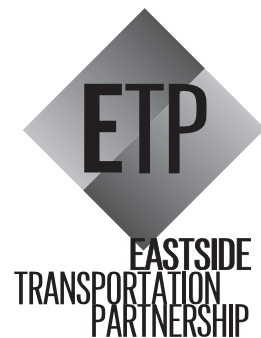


# Thank you!

Developed and Sponsored by King County's Three Transportation Boards:



**Co-Sponsored by:**

Puget Sound Regional Council, King County Metro Transit, Washington State Department of Transportation, City of Mercer Island, City of Kirkland, Cascadia Academy, INRIX, Microsoft, Proterra, Tesla, Via Motors, Fehr & Peers, Transpo Group, PRR, Liberty Mutual, Reason Foundation, The Blackmer Group, and others

**Organized and Moderated by:**

The Center for Advanced Transportation and Energy Solutions [CATES]

ADVANCED TRANSPORTATION TECHNOLOGIES CONFERENCE

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## What's in the Future and How Do We Plan for It?



**Friday October 9, 2015**

Mercer Island Community & Event Center  
8:00am-4:30pm





# MORNING

- 8:00 AM

Check in and coffee, provided all day by Fehr & Peers | Vehicle display outside
- 8:30

Welcoming remarks:

Mercer Island Mayor Bruce Bassett;  
Washington Secretary of Transportation Lynn Peterson;  
PSRC Executive Director Josh Brown;  
Bernard Talmas, Mayor of Woodinville and Chair of  
Transportation Boards’ Conference Organizing Committee
- 8:45

Conference introduction and overview:

Steve Marshall, Executive Director,  
Center for Advanced Transportation and Energy Solutions [CATES]
- 9:00

Keynote presentation:

Bryan Mistele, CEO of Inrix, “How Advanced Technologies Are Changing Our Ability  
to Diagnose, Plan for and Address Transportation Congestion and Safety”
- 9:30

“What is INRIX Forecasting for Puget Sound Congestion?  
What are the Opportunities for Improvement?”

Steve Banfield and Gary Carlin from INRIX;  
Robin Mayhew, PSRC commenting
- 10:00

“Traffic, Mode Share, and Population Trends”

Alan Pisarski, author of Commuting in America  
With additional information from University of Washington  
Professor Emeritus Richard Morrill
- 10:30

“Smart, Connected and Automated Vehicles: Trends and Outlook”

Presentations and discussion moderated by John Niles, CATES Research Director;  
Shane Blackmer, Blackmer Group;  
Baruch Feigenbaum, Reason Foundation.
- 11:00

“Making Traffic and Demand Management More  
Integrated and Predictive”

James Colyar from Federal Highway Administration, U.S. DOT
- 11:15

“Technology Tools for Local Agencies –OptimizingTraffic Today”

Jeanne Acutanza from Transpo Group
- 11:30

“Reducing Accidents, Fatalities, Injuries and Congestion: Target Zero and  
Technology Working Together”

Darrin Grondel, Director, Washington State Traffic Safety Commission  
with follow on remarks by Gary Strannigan, Liberty Mutual
- 11:45

“Connected, Electric and Green – A Tech-Centric Approach to  
21st CenturyBus Transit”

Ryan Popple, CEO of Proterra



# AFTERNOON

- 12:15 PM

Lunch and Presentation:

Susan Zielinski, Managing Director, SMART [Sustainable Mobility & Accessibility  
Research & Transformation] at University of Michigan, “Planning for the Future of  
Transportation.”  
Introduced by City of Kirkland Mayor Amy Walen
- 1:00

“Getting More Passengers into Fewer Vehicles”

Jim Stanton, Microsoft; Syd Pawlowski, King County Metro
- 1:30

“Advanced Technology Transit: Right-sized,  
Flexible Transit Options”

Aaron Gooze of Fehr and Peers with Brooke Steger, Uber;  
Todd Kelsay, Lyft;  
Stephen Hunt, King County Metro
- 2:00

“Expert Reactions to Advanced Transportation Technologies”

Discussion panel of conference presenters from earlier in the day.
- 2:45

“Legislative Panel on Advanced Transportation Technologies: What’s in Store for  
the Next Legislative Session and Beyond”

Panel discussion featuring State Legislators,  
including Judy Clibborn,  
Chad Magendanz, Mark Mullet, and Dick Muri.
- 3:15

Town Hall Q&A discussion with collected written questions  
to members of the expert and legislative panels from throughout the day
- 3:45

Conference closing remarks | Vehicle display outside
- 4:00

Wine and cheese reception (hosted by Transpo Group)



Friday, October 9, 2015

## **Welcome to the Advanced Transportation Technologies Conference.**

The topic of this conference is timely. The public now views transportation as the number one Puget Sound regional problem—far ahead of education and jobs. With the recession over, more people are going more places more often, resulting in more congestion, more wasted time and less livability. Our region now ranks 7th for the worst traffic in the country. In a troubling development, national traffic deaths are up 14 percent so far this year and injuries are up 30 percent. This year transportation deaths may exceed 40,000—up from 32,000 last year.

At the same time, newly developed transportation technologies promise powerful tools to better diagnose and ease our transportation problems.

Automakers are now making vehicles that will automatically stop before they rear-end or sideswipe other cars or run into pedestrians. Cars with “traffic jam assist” can now travel more safely in stop and go traffic--when drivers stuck in traffic are tempted to check their emails, talk or text to avoid wasting time.

The sensors and the computing power that make safer cars possible are becoming faster, smarter and cheaper. Nissan, Tesla, Google and others predict they will have cars able to operate on autopilot in the five years. Volvo promises cars by 2020 that will have no accidents. King County Metro is testing Proterra's all-electric buses that can alert and soon automatically prevent buses from colliding with cars, bikes and pedestrians.

The potential benefits are enormous: As increasingly automated vehicles become more common and affordable, there will be far fewer accidents, deaths and injuries, lower insurance costs and less time wasted in congestion. Roads could carry more vehicles more safely. Drivers impaired by age, disabilities or distractions will be safer. So will pedestrians and cyclists.

The combination of smart, connected, increasingly automated vehicles and transit with personal smartphones are transforming transportation--what some call the “mobility internet.” Commuters can soon connect to more flexible transit, vanpool and carpool options and reserve places at park-and-ride hubs. More people can commute in fewer vehicles. Smartphones have already made car-sharing companies including Car2Go, Uber, Ridescout and Lyft possible.

But there are plenty of questions that this conference will start to address:

- What are these new transportation technologies and their intended and unintended consequences?
- Will they increase or decrease congestion, promote vehicle mode shifts, enable better use of the existing roads, park-and-ride centers and transit?
- What should local governments and transportation agencies in Washington State do to optimize their planning processes in light of these new technologies?

Finally, on behalf of CATES and the event organizing committee from the King County Transportation Boards we thank our public and private sector sponsors for making this conference possible.

Steve Marshall,  
Executive Director,  
Center for Advanced Transportation and Energy Solutions