



# 2016 Advanced Transportation Technologies Conference

Friday December 2, 2016

8:00am-5:00pm at Bellevue's Meydenbauer Conference Center

Developed and Sponsored by the Eastside Transportation Partnership,  
the South County Area Transportation Board, and the Seashore Transportation Forum

Organized and Moderated by the Center for Advanced Transportation and Energy Solutions

Regional traffic is bad and getting worse. Fatal accidents and injuries across the country are also increasing after years of decline. And vehicle emissions rise with higher traffic volumes.

At the same time a combination of new transportation technologies may soon help get us where we want to go safer, faster, greener and cheaper. These advanced technologies are coming faster and have more power to transform transportation than anyone forecast just a few years ago.

The conference is intended for local, regional and state elected officials, policy makers, staff, planners, transportation professionals, and the general public interested in learning more about the future of transportation and how we plan for it and help make it happen:

- **How are the coming transportation innovations likely to impact our region?** Will smart, automated, connected, electric and shared vehicles transform regional mobility?
- **What can local, regional and state policymakers do to plan for, accelerate and integrate these new transportation innovations to increase mobility and to reduce accidents, congestion, and emissions?**
- **How do we take advantage of the private sector to help test, demonstrate and integrate new technologies?** Is a regional private-public sector cooperation feasible?

Speakers include:

Tom Alberg, co-founder of the Madrona Venture Group and a leading proponent of the need to plan for and encourage the advent of autonomous, connected and shared vehicles.

Bryan Mistele, CEO of INRIX, the leading international traffic measurement, analysis, and solutions company, also known for its annual *INRIX Traffic Scorecard*.

Steve Banfield, CEO of BMW's ReachNow: A new car-sharing and ride-sharing company

Early tickets, materials and lunch are \$50. [Click here to order at http://PlanForNewTech.org](http://PlanForNewTech.org)



# 2016 Advanced Transportation Technologies Conference

Friday December 2, 2016

Bellevue's Meydenbauer Conference Center

8:00am-4:30pm As Delivered

Developed and Sponsored by King County's Three Transportation Boards:  
Eastside Transportation Partnership, South County Area Transportation Board,  
and the Seashore Transportation Forum

Co-sponsored by The City of Bellevue, King County Metro, Washington State Department of Transportation, Washington State Transportation Commission, the City of Mercer Island, the City of Kirkland, PRR, INRIX, Proterra, Tesla, The Washington Business Alliance, the Bellevue Chamber of Commerce, Local Motors, BMW's ReachNow, Workhorse, and the Transpo Group

Organized and Moderated by the  
Center for Advanced Transportation and Energy Solutions (CATES)

- 8:00 AM      [Check in and coffee](#) | [Vehicle displays and Networking](#)
  
- 8:30            [Welcoming remarks](#) | John Stokes, Mayor of Bellevue and Bernard Talmas, Mayor of Woodinville and Chair of the Transportation Boards' Conference Organizing Committee
  
- 8:45            [Conference introduction and overview](#) | Steve Marshall, Executive Director, Center for Advanced Transportation and Energy Solutions (CATES)
  
- 8:50            [Sound Transit and Advanced Transportation Technologies](#) | Peter Rogoff, CEO of Sound Transit
  
- 9:15            [The Need to Plan for and Integrate Automated, Connected and Shared Vehicles](#) | A conversation with Tom Alberg, co-founder of the Madrona Venture Group, member of the Board of Directors of Amazon.com on which he has served since before it went public in 1997
  
- 9:45            [Traffic, Mode Share, Technology Trends and Predictions](#) | Charlie Howard, Director of Integrated Planning, Puget Sound Regional Council
  
- 10:15          [Vehicle displays and Networking](#)
  
- 10:30          [Uber Ride-Sharing and the Coming of Self-Driving Vehicles](#) | Brian Gebhardt, Uber General Manager of Frontier States

- 10:55 [Smart Traffic Signals: A Case Study in Moving Traffic More Smoothly](#) | Mark Poch, Bellevue’s Assistant Director for Traffic Management, introduced by Bellevue Mayor John Stokes
- 11:15 [Legal Issues Presented by Self-Driving Vehicles](#) | Professor William Covington, University of Washington Law School and his Law Clinic students: Simone Montez, Gaites Swanson, Chad Law, Aida Joaquin Acosta, and Rob Philbrick
- 12:00 PM Lunch with and electronic survey of attendees on their use of traveler information, conducted by Chris Long, City of Bellevue Traffic Engineering Manager
- 12:15 [Keynote Presentation: How Advanced Data Can Analyze and Develop Solutions for Growing Traffic Congestion](#) | Bryan Mistele, CEO of INRIX
- 1:00 [Getting More Passengers into Fewer Vehicles: Connecting People to More Flexible Transit Options](#) | Ryan Snyder of the LA office of Transpo Group; introduced by Jeanne Acutanza, Transpo Group in Kirkland
- 1:30 [High-Tech RideSharing, CarSharing and Local Governments](#) | Steve Banfield, CEO of BMW’s ReachNow
- 2:15 [Public-Private Innovative Financing and Advanced Technologies](#) | Reema Griffith, Executive Director of the Washington State Transportation Commission, and David Giuliani, co-founder and board member of the Washington Business Alliance, with an introduction by Bruce Agnew
- 2:45 [Vehicle displays and Networking](#)
- 3:15 [Advanced Technology Delivery Vans and Drones](#) | Steve Burns, CEO of Workhorse with an introduction by Jeff Esfeld
- 3:45 [Advanced and Flexible Transportation Technologies and the “Pick-Up Sticks” Commute Challenge](#) | Chuck Collins, Former Director of King County Metro Transit
- 4:15 [Conference closing remarks](#) | Woodinville Mayor Bernie Talmas, Kenmore Deputy Mayor Allan Van Ness, PSRC Project Manager for the Regional Transportation Plan Update Robin Mayhew, and Steve Marshall
- 4:30 [Adjourn](#)

[Click here or go to PlanForNewTech.org to reach Eventbrite for December 2nd admission and directions to the Meydenbauer Conference Center.](#)

For questions contact Steve Marshall, [marshallsj@comcast.net](mailto:marshallsj@comcast.net) or [conference@aboutcates.org](mailto:conference@aboutcates.org)