

OPEN FOR INNOVATION

A two-day event presented by the Texas Department of Transportation



DRIVING ECONOMIC GROWTH BY
TACKLING TEXAS' MOBILITY CHALLENGES

[#open4innovation](#)

December 1–2, 2016 | Austin, TX
Hilton Austin Hotel | 500 E. 4th St.

REGISTER YOUR TEAMS:

<http://ctr.utexas.edu/texas-mobility-summit/>

● To take advantage of [early bird rates](#), please register by **November 18** and book hotel rooms at the government rate by **November 14**

INNOVATE · DEVELOP · NETWORK





As the Chair of the Texas Department of Transportation's Texas Technology Task Force, I want to invite you to join the conversation initiated with the USDOT's Smart City Challenge. Your leadership will contribute to the development of an innovation and technology strategy designed to move Texas mobility forward. In the spirit of collaboration, you are invited to participate in the organization and foundation of the Texas Mobility Consortium for advancing technology and fostering economic development. You will join other city/regional teams from across Texas, community partners, and industry leaders in the planning process leading up to the Texas Mobility Summit in Austin on December 1 & 2, 2016.

Centered on community, innovation, and serving Texans, the creation of the Consortium will signal to industry and constituents that Texas is not only open for business but also open for innovation. By coordinating investments for the state, the Consortium will offer public agencies a mechanism for deploying innovative pilot solutions across jurisdictional silos and leveraging funds through public/private partnerships. Furthermore, industry partners will have the opportunity to develop precompetitive technologies in a living laboratory environment. Ultimately, Texas communities will benefit from a higher value of mobility, connectivity, and economic advantages in return for investing in innovation. Key outcomes of the Consortium will include:

- **Building a Network** – Interdisciplinary leadership collaborate to create an agenda for action, broker shared challenges with outcome-driven solutions, and strengthen the ability for Texas to compete for federal funding.
- **Leveraging Resources** – Maximize return on investment by providing collective purchasing, building vendor relationships, and mitigating risk.
- **Facilitating Knowledge and Technology Transfer** – Partners work together to ensure that pilots are replicable, scalable, and transferable to other communities.

Your team will have the opportunity to exchange ideas with other transportation leaders, connect with industry, and create a unique value proposition for the State of Texas. Please respond to this letter with your interest to participate or another representative who will lead your team. Thank you and we look forward to this opportunity for Texas communities to unite in innovation!

Regards,

C. Michael Walton, P.E.

Cockrell Centennial Chair of Engineering
The University of Texas at Austin
Chair, Texas Technology Task Force

Darran Anderson

Director of Strategy & Innovation
Texas Department of Transportation



HOW DOES IT WORK?

REGISTER YOUR TEAM

City/Regional teams of up to eight people will come together to develop a plan for improving the Texas transportation system. In partnership with the state, you will have the opportunity to exchange ideas, share common challenges, and identify collaborative opportunities to improve transportation through technology.

DAY 1: EXCHANGE & ENVISION

Team Focused: Share your ideas for innovative mobility in Texas. Lessons learned from the USDOT Smart City Challenge are presented. Then, teams are introduced to innovative mobility concepts and work together to identify shared challenges, common goals, and collaborative action items. Considerations include urban, rural, and freight priorities.

DAY 2: SHARE & DEVELOP

Teams will have 10 minutes to present their vision for an innovative mobility system and make recommendations to the state for future collaboration. Following the presentations, teams will have the opportunity to work with a variety of stakeholders to refine ideas and interact with industry leaders.

CONNECT WITH PARTNERS!

Teams will have the opportunity to network with public agencies, research institutions, nonprofits, entrepreneurs, and industry leaders. Exchange ideas, tackle challenges, and advance innovation during the networking events.

SUMMIT GUIDELINES

How to Build Your Team, Develop a Plan & Prepare to Engage

REGISTRATION INFORMATION & KEY DATES

Register by **November 18** to take advantage of the early bird rate

using the following link: <http://ctr.utexas.edu/texas-mobility-summit/>

Team Registration is \$100 per person for both days. Individual Public Employee Registration is \$100 for both days.

Industry Registration is \$300 per person for Day 2. If you have questions, please contact tttf.mail@gmail.com.

- **October 20** Foundation Meeting
- **October 24 – Nov. 18** Individual Team Conference Calls
- **November 18** Team Registration Deadline
- **December 1 – 2** Texas Mobility Summit

TEAM COMPOSITION

When building your team, think strategically. Consider the challenges your team is trying to solve and the integrated data ecosystem that is needed to tackle the problem. Also consider leadership qualities, communication abilities, multidisciplinary fields, and activists who understand the community.

- Eight people maximum.
- At least 1 community partner (e.g., police, fire, health, affordable housing, education, jobs, etc.).
- Ideal composition includes a cross section of leadership from the city transportation department, transit agencies, MPOs/COGs, RMAs, TxDOT, utilities, and community organizations.

CRAFTING A VISION FOR A SMART STATE

On Day 1 of the Summit, team leads will have the opportunity to develop a vision for the future of Texas mobility and draft the Texas Innovation Charter. The visioning document will include common challenges, shared goals, and collaborative action items. Please come prepared to engage in dialogue and build consensus toward a 21st century mobility system.

CALL FOR IDEAS:

On Day 2 of the Summit, teams will have the opportunity to present their city's vision for the future of the Texas transportation system. Presentations will be 10 minutes each. Following presentations, teams will have the opportunity to work with a variety of stakeholders to refine ideas and interact with industry leaders.

1. **Describe the Top 3 Challenges** – Start with why. A strong opener that identifies your team's specific challenges ensures that your team's time and energy are spent tackling the most pressing issues.
2. **Develop 1–3 Use Cases** – Tell a story. Understanding who the people are that your team is trying to serve and the problems they face on a day-to-day basis is essential for developing sustainable solutions.
3. **Propose Solutions, Identify Barriers** – Make a difference. Explain how your team plans to help people by providing innovative solutions to address the top 3 mobility challenges.
4. **Create a Game Plan** – Develop a roadmap. Describe the progress to date, current status, and path of future implementation. Use a timeline to outline near-, mid-, and long-term goals.
5. **Make a Call to Action** – Ask. Use the opportunity to make suggestions for policy, regulation, funding, or guidance in the implementation of innovative mobility solutions.

SCHEDULE OF EVENTS

Hilton Austin Hotel | Austin, TX | December 1-2

DAY 1: MOVING TEXAS FORWARD

8:00AM BREAKFAST

9:00AM Welcome & Introductions Opening Remarks

- C. Michael Walton – Cockrell Centennial Chair in Engineering, University of Texas at Austin
- Shelley Row – President & CEO, Shelley Row Associates
- Darran Anderson – Director of Strategy & Innovation, TxDOT

9:30AM Opening Remarks

- James Bass – Executive Director, TxDOT
- Mayor Steve Adler, City of Austin (by video)

9:45AM BREAK

10:00AM Lessons Learned from the USDOT Smart City Challenge

- **Moderator:** Shelley Row – President & CEO, Shelley Row Associates
- Mark Dowd – Senior Advisor, Office of Management & Budget
- Rob Spillar – Director, City of Austin Transportation Department
- Katie Ott Zehnder – Ohio Office Leader, Vice President, HNTB
- Jason Pavluchuk – President, Pavluchuk & Associates

11:15AM BREAK

11:30PM Idea Exchange: Challenges, Goals, & Applications

- Participants interact with each other – discussing short - and long - term challenges; aligning local, regional, and state goals; and identifying technology applications, including user groups and outcomes..

12:45PM LUNCH

- Keynote: Joseph Kopser – President, moovel Global

1:30PM Team Time: Project Development

- Participants either a) brainstorm and prioritize a list of innovative pilot projects, or b) perform a deep - dive on one particular project – discussing user groups, technological needs, major milestones, and timeline of implementation.

2:30PM BREAK

2:45PM Team Time: Consortium Priority Activities

- Participants identify and prioritize the critical pillars of activity for the Smart State Consortium, including recommendations for initial projects.

3:45PM Report Out

- Teams summarize lessons learned from Day 1 and suggest ways to advance the creation of a Smart State Consortium.

4:00PM Closing Remarks

- Michael Morris – Director of Transportation, NCTCOG
- Darran Anderson – Director of Strategy & Innovation, TxDOT

4:15PM BREAK

4:30PM Leadership Team Meeting

- **Facilitator:** Shelley Row – President & CEO, Shelley Row Associates
- Team leads and selected representatives work together to build consensus around common challenges, shared goals, and collaborative action items that will form the basis of the Texas Innovation Charter used to guide the activities of the Smart State Consortium.

6:00PM Networking Event – Open to All

- Participants have the opportunity to connect with one another.

DAY 2: INTERACTIVE

7:00AM BREAKFAST

8:00AM Opening Remarks

- Tom Lambert – President & CEO, Houston METRO
- Chairman Joe C. Pickett – Chairman of the House Committee on Transportation

8:30AM Open for Innovation: Moving Texas Forward

- **Moderator:** Evan Smith – CEO & Co-Founder, The Texas Tribune
- Mayor Ivy Taylor, City of San Antonio
- Mayor Oscar Leeser, City of El Paso
- Mayor Jeff Williams, City of Arlington
- Mayor Betsy Price, City of Fort Worth

9:30AM BREAK

9:45AM Call for Ideas: Team Presentations Part I

- The first set of teams present their vision for an innovative mobility system with Q&A to follow.

10:45AM BREAK

11:00AM Call for Ideas: Team Presentations Part II

- The second set of teams present their vision for an innovative mobility system with Q&A to follow.

12:00PM LUNCH

1:00PM Breakouts Sessions

- Panels of thought leaders share their insights into a transformative topic. Following, participants work in small groups to define problem statements or policy areas that will be used to inform the direction of the Leadership Team.

Group 1: Shared Mobility

Group 2: Connected & Automated Vehicles

Group 3: Freight & Logistics

Group 4: Energy

2:30PM BREAK

2:45PM What Can Big Data Do for Texas Mobility?

- **Moderator:** JD Stanley – Director, Analytics, Strategy, & Incubation, Cisco
- Paige Fitzgerald – Program Manager, Connected Citizen Program, Waze
- Monali Shah – Director of Global Intelligent Transportation, HERE
- Ted Trepanier – Director Product Management, Traffic, INRIX
- Doug Couto – Senior Fellow, Center for Digital Government

3:45PM BREAK

4:00PM The Path Forward: Identifying Common Challenges, Shared Goals, and Collaborative Action Items

- **Facilitators:** Joe Willhite – Operations MGR, WSP | Parsons
- Brinckerhoff, Jason JonMichael – NTL Tech Leader, HNTB
- Based on the activities from the Summit, participants coalesce around a common set of themes and priorities. Initiatives for the leadership team are identified to advance the creation of the Smart State Consortium.

4:45PM Closing Remarks

- Darran Anderson – Director of Strategy & Innovation, TxDOT

5:00PM ADJOURN





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