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## **Communications, Human Resources & Legal Workshop**

**Portland, Oregon | June 1-3, 2025**

[www.ibtta.org/portland](http://www.ibtta.org/portland)

**Submission Period: February 18-March 16, 2025**

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**Please note** that this Workshop will be presented in seven General Sessions. Each session will feature a different format that will be determined by the session leaders and could include traditional panel discussions, moderated conversations, tabletop working groups, open space discussions, interactive activities, and more! The planners want to engage the audience and make the sessions as interactive as possible so each session will be structured to address issues in all three areas: Communications, HR, and Legal. Submit an idea and join the conversations!

### **GENERAL SESSIONS**

#### **THE LEGAL AND COMMUNICATION CHALLENGES OF USING DEMOGRAPHIC-BASED TOLL SEGMENTATION**

The method of collecting and relying on data about users such as age, income level and residential area to categorize them into distinct segments for the purpose of tailoring toll pricing can be somewhat controversial. While adjusting tolls based on individual needs and usage patterns can be a presumed benefit for the toll patrons, the sensitivity of privacy concerns and the potential for discrimination should also be considered. This session will delve into the legal implications and challenges of using demographic data for toll pricing strategies. Presentations should address the pros and cons of using demographic segmentation to communicate. Topics could range from the complexity of implementation, ongoing cost of administration, and effective communication strategies for demographic-based variable tolling to answering questions such as is their legislation or policies required for ensuring equitable discounts, how many toll pricing strategies they utilize themselves, what programs are offered, and how will we communicate these offerings.

#### **WORK FORCE DEVELOPMENT**

Employers, especially HR professionals, face growing challenges in filling positions within their organizations. There are currently 8 million unfilled positions in the U.S., particularly in skills-based trades like construction. On top of that, 40% of construction workers are planning to retire in the next decade making the issue worse before it gets better. Presentations should explore how employers can address these challenges by adopting inclusive hiring practices, focusing on broadening talent pools beyond traditional degree requirements and addressing bias in recruitment. Key topics could include partnering with K-12 and vocational schools, emphasizing non-degree qualifications, and ensuring equitable access to opportunities for diverse, underrepresented groups. Additionally, aligning education systems with workforce demands can help attract and retain talent in industries facing critical shortages. Let the group know about your most creative ideas!

## **CYBER THREATS IN THE DIGITAL AGE – ADDRESSING PHISHING, SMISHING, VISHING, CARD TESTING ATTACKS AND PREPARING FOR WHAT’S NEXT**

**[NOT ACCEPTING SUBMISSIONS FOR THIS SESSION]**

In today’s rapidly evolving digital landscape, cyber threats continue to pose significant risks to organizations and their customers. This session will explore some of the most prevalent forms of cyber-attacks—Phishing, Smishing, Vishing, and Card Testing—and examine the critical role of Legal, HR, and Communications teams in responding effectively. Attendees will engage in an interactive tabletop exercise designed to simulate real-world attack scenarios. Experts will guide discussions on best practices, legal considerations, and communication strategies, providing actionable insights to enhance organizational readiness and response.

## **TO DATA AND BEYOND.... BUILDING A STORY AROUND DATA**

We know that data provides credibility and rationale, but without the appropriate context, numbers are just numbers on a page or screen. When sharing data of any kind, we must be excellent story tellers. If the appropriate context around the data you are sharing isn’t provided, there is a higher risk of misinterpretation or biases. It is essential that when presenting data, we think about the context in which we are sharing it. Presentations should include best practices for story telling using data points, address some of the challenges the industry faces in this endeavor, and the importance of identifying the vast range of voices in our driving public.

## **RISK MANAGEMENT - ENHANCING DISASTER PREPAREDNESS AND BUSINESS CONTINUITY**

This session will be a collaborative forum focused on enhancing preparedness in light of recent record-breaking natural disasters, such as the devastating fires in California and Hawaii, flooding in North Carolina, and Hurricane Idalia, which have resulted in more than \$73.8 billion in damages. Planners are looking for experts to share insights into disaster preparedness and business continuity addressing critical issues in Legal (Risk mitigation strategies, insurance coverage gaps, evolving regulatory requirements), HR (Emergency workforce protocols, remote work challenges, employee safety and support), and Communications (Multi-stakeholder crisis management, public information systems, response coordination). Share your real-world experiences and explore practical approaches with attendees for strengthening organizational resilience.

## **THE RISK AND MANAGEMENT OF AI IN YOUR ORGANIZATION**

This session will address the pressing risks associated with the rapid development and integration of AI in our daily lives and work processes. As AI technologies like ChatGPT become increasingly prevalent in customer service, report writing, and data processing, concerns about adversarial attacks, privacy risks, and workforce disruptions have emerged. How are you managing these challenges? What strategies are in place to ensure the ethical use of AI, maintain transparency, and implement robust security measures? Sessions should address best practices for optimizing AI while safeguarding against its inherent risks.

## **MENTAL HEALTH WELLNESS IN THE WORKPLACE**

How can we help employees cope with stress and be happier at work in the wake of an ongoing pandemic, work/family environment changes and societal disruption? There are effective actions to prevent mental health risks at work, protect and promote mental health at work, and support employees with mental health conditions. If we want to foster a high performing, highly engaged workforce culture in this new “world”, we need to revise our approach to building a culture of innovation and inclusion by addressing issues of stress, mental health and well-being that reside in all organizations today. Submit your programs and experiences that reflect how you address critical issues such as recognizing mental health issues, tailoring wellness, and benefit strategies, creating a wellness culture and work/life balance, preventing stigma and retaliation, celebrating mental health wins, and learning from losses, developing policies and procedures, fostering a positive culture and any other issues that can make things better for mental health wellness in the workplace.