It’s a pivotal time for transportation -- in the U.S., in Southeast Michigan, and worldwide. Half the world now lives in city regions. By 2020 that figure will rise to 2/3, challenging current transportation models and policies while at the same time opening exciting new opportunities for business and innovation.

Moving Minds: The Next Transportation Infrastructure brings top researchers together with business leaders, entrepreneurs, practitioners and policy makers from around the world and across the U.S. to advance new thinking and to accelerate implementation of systems-based New Mobility solutions and infrastructures. A special focus will be on “Moving Minds” -- understanding the cultural, psychological, and aspirational underpinnings of our relationship to transportation (for both users and leaders), and responding with innovative systems, policies, and business models that address these values sustainably, equitably and compellingly.
WELCOME!

Dear New Mobility Colleague,

We wish you a very warm welcome to Moving Minds: The Next Transportation Infrastructure.

As you’ll note from the participant bios posted on the website, every participant has a unique contribution to make to advancing New Mobility, and that is the purpose of this meeting. We are together not just to listen and go away. We’re here to make deep connections and build partnerships that will accelerate new ideas, new projects, new research, new businesses and new policies that transform transportation in a sustainable, equitable, and economically vital direction.

You’ll also see from the website and the acknowledgements below that this summit, as SMART in general, is a team effort, part of a growing Global Learning Community. We’re glad you are joining us!

Sincerely

Susan Zielinski, Managing Director of SMART
On behalf of the members of SMART

SMART would like to gratefully acknowledge the valuable contributions of the following individuals:

Dominique Abed  Krista Gullo  Melinda Morang  Ben Stanley
Trudy Bahr  Raye Holden  Dave Muyres  Meg Novacek
David Berdish  Deena Fox  Celeste Novak  John Sullivan
Raj Cherubal  Nancy Homeister  Cindy Randall  Peter Sweatman
Cyndy Cleveland  Claire Janisch  Melissa Roy  Don Taylor
Daniel Clifton Gulledge  Jonathan Levine  Irv Salmeen  Diane Van Buren Jones
David Featherman  Gay MacGregor  James Schultz  Moira Zellner
Gordon Feller  Augusto Mathias  Susan Sherer  Kyle Lawson
Liz Gerber  Adam Mefford  Nancy Shore  Wasay Ahmad
Tom Gladwin  Deborah Mondro  Jessica Simoncelli  Chris Ash
Sue Zielinski
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Follow us @umsmart on Twitter and tag your tweets with #mmind
6:30 – 8:30 pm. (B)

**New Mobility Primer Salon: A Lively Glossary of New Mobility innovations and basics, pecha kucha style. This event is FREE AND OPEN TO THE PUBLIC.**

If there’s a New Mobility innovation or concept you’ve always wanted to understand or understand better (mesh networking, or slugging for example) or if you’re new to New Mobility altogether, or if you arrive early the night before the formal program starts on Tuesday and would like to socialize with other transportation types, drop in to the New Mobility Primer Salon.

This is a rather enjoyable chance to hear a rapid series of easily digestible 5 minute slide-sets presented by experts, entrepreneurs and innovators in the field, covering topics ranging from -- mesh networking and slugging for example -- to car sharing (which is different from car pooling), to free bike programs, to innovative parking approaches and concepts, to new goods movement developments, to innovative last mile shuttle services, to walkability, to transit oriented development, to accessibility, to integrated fair payment, to New Mobility Hub Networks, and more. Following the presentations you can learn more informally and meet some of the people you’ll be spending time with in the coming days. Please do let us know if there’s a concept or innovation we’ve missed.

Presenters include:

- **Tom Gladwin**, Max McGraw Professor of Sustainable Enterprise, on MegaTrends affecting & affected by transportation
- **Sue Nichols**, Communications Director, Michigan Memorial Phoenix Energy Institute, on energy for transportation
- **Jonathan Levine**, Chair of Urban And Regional Planning, Taubman College of Architecture & Urban Planning (TCAUP), on accessibility
- **Joe Grengs**, TCAUP, on social equity and transportation
- **Augusto Mathias**, on context based inclusive governance
- **James Corless**, on Transportation For America
- **Deena Fox**, Rossetti Architects, on Transit Oriented Development
- **Robert Polk**, Former Director, Detroit DOT, on High Speed Rail in Spain
- **Andrea White-Kjoss**, President & CEO, Bike Station, a Mobis Transportation Alternatives Company
- **Robin Chase**, founder & former CEO of Zipcar, & IT pioneer & entrepreneur on the art of sharing
- **Paul Minett**, President & CEO, Trip Convergence Limited, on slugging and car pooling
- **Andrew Russell**, CEO of Kab Shuttle, Cape Town, on customized shuttle services
- **Jeffrey Adik**, Intraduce, on personal transportation and goods movement
- **Sue Zielinski**, Managing Director, SMART, on New Mobility Hub Networks (the infrastructure)
- **Dan Sturges**, President, Intrago, on the personal vehicle and the integrated mobility future
- **Raj Cherubal**, City Connect, Confederation of Indian Industry, and Janaagraha, on “New Mobility checklists”
- **Kyle Lawson**, Founder, MOADL
- **Ilona Posner**, usability consultant, on New Mobility and usability
- **Barbara Knecht**, Institute for Human Centered Design, on Human Centered and Universal Design

8:30 – 10:00 pm. (A)

**AN INFORMAL FORUM FOR ENTREPRENEURS**

One of SMART’s key areas of focus is new business and entrepreneurial opportunity related to the emerging New Mobility industry. Currently half the world lives in city regions. That number is growing to 2/3 in the next 20 years or so, and already 81% of the US lives in city regions. We know that in the world’s growing cities the one person one car model is much less tenable globally, spatially or otherwise. That’s why new transportation innovations are so exciting -- shifting the paradigm, connecting and optimizing current modes and services, and coming up with new ones. It also means applying innovative services, products, technologies (especially IT) and designs to enhance the door-to-door trip for moving people and moving goods. There are even innovations around moving less, like telework, teleshopping, telehealth, tele-medicine, smart urban design for accessibility, and local production and distribution. According to a recent study by Moving the Economy and ICF, the scope of the emerging global New Mobility industry is in the tens of billions of dollars.
6:30 – 8:30 am. (SO)
**Meet for Informal Self-organized Breakfasts**

Summit sessions on Tuesday and Wednesday will start at a civilized hour, leaving you time to have self-organized breakfast meetings with people from whom you’d like to learn and with whom you’d like to collaborate.

8:00 – 9:00 am. (C)
**Registration, coffee, and light snacks**

Note: We will start promptly so if you have not pre-registered, please plan on being at the registration desk by at least 8:15

9:00 – 9:30 am. (M)
**Welcome**

The summit begins with a warm welcome from the University of Michigan and from Ann Arbor’s New Mobility-friendly mayor, along with a brief introduction to this year’s key themes:

- Moving Minds
- Implementing The Next (integrated and accessible) Transportation Infrastructure
- New Mobility Means Business
- Resilience
- Capacity Building

We’ll share results of the pre-conference survey to get a sense of who’s in the room, where we’re all from, what we all care about, and what we’d all like to gain from the summit.

Introduction:
**Sue Zielinski**, Managing Director, SMART

Warm Welcomes from:
**Peter Sweatman**, Director of the University of Michigan Transportation Research Institute (UMTRI).
**Mayor John Hieftje**, Mayor of Ann Arbor

Results of the Survey:
**Dr. Thomas Gladwin**, Max McGraw Professor of Sustainable Enterprise, University of Michigan

Purpose Setting:
**Sue Zielinski**, Managing Director, SMART

9:30 – 10:30 am. (M)
**Around the World in 180 minutes**

This first formal session will open with some foundational and inspirational thoughts on transportation infrastructure for the 21st century. Then we’ll profile examples of the emerging integrated sustainable transportation infrastructure. We’ll focus on projects already or about to be associated with SMART.

Moderator:

Presenters include:

**INDIA:**
**Raj Cherubal**, New Mobility lead, City Connect & Janaagraha, Chennai, India

**CAPE TOWN SOUTH AFRICA:**
**Andrew Russell**, CEO Kab Shuttle, and New Mobility lead, Cape Town South Africa
**Claire Janisch**, CEO, Genius Lab, and New Mobility lead, Cape Town

**MEXICO:**
**Dr. Florencia Serrania**, Instituto de Ingenieria, UNAM, Mexico City

**BRAZIL**
**Augusto Mathias**, International Advisor, CNM (National Confederation of Municipalities), Brazil

**INTERNATIONAL**
**Sheila Watson**, Director of Environment, FIA Foundation. Message from afar from a new funding partner in New Mobility Hub Network development.
**TUESDAY, NOVEMBER 10TH, MORNING/AFTERNOON**

10:30 – 11 am. *(E)*

**Networking BREAK** We’ll take a good half hour for morning and afternoon breaks, to ensure opportunities for you to go beyond bio needs and hook up with other participants and presenters.

11:00 am – 12:15 pm. *(M)*

**Around The World Continued ...**

USA

**Seattle**

*Steve Marshall*, Senior Fellow, Cascadia-Discovery Institute, and New Mobility Lead, Seattle  
*Bruce Agnew*, Director, Cascadia, and New Mobility lead, Seattle  
*Deena Platman*, Principal Transportation Planner, Metro Portland

Pasadena

*Judi Masuda*, City-Wide TDM Programs, Department of Transportation, City of Pasadena  
*Alan Huynh*, Transportation Planner, Transportation Management Services, Pasadena

Atlanta

*Siddarth Doshi*, Georgia Institute of Technology, Atlanta  
*Kyle Azevedo*, Georgia Institute of Technology, Atlanta

Southeast Michigan Region

*Bob Gregory*, TOD Lead, M-1 rail, Detroit  
*Nancy Shore*, Get Downtown Ann Arbor  
*Deena Fox*, Rossetti Architects  
*Robert Polk*, Former Director Detroit Department of Transportation

12:15 – 1:45 pm. *(G)*

**LUNCH** We’ll take a good amount of time at lunches to afford interactivity, very brief presentations, and table topics.

12:15-1:45 pm. *(V)*

**SPECIAL SOUTHEAST MICHIGAN LUNCH**

During this first lunch hour, we’ve made arrangements for participants who have been working on projects in the Detroit region to link with each other and hear about latest projects and initiatives. If you are from the Detroit region and would like to attend this lunch, please contact Jessica Simoncelli at jmsim@umich.edu. There will also be a listing of Detroit region projects available on site. If you would like to have your project listed, please contact Jessica Simoncelli at jmsim@umich.edu

1:45 – 3:30 pm. *(M)*

**Moving Money: A Panel on how New Mobility Means Business**

This session will bring together cutting edge entrepreneurs, corporate leaders, and business media to focus on current and future business and employment opportunities related to the emerging global New Mobility industry. Profiling successful and promising ventures, it will look at new markets, innovative business models, and urban economic competitiveness.

Presenters include:


*Amit Kapoor*, Honorary Chairman of Institute for Competitiveness, India, & Professor of Strategy & Industrial Economics at the Management Development Institute, Gurgaon, India.

*Susheela Venkataraman*, Managing Director, Internet Business Solutions, Cisco Systems, India

*Naveen Lambda*, IBM Global Industry Leader for Intelligent Transportation Systems

*David Berdish*, Manager, Sustainable Business Development, Ford Motor Company. The Business Case for Resilient Transportation and Cities

*Robin Chase*, Founder of ZipCar and GoLoco, and Mesh Network Pioneer

*Dana Lowell*, Director, Advanced Business Development, Faurecia (Tier One supplier)

*Andrea White-Kjoss*, President & CEO, Bike Station

*Dan Sturges*, President, Intrago
3:30 - 5:00 pm. (G)
**Roll up your Sleeves: Vision the Future of Sustainable Transportation.**

    **Dave Muyres** and **Geoff Wardle** of the Art Center College of Design have crafted an ingenious tool for envisioning (and setting in motion) scenarios for the future of transportation. We’ll be led expertly through their engaging and evocative hands-on exercise. For more information on the award-winning Mobility Vision Integration Process (MVIP), see: [www.mobilityvip.com/](http://www.mobilityvip.com/)

5:00 – 5:30 pm. (C)
**Protein BREAK.**

5:30 – 7:30 pm. (M)
**Moving Minds. FREE AND OPEN TO THE PUBLIC.**

"Speak a new language so that the world will be a new world” - Rumi

This session is all about understanding the cultural, psychological, and aspirational underpinnings of our relationships to our transportation choices. But it doesn’t stop there. It’s also about responding with innovative systems, policies, and business models that address these dimensions sustainability, equitably, and compellingly. Innovators, artists, leaders, and transportation thinkers will share examples of concepts, new visions, images, ads, and dialogue that will plumb the depths of our psyches and even our language as they relate to transportation, with the aim of coming out the other side sustainably.

Presenters include:
- **Tom Gladwin**, Max McGraw Professor of Sustainable Enterprise – SMART Survey results and some scholarly context on "Moving Minds"
- **Avik Basu**, University of Michigan. "Familiarity: Friend and Foe to New Mobility”
- **David Goldberg**, Director of Communications, T4America
- **Llewellyn Wells**, VP of Communication & Media, Rocky Mountain Institute, and former producer of "West Wing"
- **Dave Muyres**, V.P., Hunt Green, and co-creator “OnGoing!” – Futurama II
- **Jeff Ferzoco**, Creative and Technology Director, New York Regional Plan Association
- **Cindy Randall**, President, Granite Hill Consulting, former Director of Research for US First**Oscar Diaz**, Senior Program Director, Latin America, Institute for Transportation & Development Policy (and former advisor to Bogota Mayor Enrique Penalosa)
- **Ann Arbor Bicycle Choir**, with special guest appearances by members of Toronto’s Song Cycles: Choir On Bikes.

8:00 pm. (SO)
**DINNER**

Informal dinners and gatherings will follow this event. One option: Café Habana, 211 East Washington Street, is a traditional post-forum venue.

To date, dinners are self-organized so that you can get together and go deeper with people you’ve met over the day or corresponded with in advance, and so that we at SMART can concentrate our resources on a great program. We’ve provided a listing of some of our favorite Ann Arbor dining spots on the website.
6:30 – 8:30 am. (SO)
Meet for Informal Self-organized Breakfasts

8:00 – 9:00 AM (H)
Registration and Light Snacks
Note: We will start promptly so if you have not pre-registered, please plan on being at the registration desk by at least 8:15

9:00 – 10:30 AM (M)
Transportation Innovation for Resilience and Security.
Recent climate change and terrorist events have shown us that the next transportation infrastructure will need to be resilient. This session will explore a range of theoretical frameworks and some practical applications for creating resilience - designing and operating integrated transportation/communication systems with capacities for transformational learning, adaptation and creative renewal when confronted by crisis, surprise, stress and trauma.

Introduction:
Thomas Gladwin, Max McGraw Professor of Sustainable Enterprise, UMICH
David Berdish. Manager, Sustainable Business Development, Ford Motor Company, on the Business Case for Resilient Transportation and Cities

10:30 – 11:00 am. (C)
NETWORKING BREAK

11:00 am – 12:00 pm. (M)
Policy and Research Directions for 21st Century Transportation Infrastructure
It is a heady time for transportation policy. At the same time research is challenged to address the kinds of paradigm shifts and practical approaches required in this rapidly urbanizing world, not to mention this dynamic world economy. Panelists for this session are charged with drawing from the collaborative learning and dialogue of the previous sessions to explore and recommend ways forward on policy and research for sustainable transportation infrastructure of the 21st century.

Panelists include:
Moderator: Debra Elston, Director, Office of Corporate Research, Technology, and Innovation Management, Federal Highway Administration
Gail Achterman, Director of the Institute for Natural Resources, Oregon State University, and State of Oregon Transportation Commissioner
Allen Batteau, Professor of Business and Industrial Anthropology, Wayne State
Jonathan Levine, Chair of Urban and Regional Planning, Taubman College of Architecture and Urban Planning (TCAUP), University of Michigan.
Gaell Mainguy, SAPIENS journal, Veolia
Terry Penney, National Renewable Energy Laboratory
Peter Sweatman, Director of the University of Michigan Transportation Research Institute (UMTRI).
Where Revolutionary Real Estate and Transportation Meet

SMART is honoured and privileged to collaborate on this session with the University of Michigan’s Urban Land Institute, which is hosting its conference in parallel. The session will begin with a plenary in which a real estate developer and a transportation policy leader will discuss the implications and opportunities of the real estate / housing / sustainable transportation connection in an urbanizing world, and in the current and near term economy.

The session will follow with a series of breakouts, two of which will map the future of New Mobility (and its relationship to housing and real estate) in South East Michigan. Maps resulting from that session will be displayed in the ballroom at the afternoon reception.

12:00 – 1:00 pm. (I)
LUNCH with Real Estate Forum Participants
   KEYNOTE Lunch Speaker: Stephen R. Forrest, Vice President for Research, University of Michigan

Note: Resilience and Security Luncheon previously listed here has been moved to a breakout afternoon workshop from 2:3 – 4 pm.

1:00-2:00 (M)
Plenary: Where Revolutionary Real Estate and Transportation Meet
   Greeting from State Representative Ed Clemente, member of Energy and Technology Committee, and Chair of New Economy and Quality of Life Committees
   Christopher B. Leinberger, Brookings Institute, and University of Michigan
   Gail Achterman, Director of the Institute for Natural Resources, Oregon State University, and State of Oregon Transportation Commissioner

2:00 – 2:15 (M)
Sue Zielinski, Managing Director, SMART.
Introduction to Power Mapping
   This brief segment prepares the breakout groups that will undertake the hands-on power mapping process used in other cities partnering with SMART. The focus here is on connecting the dots of transportation modes and services, and linking this with real estate development, followed by identification of related economic and employment opportunity. Coloured markers and partially “pre-loaded” maps of the region will be supplied and enjoyed. Here’s how it works: a range of existing transportation systems and services and amenities are overlayed to identify points of intersection, or hubs, that, taken together, make up the regional New Mobility grid. This grid provides a seamless door-to-door multi-modal trip for the user region wide. The mapping process has on occasion had a transformative affect, first by bringing a diverse group of mappers to the table – city leaders, businesses, politicians, entrepreneurs, transportation practitioners, ngo’s and academics. Second (with the help of brightly coloured markers and postitnotes on a big collaborative canvas) by offering a big picture regional view as well as local level zoned-in views of transportation and land use connectivity. It also tends to quickly identify gaps in services, amenities, locations, and populations served. Occasionally it shifts paradigms altogether, bringing people from a single mode to a multi-mode, multi-service reality. Other times it sparks new ideas for businesses and innovations that can serve the needs of connectivity. In our experience so far, this is a hands-on catalyst or accelerator, not only for discussion, but for new partnerships and projects and solution-focused research. The process can take 3 hours or a whole day. But we recommend if you haven’t tried it (or even if you have), that you join one of these mini power mapping sessions in partnership with ULI Forum participants.
2:15 – 2:30. (C)
**Networking Break with UM-ULI**

2:30–4:30 pm.
**CONCURRENT BREAKOUT SESSIONS With UM-ULI Participants**
(Two 55-minute rotations with a five-minute break between sessions.)

About Power Mapping:

(I) **Power Mapping**: Hands-On Mobility & Real Estate Mapping (SE Michigan)
Key questions for this session will address:
* multi-modal / real estate development opportunities
* related business and employment opportunities
* marketing the New Mobility / New Real Estate mix

(J) **The Argonaut Building**—A Case Study
**Eric Larson**, Larson Realty Group
**Anne Beck**, College for Creative Studies
**Joe Kopietz**, Clark Hill
**Ken Herbart**, Albert Kahn Associates

(V) **TOD Planning and the Public Role**: Public Sector Incentives Drive Private Sector Investment.
**Jana Ecker**, City of Birmingham
**Barry Murray**, City of Dearborn

(G) **“Real” Real Estate Opportunities**: Specific Development Opportunities for Specific Transportation Initiatives
**Eli Cooper**, City of Ann Arbor
**Sue Mosey**, University Cultural Center Association
**Carmine Palombo**, SEMCOG

(K) **Economic Gardening**: New Opportunities in Development
**Terry Sanford**, Nederveld

2:30 – 4:00 pm. (J)
**CONCURRENT DESIGN IN MOTION: A Dialogue on Design and New Mobility** — For Designers and Non-Designers Alike

In the spirit of the conference theme, this session is dubbed “Design in Motion,” to emphasize a forward-looking discussion.

It will explore how design enhances the human experience of mobility and accessibility, and to develop a strategy for building strong design networks that actively engage and connect design and New Mobility.

Design can be what distinguishes New Mobility from old mobility. Whether directed, specific, and intentional, or unconscious, haphazard, and random, the design process will result in a product with which humans will live and interact. Join this multi-disciplinary conversation about design and mobility. We’ll talk about design as the act of creating change in objects, systems and places, and as the series of decisions made from inception to implementation of any idea.

The conversation will revolve around how design can support not only the physical but also the cultural, psychological, and aspirational underpinnings of our relationship to transportation. If you are involved or interested in product design, system design, or community and urban design as it relates to transportation, and if you are interested in connecting with others in this pursuit, contact Barbara Knecht at bknecht@humancentereddesign.org

Led by:
**Barbara Knecht**, RA, Director of Design, Institute for Human Centered Design
And Co-organized with Barbara Knecht by:
**Dave Muyres**, Agent of Transportation Change, Ongoingtransportation.com, Vice President of HuntGreen LLC & NewNorth Center for Design in Business
**Sue Zielinski**, Managing Director, SMART, University of Michigan
WEDNESDAY, NOVEMBER 11TH, AFTERNOON/EVENING & THURSDAY, NOVEMBER 11TH

2:30 – 4:00 pm. *(D)*

**CONCURRENT**

**SPECIAL GATHERING ON RESILIENCE, TRANSPORTATION, AND NATIONAL SECURITY.**

Following from the morning’s theme of transportation and resilience, a small group will gather briefly to advance dialogue initiated by the Center for the Study of the Presidency and Congress and SMART. This dialogue centers on creating and refining a body of research and related pilots linking sustainable transportation, resilience, and national security. If you would like to join this dialogue, please contact Susan Zielinski at susanz@umich.edu

4:30-5:00 pm. *(I)*

**Report Back from Mapping Sessions**

5:00–6:00 pm. *(I)*

**RECEPTION IN CONJUNCTION with the ULI Conference Participants.**

Join fellow SMART Summit and ULI conference participants in the Michigan League Ballroom at a joint reception that will mark the close of formal programming for the SMART summit. Maps from breakout sessions will be displayed, and concluding remarks will be offered, including:

Congressman John Dingell
Cris Doby, Program Officer of the Mott Foundation, a recent new supporter of the Southeast Michigan-based Connect and Prosper initiative.

**EVENING AT THE BARN: A SMART TRADITION**

*(Location: Tom Gladwin’s Barn, 4105 West Liberty, Ann Arbor. Charter bus departs from the League circular drive at 6:30 p.m. and will make trips every hour until 11:30 p.m.)*

Tom Gladwin’s barn is a SMART institution. After all the intense and stimulating information and conversation and collaboration, this is a time and place to kick back (some quite prominent international transportation gurus have even been sited singing and dancing in past years!). Highly recommended.

**THE THURSDAY SESSIONS**

In the spirit of capacity building, following the formal program on Tuesday and Wednesday, most participants are taking advantage of Thursday to participate in focused SMART Network Working meetings as well as related self organized meetings. SMART network meetings to date include:

9:00 am. – 12:00 pm. *(D)*

**New Mobility Hub Network Cities Meeting.**

A focused working session primarily for leaders and participants in cities / regions / communities undertaking New Mobility Hub Networks. The purpose is to share knowledge and approaches, and to develop tools for collaborative learning and implementation globally. Contact Krista Gullo (kgullo@umich.edu) to enroll.

2:00 – 5:00 pm.

**SMART Global Research Collaborative. *(D)*

This session will focus on identifying research needs and opportunities related to accelerating innovation, integration, implementation, and inspiration (underlying cultural values and aspirations) of sustainable urban transport and New Mobility industry development. It aims for tangible collaborative research outcomes. To enroll, contact Krista Gullo at kgullo@umich.edu
Many thanks to our lead sponsor, Ford Motor Company for its generous support of the SMART summit 2009.

Many thanks to the Mott Foundation for support of our South East Michigan focus this year, and to CARSS for providing a successful incubator for SMART.

The conference was brought to reality with the help of our many partners, including: