

# Transportation Vanguard Award 2020 Nomination Form

## ***Who is being nominated?***

**Last Name:** Pockock

**First Name:** Tiffany **Date:** September 28, 2020

**Email:** tpockock@utah.gov **Position Title:** Road Usage Charge Program Manager

**Department:** Utah DOT **Phone:** 385-414-2344

**Street Address:** 4501 South 2700 W

**City:** Salt Lake City

**State:** UT

**Zip code:** 84129

**AASHTO Committee Membership (optional):** RUC West

## ***Who is nominating this person?***

**Last Name:** Braceras

**First Name:** Carlos **Date:** September 28, 2020

**Email:** cbraceras@utah.gov **Position Title:** Executive Director

**Department:** Utah Department of Transportation **Phone:** 801-965-4000

**Street Address:** 4501 South 2700 West

**City:** Salt Lake City

**State:** UT

**Zip code:** 84129

**Endorsement of Member Department Secretary/Director (signature):**



## ***Instructions:***

Using a maximum of 2 additional single-sided pages, please explain why this individual should be selected as the 2020 Transportation Vanguard Award recipient. Please include as much specific information about the candidate as possible, including special projects, personal attributes, dedication, etc. Send nominations by **September 30, 2020**, via e-mail to [jdawkins@ashto.org](mailto:jdawkins@ashto.org). Nominations must be submitted **as a single file** in Microsoft Word format using **TVA2020\_ LastName\_FirstName.doc** as the file name.

Tiffany Pocock, P.E., is UDOT's Program Manager for [Utah's Road Usage Charge program](#). As the nation's second live, ongoing road usage charge program, Tiffany is at the forefront of new developments and technologies. She is managing the budget, data, technology, and marketing for the program while also looking at the future of how the program might expand. As a potential future replacement for the fuel tax for transportation revenue, Utah policymakers have embraced road usage and its user pays principle. The Utah State legislature directed the department to launch a program for alternative fuel vehicles by January 1, 2020, and prepare a plan for including all of Utah's 3.2 million vehicle fleet in the program by the year 2031.

As program manager, Tiffany delivered Utah's road usage charge program on time and is directing adjustments that need to be made as the new program matures. Nine months in, the program enrollment numbers have far exceeded expectations and the team is working through refinements to data collection, reporting, and customer experience. Although much of the program structure was set prior to Tiffany's role as program manager, she had six months to fully launch the program on January 1, 2020, and she successfully ensured that all pieces were in place and working in concert together.

The program is being funded in part by a federal Surface Transportation System Funding Alternatives (STSFA) grant, recognizing that Utah's experience with road usage charging can inform a national approach to road usage as a model for transportation revenue. Tiffany is currently working on implementing two additional research programs related to road usage with STSFA funds: one project investigates local option road usage while the other assesses the feasibility of integrating road usage charging with high occupancy toll lanes. Both efforts further explore the available technology to support location-based, mileage-based road usage and consider ways to streamline back-end programming and administration to reduce overhead operating costs and maximize potential revenue.

Tiffany is a member of RUC West and continues to become more engaged in the tolling and road usage national communities. Based on the initial six months of Utah's voluntary road usage charge program, Tiffany led the development of another STSFA grant proposal currently under review to conduct research on the role of user experience in adopting road usage charging as a replacement for fuel tax. Utah's program to date has demonstrated that ease of use of the technology and user experience with the program as a whole are keys to public acceptance of road usage charge as a new transportation funding paradigm.

In addition to the road usage charge program, Tiffany is leading an update to UDOT's managed lanes study, which was previously completed in 2006. The update will make recommendations about tools available with today's technology and provide case study information to better understand implications for traffic management and potential revenue. Tiffany is responsible for presenting a range of managed lanes options to policymakers so they can make informed decisions that affect the future of transportation funding.

Prior to her role with the road usage charge program, Tiffany was UDOT's statewide roadway design engineer. Tiffany was a member of the AASHTO Committee on Design and participated in the development and review of the 2019 AASHTO Design Standards Manual (Green Book). She oversaw the update of UDOT's Roadway Design Manual, as well. She had an important role in advancing the conversation around designing streets for all users, including allocating space for pedestrians and bicyclists in order to provide more robust standards to protect these roadway users.

With the update to UDOT's Roadway Design Manual, Tiffany closely coordinated with UDOT's digital delivery team in order to easily transition the defined roadway design standards into the 3-D space. UDOT continues to lead the way in establishing standards in 3-D design. Tiffany helped bring consistency and clarity to the digital delivery process in her role as the statewide roadway design engineer.

Tiffany is known for her collaborative leadership style and a commitment to excellence. While she is technically proficient, work colleagues remark on how she demonstrates good judgment and cares about the outcomes of her decisions. She quickly learned the complex systems and technologies of the road usage charge program when she accepted her role as program manager and successfully delegated tasks in order to meet the aggressive January 1, 2020, deadline.

When asked about Tiffany's work ethic and approach, her colleagues shared the following:

- *I had the pleasure of working with Tiffany for about two years and was impressed with the way she approaches work with a commitment to professionalism and results. She brings a great combination of determination, vision, and balance that ensures everyone will succeed.*
- *Tiffany is very direct in her approach and no-nonsense. She expresses appreciation for those around her in a very sincere way. She consistently takes the time to ask direct questions to understand what is taking place. She encourages others to share their opinions and they feel sincerely heard. She is well respected and makes those around her feel trusted.*
- *One of Tiffany's strengths is being an effective team leader. She has assembled her team of people and I feel like she has been good at dividing up individual roles so that people are efficiently working on their own pieces of the pie in a way that complements the whole.*
- *Tiffany is a very motivated individual that takes ownership of whatever she is working on. It is evident that she truly wants her work to matter and contribute to the success of the program she is engaged in. She isn't afraid to work hard and go the extra mile when the situation warrants it.*

Tiffany's vision, leadership, and commitment to excellence propels her to success. These qualities make her a great fit for implementing new, innovative programs like road usage charge. She is generous with her knowledge and will help the overall industry succeed by sharing her insights. Tiffany has demonstrated her ability to quickly learn new technologies and effectively manage innovative processes and data to benefit the transportation industry and the public.