



The next era of automotive technology is quickly approaching as vehicles that are electric, highly efficient, connected and autonomous become more common. These innovative vehicles, in all weight classes, require public agencies to respond with new policies and approaches to fund their transportation systems so they can operate in a safe and efficient manner.

RUC West presents two days of topics such as:

- The business case for moving to a mileage based fee.
- Technologies and systems that support RUC.
- Preparing an organization for change.
- Communication strategies.
- Emerging technologies to watch.

The program will include great opportunities to network with practitioners and thought leaders. We look forward to seeing you there!

Day 1	June 28			Notes
8:30 – 9:30 am	<b>Keynote Speakers</b> <b>Randal Thomas</b> , Administrator of RUC West <b>Ed Sniffen</b> , RUC West Board of Directors Chair will deliver a welcome, background on RUC West, and the work RUC West has done to date. <b>Terri Anne Newell</b> will deliver a welcome and update on Utah’s RUC efforts.			<b>Randal Thomas</b> will introduce Ed Sniffen, HI DOT Deputy Director for Highways and Terri Anne Newell, UT DOT Deputy Executive Director
9:30 - 10:00	<b>Break</b>			
<b>Understanding Why: Moving to a 21<sup>st</sup> Century User Fee System</b>				
	<b>Business Track</b>		<b>Technical Track</b>	
10:00 – 11:30	The business case for changing how transportation is funded	<b>Moderator: Lauren Prehoda</b> , Caltrans Participants: <b>Travis Dunn</b> , CDM Smith <b>Mike Patterson</b> , HNTB <b>Trey Baker</b> , WSP <b>Dawn Sullivan</b> , OK DOT <b>Melissa Batula</b> , PA DOT	Getting started – requirements, data model, architecture, planning for big data, data security	<b>Moderator: Cameron Kergaye</b> , UDOT Participants: <b>Markell Moffett</b> , WSP <b>Nate Bryer</b> , Azuga <b>Scott Jacobs</b> , emovis <b>Vickie Dewey</b> , AECOM
11:30 am – 1:00 pm	<b>Lunch Keynote Speakers, Angela Fogle, FHWA, The Federal Perspective</b>			
<b>Understanding How: Organization, Data, &amp; Policy Structures</b>				
1:00 – 2:30 pm	Organizational structure & readiness	<b>Moderator: Joseph DeLaRosa</b> , NM DOT Participants:	Open Architecture, Leveraging	<b>Moderator: Frederic Charlier</b> , ClearRoad Participants:

	including from tolling perspective	<b>Mike Warren</b> , WSP <b>Daryl Ballantyne</b> , UDOT <b>Scott Urada</b> , HI DOT <b>Reema Griffith</b> , WA Transportation Commission <b>Alex Shirshov</b> , TransUrban	Current Standards & Certification – How it could reduce administrative costs & risks; ongoing efforts related to RUC	<b>Jason Conley</b> , OmniAlr <b>Suzanne Murtha</b> , AECOM <b>Markell Moffett</b> , WSP <b>Nate Bryer</b> , Azuga <b>Scott Jacobs</b> , emovis
2:30 – 3:00 pm	<b>Break</b>			
<b>Understanding Who: Working on Change</b>				
3:00 – 4:30 pm	Communication best practices including leveraging the mere exposure effect (aka familiarity principles)	<b>Moderator: Barbara Rohde</b> , MBUFA Participants: <b>Colleen Gants</b> , PRR <b>Scot Urada</b> , HI DOT <b>Adrian Moore</b> , Reason Foundation <b>Tim Kirby</b> , WSP <b>Andrew McLean</b> , CDM Smith <b>Peter Plumeau</b> , EBP <b>Amy Ford</b> , AECOM	Managing big data, cloud services: managing the data resources of the future	<b>Moderator: Peter Aiyuk</b> , NV DOT Participants: <b>Randy Iwasaki</b> , AWS <b>Rahul Gupta</b> , Accenture
5:00 – 7:00 pm	<b>Networking Event</b>			
<b>Day 2</b>				
	<b>June 29</b>			
	<b>Business Track</b>		<b>Technical Track</b>	<b>Notes</b>
8:30 – 9:30 am	<b>Keynote Speaker: David Kim, WSP, RUC and the Future of Transportation</b>			
9:30 - 10:00	<b>Break</b>			
<b>Understanding What: 20 Years of What Works</b>				
10:00 – 11:30	Working with other jurisdictions (states, toll authorities, etc.) including lessons learned from tolling	<b>Moderator: Anthony Buckley</b> Participants: <b>Lauren Prehoda</b> , <b>Reema Griffith</b> , <b>Maureen Bock</b> , <b>Vicky Dewey</b> , AECOM	Bridging the gap between business and technology: best practices & case studies	<b>Moderator: Nathan Lee</b> , UDOT Participants: <b>Tom Kreuger</b> (Emovis) <b>Nate Bryer</b> (Azuga) <b>Markell Moffett</b> (WSP) <b>Mahrokh Arefi</b> (IBI Group)
11:30 – 1:00 pm	<b>Lunch – Keynote Speaker, Allie Kelly, The Ray</b>			
<b>What's Next: Harnessing and Planning for the Next 20 Years</b>				
1:00 – 2:30 pm	<p><b>Plenary Session:</b> Discussion from various technology providers and innovators on emerging technologies, opportunities, and challenges, and impacts on data systems. But most importantly, what enables this and how do we PAY for it.</p> <p>It will also look for audience participation to share how they might apply lessons learned in this forum. It will also look at the intersection of business and technical interests, and provide some insights into groups with which you can engage to learn more.</p>			<p><b>Moderator: Maureen Bock</b>, ODOT Participants: <b>Road Pricing</b></p> <ul style="list-style-type: none"> <li>• <b>Nina Elter</b>, ERoad</li> <li>• <b>Nate Bryer</b>, Azuga</li> <li>• <b>Tom Kreuger</b>, emovis</li> <li>• <b>Mike Warren</b>, WSP</li> </ul>

	<p>Technologies could include digital license plates, blockchain, connected and autonomous vehicle technologies, mobile payments, among others.</p> <ul style="list-style-type: none"> <li>• Road pricing to achieve environmental &amp; sustainability goals</li> <li>• Standards such as VID, Trusted Trips, Digital Twins, Verified Credentials, Integrated Trust Network and Privacy</li> <li>• Certifying new technology – what it matters, what’s in process (example: SAE J3217 – mobile payments for RUC &amp; tolls)</li> </ul>	<p><b>Standards &amp; Certification</b></p> <ul style="list-style-type: none"> <li>• <b>Vicky Dewey</b>, AECOM</li> <li>• <b>Jason Conley</b>, OmniAir</li> </ul> <p><b>Blockchain based standards</b></p> <ul style="list-style-type: none"> <li>• <b>Tram Vo</b>, MOBI</li> </ul>
2:30 – 3:00	<b>Break</b>	
3:00 – 4:30 pm	<p style="text-align: center;"><b>Plenary session, continued</b></p> <ul style="list-style-type: none"> <li>• Lessons learned from Smart Cities</li> <li>• Digital license plates – more than just a vehicle identifier</li> <li>• Supporting EVs – inductive charging</li> <li>• Connected vehicle technology &amp; the highways of the future – what’s possible, what’s needed</li> </ul>	<p><b>Lessons learned from Smart Cities</b></p> <ul style="list-style-type: none"> <li>• <b>Jason JonMichael</b>, City of Austin</li> <li>• <b>Adrian Pearmine</b>, DKS</li> </ul> <p><b>Digital license plate technology</b></p> <ul style="list-style-type: none"> <li>• <b>Neville Boston</b>, Reviver</li> </ul> <p><b>Supporting EVs</b></p> <ul style="list-style-type: none"> <li>• <b>Brian Burkhard</b>, Jacobs</li> </ul> <p><b>Emerging connected vehicle technologies &amp; highways of the future</b></p> <ul style="list-style-type: none"> <li>• <b>David Knight</b>, Terbine</li> <li>• <b>Allie Kelly</b>, The Ray</li> </ul>
5:00 – 7:00 pm	<b>Wrap Up &amp; Networking Event</b>	