



ONLINE EVENT

AGENDA

October 28 – 29th, 2021

12:00 – 5:00pm U.S. Eastern Time

SPONSORS



HOV TECHNOLOGY CONFERENCE 2021

Managed Lanes (MLs) have become increasingly popular, especially in the United States. Traditionally, these have been dedicated highway lanes for High Occupancy Vehicles (HOVs), buses, and low-emission vehicles. In more recent years, free-flow, electronic tolling technology has allowed non-HOVs to purchase available capacity on such lanes, creating Priced Managed Lanes (PMLs). PMLs are also known as High-Occupancy Toll (HOT) Lanes, Express Lanes or Express Toll Lanes.

In addition to greenfield PML development, many legacy HOV Lanes have now been converted to PMLs, to maximize the lanes' utilization. In most cases, HOVs retained exemptions, either with free or discounted access, but not always; some PMLs require all vehicles to pay the full toll. Regardless, the HOV rules' compliance and enforcement has been and remains a challenge for transportation and tolling agencies.

For a customer to travel as a HOV, the business rules vary by toll facility. Motorists on PMLs may be required to travel in a certain lane or to follow a specific process when going through a toll point. Or PMLs may allow HOVs to simply travel without a transponder, thus avoiding the toll. In other cases, the HOVs must declare themselves as meeting the occupancy requirements using a switchable transponder; this perhaps offers the most common method. Yet other declaration methods include app-, phone- or web-based technologies.

For PMLs, or HOV Lanes in general, by requiring the motorist to demonstrate or declare their own occupancy in the various ways above, the system becomes easy to misuse. HOV enforcement has become increasingly important as ML development has become more common.

This conference will comprehensively cover the following:

- **Today's best practices,**
- **Tolling agency technology pilots or deployments,**
- **Camera-based VOD,**
- **App-based HOV verification, and**
- **Emerging in-vehicle sensors and connectivity.**

THURSDAY, OCTOBER 28, 2021 (All times are in U.S. Eastern Time)

12:00 – 12:30	<p>OPENING REMARKS</p> <p>Lev Pinelis, Founder, Toll Insight Joseph Averkamp, Vice President, Systems and Solutions, Parsons Corporation</p>
12:30 – 2:30	<p>SESSION 1 – BEST PRACTICES IN HOV ENFORCEMENT</p> <p>To enforce HOVs, the traditional process has been manual, involving state police stationed on the side of the road. Toll agencies now have a depth of experience and lessons learned, along with process innovations.</p> <p>Moderator: Tyler Patterson, Toll Operations Manager, Washington State DOT</p> <p>Brian Kary, Director of Traffic Operations, Minnesota DOT Jeremy Mullings, Director, South Florida Commuter Services Kim Kemp, Quality Administrator, State Road & Tollway Authority (Georgia) Robert Campbell, Senior Manager, Transportation Planning, LA Metro</p>
2:30 – 3:00	<p>BREAK</p>
3:00 – 4:55	<p>SESSION 2 – AGENCY TECHNOLOGY PILOTS / DEPLOYMENTS</p> <p>In the past few years, toll agencies have started piloting technology solutions for HOV compliance and enforcement, as emerging systems have become available in the market. In some cases, they have now even been activated for limited production operations.</p> <p>Moderators: Michael Kolb, Vice President – Tolling, Gannett Fleming</p> <p>Mark Parry, Engineering Manager & Freeway Operations Engineer, Utah DOT Robert Rich, Senior Transportation Planner/Analyst, Metropolitan Transportation Commission Ur Omry, Chairman, ITS Israel Organization Dan Lamers, Senior Program Manager, North Central Texas COG</p>
4:55 – 5:00	<p>DAY 1 CLOSING REMARKS</p>

FRIDAY, OCTOBER 29, 2021 (All times are in U.S. Eastern Time)

12:00 – 12:10	DAY 2 OPENING REMARKS Lev Pinelis , Founder, Toll Insight
12:10 – 2:00	SESSION 3 – CAMERA-BASED VEHICLE OCCUPANCY DETECTION Camera-based technology has reached sufficient maturity for application to the HOV enforcement problem statement. Vehicle Occupancy Detection (VOD) camera systems, placed at the roadside, aim to capture pictures of in-vehicle occupants, and come with automated software to calculate the occupant counts. Moderator: Chadi Chazbek , Regional Vice President and Practice Builder, Kimley-Horn Emanuel Corthay , Vice President, Products, Invision AI Brian Patno , Director, Indra USA Vinit Deshpande , Director of Program Management, Conduent Remi Arnould , Business Development Manager, Cyclope.ai
2:00 – 2:30	BREAK
2:30 – 3:40	SESSION 4 – MOBILE APP-BASED HOV VERIFICATION Smartphone application-based technology has also, in a similar timeframe as VOD, become available. Technology startups are offering this approach, which counts each occupant using smartphone or other connected devices' location and/or facial recognition technology. Moderator: Vickie Dewey , Toll Market Practice Leader, AECOM Paul Steinberg , Chief Business Officer, GoCarma Mike Papineau , Chief Executive Officer, RideFlag Robert Landry , Vice President, RFID Tolling and Mobility Solutions, TransCore
3:40 – 4:50	SESSION 5 – EMERGING IN-VEHICLE TECHNOLOGY Increasingly, in-vehicle seat or new types of camera and radar sensors may become available directly from the automobile manufacturers via near real-time connected vehicle technology. Moderator: Lev Pinelis , Founder, Toll Insight Jeff Mulder , Technical Product Manager, Gentex Corporation Kishore Ramaiah , Product Marketing Manager, Texas Instruments Sterling Pratz , Chief Executive Officer, Car IQ Sahas Katta , Chief Executive Officer, Smartcar
4:50 – 5:00	CLOSING REMARKS

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