

# SMART

## MEETING SCHEDULE

### NEW MOBILITY: The Emerging Transportation Economy

June 11 and 12, 2008 at the University of Michigan in Ann Arbor

WEDNESDAY JUNE 11	
MORNING	<b>PRE-ARRANGED MEETINGS</b> Registration begins at 11:00
LUNCH	<b>REGISTRATION</b>  <b>INFORMAL NETWORKING LUNCH</b> 12 – 1:00 ***
AFTERNOON	<b>OPENING PANEL: “Around the World”</b> 1:00 – 3:00 *
	<b>BREAK</b> 3:00 – 3:20 ***
	<b>PANEL: “Around the World” (continued)</b> 3:20 – 4:30 *
DINNER	<b>RECEPTION on the Terrace</b> 5:00 – 6:30 *** (light dinner for participants)
PM	New Mobility Means Business <b>PANEL</b> 6:30 – 8:30 **
<b>POST PANEL DECOMPRESSION</b> At the Café Habana, 211 E. Washington, 734-332-6046. If the panel inspires you to keep the conversation going, just head straight down Washington Street to the Café Habana and patronize a local Ann Arbor establishment. We'll be gathering downstairs but you can also get food upstairs if you're hungry.	

THURSDAY JUNE 12	
BREAKFAST	<b>LIGHT BREAKFAST</b> 7:00 – 8:00 ***
MORNING	<b>CONCEPTUAL FOUNDATIONS</b> 8:00 – 10:30 * General Discussion
	<b>Networking &amp; Protein BREAK</b> 10:30 – 10:50 ***
	<b>WORKING SESSION ONE</b> 10:50 – 12:15 ***
LUNCH	<b>WORKING LUNCH</b> 12:30 – 1:30 ***
AFTERNOON	<b>PANEL: Not Reinventing the Wheel</b> 1:30 – 2:45 *
	<b>BREAK</b> 2:45 – 3:00 ***
	<b>WORKING SESSION TWO</b> 3:00 – 4:15 ***
	<b>REPORT BACKS</b> 4:15 – 5:00 *
	<b>BREAK</b> 5:00 – 5:30 ***
DINNER	<b>Working and Networking DINNER</b> 5:30 – 7:00 ***
PM	<b>FINAL EVENING SESSION, DESSERT, AND PARTY</b> (at The Barn, 4105 West Liberty) Concluding Remarks 8:15 – 8:35 The New Mobs, etc. 9 – 12

## WEDNESDAY JUNE 11

12:00 – 1:00 **REGISTRATION AND INFORMAL LUNCH**

1:00 – 3:00 **OPENING PANEL: AROUND THE WORLD IN 180 MINUTES**

This real-world session is about connecting the dots. It starts in Ann Arbor and works its way around the world, exploring some of the inspirations and challenges of implementing integrated, multi-modal, door-to-door, and sustainable urban transportation (New Mobility) in very different contexts. Panel participants are asked to begin with a motivating example of successful integrated urban transportation from around the world. Then they will tell their own stories of transformation underway, and of the rich and complex elements and concepts and pioneers involved in charting new courses. Panelists include:

**Mayor John Hieftje**, City of Ann Arbor. Welcome and brief presentation.

**Michael Glotz-Richter**, Senior Project Manager for Sustainable Mobility, City of Bremen. Integrated transport from Europe to Shanghai.

**Claire Janisch**, CEO of Genius Lab; **Katy Fry**, Manager, Research & Advocacy, SustainAbility; **Andrew Russell**, CEO of Kab Shuttle South Africa. Cape Town's New Mobility Alliance for the 2010 World Cup and Beyond.

**Gil Penalosa**, Executive Director, Walk and Bike For Life Canada. New Mobility in Bogota, Mexico, and Toronto

**Raj Cherubal**, Co-ordinator, City Connect Chennai. New Mobility Hub Pilots in Bangalore and Chennai

Moderator: **Susan Zielinski**, Managing Director, SMART / CARSS, University of Michigan

3:00 – 3:20 **NETWORKING BREAK**

3:20 – 4:30 **OPENING PANEL: AROUND THE WORLD IN 180 MINUTES (Continued)**

**David Breedlove**, CEO, The Breedlove Group. Meeting Needs for Affordable, Sustainable, Integrated Transport in Salvador, Brazil.

**Bert Bras**, Professor of Mechanical Engineering, Georgia Tech. New Mobility Hub Network development in Atlanta, and “the biological model.”

**Nathalie Beauvais**, Principal Planner, Allston Development Group; **John Nolan**, Director of Transportation Service, Harvard University Operations. Harvard's Allston Campus Sustainable ReDesign and the role of New Mobility.

**Eric Britton**, EcoPlan Paris. Applied Innovation in New Mobility: Highlights from Around the World.

4:30 – 5:00 **BREAK**

5:00 – 6:15 **RECEPTION AND LIGHT DINNER**

Wednesday, June 11 (continued on back.)

LOCATION LEGEND (All 4th Floor)

\* Amphitheater, \*\* Auditorium, \*\*\* Assembly Hall

## WEDNESDAY JUNE 11 (Continued)

### 6:30 – 8:30 **EVENING PANEL:** **Open to the public and Media**

#### **NEW MOBILITY MEANS BUSINESS: EMERGING MARKETS IN SUSTAINABLE URBAN TRANSPORTATION**

By 2020 more than two-thirds of the planet will be living in city regions. This has profound implications for how we think about and implement transportation in a world of accelerating globalization, congestion, climate change, demographic shifts (including aging populations), and economic disparity. “New Mobility Means Business” will take a journey into the near and not so near future, profiling how new services, products, transport modes, energy sources, technologies, and designs are converging to provide urban transportation portfolios that work for people, the planet, and the economy.

Panelists are asked the question: “How does New Mobility / sustainable transportation mean business for you, and how do you envision the future of the New Mobility industry globally?”

Speakers and Panelists include:

**Mary Sue Coleman**, President of the University of Michigan

**William Clay Ford Junior**, Executive Chairman of Ford Motor Company

**Sue Cishke**, Group Vice President, Sustainability, Environment and Safety Engineering, Ford Motor Company

**David Berdish**, Manager, Sustainable Business Development, Ford Motor Company

**Niel Golightly**, Vice President, Downstream Communications & Sustainable Development, Shell International Petroleum Company Limited

**Val Stoyanov**, Managing Partner of Internet Business Solutions at Cisco Systems

**Paul Morris**, Vice President of Sustainable Planning & Development, Cherokee

**Robin Chase**, Founder and Former CEO of ZipCar, and CEO of GoLoco

**Ashwin Mahesh**, CEO, Mapunity India, and professor, Indian Institute of Management

Systems: ITS innovations as a foundation for sustainable urban connectivity.”

**Irv Salmeen**, Research Scientist, Center for the Study of Complex Systems: “Innovating for the New Mobility economy (and the New Mobility society).”

**Susan Zielinski**, Managing Director, SMART: “The New Mobility Economy: Emerging Research Needs.”

Moderator: **David Featherman**, Director of CARSS, the Center for Advancing Research and Solutions for society

### 10:30 – 10:50 **BREAK**

### 10:50 – 12:15 **WORKING SESSION ONE**

Building on evolving dialogue over the course of the meeting, this session will focus on advancing and supporting your work related to New Mobility research, innovation, implementation and business development.

### 12:30 – 1:30 **WORKING LUNCH**

### 1:30 – 2:45 **NOT REINVENTING THE WHEEL: LOCAL AND GLOBAL NETWORKS IN SUPPORT OF NEW MOBILITY**

Our evolving SMART Learning Community stands on the shoulders of pioneers and practitioners worldwide. To set the stage for working session TWO, this panel offers brief profiles and selected presentations representing just some of the global and national networks that have been working to further and foster sustainable, integrated, urban transportation and related innovation and business development. Panelists include:

**Harriet Tregoning**, Director, Office of Planning, Washington D.C.

**Konrad Zimmerman**, Secretary General, ICLEI, and lead, Eco-Mobility Alliance

**Adam Mefford**, Student Leader, Art Center College of Art and Design (Pasadena) and Co-Founder of Axis Organization on the Future of Mobility

**Eric Britton**, EcoPlan Paris

Co-Moderators: **Thomas Gladwin**, Erb Institute for Global Sustainable Enterprise; **Max McGraw** Professor of Sustainable Enterprise and **Susan Zielinski**, Managing Director, SMART

### 2:45 – 3:00 **SHORT BREAK**

### 3:00 – 4:15 **WORKING SESSION TWO**

This session will focus on identifying key research, resources, partnerships, and business development supports needed to advance New Mobility implementation, and to identify roles for SMART and the University of Michigan in helping to evolve and catalyse these supports.

### 4:15 – 5:00 **REPORT BACKS**

### 5:00 – 5:30 **BREAK**

### 5:30 – 7:00 **WORKING DINNER**

This working dinner will round up the working sessions, to identify key strategies for the SMART Learning Community moving forward.

### 7:30 – Midnight

### **CONCLUDING SESSION AT THE BARN**

This very important final session includes dessert with concluding remarks, followed by a celebration to launch concrete next steps toward a New Mobility economy.

Location is 4105 West Liberty, Ann Arbor

## THURSDAY JUNE 12

### 7:00 – 8:00 **LIGHT BREAKFAST**

### 8:00 – 10:30 **THE NEW MOBILITY ECONOMY: CONCEPTUAL FOUNDATIONS**

This session will open a dialogue on the academic knowledge base for New Mobility implementation and industry development. Following from Wednesday’s real-world stories, leaders from the SMART initiative offer a range of theoretical frameworks and pose questions that will support and inspire the collective interactive work of the working sessions to follow. Panelists include:

**Thomas Gladwin**, Erb Institute for Global Sustainable Enterprise, Max McGraw Professor of Sustainable Enterprise: “The need for new knowledge frameworks in the context of current and emerging global megaforges.”

**Jonathan Levine**, Professor and Chair of the Urban and Regional Planning Program, Taubman College of Architecture and Urban Planning: “The New Mobility economy as if accessibility were the goal: policy implications.”

**Carl Simon**, Director, Center for the Study of Complex Systems, Professor of Mathematics, Economics and Public Policy: “New Mobility as a complex system: Tools for understanding and transforming.”

**Peter Sweatman**, Director, University of Michigan Transportation Research Institute (UMTRI): “New Mobility and Intelligent Transport