Dynamically Priced Managed Lanes with a Maximum Toll Cap

Nick Wood, P.E., Assistant Research Engineer, Texas A&M Transportation Institute, Austin, TX

10:30am – Noon

BREAKOUT | TECHNOLOGY

CASE VEHICLES, SMART CITIES AND THE FUTURE

Disruptive technologies and new business models are affecting the way we live, work and travel. In the future, [Connected, Automated, Shared (Uber, Lyft) and Electric] (CASE) vehicles will be a major part of our lives – CASE vehicles are being touted in their ability to improve throughput, and make roadways safer, but will they really? And their impact on congestion and transportation revenue is murky. Toll road operators, states, cities, and municipalities wrestle with the impacts of the technologies on city and infrastructure planning, revenue collection, and violation enforcement policies. Smart Cities are evaluating the use of autonomous shuttles to usher in an era of demand-responsive transit, in addition to deploying information technology systems and operation technology models that manage their entire infrastructure portfolio. US DOT has conducted the Smart City challenge as well as having deployed Connected Vehicle Pilots; other agencies are seeking to sort out their policy and technology strategy.

MODERATOR: Suzanne Murtha, Associate Vice President, Connected and Automated Technology, AECOM, Alexandria, VA

Connected Work Zone Pilot

Michael Pack, Manager, Incident Management & Traffic Operations, Pennsylvania Turnpike Commission, Middletown, PA

Coming Disruptive Mobility Change: How It Will Affect Tolling

Edward Regan, Senior Vice President, CDM Smith, Maitland, FL

Connected Vehicles

Abenezer Yohalashet, Head of Tolling, PayTollo/Automatic, San Francisco, CA

Potential Headaches of CASE Vehicles and How to Solve Them Now

Philip Underhill, Senior Vice President, Strategic Partnerships, Commercial Fleet, Verra Mobility, Mesa, AZ

Smart Cities Orlando


Charles Ramdatt, P.E., PTOE, AICP, Director of Smart Cities and Special Projects, City of Orlando, Orlando, FL

10:30am – Noon

BREAKOUT | MOBILITY-AS-A-SERVICE

WHAT IS MAAS AND WHY IS IT IMPORTANT?

Mobility-as-a-Service (MaaS) is a customer-centric approach to providing transportation services. It represents a shift from independent infrastructure owners and service providers to a coordinated approach that allows customers a choice of single or multi-modal transportation options and includes information about the time and price for the full trip and often the carbon footprint. However, the term MaaS has different meanings depending on your geography and role in the transport ecosystem, including management, marketing and delivery of services, distribution of user information, and multiple payment approaches. International transportation operators and payment providers will describe MaaS as it exists today and how it might look tomorrow.

MODERATOR:  **Mary Sallach, PMP**, Director of Integrated Program Delivery, State Road and Tollway Authority, Atlanta, GA

MaaS – What People Think About Mobility

Jack Opiola, President, Mobility Plus LLC, Reston, VA

Putting Transit Front and Center of the Conversation

Andrew Tate, PMP, Senior Solutions Architect, Cubic Transportation Systems, West Jordan, UT

The Rise of MaaS in Changing Travel Behaviors to Utilize Multi-Modal Travel


Mike Papineau, President, RideFlag Technologies, Mississauga, Ontario, Canada

Shared Mobility Corridors: The Future of Intercity Passenger Rail

Russell “Rusty” Roberts, Vice President, Government Affairs, Brightline Trains, LLC, Orlando, FL

10:30am – Noon

BREAKOUT | INNOVATION “TECH” TALKS

FACILITATOR:  **Jeff Weiss**, Senior Toll Consultant, Gannett Fleming, New Paltz, NY

Innovating Technology Services: It's OK Not to Have All the Answers Up Front

 **Darius Eshragh**, Director, Platform Engineering, Transurban, Irvine, CA

Business Intelligence: Making Your Data Work For You

Mike Lahey, Business Intelligence Analyst, E-470 Public Highway Authority, Aurora, CO

License Plates – The Original Unique Identifier

John Mike, President, Perceptics, Farragut, TN

A Beginner's Guide to Implementing Toll Systems

Rick Gobeille, P.E., Senior Principal, Stantec, New York, NY

Noon – 1:30pm

LUNCH WITH EXHIBITORS


AGENDA

1:30pm – 3:00pm

BREAKOUT | MANAGED LANES

CHANGES IN TRAVEL BEHAVIORS TO UTILIZE MULTI-MODAL TRAVEL

An efficient and inclusive transportation system provides a wide range of mobility options to its users. For more than 20 years, managed lanes have been deployed in metropolitan areas to reduce congestion and improve mobility. These managed lanes also incentivize carpool and transit usage by providing free or heavily discounted travel. Some also offer toll credit programs for transit usage and commute changes. Recent Census data shows a decrease in carpooling and a slight increase in transit usage over the past 10 years. Panelists will discuss how managed lanes impact travel behavior and mode choice as well as shifts we've seen in managed lane corridors that offer park and ride, carpool, bus, and/or rail alternatives. Will managed lanes optimize the utilization of transportation infrastructure with the deployment of MaaS solutions and Connected/Autonomous Vehicles in the future?

MODERATOR:  **Patty Rubstello, P.E.**, Assistant Secretary, Urban Mobility & Access, Washington State Department of Transportation, Seattle, WA

MoPac Express Lane: A Real Lane Changer for Central Texas Transportation Demand Management

Mike Heiligenstein, Executive Director, Central Texas Regional Mobility Authority, Austin, TX

Multi-Modal Approach to Managed Lanes Projects to Improve Mobility

Chris Lillie, P.E., Principal, Project Delivery Manager, Bay Area Toll Authority, San Francisco, CA

Mobility Diversity Using Technology – The Oregon Way!

Chuck Larsen, Technical Architect, Oregon Department of Transportation, Salem, OR

1:30pm – 3:00pm

BREAKOUT | TECHNOLOGY

ROADSIDE SYSTEMS AND INNOVATIONS

This session will focus on the latest innovations and enhancements to roadway systems. Designed to increase accuracy, performance, reliability and/or redundancy – and with a focus on enabling technologies and services such as Big Data, IoT and CASE vehicles, panelists will discuss innovative roadside solutions that are addressing such areas as video based vehicle detection and classification, vehicle occupancy detection, dynamic trip building, next generation advanced traffic and maintenance management systems, as well as the use of enabling technologies such as machine learning to enhance system performance or increase the automation of service. Learn which systems and processes have been deployed and implemented, and what can we expect for the future.

MODERATOR: **Richard Nelson**, Director, Toll Operations Division, Director, TxDOT, Austin, TX

Multiprotocol Readers vs Multiprotocol Tags vs Both – Pros/Cons and Performance

Alice Klemashevich, PMP, Associate Vice President, TransCore, Dallas, TX

Toll System for Managed Lanes on Interstate 75 and State Road 826

Speaker tbd, Florida's Turnpike Enterprise, Ocoee, FL

Advanced Traffic Management Systems: New Technologies to Improve Toll Operations

Roberto Perez, Vice President, Systems, Parsons Corporation, Peachtree Corners, GA

Innovations in Europe: ASFINAG's Commitment to Support CASE Vehicles

Jacqueline Erhart, Program Manager, Cooperative, Connected and Automated Driving, ASFINAG, Vienna, Austria

1:30pm – 3:00pm

BREAKOUT | MOBILITY-AS-A-SERVICE

WHY AND HOW SHOULD THE TOLL INDUSTRY GET INVOLVED IN MAAS?

As Mobility-as-a-Service changes the transportation landscape why should the tolling industry be involved, what is at stake and how do we ensure that user financed facilities are a viable and valuable tool as the MaaS market continues to grow and change. This session will explore the how and when the toll industry should drive interaction with MaaS providers including what the role the toll industry should play. Additionally, the panel will address opportunities, constraints and responsibilities that stakeholders in the toll industry should play with respect to MaaS.

MODERATOR: **Tom Delaney**, Vice President, Senior Division Manager, Atkins, Orlando, FL


Tolling for Mobility-as-a-Service

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

Using Games and Rewards to Change Multi-Modal Travel Behaviors

Randy Moore, CPA, Vice President of Business Development, ETC, Richardson, TX

MaaS: Which Way Does the Toll Road Go?


 **David Dick**, Senior Consultant, Jacobs Engineering, San Francisco, CA

MaaS Highlights Our Interoperability Gap – Ripe for Disruption

Christopher Higgins, Co-Founder & CEO, VeriToll, LLC, Walnut, CA

1:30pm – 3:00pm

BREAKOUT | INNOVATION “TECH” TALKS

FACILITATOR:  Jennifer Larson, Business Analyst, E-470 Public Highway Authority, Aurora, CO

It's Time to Start Counting People, Not Cars

Paul Steinberg, Chief Business Officer, Carma, Austin, TX

Machine Learning and All-Electronic Tolling

 Rafael Hernandez, Director of Toll Operations, Tampa-Hillsborough Expressway Authority, Tampa, FL

Real-time Dynamic Pricing: Three Left Turns to Make a Right?

Annie Gillespie, P.E., Director of Engineering, State Road and Tollway Authority, Atlanta, GA

Utilizing Technology to Transform Safety – CFX's Award Winning Wrong Way Driving System

Bryan Homayouni, P.E., Manager of Traffic Operations, Central Florida Expressway Authority, Orlando, FL

3:00pm – 3:30pm

REFRESHMENT BREAK WITH EXHIBITORS

3:30pm – 5:00pm

BREAKOUT | MANAGED LANES

FUTURE APPLICATIONS OF MANAGED LANES

Advances in technology continue to expand how we can manage a lane. As an industry, we are still learning the full implications connected and autonomous vehicles (CAV) will have in the tolling and priced managed lanes industry. Technology will allow agencies to vary the designation and use of a lane dynamically in response to consumer demand and policy objectives. The tools to plan for such a world are in the evolutionary state. This session will discuss how we plan for a world of managed lanes that may include lanes that are CAV only, truck platoon only, electric vehicles only, or MaaS vehicles only. What are their implications for our stakeholders including our customers, our investors and the general traveling public?

MODERATOR:  Mike Davis, P.E., DBIA, Vice President, National Tolls and Technology Service Group Leader, RS&H, Orlando, FL

Future Proofing Managed Lanes

Robert Edelstein, Ph.D., P.E., PTOE, Senior Vice President, AECOM, Pompano Beach, FL


Modeling CAV's in an Express Lane World

Barbara Davis, AICP, Florida's Turnpike Enterprise, Express Lanes Development Administrator, Florida's Turnpike Enterprise, Ocoee, FL

Technology and Its Impact on Managed Lane Credit Risk

Scott Monroe, CFA, Director of Infrastructure, Fitch Ratings, San Francisco, CA

Let's Manage All the Lanes!

 Chris Swenson, P.E., Assistant Vice President, WSP USA, Atlanta, GA

3:30pm – 5:00pm

BREAKOUT | TECHNOLOGY

BACK OFFICE SYSTEMS

Today's Back Office Systems must do more than simply storing local data. Smart businesses are continually looking for the most innovative ways to improve and accomplish their business objectives. Staying up-to-date on the latest developments should be a priority. From cloud computing to data analytics, these systems contain a gold mine of information and should offer real-time data to the business to allow them to identify anomalies and make decisions faster. Join us as we delve into back office related topics centered around self-service technologies via data mining and data analytics to innovations in transaction processing, as well as disaster recovery and business continuity.

MODERATOR: Michelle Maikisch, Chief of Staff/Public Affairs Officer, Central Florida Expressway Authority, Orlando, FL

Intelligent Toll Operations

 Saïd Majdi, Senior Solution Architect, TollPlus, Chandler, AZ

The Data Centric Tolling Enterprise: Building a Roadmap for Success

Will Etheredge, Toll Revenue & Budget Lead, TxDOT Toll Operations Division (TOD) and North Highland Consulting, Austin, TX

Blockchain: Real Applications in a Distributed, Connected System

Lee Roche, Vice President, Platform Development & Integration, Conduent Transportation, Morrisville, NC

From Four to Eight Cylinders: A Revenue Engine Story

Shana Whitehead, Chief of Business Systems, Illinois Tollway, Downers Grove, IL

GeoAnalytics in Action at the Pennsylvania Turnpike Commission


Robert Marsters, Senior IT Manager, Pennsylvania Turnpike Commission, Middletown, PA

AGENDA

3:30pm – 5:00pm **BREAKOUT | MOBILITY-AS-A-SERVICE**

MAAS IMPLEMENTATION AND OPERATIONS


There has been significant high-level discussion within the industry about the need for and benefits of Mobility-as-a-Service (MaaS). There have also been many technical discussions and many MaaS solutions have been deployed to date. This session will address the need for and methods to successfully operate MaaS within and between cities to achieve the benefits for both the users and the public at large. Of particular interest are the enabling technologies and standards allowing efficient integration of disparate systems and who, the public or private sectors, should be driving the MaaS Implementations.

MODERATOR:  **Andrew Fremier**, Deputy Executive Director, Operations, Metropolitan Transportation Commission, Bay Area Toll Authority, San Francisco, CA

Once Upon a Time, a Toll Operator Became a Mobility Provider
Jason Wall, Chief Executive Officer, USA, A-to-Be, Downers Grove, IL

MaaS Interoperability Standards for Multi-Provider MaaS Trips
Mark Feltham, Chief Technology Officer, RideFlag Technologies, Mississauga, Ontario, Canada

MaaS – Same Old Stuff, Something New or a Solution to Revolutionize Transport?
Crissy Ditmore, Director of Strategy, Cubic Transportation Systems, Washington, DC

Different Strokes for Different Folks
 **Cédric Bourgoïn**, Director, Sales and Marketing, EasyTrip, Dordrecht, Netherlands

3:30pm – 5:00pm **BREAKOUT | INNOVATION “TECH” TALKS**

FACILITATOR: **Snehal Ambare, P.E.**, Project Manager, HNTB Corporation, Ocoee, FL

Reload – Rethinking Infrastructure for Today’s Driver
David Wynne, Director of Toll Operations, Central Florida Expressway Authority, Orlando, FL

The Price of Innovative Mobility – Who Pays and How?
Vincent Brigidi, Executive Vice President, Commercial Services, Verra Mobility, Mesa, AZ

Re-Envisioning Customer Interactions: The Transformation from a Call Center Operation to a Contact Center Operations
Helen Barton, Vice President, Operations, Conduent Transportation, Newark, NJ

Friction Points – Creating a Truly Frictionless Payment Program for Even the Cash-Based User
Shannon Swank, Vice President, BancPass, Austin, TX

MaaS – What’s Missing in the US and How Tolling Could Help
Marty Stone, Ph.D., AICP, Chief Operating Officer, Business Development, Egis US, Tampa, FL

6:30pm – 9:30pm **EVENING EVENT**

UNIVERSAL STUDIOS CITYWALK™

(see page 7 for details)

TUESDAY, APRIL 2, 2019

7:00am – 3:00pm

REGISTRATION

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

(for all registered attendees)

8:30am – 9:00am

GENERAL SESSION

WELCOME REMARKS



The Honorable Buddy Dyer
Mayor of the City of Orlando
Orlando, FL

Chris Tomlinson, Executive Director State Road & Tollway Authority (SRTA) and Georgia Regional Transportation Authority (GRTA) and President, IBTTA, Atlanta, GA

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


Fran O’Connor, Senior Vice President, Director of National Tolls, Atkins N.A., Freehold, NJ

9:00am – 10:00am

GENERAL SESSION

VENDOR FORUM

Back by popular demand, this session is focused on the *vendor* community to promote and sell their products to the industry. These Associate Members have won their way into this open forum to discuss innovative ideas and technologies for improving back office systems or roadway operations. This is a lively event where attendees will have the chance to learn how IBTTA members are moving the tolling industry forward!

MODERATOR:  **Tyler Milligan**, Managing Partner, Milligan Partners, Dallas, TX

PRESENTERS:

Björn Crona, Product Manager, Vehicle Detection and Classification, Kapsch TrafficCom, Jönköping, Sweden

Jason Stein, Vice President, Delivery, TollPlus, Chandler, AZ

 **Jennifer Sherblom**, Business Development Manager, Perceptics, Farragut, TN

Barry Pelletteri, Chief Strategy Officer, Kyra Solutions, Inc., Lakeland, FL

Shannon Swank, Vice President, BancPass, Austin, TX

 **Stephen Lockhart**, Chief Technology Officer, Star Systems International, Allen, TX

Ken Kao, Director of ITS and Networking Solutions, Advantech Industrial IoT Group, Ottawa, IL

George Thiel, Account Executive, SICK, Inc., Bloomington, MN

Terri England, Director, RedfoxID, Newark Notts, United Kingdom

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

10:30am – 11:00am GENERAL SESSION

KEYNOTE SPEAKER



Michael Schwarz
Corporate Vice President & Chief Economist
Microsoft Corporation
Redmond, WA

11:00am – 12:30pm GENERAL SESSION

TECHNOLOGY – WHO'S ZOOMIN' WHO

Once upon a time, automakers were designers and manufacturers of cars; technology companies focused on making PCs and growing the Internet; while wireless operators focused on managing networks. That world no longer exists. The marketplace for transportation and technology is changing so fast that keeping up with the explosion of new services and technologies is a mind-boggling challenge of incredible complexity. Industries are converging, colliding, and competing as automakers become providers of connected mobility, telecom providers focus on full-service offerings, and Silicon Valley firms disrupt markets all around. This panel will bring together thought leaders from technology firms, automakers, wireless operators, and Smart Cities to discuss how the world is changing and what is driving the change. The future of autonomous vehicles, the next generation of wireless, artificial intelligence, machine learning, and the industrial internet of things (IIoT) are all on the table during this wide-ranging discussion.

MODERATOR: **Joe Averkamp**, Vice President for Systems and Solutions, Parsons Corporation, Alexandria, VA

PANELISTS:

Michelle Maggiore, P.E., Global Business Development, Transportation & Smart Cities, Cisco, Washington, DC

Lisa Peterson, Head of Business Development, AiRXOS, part of GE Aviation, Washington, DC

Brennan Hamilton, Senior Product Manager, Connected Vehicle - Smart Cities, Ford Smart Mobility, Dearborn, MI

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

(for all registered attendees)

2:00pm – 3:00pm GENERAL SESSION

KEYNOTE SPEAKER



Peter Norton
Professor of History
Department of Engineering & Society
University of Virginia
Charlottesville, VA

3:00pm ADJOURN

Next stop... **ATI/TEAMFL!**

POST-SUMMIT MEETINGS

(Open to all. No event fee for IBTTA Summit Attendees.)

3:00pm – 6:00pm

JOINT ATI/TEAM FLORIDA ROUNDTABLES

MODERATOR: PJ Wilkins, Executive Director, E-ZPass Group/ IAG Service Corp, Wilmington, DE

Abenezer Yohalashet, Head of Tolling, PayTollo, San Francisco, CA

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

Matthew Chiodo, Vice President of Sales, Gentex Corporation

- » Technology and Innovation (transitions, entry barriers, road alternatives)
- » Toll Operations (congestion management, interstate tolling)
- » Transit and Connected Vehicles (disruptive tech, mobility change and preparation)
- » Finance & Policy (changing models: ownership, CAV and toll use choices)

6:00pm – 7:00pm

ATI AND TEAM FLORIDA RECEPTION

WEDNESDAY, APRIL 3, 2019

8:00am – Noon

(This session is open to all IBTTA attendees at no additional cost.)

TEAM FLORIDA GENERAL SESSION

Jacksonville Transportation Authority – Smart City

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

Lynx/HARTransit – Innovation and Goals

Jeff Seward, Chief Financial Officer, HARTransit, Tampa, FL

Speaker tbd, Lynx

Tampa-Hillsborough Expressway Authority – Connected Vehicle Pilot

Joe Waggoner, CEO/Executive Director, Tampa-Hillsborough Expressway Authority, Tampa, FL (invited)

Brightline – Vision for the Future of Florida

Patrick Goddard, President, Brightline Trains, Miami, FL (invited)

I-4 Ultimate Update

Speaker tbd, Florida Department of Transportation