



First Announcement

# International Conference on the “Transport Agency of the Future”

Madrid, Spain

October 21 – 22, 2025

Organized by:

**PIARC (World Road Association)**

**Asociación Técnica de Carreteras (ATC)**

in cooperation with:

**Ministerio de Transportes y Movilidad Sostenible**

**Ayuntamiento de Madrid**



**Venue**

**Salón de Actos, Colegio de Ingenieros de Caminos, Canales y Puertos**



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## CONFERENCE OVERVIEW

The World Road Association (PIARC) and the Asociación Técnica de Carreteras (ATC), in collaboration with the Ministerio de Transportes y Movilidad Sostenible and the Ayuntamiento de Madrid, are pleased to announce an **International Conference on the Transport Agency of the Future**.

PIARC Technical Committee 1.1 – Performance of Transport Administrations and ATC, extend a sincere invitation to you to participate in the upcoming conference. The primary objective of the conference is to exchange information on the current knowledge, future vision, and funding and financing for the Transport Agency of the Future, including innovation, artificial intelligence in the road and mobility sector, public value creation, and creating a stronger future-focused workforce.

The Conference is open to members of PIARC, members of the ATC, and other sponsoring organizations, who are interested in gaining and sharing knowledge on innovation, artificial intelligence in the road and mobility sector, public value creation, creating a stronger future-focused workforce, and the current knowledge, future vision, and funding and financing for the Transport Agency of the Future, as well as best practices in governance of transport administrations.

## CONFERENCE TOPICS

The conference will provide an opportunity for speakers to address both technical and management issues broadly based around but not limited to the following:

- ☐ Innovation in the Road and Mobility Sector
- ☐ Public Value and Customer Engagement
- ☐ Creating a Stronger Future Focused Workforce
- ☐ AI in the Road and Mobility Sector
- ☐ The Transport Agency of the Future
  - State of Knowledge
  - The Vision
  - Funding & Financing

## CONFERENCE VENUE

The TC 1.1 Conference on the Transport Agency of the Future, is taking place on Tuesday and Wednesday, October 21 – 22, 2025 and will be held at the Colegio de Ingenieros de Caminos, Canales y Puertos, located at:

- ☐ Calle de Almagro, 42, Chamberí, 28010 Madrid, Spain

## ACCOMODATION

Attendees to the Conference are encouraged to make their own reservations at the hotel of their choice.

## LANGUAGES

The official language of the Conference will be English and Spanish with simultaneous translation.

## CONFERENCE AGENDA AT A GLANCE

The following is the preliminary conference agenda.

Tuesday, October 21		Wednesday, October 22	
	Registration		Registration
	Welcoming Remarks		Welcoming Remarks
	Session 1 – Innovation in the Road and Mobility Sector		Session 5 – The Transport Agency of the Future: State of Knowledge
	Session 2 – Public Value and Customer Engagement		Session 6 – The Transport Agency of the Future: The Vision
	Session 3 – The Workforce of the Future		Session 7 - The Transport Agency of the Future: Funding & Financing
	Session 4 – AI in the Road and Mobility Sector		Session Summaries, Conclusions and Next Steps
	Day 1 Wrap Up		Closing Remarks
	Networking		Networking

## PRELIMINARY PROGRAM

The Conference will be organized according to the following preliminary program:

### TUESDAY October 21, 2025

#### Session 1 – Innovation in the Road and Mobility Sector

- ✚ The challenges trends and external influences that Road and Transport Administrations face are becoming increasingly more complex. To deliver the best public value and services to society efficiently and with the highest quality possible, they must embrace and implement a culture of innovation aligned with the organization's goals, societal megatrends, and focused on technology, processes, and people in an effort to achieve organizational excellence. The ability to successfully implement an idea, a new technology, engineering, or service solution, can transform the public sector's ability to maximize its delivery of policy goals, provide relevant and useful value to customers and stakeholders and improve the image of the organization.
- ✚ This Session will investigate the keys to the successful identification, adoption, deployment and implementation of new innovative ideas and solutions by Road and Transport Administrations, from both top-down or bottom-up approaches, examine barriers and challenges faced in the successful implementation of innovations, and identify ways to establish whether these solutions are having the expected and right impact and to measure their success.

- ✚ It will provide practical examples of how different Road and Transport Administrations approach innovation within their organization, including points of view from academia and private sector. The topic will be addressed from both the local perspective of Spain, as well as from different international perspectives.

## Session 2 – Public Value and Customer Engagement

- ✚ This Session will explore how road and transport agencies are measuring the efficiency and effectiveness of public value creation and customer engagement, and how the principles of public value can be considered by transport administrations as they redefine strategic frameworks to better represent a focus on more holistic societal expectations.
- ✚ This work is important to road and transport agencies because they must prioritize efforts that create value and contribute positively to society. The adopted approach should be aimed at improving outcomes in areas not traditionally measured by transportation and to which no importance was previously attached. Many emerging measures are closely tied to diverse societal goals through a more comprehensive strategic framework.
- ✚ The Session will look to address the following key research questions from both the local (Spain) and international perspectives:
  - ☐ What drivers should transport agencies consider in their strategic framework review that are linked to public value creation?
  - ☐ How can transport agencies communicate the public value created and improve their overall image with the public?
  - ☐ Can the use of customer experience in evaluating the implementation of new technologies contribute to increasing the acceptance of new technologies and increasing public value?
  - ☐ Is there any evidence that links improved design and planning approaches that include more comprehensive engagement that improves public value creation?
  - ☐ What would agencies need to change in their existing strategic frameworks in order to capture more holistic societal expectations?
  - ☐ How can agencies measure their progress in these emerging areas?

## Session 3 – Creating a Stronger Future Focused Workforce

- ✚ The ability of transport agencies to meet the challenges faced in their respective environments rely heavily on the capacity and ability of their workforce to meet those challenges. The transformational and technological disruptions faced by the road transport sector requires the continuous development of the workforce. Attracting, training, and retaining talent with the diverse skillset required is a challenge that transport and road agencies face universally, many times competing for the same talent with the private sector. Furthermore, public agencies have a responsibility to ensure that they create an environment that creates a culture that values innovation, different perspectives, and provides fair opportunities for all to enable economic advancement.
- ✚ This Session will explore one of the most critical and universal issues facing the entire transportation industry, which includes the inter-related issues of:
  - ☐ Workforce shortages
  - ☐ Talent management



- ❑ New competencies required because of new technological disruptions taking place within the transportation sector
  - ❑ Creating a culture that values innovation, different perspectives, and provides fair opportunities for all to enable economic advancement
  - ❑ Identifying what makes an attractive employer.
- ✚ It will present the results of PIARC's TC 1.1 in the 2020-2023 cycle and expand on the work that it is currently taking place, providing perspectives by both local and international presenters.

## Session 4 – AI in the Road and Mobility Sector

- ✚ Artificial Intelligence is redefining the future of transportation—from smarter infrastructure to autonomous mobility. This session explores how AI-driven technologies are accelerating innovation across road planning, traffic management, vehicle autonomy, and public transport optimization. Participants will gain insights into real-world case studies, including AI for predictive traffic flow, adaptive transit systems, and infrastructure safety diagnostics. Emphasis will be placed on ethical considerations, data governance, and the regulatory landscape shaping AI's integration into mobility ecosystems.
- ✚ The session is designed for transportation professionals, urban planners, engineers, and technology leaders seeking actionable strategies and collaborative frameworks to harness AI's transformative potential for safer, greener, and more efficient mobility.
- ✚ It will present the findings of the **PIARC Special Project Report** [\*Artificial Intelligence in the Road Sector\*](#), which offers a comprehensive global assessment of how AI is being used – and can be further adopted – across all phases of road infrastructure development and management and highlights AI's role in improving safety, efficiency, and sustainability across all phases of road development—from planning to operations. The session will also feature presentations that highlight both local and international achievements and challenges faced in the area and further adoption of AI.

WEDNESDAY October 22, 2025

## Session 5 – The Transport Agency of the Future: State of Knowledge and Challenges

- ✚ Over the last decade, there have been unprecedented and disruptive changes in transportation with the rise of new technological and service models, new pressures such as extreme weather events and the evolution of a complex mobility ecosystem at a fast pace. Additionally, the transport sector is facing important challenges from the systemic changes taking place in society, the economy, and the environment.
- ✚ The rapid development and fusion of multiple disruptive and innovative technologies over the last decade are changing the behavior and the expectations of customers and stakeholders all over the world. At the same time demographic, economic, environmental, technological, and other trends are changing the demand and mobility options for moving people and freight. Furthermore, the COVID-19 Pandemic, the increased frequency and intensity of extreme weather events, and recent geopolitical conflicts have directly impacted the transport sector and the capacity of transport agencies to carry out their mission.
- ✚ Transport agencies must be able to address these disruptions while continuing with their central mission of providing essential services in the safe, efficient, sustainable, and inclusive movement of passengers and freight, maintaining critical infrastructure, as well as ensuring resilience and environmental responsibility.

- ✚ This session will present the current state of knowledge assembled from previous PIARC work and continue the discussion that began at the XXVIIth PIARC World Road Congress in Prague, and continued at the Transportation Research Board's (TRB) 2024 Annual Meeting in Washington, DC, at the Transport Research Arena (TRA) 2024 in Dublin, and at the iCHE2024: Future-Proofing Roads for Asia and Beyond in Bangkok.

## Session 6 – The Transport Agency of the Future: The Vision

- ✚ In the face of rapid technological advancements, mounting extreme weather events, and shifting social dynamics, the role of road and mobility agencies is being dramatically redefined. This Session will continue the conversation on the Transport Agency of the Future and transition from the state of current knowledge and challenges faced by the Transport (Road & Mobility) agencies to their vision of the Transport Agency of the Future. It will bring together local and international thought leaders, policymakers, technologists, and urban planners to discuss their vision for an integrated, human-centric vision for mobility systems of the future.
- ✚ Discussions and key line of inquiries will delve into the transformation of governance models, the rise of Mobility-as-a-Service platforms, real-time data utilization, and sustainable infrastructure planning.
- ✚ Attendees will gain insights into both local and international perspectives on the approach and vision of different agencies as they must evolve from traditional infrastructure managers into agile orchestrators of inclusive, data-driven mobility ecosystems.

## Session 7 – The Transport Agency of the Future: Funding & Financing

- ✚ Publicly owned transport (road and mobility) agencies play a critical role in shaping urban access to destinations, sustainability, and economic resilience. Yet the challenge of funding their operations and growth remain increasingly complex in a post-pandemic world marked by shifting mobility patterns, extreme weather events, and strained budgets. This session will bring together policymakers, planners, and transportation professionals to explore innovative approaches to financing publicly owned transportation infrastructure.
- ✚ Presenters and panelists will unpack traditional funding models such as general taxation, fuel excise taxes, and fare revenues, while also examining emerging tools like value capture, congestion pricing, public-private partnerships (PPPs), etc. The session will also touch upon:
  - ☐ Key barriers to sustainable road and mobility funding
  - ☐ Effectiveness, fairness, and feasibility of different funding and financing mechanisms
  - ☐ Future-ready resilient financial plans that align with mobility goals.

## DELEGATES TO THE CONFERENCE

The organizing committee anticipates that there will be good attendance at the conference with representation from:

- ☐ Members of the World Road Association Technical Committees and invited international experts, speakers and representatives from Africa, Asia, the Americas, Australia, Europe, etc.
- ☐ Ministries, organizations and road authorities from across Spain and international.
- ☐ Specialists and scholars from Spanish universities that have a special interest in the topics of the conference.
- ☐ Staff members of the Ministerio de Transportes y Movilidad Sostenible, the Ayuntamiento de



Madrid, the Asociación Técnica de Carreteras (ATC) and regional administrations.

## REGISTRATION

There is a nominal fee of €100 for the delegates to attend the conference and mandatory registration that must be submitted in time to allow for the required documentation to be processed ahead of the conference.

Forms will be published in the second announcement, expected to be released 1 month before the conference.

## TRAVEL INFORMATION

### Visa Requirements/Guidelines for obtaining visa for Spain

If you wish to travel to Spain, you should inquire whether you need a visa. If you do need a visa, please make sure to submit an application as quickly as possible and share this letter with the appropriate contact in the issuing Spanish Embassy or Consulate. Spain is part of the Schengen zone and therefore a short stay visa issued by Spanish missions abroad is valid for the entire Schengen region.

Detailed information about the Spanish visa rules, including which foreign nationals need visas and any other current requirements can be obtained from the following website:

<https://www.exteriores.gob.es/Consulados/washington/en/ServiciosConsulares/Paginas/Consular/Condiciones-de-entrada-en-Espana.aspx>

Please note that starting **October 12, 2025**, European countries are gradually introducing a new [Entry/Exit System \(EES\)](#) at their external borders. Passport control officers will scan your fingerprints or take a photo of your face upon arrival. For more information, please see the [EES website](#).

## ORGANIZING COMMITTEE

### Ministerio de Transportes y Movilidad Sostenible

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