The Transportation Sustainability Research Center (TSRC) is a leading center in conducting timely research on real-world solutions for a more sustainable transportation future. In addition to performing research informed by a diverse array of perspectives, TSRC also engages in education and outreach to promote its core values of sustainability and equity to ensure that we are able to meet the mobility needs of the present without compromising future generations. TSRC has conducted research on shared-use mobility for over 15 years and has played a central role in the development of research in the areas of carsharing, bikesharing, ridesharing, on-demand ride services, smart parking and alternative fuels/vehicles. The center launched the first-ever gathering on shared-use mobility in North America, which was held in San Francisco in October 2013, which led to this Innovation in Mobility Public Policy Summit.

tsrc.berkeley.edu

Mobility Lab is a leading U.S. voice of “transportation demand management” — moving people instead of cars — and works to create a shared national voice with clear calls to action from TDM agencies across the country. TDM helps people use transit, ridesharing, walking, biking and telework. It also guides the design of our transportation and physical infrastructure so that alternatives to driving are naturally encouraged and our systems are better balanced and cost efficient. TDM thus underlies most of the important new initiatives of today: transit-oriented development, complete streets, walkable activity centers, livability and sustainability initiatives and integrated corridor management.

mobilitylab.org

The Association for Commuter Transportation (ACT) is an international trade association and leading advocate for commuter transportation and transportation demand management. Commuting by bus, train, rideshare, bike, walking, or telework improves our world by contributing to energy independence, better air quality, sustainability, urban mobility and reduced congestion. actweb.org

TransitCenter sparks innovation and supports policies that improve public transportation for riders, businesses and communities. Better urban transit and increased ridership — along with housing affordability, good community design, equitable economic development and other low-carbon modes of transportation such as walking and biking — are essential ingredients in urban vitality. Improving mobility for all will better the environment and public health through cleaner air and reduced carbon pollution, bolster the economy and increase access to jobs and contribute to social equity and stronger mixed-use neighborhoods.

transitcenter.org

The Shared-Use Mobility Center is focused on expanding U.S. mobility choices for people and communities by enriching and integrating shared-use mobility services through collaboration and innovation. Shared-use mobility is defined as mobility services that are shared among users including traditional public transportation; taxis and limos; ridesharing; carsharing; on-demand services; bikesharing; scooter sharing; shuttle services; neighborhood jitneys; and commercial delivery vehicles providing flexible goods movement. Our mission is to advance transportation policy and practice in shared-use mobility. Following the inaugural Shared-Use Mobility Summit hosted in San Francisco in October 2013, industry leaders decided to capitalize on the momentum generated and launched this groundbreaking center.

sharedusemobilitycenter.org

INNOVATION IN MOBILITY PUBLIC POLICY SUMMIT

A Summit on Shared-Use Mobility — June 10-11, 2014

Sponsored by the Association for Commuter Transportation, Transportation Sustainability Research Center, Mobility Lab, Transit Center and Shared-Use Mobility Center

Hamilton Crowne Plaza • 1001 14th Street, NW • Washington, DC 20005 (McPherson Square Metro Station)
Sphinx Club (formerly the Almos Temple) • 1315 K Street, NW • Washington, DC 20005
This two-day Summit brings together forward-thinking transportation professionals to discuss new developments in shared-use mobility. We will examine ways governments and shared-use providers can work together to create more seamless transportation systems within their communities. Building on the successful Shared Use Mobility Summit in San Francisco last October, this event will feature panel discussions and presentations by influential mobility leaders in the public sector along with experts in the fields of carsharing, one-way carsharing, peer-to-peer (P2P) carsharing, public bikesharing, ridesharing and technology, all sharing their experiences in bringing new transportation options to local communities.
BREAKOUT SESSIONS
11:15 am Breakout Sessions
Track 1: Federal Funding & Policies
Innovations in Mobility — A Ladder to Opportunity or the New Lexus Lane?
This session explores issues related to expanding innovations to under-served segments of the population, including the elderly, disabled, economically disadvantaged and rural communities. How can we assure equitable access to emerging innovative modes? What are the hurdles?
Room: Oasis Room at Almas Temple
Maria Zimmerman, Principal and Founder, MZ Strategies, LLC, Moderator
Heather Wheeler, Executive Director, Community Transportation Association of Idaho
Michael Kodransky, Global Research Manager, Institute for Transportation and Development Policy
Nicole Freedman, Director, Boston Bikes
Creighton Randall, Co-Founder, Buffalo CarShare

Track 2: Local Policies & Best Practices
Meet Me at the Curb — How Local Land Use Policies Impact Mobility Innovations
Many communities contend with existing land use, parking, or public rights-of-way regulations or are introducing new ones intended to balance public and private interests. What are the status and potential impacts of these local efforts?
Room: Sphinx Ballroom at Almas Temple
Larry Marcus, Bureau Chief, Transportation Engineering & Operations, Arlington County, Moderator
Soumya Dey, Acting Associate Director, District of Colombia Department of Transportation
Bill Knapp, COO, car2go
Rick Hutchinson, CEO, City CarShare

Track 3: Data, Integration and New Innovation
One Stop Shopping for Mobility
Smartphone applications are emerging that aggregate mobility options for “one stop trip planning” and aspire to connect shared-use modes to public transit and integrate payment systems. What are the latest developments in this field? What are the hurdles (e.g., equity, privacy, competition)? What are the roles of the public and private sectors in promoting this new technology?
Room: Hamilton Ballroom at Crowne Plaza
Paul Steinberg, Carma, Moderator
Joseph Kopser, CEO, RideScout
Kevin Webb, Co-Founder and Principal, Conveyal
Matt Caywood, Co-Founder, TransitScreen
Lesley Mottla, Executive Vice President, Product & Member Experience, Zipcar

LUNCH KEYNOTE
12:30 pm Innovation in Mobility — The Evolving World of Transportation
The world of transportation is ever changing. The United States has a transportation policy that has focused on capital expansion. Innovation in mobility will change the way we think about transportation, from the way corporations act, to the way the public gets around. This keynote speech will explore how innovation in mobility will change everything we thought about transportation and what the public sector needs to do in order to adapt.
Room: Sphinx Ballroom at Almas Temple
Peter Torrellas, Vice President, Strategy and Business Development, Optym

BREAKOUT SESSIONS
1:45 pm Breakout Sessions
Track 1: Federal Funding & Policies
Make Congress Work for You — The Impacts of Federal Transportation Law on Expanding Innovative Mobility Options
The evolving state of the federal transportation code offers challenges and opportunities to mobility innovators. This expert panel will discuss important issues such as federal funding opportunities, regulatory implementation of MAP-21 and performance metrics. In addition, experts from Capitol Hill summarize the status of the new authorization legislation and its potential impacts.
Room: Oasis Room at Almas Temple
Jason Pavluchuk, Pavluchuk and Associates, Moderator Homer Carlisle, Professional Staff Member, US Senate Committee on Banking
Andrew Brady, Professional Staff Member, US House of Representatives Committee on Transportation & Infrastructure
Tom Kotarac, Office of Senator Richard Durbin
Peter Stephanos, Office of Transportation Performance Management, U.S. Federal Highway Administration

Track 2: Local Policies & Best Practices
Ensuring Public Safety — Grappling with Insurance and Safety Policies
Shared-use mobility providers and government officials must balance the growth of new transportation modes with the need to protect the public. Many communities have introduced regulations, ordinances and other policy measures that can either help or hinder shared-use providers. What are the status and potential impacts of these local efforts? What should policies be enacted to protect bikeshare, carshare and rideshare users.
Room: Sphinx Ballroom at Almas Temple
Guy Fraker, Co-Founder, get2kno, Moderator
Sreten Gajic, Vice President, Assurant Ventures
Emily Castor, Director of Community Relations, Lyft
Alan Woodland, Executive Director, Carsharing Association
Russell Meddin, Bike Share Philadelphia

Track 3: Data, Integration and New Innovation
Fast Forward Future — Technological Innovations and Their Future Impact
The innovation of yesterday is the reality of today. What’s next? This session will look at what the future holds and what we can do to prepare for the next wave of innovation.
Room: Hamilton Ballroom at Crowne Plaza
Matthew Lesh, Transportation Program Specialist, U.S. Federal Transportation Administration, Moderator
Tom Phillips, Director of Operations and Intelligent Transportation Systems, Leidos
Peter Sweatman, Director, University of Michigan Autonomous Car Center
Doug Lucy, Director of Marketing, AgiQuest

3:00 pm Working Groups — Created by YOU!
Putting Out the Call to Action
These final breakout sessions provide the opportunity for conference participants to break into working groups based on identified areas of interest. Each moderated working group will use their expertise and information learned from the conference to identify key issues and priorities to develop “calls to action” for the shared-use community.
Room: Sphinx Ballroom at Almas Temple
Working Session 1: Call to Action — Topic TBD
Working Session 2: Call to Action — Topic TBD
Working Session 3: Call to Action — Topic TBD

CLOSING SESSION
4:30 pm Call to Action — Review and Next Steps
Working group moderators report back the results of their breakout sessions and issue a charge to work together to transform policy in order to expand innovation in a way that suits the public’s needs.
Room: Sphinx Ballroom at Almas Temple
Sharon Feigon, Executive Director, The Shared-Use Mobility Center

#IMPPS
We believe getting around by bus, train, rideshare, carshare, bike/bikeshare, walking or telework is IMPROVING OUR WORLD by contributing to personal mobility, reduced congestion, energy independence, better air quality, and sustainability.