

BRIDGING THE GAP

IBTTA2023

Seattle

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



HOST AGENCY



PROGRAM



Greetings IBTTA Delegates!

Welcome to Seattle and IBTTA's 91st Annual Meeting and Exhibition! Our theme this year is "Bridging the Gap" and I want to share a personal story about what that theme means to me.

Some of you know that my mom married when I was young and my new father adopted me, I never knew my biological father and his family. But this year, I had the chance to discover this other part of my family. In addition to my two brothers, I now have three new sisters along with a variety of aunts and uncles, nieces and nephews, and first and second cousins that I never knew I had before. Many of them live in New York, and during a visit this spring I met a bunch of my new relatives face to face for the first time. Additionally, they are Jewish and I celebrated Passover for the first time with them, as I was raised in a Christian setting.

It's fun to discover new family. It's even more fun when they affirm your kinship by pointing out something familiar in the way you smile or wave your hands when telling a story. That's when it gets really cool.

IBTTA is like this too. There are no strangers here – only family members we haven't met yet. When you come to an IBTTA meeting for the first time, it's like getting introduced to family members you didn't know you had. Don't be surprised to see a maintenance director from one agency strike up a conversation with a counterpart from another agency, and when one of them starts telling a story, the other one can finish it – even though they just met each other.

The theme around which we have organized IBTTA events this year is "Bridging the Gap." This theme is something I've experienced first-hand, not only through discovering my new family but also through IBTTA. It isn't difficult to see the gaps in our world, the things that divide people on the basis of age, race, religion, national boundaries, politics and more. But here in IBTTA in 2023, we've made it our mission to bridge those gaps, to bring people closer together to solve common problems. Because the things we have in common are much more important than the things that divide us.

During this 91st IBTTA Annual Meeting and Exhibition, I hope you will embrace the theme "Bridging the Gap" as I have. And when you discover family members you never knew you had, let me know. I want to hear your story!

With gratitude,

A handwritten signature in blue ink that reads "Andrew B. Fremier". The signature is fluid and cursive, written over a light, semi-transparent background.

Andrew B. Fremier, P.E.
IBTTA President
Executive Director
Bay Area Toll Authority
Metropolitan Transportation Commission
San Francisco, CA

WELCOME TO *Seattle*



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MEETING ORGANIZERS & HOST AGENCY

CO-CHIEF MEETING ORGANIZERS




 Ed Barry, P.E.

Director, Toll Division

Washington State Department of Transportation



 Tawnya Freund

Chief Commercial Officer

ViaPlus

This meeting came together through the hard work of a dedicated and diverse planning group.

OUR HOST AGENCY



**Washington State
Department of Transportation**



The Washington State Department of Transportation (WSDOT) is responsible for maintaining 7,000 miles of highways and 3,300 bridges and tunnels, including the longest and widest of the world's first floating bridges. WSDOT also operates the state's most popular tourist attraction — the Washington State Ferries — with 29 boats that carry more than 27 million passengers. WSDOT is also a partner with Amtrak in providing the Amtrak Cascades passenger rail service connecting Seattle and other western Washington cities in the Vancouver B.C./Portland, Oregon corridor. With local transit agencies, it helps provide bus and other transit services. WSDOT also runs 29 freight railroad cars that carry grain in Eastern Washington and operates 16 emergency airfields. Learn more at www.wsdot.wa.gov/goodtogo.

FACTS & HOURS

FAST FACTS

BADGES – Badges are required to gain entry into all sessions, meals, tours and events.

CERTIFICATION MAINTENANCE (PE) – IBTTA will forward a certificate of attendance to all professional engineers who sign the attendance form at the IBTTA Registration Desk.

COMPETING EVENTS – It is against IBTTA policy for other organizations to schedule events or meetings at any time 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. Dress for other IBTTA events is noted next to the event description. Please consider comfortable walking shoes since the convention center is next door to the hotel and requires some walking.

INTERNET ACCESS – WiFi will be available throughout the conference space at the Seattle Convention Center. Network Name: **IBTTAAnnual** | WiFi Password: **CSG2023!**

LEADERSHIP ACADEMY DESIGNATION –  This graduation "cap" symbol denotes Leadership Academy alumni.

MEALS & EVENTS – All meals and evening events are included in the Delegate, Guest and Speaker registration fees only. Tickets for non-registered attendees are available for sale at the IBTTA Registration Desk.

CODE OF CONDUCT – IBTTA is committed to the principles of diversity, inclusion, integrity, civility, and respect in all of our activities. View the full Code of Conduct at: www.ibtta.org/conduct

HOURS OF OPERATION

REGISTRATION

The IBTTA Registration Desk is on the 6th Floor of the Seattle Convention Center | Arch.

Saturday, October 7	1:00pm – 5:00pm
Sunday, October 8	8:00am – 5:30pm
Monday, October 9	7:00am – 6:00pm
Tuesday, October 10	7:00am – 5:00pm

SPEAKER REHEARSALS & PRESENTATION DROP-OFF

Cheryle Arnold, IBTTA Conference Production Manager, will be available in Ballroom 6E on the 6th Floor of the Seattle Convention Center | Arch, during the following hours to assist you with your presentation:

Saturday, October 7	12:00pm – 5:00pm
Sunday, October 8	9:00am – 5:00pm
Monday, October 9	7:00am – 5:00pm
Tuesday, October 10	7:00am – 4:00pm

MEDIA – Credentialed members of the media are permitted to attend sessions only.

MEETING APP – Download the IBTTA Meetings app to view the program, speaker bios and photos, exhibitor and sponsor info, notifications and more.



Scan this QR code with your smartphone to download the IBTTA Meetings app



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

PRESENTATIONS – Presentations and session recordings authorized for distribution will be available within two weeks.

RECORDING SESSIONS – Personal recording of any session is strictly prohibited. IBTTA reserves the right to video and record sessions for purposes of on-demand viewing.

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

SPECIAL ACCOMMODATIONS – If you need special accommodations to fully participate in IBTTA events, please notify the staff at the IBTTA Registration Desk.

EXHIBITS*

The Exhibit Hall is in Ballroom 6ABC on the 6th Floor of the Seattle Convention Center | Arch. Hours are as follows:

SUNDAY, OCTOBER 8

Set Up10:00am – 6:00pm

MONDAY, OCTOBER 9

Breakfast7:00am – 8:30am
Refreshment Break10:30am – 11:00am
Lunch12:30pm – 2:00pm
Refreshment Break3:30pm – 4:00pm
Networking Reception with Exhibitors5:30pm – 7:00pm

TUESDAY, OCTOBER 10

Breakfast7:00am – 8:30am
Refreshment Break10:00am – 10:30am
Lunch12:00pm – 1:30pm
Tear Down2:00pm – 5:00pm

*The Exhibit Hall is open throughout the conference for one-on-one meetings.

MANY THANKS TO OUR SPONSORS

CLOSING BANQUET

Michael Baker
INTERNATIONAL

COFFEE CORNER

A-to-Be
by **Brisa Group**

CONVENTION CENTER BRANDING

accenture **AtkinsRéalis**

neology
mobility [re]imagined.

HOTEL KEY CARDS

ETC
A QUARTERHILL COMPANY

KEYNOTE SPEAKER

AECOM Delivering a better world

LANYARDS

wsp

MEETING JOURNALS

CDM Smith
cdmsmith.com

MEETING WI-FI

CSG

Network Name: IBTTAAnnual | WiFi Password: CSG2023!

MEMBER LOUNGE

CONDUENT
Transportation

REFRESHMENT BREAKS

aws

Duncan Solutions



LINEBARGER
ATTORNEYS AT LAW

REGISTRATION BAGS

neology
mobility [re]imagined.

SESSION SPONSORS

General Session

Modernizing Infrastructure for a Sustainable Future

ARCADIS

IBI GROUP

Cutting Through The Noise on AI

Deloitte.

Breakout Tracks

ITS + Tolling

TRANSCORE

Safety & Security



BLISSWAY

Road Pricing

indra

Trend Talks

Stantec

SUNDAY OPENING EVENT

HNTB

UMBRELLAS



WATER BOTTLES

emovis
Abertis Mobility Services

CONGRATULATIONS NEW HONORARY MEMBERS

HONORARY MEMBERS CEREMONY

Tuesday, October 10, 2023

8:30am - 10:00am

Ballroom 6E



MARK COMPTON

Mark Compton began serving as chief executive officer of the Pennsylvania Turnpike Commission on Feb. 1, 2013. A professional with more than two decades of public and private-sector experience in transportation, administration, government affairs, and construction, he previously served as PennDOT's deputy secretary of administration, overseeing eight bureaus within the agency. Before joining PennDOT, Mark was director of government affairs for American Infrastructure, a heavy civil construction company in Worcester, Pa. Prior to that, he worked in various public and private operations, focusing largely on transportation, construction, and economic development. Mark is an active participant in IBTTA. He spent 8 years on the Board of Directors and served as President in 2021. He currently serves on the association's Nominating and Government Affairs committees and is an executive advisor to the Lost Revenue Task Force. Mark holds a Bachelor of Science degree from Penn State University. Mark resides with his wife, MacKenzie, along with his four children.



HARRY SMITH

Over his more than 30 years with IBTTA, Harry became the heart and soul of the organization. With his constant smile and willingness to help members at every turn, he was the consummate team player and one of the most recognizable faces of IBTTA. Harry began his career with IBTTA as a part-time employee while working in banking. He quickly demonstrated his capabilities and transitioned into the full-time role of office manager. In this position, he ensured the office operated seamlessly day-to-day. Later, Harry took on the job of Meetings Registrar, immersing himself in member service and developing long-lasting relationships. He became a familiar face to attendees, managing the intricate logistics allowing each event to succeed. Through it all, Harry remained dedicated, patient, and easygoing. He exemplified serving others through his behind-the-scenes support of the team. His IBTTA journey is a testament to hard work, reliability, and making time to support colleagues. While he will be sorely missed, his well-deserved retirement promises more time for fishing, bowling, and home projects.



PJ WILKINS

P.J. Wilkins has over 35 years of experience in various segments of the transportation industry. P.J. currently serves as Executive Director of the E-ZPass Group, the world's largest electronic toll collection system. Previously, P.J. served for more than 10 years as Toll Operations Administrator for the Delaware Department of Transportation, where he was responsible for the operation of the Department's two toll roads, the Delaware Turnpike on I-95 and State Route 1. He was also instrumental in establishing the Department's electronic toll collection program, which has been widely recognized as one of the top customer service center operations in the industry and the recipient of numerous national and international awards. P.J. has played an active role in IBTTA since 1999 and served on its Board of Directors from 2005 to 2009. He has also served on the Board of Trustees for the Alliance for Toll Interoperability (ATI) and currently serves on the Board of Directors of the OmniAir Consortium.

CONGRATULATIONS TO THE AWARD WINNERS

2023 TOLL EXCELLENCE AWARDS: PROJECTS REVEALED & PRESIDENT'S AWARD CEREMONY



Monday, October 9, 2023
2:00pm - 3:30pm
Ballroom 6E

Join this session for an informative look at the projects that the industry judged the best of the best for 2023. The winners of the Toll Excellence Awards will share information about their award winning projects, followed by the reveal of the winner of the 2023 IBTTA President's Award!

ADMINISTRATION & FINANCE AWARD

International Bridges Toll System Procurement & Implementation



CUSTOMER SERVICE & MARKETING OUTREACH AWARD

Hub-to-Hub Interoperability

Representing the Central Hub



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY



OKLAHOMA
Turnpike Authority

Representing the Southeastern Hub



SAFETY AWARD

Roadway Debris Removal Device



SOCIAL RESPONSIBILITY AWARD

Sustainability Program



TECHNOLOGY AWARD

TIMS2GO Mobile Incident Response Tool



TOLL OPERATIONS, ENGINEERING & MAINTENANCE AWARD

A New Way to Procure and Deliver: A New Enterprise Back Office System



PRIVATE SECTOR INNOVATION AWARDS

Smart Enforcement

CTRMA Digital Billing & Journey Orchestration



And the winner of the President's Award is...
Attend the session to find out!



DIVERSITY, EQUITY & INCLUSION AWARDS CEREMONY

Monday, October 9, 2023
8:30am - 9:30am
Ballroom 6E



PUBLIC SECTOR AWARD

Partnering for Growth



PRIVATE SECTOR AWARD

Diverse Supplier Initiative



2023 IBTTA FOUNDATION SCHOLARSHIP AWARDS

Tuesday, October 10, 2023
8:30am - 10:00am
Ballroom 6E



Michael Acheampong
Bluefield State University
Bluefield, WV
B.S. Computer Science
Expected Graduation: May 2025



Jackson C. Mills
University of California: Davis
Davis, CA
B.S. Community and Regional
Development, B.A. Political Science
Expected Graduation: June 2024



Katie Curran
Harvard University Law School
Cambridge, MA
J.D. Transportation Law
May 2026



David Oyekeye
Alabama State University
Montgomery, AL
B.S. Computer Science
Expected Graduation: May 2024



Makayla R. Herman
Hampton University
Hampton, VA
B.A. Political Science
Expected Graduation: May 2025



Hannah Power
University of Delaware
Newark, DE
MEng Structural Engineering
Expected Graduation: May 2025



Adeleye O. Mesogboriwon
Edward Waters University
Jacksonville, FL
B.S. Information Technology
Expected Graduation: May 2024

KEYNOTE SPEAKER

JER THORP

Data Artist and Author, *Living in Data*

Monday, October 9, 2023

9:30am - 10:30am

Ballroom 6E



Jer Thorp is an artist and educator from Vancouver, Canada, currently living in New York. A former geneticist, his digital art practice explores the many-folded boundaries between science and art. Recently, his work has been featured by The New York Times, The Guardian, BusinessWeek and the CBC.

Thorp's award-winning software-based work has been exhibited in Europe, Asia, North America, South America, and Australia and all over the web.

Jer has over a decade of teaching experience, in Langara College's Electronic Media Design Program, at the Vancouver Film school, and as an artist-in-residence at the Emily Carr University of Art and Design. Most recently, he has presented at Carnegie Mellon's School of Art, at Eyebeam in New York City, and at IBM's Center for Social Software in Cambridge.

In his previous life as a Flash developer and designer, Jer produced work for a broad base of clients including Honda, The Canadian Broadcasting Corporation, FOX, and the LA Kings. blprnt.com, Jer's unique collection of organic Flash experiments and generative artworks, has won numerous awards and has been featured in many art and design publications, both online and in print. Jer is a contributing editor for Wired UK.

Sponsored by



Jer Thorp's analysis of the word "data" in 10,325 New York Times stories written between 1984 and 2018 shows a distinct trend: among the words most closely associated with "data," we find not only its classic companions "information" and "digital," but also a variety of new neighbors—from "scandal" and "misinformation" to "ethics," "friends," and "play."

IBTTA FOUNDATION PROGRAMS

Apply for the IBTTA Foundation Leadership Academy Today!



SCHEDULE FOR 2024

Applications Accepted through October 13, 2023

Notifications Sent to All Applicants Mid-November 2023

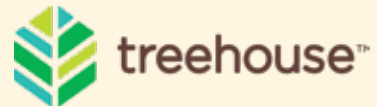
Class Begins Sunday, February 11, 2024

Class Ends (Noon) Friday, February 16, 2024

**2024 APPLICATIONS NOW BEING ACCEPTED
DEADLINE OCTOBER 13, 2023**

IBTTA FOUNDATION BOOK DRIVE

Continuing our tradition of making a positive impact in the communities we visit, IBTTA is holding a Book Drive, supporting Treehouse, a nonprofit in Washington State that focuses on providing for the educational needs of youth in foster care. Books, in conjunction with essential everyday items, are distributed through the Treehouse Store. Let's collaborate to stock the store with these much-needed supplies.



TWO WAYS TO DONATE:

- 1 Drop a new or used book at the registration desk.
Deadline: Tuesday by 5:00pm.
- 2 Scan the barcode to donate to the Treehouse Amazon Wishlist.



NIGHT AT THE CLUBHOUSE FEATURING A PICKLEBALL TOURNAMENT

IBTTA FOUNDATION FUNDRAISER

IBTTA
FOUNDATION

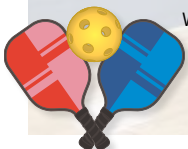
Saturday, October 7, 2023

5:30pm - 8:00pm

Washington Athletic Club

SOLD OUT

Join us for an exciting Pickleball Tournament. Spearheaded by Chief Sportsman and IBTTA President, Andy Fremier, the tournament will take place indoors at the Washington Athletic Club, conveniently located just a block from the hotel. Get ready for a fantastic time all in support of the IBTTA Foundation Scholarship Fund! Players of every skill level are welcome to participate. This event is limited to 32 players and 100 spectators. If you're interested in attending, visit the IBTTA registration desk to check space availability.



Many thanks to the sponsors of the IBTTA Foundation Fundraiser Pickleball Tournament

 AtkinsRéalis

 Deloitte  IntelliRoad

 Jacobs



Milligan
Partners.

 NORTH
HIGHLAND

 WSP

EVENT HIGHLIGHTS

TECHNICAL TOURS

Presented by  **WSDOT**

Sunday, October 8, 2023

8:30am - 12:00pm

Fee: \$40.00

Buses load from the Sheraton Grand Hotel lobby at 8:15am

SR 520 Bridge

During this 3-hour tour, you'll get to explore the bridge from the Montlake end, check out the brand-new pedestrian and bike overpass, and drive across the entire structure, which holds the Guinness world record as the longest floating bridge in the world. You'll also stop at the stunning Bridge View Park on the Evergreen Point Lid to take in the views, all while learning about the construction, funding, and tolling of the bridge from knowledgeable guides. You'll also get to tour the bridge maintenance facility and see the pontoons, giving you a behind-the-scenes look at how this magnificent structure is maintained.



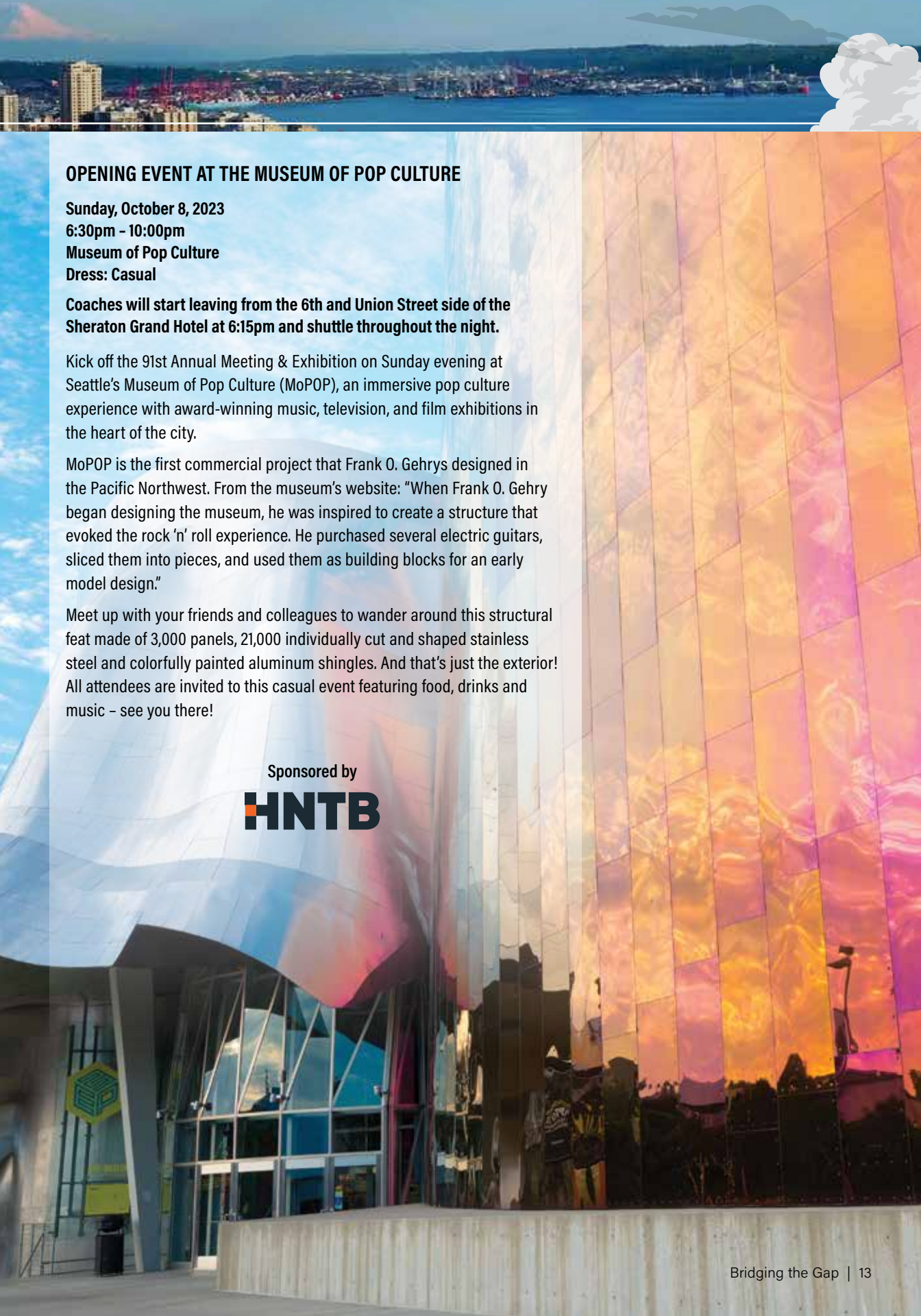
SR 99 Tunnel

The tour will begin at the North Portal, where you'll have the unique opportunity to go underground and witness the impressive inner workings of the tunnel. From there, you'll drive through the tunnel and experience the seamless transition from the bustling city streets to the underground world of the tunnel. Finally, we'll circle back along the updated Alaskan Way, a street that helps fill the place of the Alaskan Way Viaduct (along with the SR 99 tunnel). You'll see the remarkable transformation of Seattle's waterfront with a stop at the Waterfront Pier and hear about the work to reconnect the city to the waterfront.



STILL INTERESTED?

Check with the IBTTA Registration Desk for availability.



OPENING EVENT AT THE MUSEUM OF POP CULTURE

Sunday, October 8, 2023

6:30pm - 10:00pm

Museum of Pop Culture

Dress: Casual

Coaches will start leaving from the 6th and Union Street side of the Sheraton Grand Hotel at 6:15pm and shuttle throughout the night.

Kick off the 91st Annual Meeting & Exhibition on Sunday evening at Seattle's Museum of Pop Culture (MoPOP), an immersive pop culture experience with award-winning music, television, and film exhibitions in the heart of the city.

MoPOP is the first commercial project that Frank O. Gehry designed in the Pacific Northwest. From the museum's website: "When Frank O. Gehry began designing the museum, he was inspired to create a structure that evoked the rock 'n' roll experience. He purchased several electric guitars, sliced them into pieces, and used them as building blocks for an early model design."

Meet up with your friends and colleagues to wander around this structural feat made of 3,000 panels, 21,000 individually cut and shaped stainless steel and colorfully painted aluminum shingles. And that's just the exterior! All attendees are invited to this casual event featuring food, drinks and music - see you there!

Sponsored by

HNTB

EVENT HIGHLIGHTS

NETWORKING RECEPTION WITH EXHIBITORS

Monday, October 9, 2023

5:30pm - 7:00pm

Ballroom 6ABC



After a full day of sessions, don't miss the exhibit hall reception on Monday evening. This is your chance to explore the latest toll industry innovations without having to rush off to another activity. With so many companies showcasing their newest offerings in one place, you'll find endless inspiration and opportunities to bring more value to your organization. And, save room for fun and surprises too – you never know what entertaining interactions you might have. Join us for this highlight of the conference and make the most of this dedicated time with your exhibit hall colleagues! The following Exhibiting Companies will feature special foods or drinks at their booths so be sure to visit them all: **Deloitte, Emovis, Indra and SSI.**

CLOSING RECEPTION & BANQUET

Tuesday, October 10, 2023

6:30pm - 9:00pm

6th Floor Lobby and Ballroom 6E

Dress: Cocktail Attire

Spend a relaxing evening celebrating our time in Seattle during the close of our Annual Meeting & Exhibition. It's the perfect time to relax, spend time with old and new friends and end the meeting on a high note. Enjoy good food and drink followed by a champagne toast to our outgoing and incoming Presidents and to all of our attendees for joining us in Seattle!!

Sponsored by

Michael Baker

INTERNATIONAL





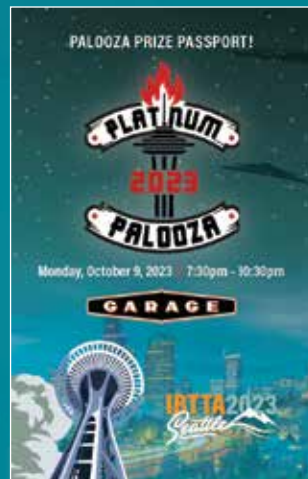
MONDAY | 7:30PM

OCTOBER 9, 2023



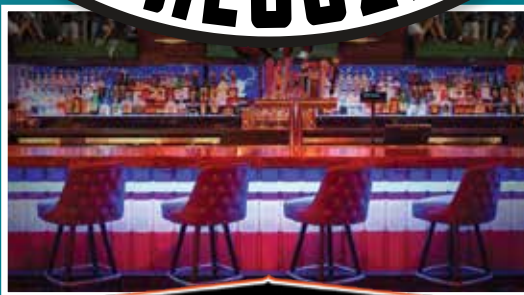
The Platinum★Palooza is the perfect combination of good friends, legendary food, music and great times – all courtesy of the 18 IBTTA Platinum Sponsor Hosts! The Platinum★Palooza is the can't-miss event for ALL IBTTA Annual Meeting attendees.

Be sure to collect all 18 Host Sponsor logo stickers on the Passport that you'll find in your registration bag. Your mission is to meet each of the sponsors who will give you a sticker for your passport. You



can finish your sticker collecting during the Platinum★Palooza and then enter a drawing for a chance at one of two \$500 cash prizes plus many other exciting prizes! The drawing will take place during the event but beware – you must be present to win!

Dress: Casual



PLATINUM SPONSOR HOSTS



PROGRAM AGENDA

IBTTA BOARD OF DIRECTORS & COMMITTEE MEETINGS

MEETINGS LISTED BELOW ARE OPEN TO ALL UNLESS OTHERWISE NOTED (*BY INVITATION)

All meetings take place at the Sheraton Grand Hotel

FRIDAY, OCTOBER 6

10:30am – 12:00pm

EXECUTIVE COMMITTEE MEETING*

Eagle Boardroom, 1st Floor

10:30am – 12:00pm

COUNCIL OF PLATINUM SPONSORS MEETING*

Metropolitan Ballroom A, 3rd Floor

12:00pm – 1:00pm

LUNCH FOR PLATINUM SPONSORS & BOARD MEMBERS*

Metropolitan Ballroom B, 3rd Floor

1:00pm – 2:30pm

IBTTA BOARD MEETING AND PRESENTATION BY COUNCIL OF PLATINUM SPONSORS

Metropolitan Ballroom A, 3rd Floor

2:30pm – 3:30pm

FINANCE STANDING COMMITTEE OF THE BOARD

Metropolitan Ballroom A, 3rd Floor

3:30pm – 4:30pm

PAST PRESIDENTS COUNCIL*

Metropolitan Ballroom A, 3rd Floor

6:30pm – 9:30pm

BOARD DINNER*

Coach will load and leave from the Sheraton Grand Hotel lobby at 6:00pm

SATURDAY, OCTOBER 7

8:00am – 9:00am

BOARD MEETING BREAKFAST

Metropolitan Ballroom B, 3rd Floor

9:00am – 12:00pm

BOARD BUSINESS MEETING

Metropolitan Ballroom A, 3rd Floor

91st ANNUAL MEETING & EXHIBITION

Updates made to the agenda following the printing of this program are reflected in the IBTTA Meetings app.

All business sessions and exhibit hall activities from this point forward will take place on the 6th floor of the Convention Center Arch at 705 Pike.

SATURDAY, OCTOBER 7

12:00pm – 12:45pm

CEO SUMMIT LUNCH

*Metropolitan Ballroom B, 3rd Floor Sheraton Grand
(By Invitation)*

1:00pm – 2:30pm

CEO SUMMIT

Room 609

(By Invitation)

This Summit is exclusively for Executive Directors or persons with similar titles that make them the chief staff executive of their toll agency, authority, or concession. The intention is that only one individual per organization will attend.

1:00pm – 5:00pm

REGISTRATION

6th Floor Lobby, Convention Center

3:00pm – 5:00pm

PROCUREMENT: "PLENTY OF STICKS, NOT ENOUGH CARROTS" – AN OPEN SPACE DISCUSSION ON BUILDING BEST PRACTICES

Room 609

Open space is a meeting format in which the participants define the agenda and self-organize to discuss the issues most important to them. It recognizes that individuals are the experts in their interests and passions and that they can unlock their full potential when given the freedom to explore and contribute. Open Space is a different way of organizing a meeting that allows the participants to discuss and solve the real-world problems they bring to the meeting. No preparation required and everyone is invited! Join us!

FACILITATOR:  **Jim Wilson, PMP**, Senior Vice President, TransCore, LP, Orlando, FL

3:30pm – 5:00pm

YOUNG PROFESSIONALS' COUNCIL PRESENTS – CONFERENCING 101 AND MENTORSHIP PROGRAM WORKSHOP

Room 608

Are you a young professional or a first time attendee looking to make the most out of this conference? Join our Conferencing 101 session to find out what to expect during the 91st Annual Event! Afterward, we invite you to participate in the Mentorship Program Workshop and partake in group discussions to learn more about previous iterations of the program, and to share your voice in its resurgence. We strongly encourage attendees to think about how they would like the program to grow, and how it could benefit both mentor and mentee!

FACILITATORS:

Keith Meehan, P.E., PTOE, Civil Engineer – Traffic/ITS, Michael Baker International, and Chair, Young Professionals Council, Harrisburg, PA [and](#)



 **Chelsea Scheid Mason, P.E.**, Toll Systems Project Manager, HDR, Orlando, FL

TABLE MODERATORS:

James Bird, Senior Field Technician, Red Fox ID Limited, Aston Sandford, Buckinghamshire, UK

Carley Brierre, Communications Manager, Elizabeth River Crossings, Portsmouth, VA

Daniel Garrido, PMP, Key Account Manager, Indra, Madrid, Spain

 **Marge Rangel**, Associate Project Manager, TransCore, LP, Orlando, FL

Cory Skoczen, Safety Services Manager, Ohio Turnpike and Infrastructure Commission, Berea, OH

JoAnn Boyll, Business Analysis Manager, ViaPlus, Carrollton, TX

Sophia Currier, UX Designer and Project Delivery Manager, RideFlag Technologies, Ontario, Canada

PROGRAM AGENDA

3:30pm - 5:00pm

REVFINDER™ ROUNDTABLE: TOLL OPERATORS SHARING THEIR EXPERIENCE


Room 612

(By Invitation)

IBTTA's Lost Revenue Task Force has released the RevFinder™ online self-assessment tool, which helps toll operators evaluate every step of the toll revenue collection process. RevFinder™ provides guidance on revenue collection improvements, offering value to individual toll operators. However, its greatest value will be a collective discussion of toll revenue collection strategies among agencies. We will be inviting toll operators that have shared data in RevFinder™ to this in-person roundtable discussion on toll revenue collection improvement. We encourage toll operators to share their data and join the conversation in this community of practice.

FACILITATORS

Mark Muriello, Co-Chair, IBTTA Lost Revenue Task Force and Director of Policy & Government Affairs, IBTTA, Washington, DC [and](#)

 **Jessica Carson**, Co-Chair, IBTTA Lost Revenue Task Force and Director of Public Affairs, E-470 Public Highway Authority, Aurora, CO

5:30pm - 8:00pm

PICKLEBALL TOURNAMENT - IBTTA FOUNDATION FUNDRAISER

(See page 11 for details.)

The Washington Athletic Club is only a block away from the Sheraton Hotel!

Players arrive at 5:30pm

Spectators arrive at 5:45pm

Washington Athletic Club, 1325 Sixth Avenue

IBTTA
FOUNDATION

SOLD OUT

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 **AtkinsRéalis**

Deloitte

Jacobs

 **IntelliRoad**
A DIVISION OF  **KYRA Solutions**

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HIGHLAND**

WSP

SUNDAY, OCTOBER 8

8:00am - 5:30pm

REGISTRATION

6th Floor Lobby

8:30am - 12:00pm

TECHNICAL TOURS PRESENTED BY THE WASHINGTON STATE DOT

(See page 12 for details.)

Coaches will leave from the Sheraton Grand Hotel lobby at 8:30am.

SR 520 Bridge (SOLD OUT!)

SR 99 Tunnel (SOLD OUT!)

9:00am - 11:00am

WOMEN IN TOLLING SESSION


Room 612

9:00am - 10:15am

Navigating the Future: Climate Change Adaptation and Resilience in Transportation Systems

Climate change poses significant challenges to transportation infrastructure due to factors such as sea-level rise, extreme weather events and changing precipitation patterns. These conditions have far-reaching impacts, and our industry must adapt and adjust to reduce system vulnerability and increase resilience. Together we play a critical role building in resilience, minimizing disruptions, and ensuring access to these vital mobility systems.

What are the plans and actions agencies across the globe are taking to mitigate the short and long term impacts of environmental shifts? How are Agencies engineering roadways to ensure resilience of their road infrastructure? What type of investments are needed, and how are these being financed?

MODERATOR:  **Tawnya Freund**, Chief Commercial Officer, ViaPlus, Carrolton, TX

Mark Hallenbeck, Director, Washington State Transportation Center (TRAC), University of Washington, Seattle, WA

Andrew B. Fremier, P.E., IBTTA President and Executive Director and CEO, Bay Area Toll Authority, Metropolitan Transportation Commission, San Francisco, CA

Christophe Boutin, Executive Director, ASFA, Paris, France

Angela Song, TE Portfolio Manager, Electrification & Strategic Technology, Seattle City Light, Seattle, WA

10:15am – 11:00am

Room 612

WIT Awards Ceremony and WIT Council Business Meeting

Join us at the WIT Council's Annual Business Meeting as we delve into 2024 planning, organizational matters, and receive committee updates. Following that, make sure to stick around for the Awards Ceremony, where we'll honor the 2023 recipients of the prestigious WIT Lifetime Achievement and WIT Trailblazer Awards.

10:00am – 6:00pm

EXHIBITS SET UP

Ballroom 6ABC

10:00am – 12:00pm

CHALLENGES IN DIVERSITY, EQUITY & INCLUSION – AN OPEN SPACE/SAFE SPACE CONVERSATION

Room 609

Open space is a meeting format in which the participants define the agenda and self-organize to discuss the issues most important to them. It recognizes that individuals are the experts in their interests and passions and that they can unlock their full potential when given the freedom to explore and contribute. Open Space is a different way of organizing a meeting that allows the participants to discuss and solve the real-world problems they bring to the meeting. No preparation required and everyone is invited! Join us!


FACILITATOR: Wayne Reed, PMP, Project Manager, AtkinsRéalis, Charlotte, NC

1:00pm – 3:00pm

CoPS ROUNDTABLES

Room 608

(By Invitation)

FACILITATOR:  Doug Chastain, P.E., PMP, Chief Sales Officer, North America, A-to-Be, by Brisa Group, Downers Grove, IL

TOPICS FOR THE ROUNDTABLES:

AI Everywhere: How can we leverage ChapGPT, the Metaverse and other AI tools in our day to day lives in the tolling industry?

Innovation Stagnation: Why do we always talk about innovation, but rarely introduce it in our programs?

Via Verde – The road to green computing: In what ways are we as an industry working towards more green computing?

3:30pm – 5:00pm

BREAKOUT SESSIONS

ITS+TOLLING TRACK

Ballroom 6E

Sponsored by 

DATA-CENTRIC DECISION-MAKING

Data is everywhere, and it can be challenging to maximize its full potential to answer some of our industry's biggest and most plaguing problems. Many businesses or agencies, whether governmental, public, or private, have barriers to access, red tape to cut through, or hidden silos of information, limiting the full potential to solve these critical problems. These silos of information prevent the cross-pollination of ideas and concepts for advancing further initiatives in ITS and tolling. More importantly, how are we using this data to make sound, statistically backed decisions? How can we leverage data sources to make data-centric decisions that increase financial and operational efficiencies or extend the life of roadway assets? What unique data collection methods or sources could add value to our data portfolio? Presenters will discuss case studies and ideas for predicting trends, using statistical tools, techniques and processes to answer and drive our most significant business challenges.

MODERATOR: Wayne Reed, PMP, Project Manager, AtkinsRéalis, Charlotte, NC

A One-Stop Shop for Tolling Data: Consolidating Data Sources from Multiple Integrators into a Single, Centralized Data Mart

Jamie Fischer, Ph.D., Director of Transportation Performance & Innovation, State Road & Tollway Authority, Atlanta, GA

Real-Time Data for Better Roadways Management: The Experience of The Brenner Motorway

Ilaria De Biasi, Project Manager, Autostrada del Brennero SpA, Trento, Italy

Decision Making from the Frontlines: Data Lessons from the Contact Center

Sam Loewner, PMP, Senior Manager, Deloitte Consulting LLP, Washington, DC

Toll Pricing Strategies: Achieving Equity, Efficiency, and Innovation

Anil Mirmira, P.E., Deputy Director, Harris County Toll Road Authority, Houston, TX

PROGRAM AGENDA

ROAD PRICING TRACK

Room 609

Sponsored by 

PRICING EXISTING ROADWAYS & NETWORKS

Our current transportation system is falling behind in meeting our present-day demands. Hours of delay and traffic congestion come at a high cost to individuals, businesses, and communities. Transportation agencies face a growing funding shortfall to maintain their existing systems. Pricing existing roadways and networks can be part of a long-term strategy to manage congestion and raise revenue for roadway and multimodal investments. Presenters will focus on how transportation organizations plan and implement pricing on existing roadways to deal with congestion and raise revenue for needed improvements.

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

OC's Next Chapter in Tolling...405 Express Lanes


Kirk Avila, General Manager, Express Lanes Programs, Orange County Transportation Authority, Orange, CA and


Sheldon Mar, P.E., Principal, Stantec Consulting, New York, NY

Data-Driven Pricing Strategy & Agent-Based Modeling: Georgia's Experience

Patrick Zubin, Senior Manager, Strategy & Analytics, Deloitte Consulting LLP, San Francisco, CA

Wait, What? You Are Tolling All Lanes on Interstate 5 and Interstate 205

 **Heather Wills**, Senior Vice President, National Tolling and Managed Lanes Director, WSP USA, Portland, OR and


 **Mandy Putney**, Urban Mobility Office Strategic Initiatives Director, Oregon DOT, Portland, OR

Leveraging a New Congestion Pricing Revenue Stream

Eric Golynsky, Managing Director, Piper Sandler, New York, NY

SAFETY & SECURITY TRACK


Room 608

Sponsored by 
BLISSWAY

REDUCING TRAFFIC-RELATED DEATHS THROUGH POLICY & TECHNOLOGY ADVANCEMENTS

The US DOT 2023 Progress Report on the National Roadway Safety Strategy stated that based on the first nine months of 2022, deaths would remain near 2021 levels while getting worse for incidents involving trucks and people walking,

biking, or rolling. An estimated 42,915 lives were lost on US roads in 2021, an increase of more than 10% compared to 2020. US DOT's and EU's Vision Zero approach tackles safety challenges from all disciplines, looking for solutions from emerging technology advancements to sweeping policy changes. Following their lead, presenters will discuss how we can achieve zero traffic deaths and reduce serious injuries.

MODERATOR:  **Joe Averkamp**, Senior Vice President Business Development and Sales, Neology, Punta Gorda, FL

The Key to Highway Safety Improvements is a Mosaic, Not a Single Image

Craig Shuey, Chief Operating Officer, Pennsylvania Turnpike Commission, Harrisburg, PA

Abertis Road Safety Program: "Zero Accidents"

María Buil, Senior Manager, Operations, RCO, an Abertis Company, Guadalajara, Mexico

Automated Speed Enforcement – Speed Safety Camera Systems in Work Zones

Kyle Miller, Traffic Safety Engineer, Washington State DOT, Olympia, WA

Using Technology to Save Lives in Work Zones


Simon Topp, Chief Commercial Officer, one.network, London, England

"TREND" TALKS TRACK

Room 612

Sponsored by  **Stantec**

These "Trend" Talks are centered around emerging ideas, trends or concepts around the IBTTA President's theme "Bridging the Gap". Enjoy the trend talkers as they inform and educate through thought-provoking story telling.

FACILITATOR:  **Marge Rangel**, Associate Project Manager, TransCore, LP, Orlando, FL


Vintage RUC Insights From a Simpler Time

Trey Baker, Vice President, WSP USA, Austin, TX

Value of Data: Nurturing Our Greatest Asset

Donna Huey, Chief Digital Officer, Sr. Vice President, AtkinsRéalis, Orlando, FL

The Sky[net] is Falling?

 **Tyler Milligan**, Managing Partner, Milligan Partners LLC,

Customer-Centricity: Bridging the Gap

Rob Sherrell, Managing Director, Global Customer Experience Lead, North Highland, Atlanta, GA


5:15pm – 6:15pm

LEADERSHIP ACADEMY ALUMNI ASSOCIATION - MEETING & AWARDS CEREMONY

Room 608

Join us as we share fresh ideas for the Leadership Academy Alumni Association in 2024 and as we celebrate with the recipient of this year's Distinguished Alumni of the Year Award.

(All Leadership Academy alumni invited)

MODERATOR:  **Alan Williamson**, Co-Chair, LAAA and Construction Engineer, Pennsylvania Turnpike Commission, Middletown, PA

5:15pm – 6:15pm

NEW MEMBER RECEPTION

Cirrus Ballroom, 35th Floor: Sheraton Grand

(By Invitation)

6:30pm – 10:00pm

OPENING EVENT: MUSEUM OF POP CULTURE

Coaches will start loading at 6:15pm from the 6th and Union Street side of the Sheraton Grand Hotel, and shuttle throughout the night.

(Open to all attendees)

Dress: Casual

Sponsored by **HNTB**

MONDAY, OCTOBER 9

7:00am – 6:00pm

REGISTRATION

6th Floor Lobby

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

Ballroom 6ABC

7:00am – 8:30am

WESTERN REGION TOLL OPERATORS BREAKFAST

Room 608

(By Invitation)

8:30am – 9:30am

OPENING REMARKS

Ballroom 6E

Patrick Jones, Executive Director and CEO, International Bridge, Tunnel and Turnpike Association, Washington, DC

Andrew B. Fremier, P.E., IBTTA President and Executive Director and CEO, Bay Area Toll Authority, Metropolitan Transportation Commission, San Francisco, CA


WELCOME FROM THE HOST


Roger Millar, P.E., FASCE, FAICP, Secretary, Washington State Department of Transportation, Olympia, WA

REMARKS FROM PRESIDENT, ASECAP

Josef Fiala, Chief Financial Officer, ASFINAG, Vienna, Austria

CHIEF MEETING ORGANIZER RECOGNITION

 **Ed Barry, P.E.**, Director, Toll Division, Washington State Department of Transportation, Olympia, WA

 **Tawnya Freund**, Chief Commercial Officer, ViaPlus, Carrollton, TX

DIVERSITY, EQUITY & INCLUSION AWARD WINNER CEREMONY

PUBLIC SECTOR WINNER: ILLINOIS TOLLWAY

Cassandra Rouse, Executive Director, Illinois Tollway, Downers Grove, IL

PRIVATE SECTOR INNOVATION WINNER: DELOITTE CONSULTING

Chris Tomlinson, Managing Director, Deloitte Consulting LLP, Atlanta, GA

9:30am – 10:30am

KEYNOTE SPEAKER

Ballroom 6E



Sponsored by **AECOM** Delivering a better world

Jer Thorp

Data Artist and Author
New York, NY

(See bio on page 10.)

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITORS

Ballroom 6ABC

Sponsored by 

PROGRAM AGENDA

11:00am – 12:30pm

GENERAL SESSION

Ballroom 6E

PUGET SOUND METRO – A META-MODAL REGION

Seattle and the Puget Sound Region are home to over four million residents, offering a diverse landscape that includes mountains, saltwater seas, urban hubs, major deep-water ports, and a thriving manufacturing and tech sector. In this dynamic environment, we must consider how we live, travel, work, and thrive. Moreover, we need to account for how geographical features like mountains, seas, and lakes influence our approach to transportation infrastructure. The State of Washington works with cities, counties, ports, transit agencies, and a thriving private sector to build resilient transportation systems that serve everyone. This session brings together leaders in all those modes and user types to share how these complexities are woven into a system that supports not only roads and transit but also bikes, pedestrians, ferries, freight, ports, and streetcars. See how workers work, walkers walk, ferries sail, riders roll, freight moves and how Washington State is unique in so many ways!

MODERATOR: Roger Millar, P.E., FASCE, FAICP, Secretary, Washington State Department of Transportation, Olympia, WA
April Putney, Vice President of External Affairs & Transportation, Seattle FIFA World Cup 2026, Seattle, WA

Roland Behee, Chief Operating Officer, Community Transit, Seattle, WA

Richard de Sam Lazaro, Senior Director of Government and Corporate Affairs, Expedia Group, Seattle, WA

John Wolfe, Chief Executive Officer, Northwest Seaport Alliance, Tacoma, WA

Claudia Balducci, Council member, King County Washington and Member, Sound Transit Board of Directors, Bellevue, WA

12:30pm–2:00pm

LUNCH WITH EXHIBITORS

Ballroom 6ABC

2:00pm – 3:30pm

GENERAL SESSION

Ballroom 6E

TOLL EXCELLENCE AWARDS ...PROJECTS REVEALED

(See winners on page 8.)

MASTER OF CEREMONIES: David Machamer, Chair, IBTTA Awards Committee and Assistant Deputy Director, Oklahoma Turnpike Authority, Oklahoma City, OK

ADMINISTRATION & FINANCE

Winner: Michigan Department of Transportation

Project: *International Bridges Toll System Procurement & Implementation*

Accepting the award: Amy Winn, Bridge Director, Blue Water Bridge, Michigan DOT, Port Huron, MI, Peter Petäinen, Bridge Director, International Bridge Administration, Sault Ste. Marie, MI and Joe Dedecker, Bridge Director, Blue Water Bridge, The Federal Bridge Corporation Limited, Point Edward ON Canada

CUSTOMER SERVICE & MARKETING OUTREACH

Winner: Central Texas Regional Mobility Authority; Kansas Turnpike Authority; North Texas Tollway Authority; Oklahoma Turnpike Authority; Florida's Turnpike Enterprise

Project: *Hub-to-Hub Interoperability*

Accepting the award: Tracie Brown, Director of Operations, Central Texas Regional Mobility Authority, Austin, TX and Juan "Nacho" Gomez-Lobo, Director of Toll Operations, Florida's Turnpike Enterprise, Boca Raton, FL

SAFETY

Winner: Pennsylvania Turnpike Commission

Project: Roadway Debris Removal Device

Accepting the award: Craig Shuey, Chief Operating Officer, Pennsylvania Turnpike Commission, Middletown, PA

SOCIAL RESPONSIBILITY

Winner: Pennsylvania Turnpike Commission

Project: *Sustainability Program*

Accepting the award: Keith Jack, Director of Facilities Operations, and Kathryn Hartzell, PMP, Director of Technology and Innovation Management, Pennsylvania Turnpike Commission, Middletown, PA

TECHNOLOGY

Winner: Illinois Tollway

Project: *TIMS2GO Mobile Incident Response Tool*

Accepting the award: Cassandra Rouse, Executive Director, Illinois Tollway, Downers Grove, IL

TOLL OPERATIONS, ENGINEERING & MAINTENANCE

Winner: North Texas Tollway Authority

Project: *A New Way to Procure and Deliver: NTTA's Back Office System*

Accepting the award: Jeff Dailey, P.E., Assistant Executive Director of Operations, North Texas Tollway Authority, Plano, TX



PRIVATE SECTOR INNOVATION

Winner: Emovis

Project: *Smart Enforcement*

Accepting the award: **Christian Barrientos**, CEO, Emovis, Abertis Mobility Services, and **Antonio Duran**, Global Innovation Head, Abertis, Barcelona Spain

PRIVATE SECTOR INNOVATION

Winner: ViaPlus

Project: *CTRMA Digital Billing & Journey Orchestration*

Accepting the award: **Richard Arce**, President & CEO and **Tawnya Freund**, Chief Commercial Officer, ViaPlus, Carrollton, TX

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITORS

Ballroom 6ABC

Sponsored by **LINEBARGER**
ATTORNEYS AT LAW

4:00pm – 5:30pm

GENERAL SESSION

Ballroom 6E



Sponsored by

MODERNIZING INFRASTRUCTURE FOR A SUSTAINABLE FUTURE

As new programs and funding options become available to tolling and transportation organizations, we must recognize the challenges of more frequent and severe storms and other natural disasters. Presenters from around the globe will explore how tolling operators are modernizing their facilities to be more sustainable and resilient in the face of dramatic changes in the climate

MODERATOR: **Mike Davis, P.E.**, Vice President, Tolls and Technology Service Group Leader, New Smyrna Beach, FL

Using Data to Drive Development of Resilient Transportation Infrastructure

Rob Cary, PE, LS, Specialist Executive, Sustainable Infrastructure Leader, Deloitte Consulting LLP, Tampa, FL

The Gordie Howe International Bridge: Building Sustainable and Resilient Infrastructure for the 21st Century and Beyond

Grant Hilbers, P.E., P.Eng, Vice President, Engineering, Windsor-Detroit Bridge Authority, Windsor, Ontario, Canada

Weathering the Storm

Beverly West, Director of Regional Programs, The Ray, Atlanta, GA

5:30pm – 7:00pm

NETWORKING RECEPTION WITH EXHIBITORS

Ballroom 6ABC

Special Reception Offers at these Exhibitors' Booths!



7:30pm–10:30pm

PLATINUM ★ PALOOZA AT GARAGE BOWL

Garage Bowl (1130 Broadway)

Garage Bowl is within walking distance of the hotel, but it's an uphill climb. If you require accessibility assistance, coaches will be available, leaving from the 6th and Union Street side of the Sheraton Grand Hotel at 7:25pm and shuttling throughout the night.

Come one, come all!

The Platinum ★ Palooza is the perfect combination of good friends, great food, live music and great times – all courtesy of IBTTA's Platinum Sponsor Hosts! Just a short walk from the hotel (or ride up the steep hill), the Platinum ★ Palooza is the can't-miss Monday evening event. Join your Platinum Sponsor hosts for a fun and relaxing Seattle-style evening!

Hosted by these 18 IBTTA Platinum Sponsors



PROGRAM AGENDA

TUESDAY, OCTOBER 10

7:00am–5:00pm

REGISTRATION

6th Floor Lobby

7:00am – 8:30am

BREAKFAST WITH EXHIBITORS

Ballroom 6ABC

8:30am–10:00am

GENERAL SESSION

Ballroom 6E

IBTTA BUSINESS SESSION

MODERATOR: Andy Fremier, IBTTA President and Executive Director and CEO, Bay Area Toll Authority, Metropolitan Transportation Commission, San Francisco, CA

Finance Chair Report

George Zilocchi, CPA, Chair, Finance Committee and Consultant, HNTB Corporation, Little Ferry, NJ

2024 Elections

Diane Gutierrez-Scaccetti, Commissioner, State of New Jersey Department of Transportation and Immediate Past President, Trenton, NJ


Executive Director/CEO Report

HONORARY MEMBERS CEREMONY

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

IBTTA FOUNDATION SCHOLARSHIP CEREMONY

(See scholarship winners on page 9.)

 **Jim Wilson, PMP**, Senior Vice President, TransCore, LP and IBTTA Foundation Chair, Orlando, FL

RECOGNITION OF THE WOMEN IN TOLLING AWARD WINNERS

Andrew B. Fremier, P.E., IBTTA President and Executive Director and CEO, Bay Area Toll Authority, Metropolitan Transportation Commission, San Francisco, CA


PROMOTION FOR ANNUAL MEETING 2024, CLEVELAND, OHIO

Ferzan Ahmed, P.E., Executive Director, Ohio Turnpike and Infrastructure Commission, Berea, OH

10:00am – 10:30am

REFRESHMENT BREAK WITH EXHIBITORS

Ballroom 6ABC

Sponsored by 

10:30am – 12:00pm

BREAKOUT SESSIONS

ITS+TOLLING TRACK

Ballroom 6E

Sponsored by 

TOGETHER BUT SEPARATE. CAN ITS AND TOLLING COME TOGETHER AS ONE?


Intelligent Transportation Systems (ITS) and tolling systems play a crucial role in modern transportation infrastructure, enabling the efficient and safe movement of people and goods, enhancing user experience, and generating a reliable revenue stream to fund transportation needs.

Integrating these systems has become increasingly important over the last two decades – yet despite their potential synergies, there are several challenges. For example, procurement is typically managed by different departments, making collaboration and coordination more difficult; the technologies are often complementary – yet remain isolated from each other; tolling systems tend to have a “narrow” definition, while ITS is much broader – leading to a lack of common understanding among agencies that manage both. The goals of both systems may even differ significantly – so is integration even feasible in all cases?

Join us for an engaging panel discussion with thought leaders and industry experts from both ITS and tolling as we peel back the reasons why this is difficult.

It will be candid and open – and by the end of it, if we're still talking to one another, we aim to find 3 concrete points on which we can move forward...

MODERATOR: Adam Hill, Editor, ITS International Magazine, London, England

 **Carol Kuester**, Director, Electronic Payments, Bay Area Toll Authority/MTC, San Francisco, CA

Mark Cantelli, Chief Technology Officer, ViaPlus, Carrollton, TX
Alfredo Escriba, Chief Technology Officer, Kapsch TrafficCom, Rockville, MD

Annie Gillespie, P.E. Chief Engineer, State Road and Tollway Authority, Georgia Regional Transportation Authority and Atlanta-region Transit Link Authority, Atlanta, GA


ROAD PRICING TRACK

Room 609

Sponsored by 

ROAD USAGE CHARGING - MOVING THE NEEDLE!

This session reflects presenters from the 2023 IBTTA Road Usage Charging & Finance Summit in Salt Lake City who raised topics that the planners determined would interest attendees at the IBTTA Annual Meeting.

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

Susan Binder, Principal, Cambridge Systematics, Inc., Bethesda, MD

Catherine Reddick, Principal, Mercator Advisors LLC, Austin, TX

Jennifer Rash, Director, Transportation West, PRR, Seattle, WA

Reema Griffith, Executive Director, Washington State Transportation Commission, Olympia, WA

SAFETY & SECURITY TRACK


Room 608

Sponsored by



PROTECTING OUR ASSETS - WHAT'S IN YOUR PLAYBOOK?

Safeguarding our critical infrastructure is paramount to ensuring continued operations and safety for the traveling public. When we think of infrastructure, often we think of the physical world. However, in the face of increasingly sophisticated cyber threats, we must now broaden our perspective to include both the physical and digital. From telecommunication networks to physical structures and from smart technologies to improving incident response times, this session will explore the cutting-edge strategies and innovative technologies that protect our vital systems. Whether you are an agency official, an infrastructure operator, a security professional, or simply someone interested in the safety of our critical infrastructure, join us for a comprehensive overview of the challenges and opportunities in infrastructure safety and security. Start building your own toolkit and contribute to the protection of our vital systems!

MODERATOR:  **Jeff Weiss**, Director of All Electronic Tolling, New York State Bridge Authority, Highland, NY

Lessons Learned in Cybersecurity for Operational Technologies in Tolling Agencies

Ian Fleming, OT/ICS Solutions Architect, Deloitte & Touche LLP, Colorado Springs, CO

From Chaos to Coordination: Running a Command Center for 5 Facilities

Danielle Mass, Director of Command Center Operations, Safety, and Security, New York State Bridge Authority, Highland, NY

Protecting Infrastructure by Protecting the Network

Paul Caesar, Chief Information Security Officer, Oklahoma Turnpike Authority, Oklahoma City, OK


The Best Defense is a Good Offense When Protecting Assets

Cory Skoczen, Safety Services Manager, Ohio Turnpike and Commission, Berea, OH

"TREND" TALKS TRACK

Room 612

Sponsored by  **Stantec**

FACILITATOR:  **Mark Hicks**, Senior Tolls Technology Specialist, RS&H, Austin, TX

Privacy by Design: Incorporating Key Architecture Principals to Ensure Privacy and Data Protection

Shannon Swank, President, Cogitative Consulting, Austin, TX

Dealing with the RUC Data Processing Gap: Collecting for Trips Across State Lines

Marty Stone, Ph.D., AICP, Project Director, AtkinsRéalis, Tampa, FL

The Complexity of Simplicity: Importance of User Experience Design

Sophia Currier, UX Designer and Project Delivery Manager, RideFlag Technologies, Inc., Ontario, Canada

Closing the (Data) Trust Gap

Michael Vardi, Chief Business Officer, Valerann, London, England

12:00pm – 1:30pm

LUNCH WITH EXHIBITORS

Ballroom 6ABC

PROGRAM AGENDA

1:30pm – 3:00pm

BREAKOUT SESSIONS

ITS+TOLLING TRACK

Ballroom 6E

Sponsored by **TRANSSCORE**

CONNECTED VEHICLES & SAFETY - WHAT CAN WE DO TODAY? WHAT DO WE PLAN FOR TOMORROW?

The McKinsey Center for Future Mobility has projected that by 2025, around 90% of new vehicles sold in the U.S. will come equipped with telematics. This means that connected vehicles will become increasingly common in our transportation landscape. While we shouldn't expect a rapid revolution into a sci-fi streetscape, it's essential to recognize that the rise of connected vehicles will bring both challenges and opportunities, particularly in terms of safety. In this session, road operators will focus on real-world examples of implemented use cases to show how these technologies can enhance safety in both rural and urban environments. They will also emphasize the importance of community outreach to preclude potential misconceptions among customers and the public.

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

Learning From Implementation of an Intelligent Corridor System on I-66

Daniel Garrido, PMP, Key Account Manager, Indra, Madrid, Spain

C-ROADS Trials: How Europe is Laying the Groundwork for Connected Vehicles

Doug Chastain, P.E., PMP, Chief Sales Officer, North America, A-to-Be, by Brisa Group, Downers Grove, IL

Today's Connected Car

Jeff Mulder, Technical Product Manager, Gentex Corporation, Zeeland, MI

ROAD PRICING TRACK

Room 609

Sponsored by **indra**

SMART LANES, SMART CORRIDORS - ARE WE READY?

Connected and automated vehicles and other ITS technologies continue to gain momentum as we strive to give customers safer and more reliable mobility options. In-lane vehicle charging, real-time data sharing, congestion charging, vehicle automation, and platooning all hold the promise of an easier ride to our destinations. Presenters will discuss ideas that focus on the development of smart lanes and smart corridors and their relationship to pricing and performance improvements.

MODERATOR: René Moser, National Senior EU and International Affairs Manager, ASFINAG, Vienna, Austria

Bridging the Gap Between Declared and Verified Carpools

Sarah Burnworth, Principal, Field Operations and Incident Response, Metropolitan Transportation Commission, San Francisco, CA

Speed Up the Transition to Electric Mobility; Slow Down Climate Change!

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

Destination RUC: Navigating the Digital Transformation Journey Ahead

Rafael Hernandez, Vice President and National Practice Leader of Tolling Solutions, IntelliRoad, a division of Kyra Solutions, Lakeland, FL

SAFETY & SECURITY TRACK

Room 608

Sponsored by



BLISSWAY

DATA SAFETY & SAFEGUARDS

Cybersecurity has a significant impact on multiple areas of the business of tolling. With the increase in global attacks, it is critical to understand how to implement controls to protect your operation. Presenters will explore the various technical frameworks and approaches to improve an organization's data safeguards and the different commercial insurances available for data protection and cyber events.

MODERATOR: Mark Cantelli, Chief Technology Officer, ViaPlus, Carrollton, TX


Cybersecurity Insurance

Kara Altenbaumer-Price, Esq., Executive Risk Broker, McGriff, Siebels & Williams, Dallas, TX

Riding the Digital Wave: Use of the Cloud in the Transportation Sector

Olga Gonzalez, Marketing Director, Valerann, London, England

Data Safety Governance

 **Jose Dios**, CIO, New Jersey Turnpike Authority, Woodbridge, NJ

Protecting Your Edge Devices

Joe Carlock, Founder, JWC Technology, Atlanta, GA

The Challenges of Data Safety

Vincent Valdez, Chief Toll Operations Officer, Transportation Corridor Agencies, Orange, CA

"TREND" TALKS TRACK

Room 612

Sponsored by




Stantec

FACILITATOR: James Bird, Senior Field Technician, RedFox ID, Aston Sandford, Buckinghamshire, UK

Davonna Moore, Transportation Planner, CDM Smith, Kansas City, MO

Tolling in the Year 2050

 **Lev Pinelis**, Chief Principal and Founder, Toll Insight, Falls Church, VA

AI in Customer Service

Des Tillmann, Managing Director, Accenture Song, Austin, TX

3:00pm – 3:30pm

REFRESHMENT BREAK

6th Floor Lobby

3:30pm–5:00pm

GENERAL SESSION

Ballroom 6E

Sponsored by **Deloitte.**

CUTTING THROUGH THE NOISE ON AI: MAKING SENSE OF THE AI CRAZE AND WHAT IT MEANS FOR YOUR ORGANIZATION

[Session description in the voice of Alfred Hitchcock, courtesy of ChatGPT.]

In the world of suspenseful conversations, we find ourselves in the midst of a thrilling tête-à-tête between Nick Roethel, the COO at the Bay Area Toll Authority, and Jeremy Kirshbaum, the CEO of Handshake and a true maestro in the realm of GenAI expertise. Jeremy, our resident virtuoso, shall illuminate the current state of AI technology, painting a vivid picture of the key concepts that are destined to shape the future of mobility and transportation.

As the curtains rise, attendees will embark on a journey that promises to deepen their comprehension of AI and its ever-expanding role in the profound transformation of our voyages from point A to point B. Whether you find yourself in the shoes of a toll operator, yearning to infuse AI into your operations, or a transportation luminary driven by an insatiable appetite for innovation, this session is your ticket to a landscape where the enigmatic forces of AI reign supreme.

Join us for this gripping exploration into the nexus of artificial intelligence and the art of transportation. Brace yourself for an immersive experience, for we eagerly invite and encourage audience participation. Come armed with your inquiries, for the suspense and intrigue shall be palpable!

Nick Roethel, COO, Bay Area Toll Authority, MTC, San Francisco, CA

In a *real* conversation with...

Jeremy Kirshbaum, CEO of Handshake Future, San Francisco, CA

5:00pm

BOOK DRIVE DROP-OFF DEADLINE

Registration Desk, 6th Floor Lobby

6:30pm – 9:00pm

CLOSING RECEPTION & BANQUET

6th Floor Lobby and Ballroom 6E

Sponsored by

Michael Baker

INTERNATIONAL

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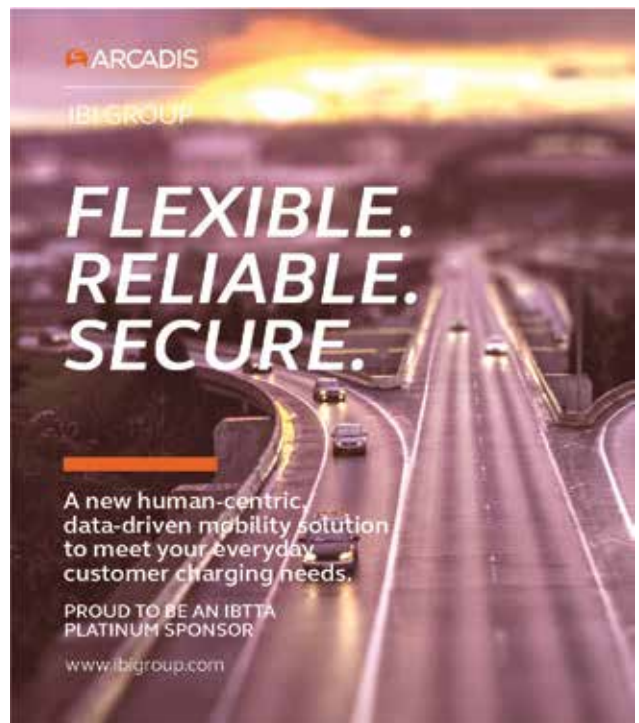
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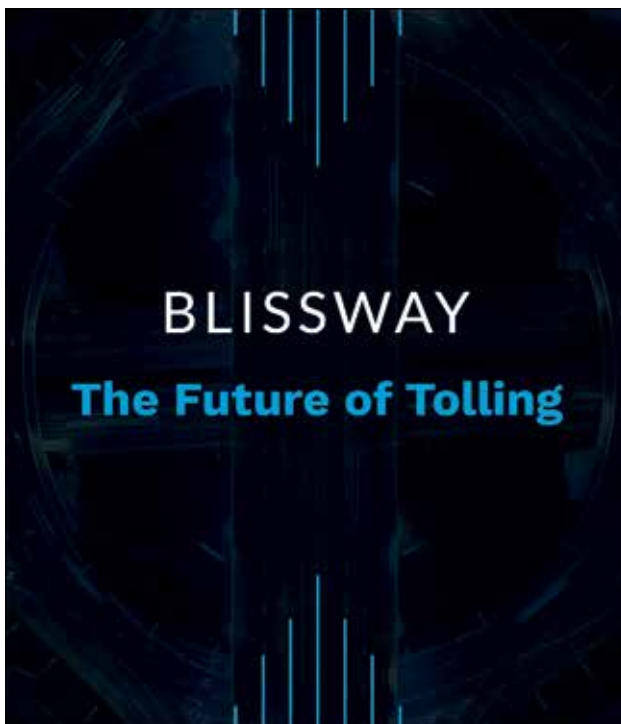
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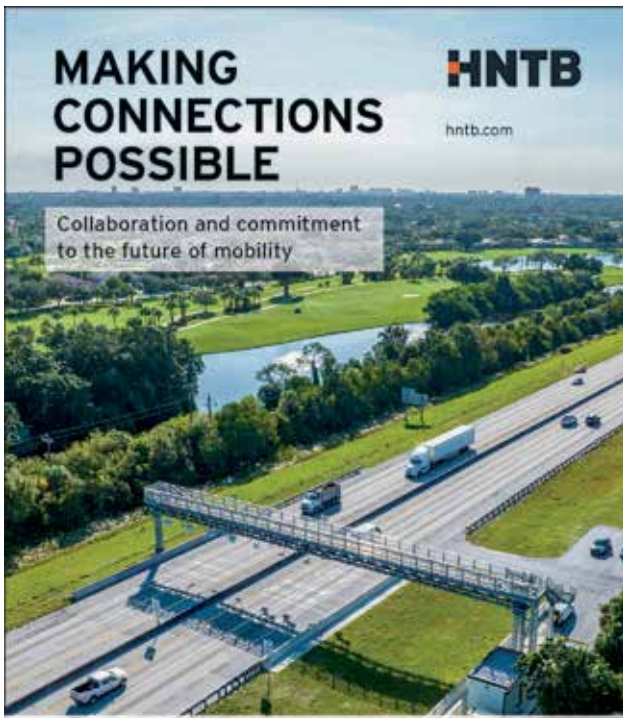


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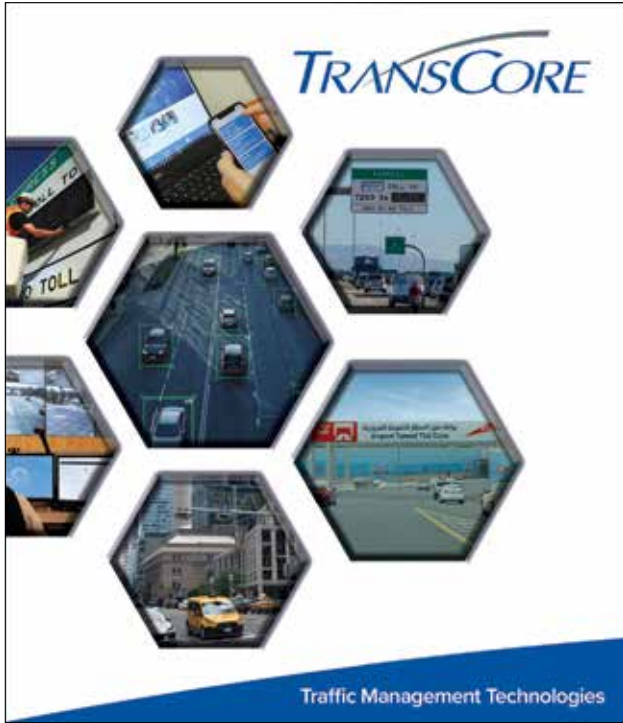
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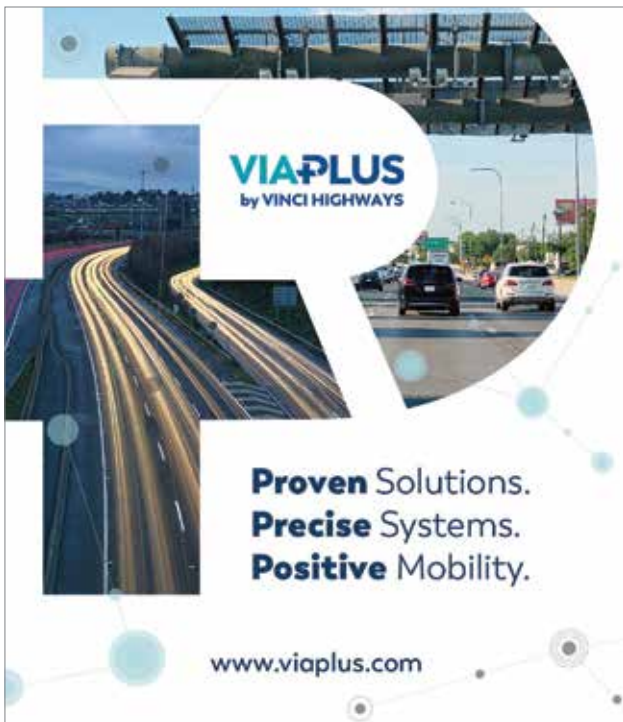
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Deloitte is the world's oldest, largest, and most respected professional services firm. Every day, we support tolling agencies with the capabilities to deliver on the promise of safer and more sustainable roads, more seamless customer experience, and improved revenue and operating models. Our clients benefit from Deloitte's unique position at the nexus of the public and private sectors – we bring knowledge of the latest technologies, the issues changing the landscape of transportation, and the experience of delivering proven solutions across industries. 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/us/en.html



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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.mbakerial.com



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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.

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Neology, Inc. is a U.S.-based high technology company headquartered in San Diego, California, with manufacturing and technical facilities in the U.S., United Kingdom, and Mexico. Our company heritage combines 30 years of leadership in passive Radio Frequency Identification (RFID) technology with decades of tolling and automated license plate recognition experience from 3M and before. Founded in 1986, Neology started out as an RFID pioneer, having developed some of the earliest and most significant intellectual property (IP) in the industry.

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Recently acquired by Neology, Shimmick's Transportation Operations and Management Solutions business provides 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.neology.net



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ViaPlus is a global mobility company in the Intelligent Transportation Systems (ITS) market, specializing in revenue and services management solutions for the transportation industry. Our customer operations, data analytics, and full-featured single-account back office technology facilitate the high-volume transactions required for seamless multimodal mobility. As a VINCI Highways subsidiary, we are committed to technical innovation and to promoting a positive mobility experience for all. ViaPlus is the combined product of TollPlus and Cofiroute USA, which merged in April 2023. www.viaplus.com



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Booth 302

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EXHIBITOR PROFILES



Booth 202

Founded in 1977, Hatteras, Inc is a women's owned business and proud member of WBE. Hatteras is a leader in processing mission and time-critical communications. Just some of our services we offer are secure and technology driven invoices, letters, statements and e-statements. We also offer digital letter archiving, custom IT solutions, creative letter designs, dashboard reporting, postage monitoring, and a full-mailing warehouse, complete with inventory control. At Hatteras we also offer other printing options that include Digital, Large format, and off-set printing to keep you covered for any of your printing needs. All of our services are powered by our secure proprietary processing platform. Hatteras proudly services over 600 customers including tollway invoicing, accounts receivable management (ARM), auto finance, and healthcare. We also boast attentive Customer Service and Account Relationship teams that meet your expectations and allow you to concentrate on your business. www.4hatteras.com



Booth 211

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 703

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



Booth 200

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



Innovative Products

Booth 810/812

Innovative Products represent several innovative transportation technologies. Operational and Asset Mgmt products include (1) Resensys - A cost-effective wireless Cloud-Based Structural Monitoring System. Used by over 25 Agencies as a proactive method for bridge preservation and to monitor existing deficiencies. See their Innovative Scour probe and Barge Strike System. (2) Jet Filter - The only maintainable method to increase the life cycle of retaining walls and other structures affected by hydraulics. (3) CAD0 The only MASH tested and completely automated emergency/incident Mgmt. Gate. Open in under 30 seconds. Allows for a fast quick response to any operational requirement.

www.innovativeproduct.org



Booth 507

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 203

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



Booth 606/608

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 612

Reimagining road safety and sustainability through transportation and work area protection solutions. Lindsay is moving the world forward by creating the most innovative products and fully integrated systems. Whether looking to reconfigure a roadway or install lifesaving additions, Lindsay infrastructure solutions strive to keep roads and the people on them moving safely. www.lindsay.com



Booth 405

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 103

Multilink is an engineering and product development-based manufacturer Traffic/ITS network components serving the traditional Transportation 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 611

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 299

We empower road agencies to create safer work zones and promote smarter journeys through a platform that centralizes the planning, coordination and communication of disruptions across their road networks. Through trusted data partnerships with leading GPS providers, one.network enables agencies to influence driver behavior in real-time, supporting the promotion of safer roads and smoother journeys. us.one.network



Booth 701

Online Rewards is a highly versatile and powerful incentive and loyalty marketing solutions provider. We are pioneering the next generation of web-hosted reward and recognition management tools. As innovative SaaS technology and strategy provider that creates incentive and loyalty programs for toll road, skyway, rail, and all other transportation operators. Turnkey to custom, our programs will encourage and increase tag, pass, and sticker purchase and utilization by rewarding participants with desirable offers from local and national merchants. www.onlinerewards.com

EXHIBITOR PROFILES



Booth 109

Openvia develops solutions to improve human mobility and the operations of the systems that keep us all moving. Since 2020, we have successfully deployed, and maintain, our solutions across 7 concessions in 5 countries. Our digital solution capitalize on our experience managing transactions (BOS) and operating mobility systems (TAMS). As Globalvia's Digital Mobility Solutions Factory, Openvia develops Intelligent Transportation and Tolling solutions, both for users (B2C) and for operators (B2B). Come by our booth or reach out digitally for more information! www.openvia.io



Booth 201

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 for delinquent toll and negative balance accounts. Our DMVInfoNow™ registered owner retrieval service 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. Contact Richard Carrier at 212.300.5930 or Richard.Carrier@PennCredit.com. www.penncredit.com



Booth 700

Perceptics provides advanced vehicle identification and operations hardware and software backed by over 40 years of experience. Our highly accurate automatic license plate recognition (ALPR) software simplifies electronic tolling operations. We pride ourselves on delivering highly accurate technology and excellent customer service to our customers. www.perceptics.com



Booth 403

Perdue Brandon Fielder Collins & Mott, LLP ("Perdue Brandon") is a multi-state law firm with more than 50 years of experience collecting delinquent government receivables. The Firm has a collection presence throughout the United States. We provide our clients exclusive law firm benefits. Our Toll Team consists of long-time, attorneys and professional staff who understand the toll industry and are fully trained in the collection of delinquent toll violations. Our customizable collection program is comprehensive and client driven. We are dedicated to maximizing collections while maintaining premier client and customer service. Our commitment to exceed our clients' expectations enables us to establish long-term client relationships and continued to grow. www.pbfc.com



Booth 605

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 205

Creating a safer, smarter, greener world by delivering reliable, independent vehicle and license plate data. With more than 35 years of experience in tolling, nobody brings more to the table than us. Whether you want ALPR and model-make software libraries, central video recognition for toll collection, or a fully-fledged system that includes manual image review and central intelligent video processing, we've got you covered. Our products allow reliable automation rates and low error rates to reduce uncertainty in operations and significantly reduce billing errors and leakage. Even in harsh environmental conditions, like snow, rain, and poor illumination, our image review systems perform excellent. Maximize revenue and performance and learn how to better conceive, architect, and specify video image review systems. www.q-free.com



Booth 210/212

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 speciality 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 original lead architect 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.co.uk



Booth 208

RideFlag takes Vehicle Occupancy Detection (VOD) camera technology and puts it into an easy-to-use smartphone application that accurately validates High Occupancy Vehicles (HOV). Solving HOV misdeclaration is key to making congestion mitigation strategies work effectively in order to reduce traffic congestion and the resulting CO2 GHG emissions. Because validation requires only one smartphone, the need for costly hardware, infrastructure, and enforcement associated with other HOV validation solutions is removed. Toll operators can also save millions of dollars of lost revenue that results from toll evasion. www.rideflag.com



Booth 802

Seoul Robotics is a 3D computer vision company. The company's 3D perception software, using deep learning and AI, makes sense of 3D data and delivers unparalleled insights to increase accuracy, efficiency and ensure safety. The company's core technology SENSR creates accurate 3D models of the world in real time and provides unrivaled object detection, classification, and tracking of vehicles, bicycles and people. Seoul Robotics' 3D perception solution for automated tolling offers a fresh approach ensuring a hassle-free experience for road users and providing extensive and actionable data for improved traffic management. Easy to deploy and maintain, the user-friendly system detects vehicles passing through toll gates, triggering license plate recognition devices for seamless tolling. It can differentiate vehicles based on their size, allowing for more flexible tolling fee schemes. This smart and versatile solution also provides incident detection and integration with digital signage. www.seoulrobotics.org

EXHIBITOR PROFILES



Booth 105

SICE Tecnología y Sistemas is a leading multinational company in the integration of technologies for public infrastructure management. With more than 100 years of history, it has become an international benchmark in the areas of ITS, tunnels, transportation, mobility and intelligent urban services, tolling, water management, security and civil engineering. Offering a transversal vision that includes all phases of the project: consulting, engineering, implementation, maintenance and operation, SICE develops state-of-the-art integrated solutions and applications based on data science and artificial intelligence technologies. www.sice.com



Booth 711

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.sickusa.com



Booth 111/113

Sinelec USA is a provider of solutions and services for the Electronic Toll Collection (ETC) and Intelligent Transportation Systems (ITS) markets. As the technology arm of the ASTM Group, the second largest roadway operator in the world, Sinelec provides complete, leading-edge solutions to support interconnected roadways, bridges and tunnels. Sinelec solutions operate over 900 toll collection lanes and process over \$3 billion transactions for over 500 million transits yearly. We operate and support a road network of more than 1,500 miles with our operation and traffic control platform. Sinelec ETC solutions range from advanced AET systems to converged systems incorporating every type of payment processing. Our operations and maintenance platform support 24/7 service and we provide the O&M staffing for many of these systems. At Sinelec, our focus is the development of sustainable solutions for the safe and smart management of traffic and transportation infrastructures and the roads of tomorrow. www.sinelecusa.com



Booth 511/513

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 504

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 traditional 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



Booth 713

Since 1988 Tattile has developed and produced License Plate Reader cameras for ITS & Mobility applications with more than 85,000 cameras installed in more than 75 Countries. A high-tech company with a strong international outlook, always distinguished by sharp innovation capacity and collaborative spirit, animating the entire organization. Today Tattile is focused on future vision scenarios, enriched by a young and dynamic management team dedicated to including state-of-the-art technology into our solutions for the Mobility market application. Tattile is fully engaged in the creation of cutting-edge ANPR applications, mainly based on AI (Artificial Intelligence), able to fulfil the most demanding applications in the ITS and Big Data Analysis market, always in compliance with strict quality standards, ensuring reliability and cost efficiency. Strong international projection, more than 80% of our turnover is derived from overseas, thanks to a network of top-class international System Integrators and local partners. www.tattile.com



Booth 806

Tollscopic is a next generation toll collection system that provides unprecedented machine learning accuracy and is deployed and maintained for a fraction of the cost of legacy tolling systems. Tollscopic eliminates loops, buildings, multiple lane servers, HVAC mold issues, and accessible toll gantries. Tollscopic utilizes proprietary algorithms enhanced by artificial intelligence and machine learning to provide best-in-class performance for vehicle detection, license plate recognition (LPR), axle-counts, and speed enforcement citations. We partner with top-line camera vendors that facilitate our ability to provide unheard-of accuracy for a toll collection system and our software platform is compatible with multiple camera solutions. To ensure performance, scalability, and redundancy, we partner with cloud service providers to achieve high availability and offer multiple dashboards with real-time visibility to manage relevant toll collection metrics. Our system can integrate with existing toll cameras to provide a cost-effective transition to maximize toll revenues and eliminate unnecessary legacy components.



Booth 603

TrafficVision is a video-analytic solution for highway traffic management agencies with numerous existing camera deployments. The software and processing resides on network appliances (servers, rugged PCs, Virtual Machines or cloud depending on the agency's network and preferences), not in the cameras themselves. This allows agencies to leverage their existing infrastructure and not have to go into the field to deploy analytics at all. Other than their normal maintenance of these cameras, there is no additional work required for their ITS devices maintenance division. All video analysis is done on the agency's local network or via cloud. www.trafficvision.com

EXHIBITOR PROFILES



Booth 411

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



Booth 322

V2X is a leader in high-accuracy Open Road Tolling (ORT) solutions. In 1997, Raytheon/Hughes designed and deployed the world's first all-electronic toll system, sparking a tolling revolution that led to the rise of All-Electronic Tolling (AET). Today, V2X's tolling solutions rely on cutting-edge technologies like high-resolution imaging, transponder position tracking, and optical vehicle identification. We provide the systems that are in the Toll Zone and the Operational Back Office. We have deployed ORT projects in Ontario, Israel, Chile, Minnesota, Virginia, Texas, Florida, and Massachusetts. Our three-phase transaction enhancement process coupled with best-in-class ALPR and manual image review feedback provides unsurpassed accuracy at low cost. gov2x.com/

VALERANN



Booth 704

A global leader in intelligent road traffic management solutions (ITS), Valerann is redefining the concept of modern mobility through improving roadway operations efficiency and increasing roadway safety. Our industry leading cloud platform Lanternn by Valerann™ provides road traffic authorities with insights for real-time road traffic situation and accidents risk prediction improving their situational awareness and empowering them to take accurate, actionable and timely decisions. By using information from multiple disparate sources and leveraging sophisticated proprietary AI and computer vision algorithms, we extract value from Big Data delivering a clear and holistic overview of the entire road situation in real time. Established in 2016, Valerann has offices in the UK, the US Israel and Spain serving customers worldwide. www.valerann.com



VERRA
MOBILITY

Booth 705/707

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.



VERSILIS

Booth 709

Versilis is an industry leader in Automated Roadway Access Control. The Company offers integrated access control solutions which include a variety of ITS field devices, such as advance warning signs and gates. Field devices are integrated using Versilis communication components, specifically designed for the transportation industry, to allow easy local and remote control. Since its early beginnings, Versilis has constantly innovated, striving to exceed the highest industry standards and project requirements. Thanks to extensive highway safety experience, solution ingenuity and a passionate team of specialized professionals, Versilis has become the industry reference, delivering innovative solutions across North America and beyond. www.versilis.com

VIAPLUS
by VINCI HIGHWAYS

Booth 204/206

See Sponsor Profile on previous pages or check out their listing in the IBTTA app



VUEWorks®

An SNC-Lavalin Technology

Booth 601

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

WSP

Booth 300

See Sponsor Profile on previous pages or check out their listing in the IBTTA app.

ZED DIGITAL

Booth 107

ZED Digital provides cutting-edge "Mobility as a Service" solutions for Tolling Agencies with multimodal trip planning and booking capabilities. The ZIG platform provides multimodal trip planning with integration of toll routes, alternate driving options, traffic and weather alerts, parking availability, gas prices, electric charging stations, public transit, rideshare, bikeshare, scooters, live traffic, and inter-city trip planning all in one single interface. ZIG supports in-app booking for public transit, toll as well as other modes in a one-stop-shop solution. www.zed.digital

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www.IBTTA.org/athens

HOST AGENCY



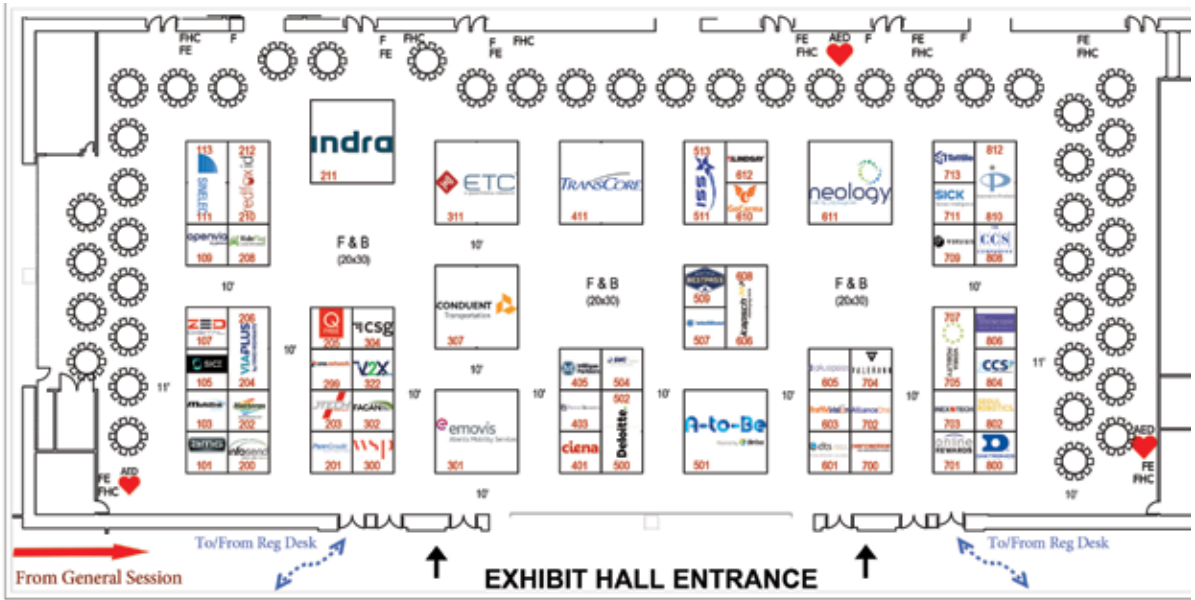
PARTNER ORGANIZATION





EXHIBITOR DIRECTORY

EXHIBIT HALL FLOORPLAN See page 5 for exhibit hours.



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Advancing Global Tolling Solutions



2024 IBTTA President
Bill Halkias, PE, F. ASCE, F. ITE
President Emeritus
HELLASTRON
Paiania, Greece



MARK YOUR CALENDARS!

Join us in 2024 for an exciting year of educational programming.
www.IBTTA.org/events

JANUARY

Winter Board of Directors & Committee Meetings

January 17-19, 2024 | Hotel Colonnade | Coral Gables, FL

FEBRUARY

Leadership Academy

February 11-16, 2024 | Westin City Center | Washington, DC

MAY

Technology Summit

May 4-7, 2024 | Atlanta Marriott Marquis | Atlanta, GA

www.IBTTA.org/atlanta

JUNE

Spring Board of Directors & Committee Meetings

June 7-8, 2024 | Renaissance Baltimore Harborplace | Baltimore, MD

Finance & Road Usage Charging Summit

June 9-11, 2024 | Renaissance Baltimore Harborplace | Baltimore, MD

www.IBTTA.org/baltimore

JULY

Maintenance, Engineering & Roadway Operations Workshop

July 28-30, 2024 | Luminary Hotel | Fort Myers, FL

www.IBTTA.org/fortmyers

SEPTEMBER

Global Tolling Summit

September 15-17, 2024 | Meliá Sevilla | Seville, Spain

www.IBTTA.org/seville

OCTOBER

Fall Board of Directors & Committee Meetings

October 25-26, 2024 | Hilton Cleveland Downtown | Cleveland, OH

92nd Annual Meeting & Exhibition

October 26-29, 2024 | Cleveland Convention Center | Cleveland, OH

www.IBTTA.org/cleveland

2024 IBTTA EDUCATION SERIES



See you next year!

IBTTA CLEVELAND 2024

CHIEF MEETING ORGANIZERS



Lauren Hakos
Ohio Turnpike and
Infrastructure Commission



Wayne Reed
AtkinsRéalis

October 26-29, 2024

Cleveland Convention Center | www.IBTTA.org/cleveland

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SCHEDULE -AT-A- GLANCE

IBTTA BOARD & COMMITTEE MEETINGS

FRIDAY, OCTOBER 6

10:30am – 12:00pm

▶ Executive Committee Meeting
(By Invitation)

▶ Council of Platinum Sponsors (CoPS)
Meeting
(By Invitation)

12:00pm – 1:00pm

Lunch for Platinum Sponsors &
Board Members
(By Invitation)

1:00pm – 2:30pm

IBTTA Board Meeting and Presentation
by the Council of Platinum Sponsors

2:30pm – 3:30pm

Finance Standing Committee of
the Board

3:30pm – 4:30pm

Past Presidents Council (By Invitation)

6:30pm – 9:30pm

Board, Honorary Members & Host Agency
Dinner (By Invitation)

SATURDAY, OCTOBER 7

8:00am – 9:00am

Board Meeting Breakfast

9:00am – 12:00pm

Board Business Meeting

IBTTA 91ST ANNUAL MEETING & EXHIBITION AGENDA

SATURDAY, OCTOBER 7

12:00pm – 2:30pm

CEO Summit
(By Invitation - includes lunch)

1:00pm – 5:00pm

Registration

3:00pm – 5:00pm

Procurement: "Plenty of Sticks, Not
Enough Carrots" – An Open Space
Discussion on Building Best Practices

3:30pm – 5:00pm

REVFINDER™ Roundtable: Toll Operators
Sharing Their Experience (By Invitation)

3:30pm – 5:00pm

Young Professionals Council
Conferencing 101 and Mentorship
Program Workshop

5:30pm – 8:00pm

Night at the Clubhouse: Pickleball
Tournament in Support of the IBTTA
Foundation Scholarship Fund

SUNDAY, OCTOBER 8

8:00am – 5:30pm

Registration

8:30am – 12:00pm

Technical Tours

▶ SR 520 Bridge

▶ SR 99 Tunnel

9:00am – 11:00am

Women in Tolling Sessions

▶ Navigating the Future: Climate
Change Adaptation and Resilience in
Transportation Systems

▶ Business Meeting

▶ Awards Ceremony

10:00am – 12:00pm

Challenges in Diversity, Equity &
Inclusion – An Open Space/Safe
Space Conversation

10:00am – 6:00pm

Exhibits Set Up

1:00pm – 3:00pm

CoPS Roundtables (By Invitation)

3:30pm – 5:00pm

Breakout Sessions, Round 1

5:15pm – 6:15pm

Leadership Academy Alumni Association

▶ Awards

▶ Meeting

5:15pm – 6:15pm

New Member Reception (By Invitation)

6:30pm – 10:00pm

Opening Event: Museum of Pop Culture

MONDAY, OCTOBER 9

7:00am – 6:00pm

Registration

7:00am – 8:30am

Breakfast with Exhibitors

7:00am – 8:30am

Western Region Toll Operators Breakfast
(By Invitation)

8:30am – 9:30am

Opening Remarks

9:30am – 10:30am

Keynote Speaker

10:30am – 11:00am

Refreshment Break with Exhibitors

11:00am – 12:30pm

General Session: Puget Sound Metro –
A Meta-Modal Region

12:30pm – 2:00pm

Lunch with Exhibitors

2:00pm – 3:30pm

General Session: Toll Excellence Awards

3:30pm – 4:00pm

Refreshment Break with Exhibitors

4:00pm – 5:30pm

General Session: Modernizing
Infrastructure for a Sustainable Future

5:30pm – 7:00pm

Networking Reception with Exhibitors

7:30pm – 10:30pm

Platinum★Palooza at Garage Billiards & Bowl

TUESDAY, OCTOBER 10

7:00am – 5:00pm

Registration

7:00am – 8:30am

Breakfast with Exhibitors

8:30am – 10:00am

IBTTA Business Session

10:00am – 10:30am

Refreshment Break with Exhibitors

10:30am – 12:00pm

Breakout Sessions, Round 2

12:00pm – 1:30pm

Lunch with Exhibitors

1:30pm – 3:00pm

Breakout Sessions, Round 3

2:00pm – 5:00pm

Exhibits Tear Down

3:00pm – 3:30pm

Refreshment Break

3:30pm – 5:00pm

General Session: Cutting Through the
Noise on AI: Making Sense of the AI Craze
and What it Means for Your Organization

6:30pm – 9:00pm

Closing Reception & Banquet



Enhancing mobility by connecting people and communities

We focus on providing solutions that respect the community and local environment, from major expressway and rural roadway projects to bridge rehabilitations, transit systems, smart transportation, and airport design.

Contact

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