



**MOVING  
MARIN  
FORWARD** INNOVATIONS FOR  
TOMORROW'S  
TRANSPORTATION

8am- 4pm

| [TAM\\_innovationworkshop2017.eventbrite.com](https://www.eventbrite.com/e/tam-innovation-workshop-2017)

| 2.24.17



**Moving Marin Forward:**  
**Innovation for tomorrow's Transportation**  
*A Workshop*  
**Hosted by Transportation Authority of Marin**

A full day workshop highlighting **Industry, Innovators, and Implementers** around three key areas:

- Emerging Technology
- Environmental Stewardship
- Efficient Transportation Systems

**Draft Program**

8:00 am Registration opens

Technology Showcase/ Exhibits open

Breakfast buffet served

8:45 am Opening Session

Welcome remarks- TAM Chair, Stephanie Moulton-Peters



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### Panel 1

#### **Mobility for All: The Evolution of Shared Mobility and Transit**

The sharing economy is entering every aspect of our lives. Shared mobility includes bike sharing, ride hailing, and car sharing services which can be used as first-last mile partners with public transit, and in some cases as ACCESS services for transit agencies. Ensuring that shared mobility is a tool that can be used across communities is a challenge modern communities are facing, as are the implications of planning a transportation network that increasingly relies on shared mobility solutions. This panel will explore the nexus between transit, shared mobility, and technology, and shared use mobility strategies that can bring communities together.

**Moderator:** Muggs Stoll, SANDAG (invited)

#### **Speakers:**

Adam Stocker, UC Berkley (confirmed)

Debs Schrimmer, Lyft (confirmed)

Sharon Feigon, Shared Use Mobility Center (confirmed)

#### Keynote Presentation

Malcolm Dougherty, Caltrans Director (confirmed)



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10:30 am

networking break with sponsors

10:45 Plenary Session

## Panel 2

### **Self-Driving Cars 101: making it work**

You can't pick up a paper or surf the web these days without reading an article about self-driving cars. This panel will explore the implications of self-driving technology and connected vehicles for safety, privacy, mobility, air quality, and transportation infrastructure planning.

**Moderator:** Cynthia Murray, North Bay Leadership Council (confirmed)

### **Speakers:**

Lauren Isaac, WSP/PB (confirmed)

Tim Papandreou, Waymo (invited)

Bernard Soriano, California Department of Motor Vehicles (invited)

Gordon Feller, Cisco Systems (invited)



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12:15 Luncheon

Keynote Presentations

Randy Iwasaki, Executive Director CCTA (confirmed)

Hon. Jared Huffman, United States House of Representatives (invited)

1:15 Plenary Session

**Hands at 10 and 2?: Drones, Self-driving technology and the Future of the Delivery Economy**

As online shopping becomes more and more commonplace, the need for on-demand shipping increases. This places a burden on the transportation network and our environment with more trucks and delivery vehicles on the road. Online retailers like Amazon have signaled their intent to use innovative ways to get goods to customers in ever shorter windows, while apps such as Postmates make it possible to order goods from local businesses straight to your door within a matter of minutes. At the same time, companies such as Peloton have focused on enhancing the efficiency and safety of the trucking fleet, and still others are looking to self-driving technology to play a part in the delivery economy.

**Moderator:** Jolene Hayes, Cambridge Systematics (invited)

**Speakers:**

Steve Boyd, Peloton (invited)

Chris Shimoda, California Trucking Association (confirmed)

Heather Arias, California Air Resources Board (confirmed)

Justin Hoffmann, Starship (invited)



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2:30

networking break, coffee and dessert served in technology showcase

3:00 Closing Session

**Greening the Grid**, Marin Clean Energy and PG&E

**Moving Marin Forward**-- visioning exercise led by Stephanie Moulton-Peters, TAM Chair

Interactive poll

4:00 Adjourn



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## Sponsorships

### **Headline \$10,000 (limited to 1)**

- Opportunity to participate as a speaker/moderator
- Booth or display in technology showcase
- Marketing collateral in conference bag (or at each place)
- Logo prominently featured in all pre-event advertising
- Logo on solo slide to lead-off slide show at event
- Full page premium placed ad in program
- 4 complimentary registrations with reserved premium seating
- Invitation for 4 to VIP reception following event

### **Level 1 \$5000 (limited to 8)**

- Booth or display in technology showcase
- Marketing collateral in conference bag
- Logo in all pre-event advertising
- Logo on solo slide at event
- Full page ad in program
- 2 complimentary registrations with reserved premium seating
- Invitation for 2 to VIP reception following event



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**Level 2 \$2500 (unlimited)**

- Booth or display in technology showcase
- Marketing collateral in conference bag
- Logo in all pre-event advertising
- Logo on group slide at event
- Half page page premium placed ad in program
- 2 complimentary registrations with reserved premium seating
- Invitation for 2 to VIP reception following event

**Level 3 \$1000 (unlimited)**

- Firm name in all pre-event advertising
- Firm name on group slide at event
- Half page page ad in program
- 2 complimentary registrations with reserved seating

**Small Business/ Nonprofit: \$500 (unlimited)**

- Marketing collateral in conference bag
- Firm name in all pre-event advertising
- Firm name on group slide at event
- Half page page ad in program
- 1 complimentary registration with reserved seating





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**Exhibit only \$500**

Booth/ exhibit space in technology showcase

Firm listed as exhibitor in program and on pre-event marketing

No registrations for event

**Advertising**

Full Page ad in program 500

Half page ad in program 250

Quarter page ad in program 100