PRELIMINARY AGENDA

This agenda is current as of March 16, 2009 and is subject to change.
Please check www.IBTTA.org for changes and updates.

PROFESSIONAL ENGINEERS AND AICP MEMBERS

IBTTA recognizes the need for engineers and planning professionals to keep current with changes and developments in their respective fields and fulfill the requirements to maintain their P.E. license or AICP certification. IBTTA is in the process of submitting sessions for this meeting for approval for Professional Development Hours (PDH) credits for Professional Engineers and Certification Maintenance (CM) credits for members of the American Institute of Certified Planners. Approved sessions will be noted in the final meeting program and on IBTTA's website. For more information about CM credit through AICP, please visit: http://www. planning.org/cm/. Professional Engineers are advised to refer to your state's licensing board for specific requirements.

Saturday, June 13, 2009

| 2:00pm – 5:00pm | Registration & Welcome Center |
| 2:00pm – 5:00pm | Speaker Rehearsals & Presentation Drop-off |

Sunday, June 14, 2009

8:00am – Noon	Speaker Rehearsals & Presentation Drop-off
8:00am – 1:00pm	Exhibit Set-Up
8:00am – 5:00pm	Registration & Welcome Center
9:00am – Noon	**Technical Tour of the Tampa Hillsborough Expressway**
	(See page 5 for details)
1:30pm – 5:00pm	**GENERAL SESSION**
1:30pm – 2:00pm	**Opening Remarks**

Kary Witt, *Bridge Manager, Golden Gate Bridge, Highway & Transportation District and President, IBTTA, San Francisco, CA*

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

Joe Waggoner, *Executive Director, Tampa-Hillsborough Expressway Authority, Tampa, FL*

Jim Johnson, *Executive Director, Delaware River & Bay Authority, New Castle, DE*

| **2:00pm – 2:45pm** | **Moderator Lightning Round** |

This special event will give each of the moderators the opportunity to "sell" the attendees their Monday or Tuesday sessions. Hosted by Jim Anglin, Chief Meeting Organizer of the Interoperability Meeting and Senior Vice President, HNTB, this event will be informing and entertaining.

| **2:45pm – 4:00pm** | **ORT and Interoperability – Where We Are Today** |

This session will summarize the recent history and current state of the art in both Open Road Tolling and Interoperability. The speakers will paint the landscape of these key facets of tolling in the U.S. and around the globe.

Moderator: Jim Ely, DPA, *Executive Director and CEO, Florida's Turnpike Enterprises, Orlando, FL*

The Big Picture Today in the United States
Greg LeFrois, P.E., *Vice President, HNTB, Orlando, FL*

The Big Picture in Europe
Josef Czako, *Director, International Business Development, Kapsch TrafficCom, Vienna, AUSTRIA*

The Big Picture in South America & Australia
Saladin Yacoubi, *Santiago, CHILE*

| 4:00pm – 4:30pm | Refreshment Break & Exhibits |
| **4:30pm – 5:45pm** | **Interoperability – Something's Gotta Give** |

Explore Interoperability and the individual sacrifices needed to make it work. Like any partnership, collaboration, or marriage, some compromises must be made by individuals for the good of the union. This session delves into the details.

Moderator: Mike Snyder, P.E., *Executive Director, Orlando-Orange County Expressway Authority, Orlando, FL (invited)*

Building Interoperable Consensus
Frank Barbagallo, *Deputy Director, Transportation Corridor Agencies, Irvine, CA*

The Give and Take of Agency Interoperability
Jim Crawford, *Executive Director, E-ZPass IAG, Atlantic City, NJ*

OOCEA and Florida's Turnpike Enterprise: Early Interoperability Issues (Year 2000 Merger)
Jorge Figueredo, Ph.D., *Former Executive Director, North Texas Tollway Authority, Orlando, FL*

6:00pm – 7:30pm	**Opening Reception & Exhibits**
7:00pm – 8:30pm	**OmniAir Board Meeting**
	(See page 5 for details)

Monday, June 15, 2009

6:00am – 7:00am	Sunrise Walk *(See page 5 for details)*
7:00am – 5:00pm	Registration & Welcome Center
7:00am – 5:00pm	Speaker Rehearsals & Presentation Drop-off
7:00am – 8:30am	Breakfast & Exhibits
8:30am – 10:00am	**GENERAL SESSION**

Anatomy of an All-Electronic Toll Conversion

This general session will study two major toll agencies that are currently operating multiple facilities with a mixture of cash collection, automatic coin, and electronic toll collection. A series of presentations focused on their evaluation of converting the system to All-Electronic Tolling and the myriad of issues attendant to a major conversion.

Moderator: Javier Rodriguez, P.E., *Executive Director, Miami-Dade Expressway Authority, Miami, FL*

The Concept of Operations
Russell Trottier, *AET Program Manager, The Port Authority of New York & New Jersey, New York, NY* and **Cindy Klinger,** *Program Manager, KPMG, Orlando, FL*

Technology Issues & Challenges
Charles Fausti, *Senior Program Manager, E-ZPass Projects, The Port Authority of New York & New Jersey, New York, NY* and **Orlando Torres,** *Deputy Director, Toll Operations, Florida's Turnpike Enterprise, Boca Raton, FL (invited)*

The Financial and Institutional Realities
Mark Muriello, *Assistant Director, Tunnels, Bridges & Terminals, Port Authority of New York & New Jersey, New York, NY* and **Nicola Liquori, CPA,** *Deputy Chief Financial Officer, Florida's Turnpike Enterprise, Orlando, FL*

10:00am – 10:30pm	Refreshment Break & Exhibits
10:30am – 12:15pm	**BREAK-OUT SESSIONS**

ON THE ROAD & IN THE CAR:
'My Travel' – Current & Planned Personalized Transportation Technology

This session focuses on the growing demand for personalization of travel using various technologies such as on-board systems, GPS, satellite radio, local news/radio, web and cell phones. It will also focus on how these technologies integrate with technology on toll roads and how this information is coordinated among agencies and ultimately to travelers.

Moderator: Mike DeBacker, P.E., *National Transportation Practice Director, Burns & McDonnell, Kansas City, MO*

Integration of Technologies for Travelers
Steve Haag, *Vice President-Technology Officer Infrastructure, HNTB, Dallas, TX*

IntelliDrive^{SM}
Speaker TBD, *ITS Joint Program Office, US DOT, Washington, DC*

Tipping "V2X" Communication Forward
Tom Delaney, *Associate Vice President, National Tolls Division, PBS&J, Orlando, FL*

In-The-Vehicle Technology and the VII Initiative
Greg Krueger, P.E., *Statewide ITS Program Manager, Michigan DOT, Lansing, MI*

BEHIND THE SCENES/BACKROOM:
Interoperability 101 – How It's Done Today

What is the state of the practice today? This session reviews the metes and bounds, scope and scale of today's interoperable operations and how they work, as well as some of the basic issues arising as interoperability grows in volume and complexity.

Moderator: Rick Nelson, *Director of Toll Operations, Florida's Turnpike Enterprise, Orlando, FL*

IAG Today
P.J. Wilkins, *Toll Operations Administrator, Delaware DOT, IAG Chairman, E-ZPass IAG, Newark, DE*

Florida's Story Today
Speaker TBD, *SunPass Operations, Florida's Turnpike Enterprise, Orlando, FL*

The Road to Cost Effective Interoperability: A West Coast Perspective
Rick Maharaj, *Manager of Information Technology, VESystems, Irvine, CA*

A Picture of Interoperability in Italy and Europe
Speaker TBD

Texas Interoperability
Rick Herrington, *Deputy Executive Director, North Texas Tollway Authority, Plano, TX*

LEGAL/FINANCIAL ISSUES:
Law and Order

Interoperability and the conversion to AET introduces new legal challenges for toll agencies. This session will provide a review of legal issues, enforcement, temporary tags, and emerging trends in legislation throughout the U.S. as it pertains to interoperability, AET and VES.

Moderator: Marcelle Jones, *Manager, Contracts and Procurement, Jacobs Engineering, Dallas, TX*

Review of AET and VES – U.S. Trends, Legislation and Limitations
James Harris, *Partner, Linebarger Goggan Blair & Sampson LLP, Austin, TX*

The Road to Interoperable Enforcement
Frank Barbagallo, *Deputy Director, Transportation Corridor Agencies, Irvine, CA*

Controversy and Legal Challenges Over Differential Toll Rates in Massachusetts
Mary Breen, *General Counsel, Massachusetts Turnpike Authority, Boston, MA*

IN THE PUBLIC/POLITICAL FORUM:
Challenges of the Cashless Tolling Paradigm Shift

This session will focus on various political, legal and customer issues that toll agencies will be forced to confront as they transition to all-electronic tolling, such as customer understanding, acceptance, equity, privacy and fairness.

Moderator: Christine Speer, *Business Development Director, JACOBS, Tallahassee, FL*

An Elected Official's Perspective
Ken Hagan, *Chairman, Hillsborough County Board of Commissioners, Tampa, FL*

Cashless Tolling & Environmental Justice
Tina Geiselbrecht, *Associate Transportation Researcher, Texas Transportation Institute, Austin, TX*

Experience from Illinois Tollway Program
Tom Bamonte, *Senior Counsel, Illinois Tollway, Chicago, IL (invited)*

The Driver's Perspective on Cashless Tolling
Speaker tbd, *American Highway Users Alliance, Washington, DC*

A State Transportation Official's Perspective
Gene Conti, *North Carolina Secretary of Transportation, Raleigh, NC (invited)*

12:15pm – 1:30pm   Lunch & Exhibits

1:30pm – 3:00pm   **BREAK-OUT SESSIONS**

ON THE ROAD & IN THE CAR:
Recognition Technologies – Inside and Outside the Industry

This session focuses on the status of current technologies from within and outside the toll industry including plate recognition, vehicle class recognition, and occupancy recognition. Hear how these technologies can be applicable in the toll market.

Moderator: Mike Payne, *Idris Technologies, London, ENGLAND*

Video Tolling Projects & Technologies
David Powell, *Manager of Toll Systems & Operations, Stantec, Austin, TX*

Virginia HOT Lanes Implementation of Recognition Technologies
Dean Kohr, *Operations Development Manager, Transurban Inc., Washington, DC*

Cargo Recognition & Security at High Risk Facilities–A Parallel to the Tolling Industry
Stephen Brown, CPP, *Senior Physical Security Analyst, Burns & McDonnell, Kansas City, MO*

HOV Occupancy Recognition Technology and Summary
Ginger Goodin, P.E., *Senior Research Engineer, Texas Transportation Institute, College Station, TX*

Milestones in Open Road Tolling and Interoperability

Dallas North Tollway Featured the nation's first successful Electronic Toll Collection system in 1989.

Georgia 400 and Oklahoma Turnpike Sites of the first express high-speed electronic toll collection systems in the United States.

Toronto, Canada's 407 ETR The world's first all-electronic, barrier-free toll highway opens.

Singapore opens the world's first urban-area electronic road pricing system using smart cards.

| 1987 | 1989 | 1990 | 1993 | 1995 | 1997 | 1998 |

Alesund, Norway The world's first electronic toll system.

The E-ZPass Interagency Group (IAG) was formed with three states (New York, New Jersey & Pennsylvania) and seven agencies.

State Route 91 in Orange County, California Opened first All-Electronic Toll Collection and High Occupancy Toll (HOT) lanes in the country in 1995.

Express Lanes at Toll Plazas Many agencies across the US begin converting existing toll plazas to incorporate high-speed express lanes.

BEHIND THE SCENES/BACKROOM:
Customer Service Center Implications for ORT/AET

A panel of experts will conduct an interactive discussion of how CSCs have been operated, what needs to change to address interoperability and ORT and how they think the industry segment will evolve.

Moderator: Wendy Viellenave, *Vice President, Programs, Transtoll, Leesburg, VA*

CSC Overview – Past and Present
Jennifer Frankl, Ph.D, *Project Consultant, Traffic Technologies, Inc, Hillsborough, CA*

Leveraging Financial Industry Models to Achieve Video Interoperability: Settlement of Photo-Based toll Transactions Between Agencies, Regions and States
Lenny Smith, *Senior Vice President, Fidelity National Information Services, Orlando, FL*

Panelists:

Karen Caruso, *Vice President of Operations and Transportation Services, ACS, San Francisco, CA*

Andrew Fremier, *Deputy Executive Director, Bay Area Toll Authority Metropolitan Transportation Commission, Oakland, CA*

Jeff O'Neill, *Senior Project Manager, HNTB Corporation, Columbia, MD*

P.J. Wilkins, *Toll Operations Administrator, Delaware DOT, IAG Chairman, E-ZPass IAG, Newark, DE*

LEGAL/FINANCIAL ISSUES:
AET: Making Sense of it All

After years of paper trails comes the virtual system of electronic processing, accounting, auditing and reporting. Previously, toll transactions were opened and closed at the toll lane. Quite simple. Today, revenue recognition continues through the back office process as collection attempts continue. As the cost of processing and collecting violation revenues increases, the need to pass on such costs to specific customers grows in a similar fashion. In good faith, it is imperative that cost models deliberately and accurately quantify and disclose these costs.

Moderator: Nicola Liquori, *Deputy Chief Financial Officer, Florida's Turnpike Enterprise, Orlando, FL*

Revenue Recognition Issues: Customer First, Violator/Offender Second
Keith Sheffler, *Toll Systems Manager, Miami-Dade Expressway Authority, Miami, FL*

Cost-Effective Customer Management
Ben Morris, *Consultant, IBM, Fairfax, VA*

An Alternative Approach for Video Billing and Toll Enforcement
Ron Fagan, *Director of Operations, Central Texas Regional Mobility Authority, Austin, TX*

Common Performance Measures
Stephen Reich, *Director, Transportation Finance, Management, & Administration Program, Center for Urban Transportation Research (CUTR), Tampa, FL*

Switzerland Nationwide LSVA/ORT truck tolling system launches operation.

New Jersey Turnpike Authority First to offer five side-by-side express lanes for highway speed Electronic Toll Collection in 2004.

Distance-based charge for trucks on motorways in Germany Nationwide open road tolling system; still the world's only toll system based on use of GPS satellites.

Tampa Hillsborough Selmon Expressway opens the first All-Electronic reversible roadway (Cross-town elevated express lanes).

Alliance for Toll Interoperability forms with initial member agencies.

2000   **2001**   **2002**   **2004**   **2005**   **2006**   **2007**

CityLink a 22-kilometre automated tollway in Australia opens.

North Texas Tollway Authority Nation's first system wide conversion of toll plazas to include express electronic toll collection lanes in 2002.
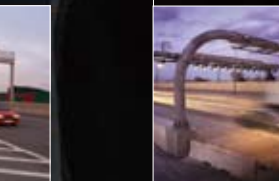
Westpark Tollway opens as All-Electronic Toll Road in Houston (Harris County Toll Road Authority).

Launch of NORTIS Multi-country interoperability of toll systems in Scandinavian countries (EasyGo service).

All-Electronic Toll Conversion Projects Initial Wave of converting existing toll roads to AETC starts in earnest.

IN THE PUBLIC/POLITICAL FORUM:
Interoperability and the Customer

This session will highlight the various customer issues that agencies face as they move toward nationwide interoperability. Panelists will discuss interoperability as it relates to alternatives for branding and marketing, educating customers, and addressing customer service issues that may arise.

Moderator: Jeffrey Goldberg, *Deputy Program Manager, URS, Washington Division, Austin, TX*

Technology and Interoperability
Milo Srkal, Sr., *President, MACO International Group, Inc., CZECH REPUBLIC*

Interoperability Issues for the Customer
Anna VanBuren McNider, *President, Faneuil, Inc. Hampton Roads, VA*

Interoperability and E-ZPass
James Mwape, *Business Manager, E-ZPass IAG, Atlantic City, NJ*

3:00pm-3:15pm   Refreshment Break & Exhibits

3:15pm – 5:00pm   BREAK-OUT SESSIONS

ON THE ROAD & IN THE CAR:
"Interoperability" – Why & How?

Who is benefiting from interoperability? How is it currently working? This session will present an overview of the current interoperability initiatives underway in the U.S. and abroad.

Moderator: Rick Herrington, *Deputy Executive Director, North Texas Tollway Authority, Dallas, TX*

Interoperability in Europe
Steffen Kosterski, *Head of Department, Toll Data, TollCollect GmbH, Berlin, GERMANY*

Interoperability: Today's Road to Tomorrow's Future
Dan Robicheaux, *Director of Programs, Electronic Transaction Consultants (ETC), Richardson, TX*

A Motor Carrier's Perspective on Interoperability
Mike Kelley, *Vice President, External Affairs & Chief Sustainability Officer, YRC Worldwide, Overland Park, KS*

OTA Interoperability Initiative
David Machamer, CPA, *Director of Toll Operations, Oklahoma Transportation Authority, Oklahoma City, OK*

BEHIND THE SCENES/BACKROOM:
What is Good Customer Service?

This session will examine the barriers and critical factors impacting interoperability and the ability to provide customer service that exceeds customer's expectations and enhances the driver's experience. We will explore current trends in customer service centers, identify special needs of customer's during ORT transition, and the challenges involved with providing excellent customer service to infrequent users – such as rental car and corporate fleet customers.

Moderator: David Pope, *Toll Systems Development Manager, Washington State DOT, Seattle, WA*

World's First Interoperable Day Pass for AET Toll Roads: Key Features and Lessons Learned
Salahdin Yacoubi, *Santiago, CHILE*

Market Trends in Customer Service Center Systems
Ken Philmus, *Senior Vice President and Managing Director, Transportation Systems and Services, ACS, Newark, NJ*

NTTA Customer Service in All-Electronic Environment
John Bannerman, *Director Customer Service, NTTA, Plano, TX (invited)*

The Interoperable Challenge for Rental Car and Corporate Fleet Users
Rick Welch, *President and CEO, Rent A Toll®, Dallas, TX*

Interoperability and Varying Business Rules: The California Customer Service Experience
Jan Mittermeier, *Senior Vice President, Cofiroute USA, Anaheim, CA*

The Road to Interoperable Customer Service
Gabriel Calvert, *Project Manager, VESystems (on behalf of Transportation Corridor Agencies), Irvine, CA*

LEGAL/FINANCIAL:
AET: Are the Benefits Worth the Costs?

Will AET be cheaper? This session provides case studies of various toll agencies considering or completed AET solutions. The studies will compare the perceived tangible and intangible benefits associated with deploying AET against the true capital/upfront costs and ongoing operational costs.

Moderator: Steve Snider, *Executive Director, Halifax-Dartmouth Bridge Commission, Halifax, Nova Scotia, CANADA*

A Tale of Two Toll Agencies: Understanding the Risk Spectrum of AET
Walter Fagerlund, P.E., *Project Manager, HNTB Corporation, Portland, ME*

AET: Conversion
Clayton Howe, *Assistant Executive Director of Operations, North Texas Tollway Authority, Dallas, TX*

The Implications of an All-Electronic Conversion
Kathleen Sharman, *Director of Finance and Treasurer, South Jersey Transportation Authority, Hammonton, NJ*

AET Conversion: E-470
John McCuskey, *Deputy Executive Director and Director of Finance, E-470 Public Highway Authority, Denver, CO*

IN THE PUBLIC/POLITICAL FORUM:
Approaches to Communication and Marketing of All-Electronic Toll Collection

This session will focus on the various communication strategies that toll agencies are using to inform customers about all-electronic tolling and to gain public acceptance of the concept. Panelists will also discuss various approaches to branding and provide insight on ways to maximize tag penetration.

Moderator: Catherine Sanchez, *Senior Toll Project Manager, JACOBS, Seattle, WA*

E-470's Plan For Conversion to All-Electronic Tolling

Jo Snell, *Communications Director, E-470 Public Highway Authority, Denver, CO*

Complexity of Marketing All-Electronic Tolling on a Toll Road that Serves the Mexican Border

Patrick Watson, P.E., *Senior Toll Project Manager, JACOBS, Austin, TX*

Results of the CTRMA's Conversion to All-Electronic Tolling

Jessica Schenk, *Account Director, TateAustinHahn Public Relations, Austin, TX*

Marketing MDX's AET Conversion

Cindy Polo-Serantes, Public *Communications Specialist, Miami-Dade Expressway Authority, Miami, FL*

5:00pm – 7:00pm	**Alliance for Toll Interoperability Meeting** *(See page 5 for details)*
7:00pm – 10:00pm	Evening Event at Splitsville Bowling Alley *(Meet in lobby at 6:30pm; See page 5 for details)*

Tuesday, June 16, 2009

7:00am – 5:00pm	Registration & Welcome Center
7:00am – 5:00pm	Speaker Rehearsals & Presentation Drop-off
7:00am – 8:30am	Breakfast & Exhibits
8:30am – 10:00am	**TEAMFL Quarterly Meeting** *(see page 5 for details)*
8:30am – 10:00am	**GENERAL SESSION**

Interoperability is Hard in Europe Too!

This session will feature presentations by four experienced speakers from several European countries. They will respond to questions and concerns posed by leaders in the U.S. toll industry and highlight how some of the European experiences might be considered for application in the U.S.

Moderator: Paulo André, *COO & General Manager, SICE, Austin, TX*

Mediator: Kevin Borras, *Publishing Director, Thinking Highways Magazine, H3B Media, Dorking, UNITED KINGDOM*

Panelists from Outside North America:

Bruno Corthier, *Head of Telematics Development, SANEF, Paris FRANCE*

Rafael Fando, *I.T. Director, CINTRA Concesiones de Infraestructuras, Madrid, SPAIN*

Steinar Furan, *Senior Vice President, Q-Free, Trondheim NORWAY*

Anton Sieber, *Head of CESAREIV Project, ASFiNAG, Vienna AUSTRIA*

Charles Surmont, *DGTren, European Commission, Brussels, BELGIUM (invited)*

Panelists from North America:

Jim Crawford, *Executive Director, E-ZPass IAG, Atlantic City, NJ*

J.J. Eden, *Chief Operating Officer, North Carolina Turnpike Authority, Raleigh, NC*

Tim McGuckin, *Executive Director, OmniAir, Falls Church, VA*

Jack Finn, P.E., *Senior Vice President, HNTB Corporation, Lake Mary, FL*

Rick Nelson, *Director of Toll Operations, Florida's Turnpike Enterprise, Orlando, FL*

Rick Herrington, *Deputy Executive Director, North Texas Tollway Authority, Plano, TX*

10:00am – 10:30am	Refreshment Break & Exhibits

10:30am – Noon   BREAK-OUT SESSIONS

ON THE ROAD & IN THE CAR:
ITS Applications in Tolling

This session will focus on how traffic data from ITS is used by toll agencies for managed lanes, dynamic pricing, HOT lanes, or congestion pricing zones. In addition, we will explore the Interplay between DOT/City traffic management systems with toll agency systems and how they integrate with other transportation modes, such as transit.

Moderator: Tim Garrett, P.E., *Senior Project Manager, HNTB Corporation, Tampa, FL*

Probe Data and Traffic Management
Erin Flanagan, P.E., *Associate Vice President, Cambridge Systematics, Bethesda, MD*

FDOT District 5 ITS Program
George Gilhooley, P.E., *Associate Vice President, HNTB Corporation, Orlando, FL*

Colorado Tolling Enterprise Tag Reader Application
Peggy Catlin, P.E., *Acting Enterprise Director, Colorado Tolling Enterprise (CTE), Denver, CO*

European ITS Applications
Jack Opiola, *Principal, Booz-Allen & Co., London ENGLAND*

Using ITS on the I-95 Express Lanes
Steve Corbin, *ITS Operations Manager, Florida DOT, Fort Lauderdale, FL*

BEHIND THE SCENES/BACKROOM:
Business Rules A to Z Roundtable

How dynamic is the business rule process in your organization? What works, what didn't work, how did you correct it? Agencies are faced with new realities and changed business rules as they move into all-electronic tolling and expanded interoperability. In this moderated session, Industry practitioners will field questions about business rule development and operational aspects in the back office environment.

Moderator: Marty Stone, Ph.D., AICP, *Planning Director, Tampa-Hillsborough Expressway Authority, Tampa, FL*

Roundtable Participants:

Stephan Andriuk, *Deputy Executive Director/Director of Toll Operations, Miami-Dade Expressway Authority, Miami, FL*

Karen Caruso, *Director, Bay Area FasTrak™ Program, ACS Transportation Solutions, San Francisco, CA*

Bart Cima, P.E., *Director, IBI Group, Seattle, WA*

Dave Kristick, *Director of Operations, E-470 Public Highway Authority, Denver, CO*

Pamela Leslie, *General Counsel, Miami-Dade Expressway Authority, Miami, FL*

Patrick McGuire, *General Counsel, Miami-Dade Expressway Authority, Miami, FL*

Scott Orman, *Vice President, Florida Operations, Faneuil, Inc., Boca Raton, FL*

Wendy Viellenave, *Vice President, Programs, Transtoll, Leesburg, VA*

Leigh Anne Yarbrough, *Vice President Client Relations, Faneuil, Inc., Boca Raton, FL*

LEGAL/FINANCIAL ISSUES:
Effects of All-Electronic Tolling on Ratings

Bond ratings are the investment community's primary indicator of their evaluation of a bonded program. Both tangible and intangible factors are considered in their analyses. Intangible factors, however, are often less obvious and focus on management's ability to deliver projects and develop long-term plans that are integrated within their core transportation and financial vision.

Moderator: Jim Crawford, *Executive Director, E-ZPass IAG, Atlantic City, NJ*

Rating Agency Perspectives
Michael McDermott, *Senior Director, Fitch Ratings, New York, NY*

Maria Matesanz, *Senior Vice President/Team Leader, Public Infrastructure Team, Moody's Investors Service, New York, NY*

Kurt Forsgren, *Managing Director and Transportation Infrastructure Team Leader, Standard & Poors, Boston, MA (invited)*

Perspective from a Toll Agency CFO
Grady Rankin, *Chief Financial Officer, North Carolina Turnpike Authority, Raleigh, NC*

IN THE PUBLIC/POLITICAL FORUM:
Introducing All-Electronic Tolling in a Start-up Environment

This session will discuss the challenges for bringing toll roads, managed lanes and all-electronic tolling into a community where they did not previously exist. Issues of public acceptance of tolling and customer education regarding all-electronic systems will be discussed.

Moderator: Andrew Fremier, *Deputy Executive Director, Bay Area Toll Authority, Metropolitan Transportation Commission, Oakland, CA*

Southern California Start-Up Experience
Frank Wilson, *President, Frank Wilson & Associates, San Juan Capistrano, CA*

Introducing Electronic Tolling in Austin, Texas
Samantha Soules, *Tolls Communication Manager, PBS&J, Austin, TX*

I-15 Managed Lanes
Niles Easton, *Director of Communications, Utah DOT, Salt Lake City, UT (invited)*

Minnesota HOT Lanes Program
John Doan, *Associate, SRF Consulting Group, Minneapolis, MN*

Noon-1:30pm   Lunch & Exhibits Featuring:

Maximizing the Value of ORT through Urban Area HOT lane/BRT Networks
Bob Poole, *Director of Transportation Studies, Reason Foundation, Plantation, FL*

1:30pm – 3:00pm   BREAK-OUT SESSIONS

ON THE ROAD & IN THE CAR:
"Green" Lanes – Implications for Interoperability

What new technology is required for "green" lanes? What is the difference, if any, from managed lanes and HOT lanes? Does a green lanes program work with existing and planned technologies? Can this trend advance interoperability?

Moderator: Joe Waggoner, *Executive Director, Tampa-Hillsborough Expressway Authority, Tampa, FL*

Managed Lanes in Australia
Anne Scapetis, *Corporate Marketing Manager–North America, Transurban, New York, NY*

I-94/394 Managed Lanes Program in Minneapolis
Nick Thompson, *Director, Office of Policy Analysis, Research and Innovation, Minnesota DOT, Minneapolis, MN*

Environmental Benefits of the I-15 Managed Lane Project in Salt Lake City
Dr. Peter Martin, Ph.D., *Associate Professor, Utah Traffic Lab, Salt Lake City, UT*

Managed Lanes in the Houston Region
Darren Henderson, AICP, *Intermodal Transport Planner, Parsons Brinckeroff, Los Angeles, CA*

BEHIND THE SCENES:
Video Imaging and Back-Room Processing

ATI interoperability and the movement to all-electronic tolling are both based on the emerging ability to use video-based transactions not only for violations and exceptions, but for toll transactions without transponders. What is "confidence level" anyway? What does 99% accuracy mean? How should performance be specified, tested, or designed? What are reasonable current standards? How much better can it get? This session will present and review recent performance requirements specified from 2007 to 2009 and some project case studies and discussion of what is really achievable.

Moderator: Phil Miller, P.E., *Associate Vice President, PBSJ, Orlando, FL*

Overview of Video-Processing Specifications
David Burgess, *Senior ITS Analyst, PBS&J, Atlanta, GA*

Vendor Perspectives
Jim Alves, *President, Dacolian (Q-Free), San Diego, CA*

Dwight Jordan, *Business Development Manager, PIPS Technology, Knoxville, TN*

Jim Kennedy, *President, INEX/ZAMIR Technologies, Knoxville, TN*

LEGAL/FINANCIAL ISSUES:
Interoperability: Is the Juice Worth the Squeeze?

Over the years, interoperability has been argued, studied and defined. But from a financial perspective, what is the business case for interoperability? What are the costs and does it really make sense?

Moderator: Salahdin Yacoubi, *Santiago, CHILE*

Trans European Case for Commercial Vehicles
Jean-Michel Martinez, *CEO, Eurotoll (Sanef Group), Paris, FRANCE*

The CESARE IV Project for a Pan-European Interoperability
Anton Sieber, *CESARE IV Project Leader, ASFINAG, Vienna, AUSTRIA*

Interoperability in Latin America: Cases From Brazil and Chile
Pedro Donda, *President, STP-Servicos e Tecnologia de Pagamentos, São Paulo, BRAZIL*

Business Case from the United States
Jim Crawford, *Executive Director, E-ZPass IAG, Atlantic City, NJ*

IN THE PUBLIC/POLITICAL FORUM:
Cash Customers in the Wake of All-Electronic Tolling

This session will examine various all-electronic tolling approaches including tag only operations, prepaid video billing, and postpaid video billing options. Panelists will discuss how each approach has worked and how it has been received by customers.

Moderator: Steve Pustelnyk, *Director of Communications, Central Texas Regional Mobility Authority, Austin, TX*

The Australian Model: All-Electronic Tolling with Pre-Paid Video Tolling
Michael Whelan, *Regional Operations Manager, Transurban, Richmond, VA*

EZ-TAG Only Tolling: Lessons Learned in Five Years
Mike Strech, *Director of Toll Roads, Klotz Associates, Houston, TX* and **Lisa Castañeda, P.E.,** *Deputy Director of Engineering, Harris County Toll Road Authority, Houston, TX*

The "ZipCash" Approach to Video Tolling in Dallas
Kimberly Jackson, *Director of Communications, North Texas Tollway Authority, Dallas, TX*

Open Road Tolling and Public Perception
Pete Foernssler, *Deputy Chief of Program Implementation, Illinois Tollway, Chicago, IL (invited)*

3:00pm – 3:30pm	Refreshment Break & Exhibits
3:30pm – 5:30pm	Exhibit Breakdown

3:30pm – 5:00pm   CLOSING GENERAL SESSION

Tolling Interoperability and the Future of Surface Transportation Funding

This session is the capstone course for the entire conference. We will connect the thread lines from all the sessions and explore the policy and technology implications of a future transportation network supported by a system of ubiquitous road user charging.

Moderator: Hal Worrall, *President, Transportation Innovations, Oviedo, FL*

Resources: J.J. Eden, *Chairman, Alliance for Toll Interoperability, Chief Operating Officer, North Carolina Turnpike Authority;* **Martin Rickmann,** *Director of Communications, TollCollect, Berlin, GERMANY*

Respondents: Robert Atkinson, *Chair, National Surface Transportation Infrastructure Financing Commission and President, Information Technology and Innovation Foundation, Washington, DC (Invited);* **Geoff Yarema,** *Vice Chair, National Surface Transportation Infrastructure Financing Commission, and Attorney at Law, Nossaman LLP, Los Angeles, CA (Invited)*