

PROGRAM

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



OPEN FOR INNOVATION | INNOVATE · DEVELOP · NETWORK





TABLE OF CONTENTS

TEXAS MOBILITY SUMMIT

3 At a Glance

4 Schedule of Events

8 Key Speakers

21 Sponsors

23 Acknowledgments

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



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

SCHEDULE OF EVENTS

DAY 1: MOVING TEXAS FORWARD

8:00 AM Breakfast – *Ballroom F*

9:00 AM Welcome & Introductions – *Ballroom G*

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

9:30 AM Opening Remarks – *Ballroom G*

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

9:45 AM Break

10:00 AM Lessons Learned from the USDOT Smart City Challenge – *Ballroom G*

Moderator: Shelley Row – President & CEO, Shelley Row Associates, former Director of the USDOT ITS JPO

This panel will discuss the lessons learned from the Smart Cities Challenge as well as share insights from other Smart Cities initiatives. Key topics will include industry engagement, funding challenges, and community inclusion. Panelists will offer their thoughts on critical success factors for starting new programs and sustaining momentum.

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

11:15 AM Break

11:30 AM Idea Exchange: Challenges, Goals, & Applications – *Ballroom G*

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

Industry Representatives interact with teams – listening to the team members discuss their challenges and needs, offering solutions and knowledge of case studies as appropriate.

Individual Participants work in small groups – discussing their short- and long-term challenges; aligning local, regional, and state goals; and identifying technology applications, including user groups and outcomes.

Each team reports out the discussion highlights and all group results are captured.

12:45 PM Lunch Keynote: Joseph Kopser – President, moovel Global

This keynote presentation will discuss how public agencies can anticipate and prepare for technological transformations. Entrepreneurial experience will demonstrate how principles from startup culture can be applied to public agency processes. The talk will conclude with recommendations for operating in a multistakeholder environment in order to collaborate in a way that best serves community needs.

SCHEDULE OF EVENTS

DAY 1: MOVING TEXAS FORWARD

1:30 PM Team Time: Project Development – *Ballroom G*

Teams work independently – either a) brainstorming and prioritizing a list of innovative pilot projects, or b) performing a deep-dive on one particular project – discussing user groups, technological needs, major milestones, and timeline of implementation.

Industry Representatives are paired to work with a team – assisting in the development of pilot projects, including user groups, technological needs, major milestones, and timeline of implementation.

Individual Participants work in small groups – brainstorming and prioritizing a list of innovative pilot projects for Texas. Each team and industry group report out the discussion highlights. All group results are captured.

2:30 PM Break

2:45 PM Team Time: Consortium Priority Activities – *Ballroom G*

Teams work independently – identifying and prioritizing the critical pillars of activity for the Smart State Consortium, including recommendations for pilot projects.

Industry Representatives work in industry groups – discussing barriers to doing business with the public sector, prioritizing activities for the Smart State Consortium, and identifying opportunities for partnering with Texas.

Individual Participants work in small groups – brainstorming and prioritizing pillars of activity for the Smart State Consortium, including recommendations for pilot projects.

Each team reports out the discussion highlights and all group results are captured.

3:45 PM Report Out – *Ballroom G*

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

4:00 PM Closing Remarks – *Ballroom G*

Michael Morris – Director of Transportation, NCTCOG

Darran Anderson – Director of Strategy & Innovation, TxDOT

4:15 PM Break

4:30 PM Leadership Team Meeting – *Room 602*

Moderator: Shelley Row – President & CEO, Shelley Row Associates, former Director of the USDOT ITS JPO

Team leads and selected representatives will 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.

6:00 PM Networking Event – Open to All

Participants have the opportunity to connect with one another.

SCHEDULE OF EVENTS

DAY 2: INTERACTIVE

7:00 AM Breakfast – *Ballroom F*

8:00 AM Opening Remarks – *Ballroom G*

Tom Lambert – President & CEO, Houston METRO

Chairman Joe C. Pickett – Texas Representative District 79, Chairman of the House Committee on Transportation

8:30 AM Open for Innovation: Moving Texas Forward – *Ballroom G*

Moderator: Evan Smith – CEO & Co-Founder, The Texas Tribune

This panel will discuss how public agencies can take a leadership role in embracing innovation. Key topics will include local mobility challenges, community needs, and opportunities for technology to drive economic development. Panelists will share their visions for an integrated statewide mobility system and encourage collaboration among public agencies, industry, and research institutions.

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

9:30 AM Break

9:45 AM Call for Ideas: Team Presentations Part I – *Ballroom G*

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

10:45 AM Break

11:00 AM Call for Ideas: Team Presentations Part II – *Ballroom G*

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

12:00 PM Lunch

SCHEDULE OF EVENTS

DAY 2: INTERACTIVE

1:00 PM Breakout Sessions

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

Breakout Session 1: Shared Mobility – Ballroom G

Moderator: Tom Lambert – President & CEO, Houston METRO

This panel will discuss how to introduce alternative travel options to users in a shared economy to provide convenience and choice. Topics include policy and regulatory challenges, evolving cultural trends, and first-and last-mile solutions to complement public transit services. Speakers will highlight benefits these services can and discuss application for urban contexts.

April Mims – Public Policy Manager, Lyft

Jon McBride – Operations Director, Bridj

Paul Steinberg – Chief Business Officer, Carma

Elliott McFadden – Executive Director, Austin B-Cycle

Breakout Session 2: Connected and Automated Vehicles – Room 602

Moderator: Jason JonMichael – National Technology Leader, HNTB

This panel will present benefits and barriers to deploying connected and automated vehicles. Key topics include technology maturity, public readiness, and vehicle-to-infrastructure and vehicle-to-vehicle applications. It will address how public agencies can prepare for these technologies and anticipate privacy, security, and liability concerns.

Mike Brown – Institute Engineer, SwRI

Peter Sweatman – Co-Founder, CAVita

Jeff Arch – Transportation Program Manager, Battelle

Breakout Session 3: Freight and Logistics – Room 616A

Moderator: Harry Voccola – Executive Advisor, HERE

This panel will discuss how emerging technologies can support economic growth and development of the state. Key topics include long-haul freight technologies, international trade and port operations, and parking. Speakers will help public agencies anticipate the increase in commercial freight traffic from e-commerce and other influences.

Rick Warner – Chief Executive Officer, Truck Smart Parking Services

Paula Dowell – Principal & Director, Economics, Cambridge Systematics

Steve Boyd – Co-Founder/VP External Affairs, Peloton Technology

Breakout Session 4: Energy – Room 616B

Moderator: Joe Willhite – Operations Manager, WSP | Parsons Brinckerhoff

This panel will discuss how alternative energies can support efficiencies and sustainability goals. Key topics include electric vehicle charging infrastructure, multimodal applications, and consumer adoption. Speakers will address how local priorities can align with federal programs to support more energy efficient transportation system.

Karl Popham – Electric Vehicles & Emerging Technologies Manager, Austin Energy

Nicole Zinn – Owner, Rocket Electrics

Alan Westenskow – Director of Business Development, Proterra

SCHEDULE OF EVENTS

DAY 2: INTERACTIVE

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

Moderator: JD Stanley – Global Director of Strategy & Integrated Solutions, Data & Analytics Business Unit, Cisco

This panel will focus on the challenges and opportunities that big data presents to mobility. Key topics include data solutions for freight and logistics, application from connected and autonomous vehicles, crowdsourcing and navigation, and policies and outlook on civic open data. Speakers will discuss how public agencies and industry can collaborate to establish a data ecosystem that provides real-time traveler information and benefits to users.

Paige Fitzgerald – Manager of the Connected Citizens Data Exchange Program, Waze

Monali Shah – Director of Global Intelligent Transportation, HERE

Doug Couto – Senior Fellow, Center for Digital Government

Ted Trepanier – Director of Product Management, Traffic, INRIX

3:45 PM Break

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

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.

4:45 PM Closing Remarks – Ballroom G

Darran Anderson – Director of Strategy & Innovation, TxDOT

5:00 PM Adjourn

KEY SPEAKERS

DAY 1: MOVING TEXAS FORWARD

9:30 AM Opening Remarks – *Ballroom G*



JAMES BASS – Executive Director, TxDOT

James M. Bass serves as executive director of the Texas Department of Transportation. Previously he oversaw TxDOT's Financial Management Division, Toll Operations Division, and Project Finance and Debt Management Division. Bass began his TxDOT career in 1985 working summers in the Fort Worth District. He worked part-time as an engineering aide in the Austin District's South Travis/Hays County Area Office while earning his bachelor's degree in accounting at the University of Texas at Austin. After graduation, Bass began full-time as an accounting clerk in the Finance Division's Revenue Accounting Section, and later was promoted to budget analyst in the Budget and Forecasting Section. Since then, Bass has worked extensively on preparation of TxDOT's Legislative Appropriations Requests, Operating Budgets and Cash Forecasting System. He also works on the agency's public-private partnerships and corresponds with the Legislative Budget Board, State Auditor's Office and the Office of the Texas Comptroller. Bass was selected as finance division director in November 1999, and became chief financial officer in 2005. He became executive director in 2016. He and his wife, Patty, have a son and a daughter.



MAYOR STEVE ADLER – City of Austin (by video)

Steve Adler was elected Austin's 52nd Mayor in December 2014, and looks forward to doing big things to improve the quality of life for everyone in Austin. As the Mayor of this historic first new 10-1 Council, Mayor Adler plans to lead Austin's government to a new level of inclusive civic engagement between residents and their elected officials. Mayor Adler, along with his brother, were the first in their family to graduate from college. After completing his undergraduate studies at Princeton, Mayor Adler moved to Austin to work his way through law school at The University of Texas. Like many others, he fell in love with Austin and has made it his home for nearly four decades. Mayor Adler practiced civil rights law for many years, and later founded a successful eminent domain law practice representing landowners. Mayor Adler also served nearly ten years as Chief of Staff and General Counsel for Texas State Senator Eliot Shapleigh, working primarily on school finance, equity and access issues. Mayor Adler has been deeply involved with, and has chaired, many Austin civic and non-profit institutions over the past twenty years. Together with his wife, Diane Land, Mayor Adler is the proud parent of three wonderful daughters.

KEY SPEAKERS

DAY 1: MOVING TEXAS FORWARD

10:00 AM Lessons Learned from the USDOT Smart City Challenge – *Ballroom G*



MARK DOWD – Senior Advisor, Office of Management & Budget

Broad experience in policy development and implementation related to technology, transportation, smart cities, public-private partnerships, energy, and environmental issues. Responsible for creating and executing the groundbreaking Smart City Challenge, that changed the way cities use technology and innovation to drive change and solve problems related to mobility, and demonstrated the power of public-private partnerships by raising close to \$500 million in additional funding from the private sector. Strong understanding of cities and the way they view technology as way to change outcomes. Legal experience in transactions, restructuring, litigation and regulatory matters as it relates to transportation, environmental, and energy issues. Excels in understanding the impacts of science and technology on business and policy.



ROB SPILLAR – Director, City of Austin Transportation Department

Currently serves as the City of Austin Transportation Director and is responsible for the City's multi-modal transportation portfolio, including rail planning, traffic engineering and operations, parking enterprise, right-of-way permitting, and special events management. Prior to the City of Austin, Spillar served as Vice President with Parsons Brinckerhoff and as the Director of Traffic Management for the City of Seattle. Robert holds a Bachelor and Master's of Civil Engineering from the Universities of Texas and Washington respectively. In 1995 he was named as a William Barclay Parsons Fellow publishing a national guideline on Park-and-Ride Planning and Design, a publication that has been adopted by the American Association of Highway and Transportation Officials (AASHTO) as part of their current park-and-ride planning and design guidelines.



KATIE OTT ZEHNDER – Ohio Office Leader, Vice President, HNTB

Katherine Zehnder leads HNTB's Ohio practice and oversees staff in their Cleveland, Columbus and Cincinnati offices. Katie moved to Ohio to join HNTB after graduating with honors in civil engineering from Union College, Schenectady, NY in 1998. She received an MBA in Management Information Systems from Case Western Reserve University and has since managed successively larger office teams and projects across Ohio and the Midwest. She was recognized as a 2015 Rising Star in Civil + Structural Engineering. Katie lives in Westerville, Ohio with her husband Don, a synthetic organic chemist with Battelle, and her feisty 4-year old Ashley Marie.



JASON PAVLUCHUK – President, Pavluchuk & Associates

Jason Pavluchuk is the founder of Pavluchuk & Associates, a Washington DC based Transportation Policy & Government Affairs firm. Mr. Pavluchuk is a political tactician renowned for developing successful legislative strategies for both funding and policy issues and has published numerous studies on the tactics of interest groups in legislative politics. Mr. Pavluchuk has spent over fifteen years working in a variety of transportation fields including transit, TDM, ITS, and mobility on demand. In addition to direct advocacy services, Pavluchuk & Associates offers its clients assistance developing & understanding policy initiatives, conducting research, and general business development. Jason is a proud graduate of The George Washington University.

KEY SPEAKERS

DAY 1: MOVING TEXAS FORWARD

12:45 PM Lunch Keynote – *Ballroom G*



JOSEPH KOPSER – President, moovel Global

As global president, Joseph is responsible for shaping and communicating moovel's vision, mission and overall strategy on a global level. moovel Group GmbH was founded by Daimler AG, the maker of Mercedes-Benz, with the global mission to find solutions for the disconnected and ever-changing state of urban transportation and to discover how new technologies will affect the way we'll move tomorrow. Prior to moovel, Joseph co-founded RideScout, an Austin-based technology company that enabled seamless multimodal experiences and connected transit commerce to app users worldwide, where he served as CEO. Through his work at RideScout, Joseph earned the 2014 U.S. DOT Data Innovation Award as well as recognition as a White House Champion of Change as a Veteran in Clean Energy. Before his move to transportation technology, Joseph served in the Army for 20 years earning the Combat Action Badge, Army Ranger Tab and Bronze Star. Joseph is a graduate of West Point with a BS in Aerospace Engineering and also received a Masters from the Harvard Kennedy School in 2002. In his free time, he works closely with The Bunker Labs in Austin, an organization dedicated to supporting veteran entrepreneurs. In addition, he volunteers as Chairman of NSTXL working to improve U.S. Energy Security policy. He lives in Austin with his wife and three daughters.

KEY SPEAKERS

DAY 2: INTERACTIVE

8:00 AM Opening Remarks – *Ballroom G*



CHAIRMAN JOE C. PICKETT – Chairman, House Committee on Transportation

Joe C. Pickett is a member of the Texas House of Representatives, where he is presently serving his eleventh term. Rep. Pickett is serving as Chairman of the House Committee on Transportation. Representative Pickett served on the National Board of Directors of the American Metropolitan Planning Organization (AMPO). He has served several terms as Chairman of the El Paso Metropolitan Planning Organization (MPO). In addition, he served between the 81st and 82nd sessions on the Texas Transportation Council in Austin, a non-partisan and independent forum to research, organize, and promote a new direction for transportation that is based upon transparency, accountability and efficiency in order to improve mobility and restore public faith in the management of our state's transportation infrastructure. Representative Pickett is a proud father of four children, three girls and a boy.

8:30 AM Open for Innovation: Moving Texas Forward – *Ballroom G*



EVAN SMITH – CEO & Co-Founder, The Texas Tribune

Evan Smith is the CEO and co-founder of The Texas Tribune, a nonprofit, nonpartisan digital news organization recently called “one of the nonprofit news sector’s runaway success stories.” The Tribune's deep coverage of Texas politics and public policy can be found at its website, texastribune.org, in newspapers and on TV and radio stations across the state, and in the print and online editions of the Washington Post. Since its launch in 2009, the Tribune has won international acclaim and numerous honors, including nine national Edward R. Murrow Awards from the Radio Television Digital News Association and three general excellence awards from the Online News Association. Previously Evan spent nearly 18 years at Texas Monthly, including eight years as Editor and a year as President and Editor-in-Chief.



MAYOR IVY TAYLOR – City of San Antonio

Ivy R. Taylor was elected Mayor of San Antonio on June 13, 2015. Prior to her election, she earned an appointment to the seat from her City Council colleagues in July 2014, making her the first African American woman to serve as mayor of a city with more than one million people and only the second female mayor of San Antonio. Before becoming mayor, she served on City Council for five years. Mayor Taylor is focused on making San Antonio a globally competitive city where all residents are connected to opportunities for prosperity. To achieve this, some of the mayor’s initiatives include developing a sustainable city budget, implementing the Comprehensive Master Plan, creating a job-friendly environment, growing the workforce, investing in human capital, establishing affordable and livable communities and building and maintaining basic infrastructure.

KEY SPEAKERS

DAY 2: INTERACTIVE



MAYOR OSCAR LEESER – City of El Paso

Oscar Leeser is the 53rd Mayor of the great City of El Paso. He was born in Chihuahua, Mexico, where later his family relocated to the Sun City when Oscar was nine years old. In 1979, Oscar began his career in the auto industry, working with several dealerships in El Paso. His most notable career opportunity came in 2001, when Oscar became president and dealer operator of Hyundai of El Paso. Oscar currently serves as a member of the UMC El Paso Children's Hospital Foundation Board and also holds several professional positions as well. He is the President of the Hyundai South Central Region, a member of the National Dealer Council, serves on the National Parts and Service Committee, and the Hyundai Advertising Committee. In addition, Oscar actively supports many local charities and youth organizations. Oscar has been married for over 30 years to his childhood sweetheart, Lisa; they have four children and five grandchildren.



MAYOR JEFF WILLIAMS – City of Arlington

Jeff Williams was elected to the office of Mayor of the City of Arlington in May 2015 after decades of public service in Arlington. Mayor Williams is president of Arlington based Graham Associates, Inc. He has worked on a host of Arlington-based projects, including: AT&T Stadium and the I.H. 30 Three Bridges Project. In 2009, Williams was presented with the State of Texas Outstanding Civil Engineering Achievement Award. During his 30 years in Arlington, Williams has been heavily involved in the community. His approach to leadership is inclusive and built on a foundation of finding consensus. In 2014, Williams served on the City of Arlington's Comprehensive Planning Committee. Mayor Williams has held leadership and volunteer roles in a variety of Arlington organizations including the Chamber of Commerce, YMCA, PTA, Salvation Army, Mission Arlington and River Legacy Foundation. His community service has been recognized with the Vandergriff Community Leadership Award. A graduate of Texas Tech University with a degree in civil engineering, Williams was inducted into the university's Civil Engineering Academy for Engineering Excellence.



MAYOR BETSY PRICE – City of Fort Worth

Betsy Price, a Fort Worth native, was elected in 2011 as the 44th mayor of the City of Fort Worth. In 2015, Price ran unopposed and was re-elected to a third two-year term. As the 16th largest city in the United States, Fort Worth remains one of the fastest growing large cities in the country. Along with her focus on promoting jobs, strengthening education, fighting crime and improving mobility, Price has made significant strides along the path toward her vision of a healthy, engaged and fiscally responsible city. Instead of sitting in cars, on the couch or in the office, Price believes in a community that naturally promotes physical activity throughout the day. During her first term, Price led a community effort to build a city that's more fit, happy and productive. The result was FitWorth, a citywide initiative focused on promoting active lifestyles and healthy habits in both kids and adults. She has been married to Tom, an insurance agent, for more than 40 years and has three children, Kathryn, Phillip and Paul. In her spare time, Price is an avid cyclist and enjoys spending quality time with her three grandsons.

KEY SPEAKERS

DAY 2: INTERACTIVE

1:00 PM Breakout Session 1: Shared Mobility – *Ballroom G*



APRIL MIMS – Public Policy Manager, Lyft

April is a Senior Public Policy Manager at Lyft who has managed successful campaigns on behalf of the company in Texas, Oklahoma, Florida and Virginia. April's background is in the non-profit sector, and she was attracted to Lyft because of its strong corporate values and its mission to build a national movement for ridesharing. She began her career as the first Allstate fellow for a transportation policy organization, and has built her career supporting smart growth initiatives, including improving mobility options for communities of color. April has participated in various shared economy panels and public hearings throughout the United States. She is a licensed New York attorney with a J.D. from the Georgetown University Law Center.



JON MCBRIDE – Operations Director, Bridj

Jon McBride has been with Bridj since the company was founded. He is currently focused on developing strategic partnerships and leading expansion projects. Previously, he worked in Los Angeles as the Operations Manager for Three18, a leading provider of technology consulting services and in multiple capacities managing film & television music production.



PAUL STEINBERG – Chief Business Officer, Carma

As Chief Business Officer for Carma, Paul Steinberg is responsible for Government Relations, Sales and Business Development. Paul is nationally recognized thought leader for shared mobility known as “Captain Carpool” and seen on leading media channels. Paul is a native Texas educated at the University of Texas in Austin (Computer Science), and Stanford University (Marketing) in Palo Alto.



ELLIOTT MCFADDEN – Executive Director, Austin B-Cycle

Elliott McFadden has been the Executive Director of Austin B-cycle, the popular bike share system, since it launched in downtown Austin in December 2013, growing the system from 11 stations with 100 bikes to 50 stations and 400 bikes. He is a bike share industry leader, serving on the board of the North American Bike Share Association and as an inaugural member of BCycle's Operator Advisory Group. Elliott is a 24 year resident of Austin and social entrepreneur who has working in both business startup and non-profit ventures to make Austin a better place to live. He was the founder of Austin CarShare, the first carshare service in Texas and a precursor to Car2Go and Zipcar, and managed the successful campaigns to create the Travis County Hospital District in 2004 and pass \$65 million in bond funding for affordable housing in 2013. Under Elliott's leadership, Austin B-cycle doubled first year projected rider usage and sales, won the Downtown Austin Neighborhood Association's "Urban Light" Award, and set a national bike share system record for most checkouts per bike/day during the 2014 SXSW Festival.

KEY SPEAKERS

DAY 2: INTERACTIVE

1:00 PM Breakout Session 2: Connected & Automated Vehicles – Room 602



MIKE BROWN – Institute Engineer, SwRI

Mike Brown is a Staff Engineer with Southwest Research Institute and has been a leader in the research and development of intelligent systems for over eighteen years. He has served various federal, state, and commercial clients in projects spanning the areas of Advanced Traffic Management and Traveler Information Systems, Commercial Vehicles, Connected Vehicles, and Vehicle Automation. Mike recently led the development of a fully automated vehicle, which assumes the most dangerous roles in stationary or rolling work zones, while using connected-vehicle technology to allow maintenance vehicles to communicate with each other, other vehicles, the work crew, and the roadside infrastructure.



JEFF ARCH – Transportation Program Manager, Battelle

Jeffrey Arch (M.S.C., P.E.) joined Battelle in 2016 and currently serves as a Transportation Program Manager. He brings more than 30 years of traffic and transportation systems engineering and management experience to his position. Prior to joining Battelle, he served as an Associate Vice President and Regional Manager for TransCore ITS, where he led large-scale projects for the ITS Solutions and ITS Construction business line segments in the mid-Atlantic and northeastern regions. In this position, he was the principal-in-charge for the City of Pittsburgh Traffic Signal Systems Upgrade, the NYC Connected Vehicle Pilot Deployment Project, and numerous other projects for large municipalities in the eastern U.S. and Canada. He has also held a variety of transportation management and engineering positions for Open Road Consulting, Intelligent Infrastructure Systems and Telvent Farradyne. He has extensive experience in project management, traffic engineering and transportation planning for large projects including connected vehicle applications.



PETER SWEATMAN – Co-Founder, CAVita

Peter Sweatman is a cofounding principal of CAVita and has over 30 years of experience in transportation research and innovation, and the application of R&D. That experience encompasses vehicles, drivers, and infrastructure and impinges on technology, policy, and strategic planning. He is a trusted national voice on safety, ITS, transportation research and education, connected and automated vehicles, and freight technology and policy. His professional experience covers private industry, academia, and government. He has worked extensively in Europe and Asia-Pacific as well as the United States. Dr. Sweatman is a past chairman of the board of ITS America, and also served as founding chair of the ITS America Leadership Circle. He served on the U.S. Department of Transport's ITS Advisory Committee, as well as a number of roles with the Society of Automotive Engineers. At Transportation Research Board, he chaired the recent EU-US Symposium Towards Road Transport Automation, and served on the Committee on National Research Frameworks: Application to Transportation. He is currently working with the industrial consortium Together for Safer Roads. He served as director of the University of Michigan Transportation Research Institute (UMTRI) from 2004 to 2015, and founded the Michigan Mobility Transformation Center (MTC) in 2013 and was the director of the MTC until January 2016.

KEY SPEAKERS

DAY 2: INTERACTIVE

1:00 PM Breakout Session 3: Freight & Logistics – *Room 616A*



RICK WARNER – Chief Executive Officer, Truck Smart Parking Services

Rick has successfully founded and grown several business. As a founder of Action Engine, where he raised capital and pioneered development of the innovative wireless technology he and his co-founders were named Computer World Smithsonian Laureates. Rick has extensive experience in transportation, wireless communications, information technologies and network development. Rick serves on several National Academies of Science Transportation Research Board committees. Rick holds degrees in Logistics and Computer Science from Michigan State University and an MBA from the University of Washington.



PAULA DOWELL– Principal & Director, Economics, Cambridge Systematics

Paula Dowell has more than 18 years of experience in economic analysis and planning, including 15 years of experience focused on transportation economics and freight transportation planning. Since joining CS, Ms. Dowell has served as Project Manager/senior consultant on a project examining the economic benefits of freight investments for the National Academies of Science, the Central Florida Regional Freight Mobility Study, the Arizona Multimodal Logistics Center Feasibility Study, the I-95 Economic Assessment Study, the Georgia Statewide Freight, The Economic Role of Freight Rail in Texas, the Economic Role of Freight Rail and Inland Ports in Mississippi and the Houston-Galveston Regional Freight Plan. In all of these efforts, Dr. Dowell focused on the linkages between freight transportation, land use and economic development opportunities. She is currently managing the NC State Freight Plan and a 5 year contract for the implementation of the Texas State Freight Plan. Prior to joining Cambridge Systematics, she served as the National Practice Leader for Freight and Economics at Wilbur Smith Associates. Dr. Dowell has worked in over 40 states and 7 countries and is an active member of National Academies of Science, Transportation Research Board, International Transport Economists Association and the Council of Supply Chain Management Professionals. She received a B.B.A in Economics from East Tennessee State University and a M.A. and Ph.D. In Economics from the University of Tennessee.



STEVE BOYD – Co-Founder/VP External Affairs, Peloton Technology

Steve has built and managed organizations and initiatives in the private and public sectors for more than 20 years. He has served as an Assistant Press Secretary in the White House, a Producer at the PBS NewsHour, and in a range of roles in the technology sector, national political campaigns, and federal agencies. Steve was a co-founder of the Clean Economy Network and is an active member of the Transportation Research Board, Society of Automotive Engineers, American Trucking Association, and the Commercial Vehicle Safety Alliance. Steve holds a Biology/Environmental Science degree from Pennsylvania State University with minors in Economics and Political Science and studied International Business and Finance at the University of Manchester (UK).

KEY SPEAKERS

DAY 2: INTERACTIVE

1:00 PM Breakout Session 4: Energy – Room 616B



KARL POPHAM – Electric Vehicles & Emerging Technologies Mgr, Austin Energy

Karl Popham is the Manager of Emerging Technologies & Electric Vehicles at Austin Energy, the 8th largest public power utility in the nation. He is also a Principal Investigator for several US Department of Energy funded projects that include smart-grid innovation, renewable energy, energy storage, distributed energy resources, and sustainable transportation. Popham has published several articles, given talks, and contributed research in energy emerging technologies and trends. Karl has led Austin Energy's transportation electrification strategy and operations since 2011 to include its award-winning Plug-In EVerYwhere™ program. Karl has served as the chair of the Central Texas Fuel Independence Task Force and as a board advisor to SXSW Eco, Austin Forum on Technology & Society, The University of Texas Electric Vehicle Transportation and Electricity Convergence Center, and is a "legacy thought leader" for the Energy Thought Summit. Previously, Popham was the interim Chief Information Officer and Division Manager of the Program Management Office at Austin Energy, Director with Cap Gemini Ernst & Young, Outsourcing Executive with HP, and a Captain in the U.S. Army Corps of Engineers. Karl graduated from The University of Texas McCombs School of Business.



NICOLE ZINN – Owner, Rocket Electrics

After 25+ years of marketing and marcom experience gained while working for Fortune 500 corporations in the hi-tech industry, Nicole Zinn chose to go on a wild ride by opening an all-electric bike store in Austin, Texas in December of 2011. Her last traditional job was at Wirestone LLC, assisting clients in many capacities. Her primary client at Wirestone was Hewlett Packard. Preceding Wirestone, Zinn was the Manager of the Worldwide Events Program for 3Com Corporation's Strategic Marketing group, where she designed and implemented varied strategies to convey the company's global messaging while integrating the efforts of the individual business units. She has been responsible for budgets well over \$1M, executing 14 large-scale events per year on five continents. Prior to her role at 3Com, Nicole was a Marketing Manager, Media Buyer, and Events Manager during the late 1980's and 1990's dot-com boom in the Bay Area. After swearing in 1988 to never return to retail, in July of 2011, Nicole rode an electric bike for the first time. Recognizing an opportunity, in just 4 month's time, Rocket Electrics was an operating small business. The store has since been featured in The Austin American Statesman, The New York Times, Fast Company, the London Times, Austin Monthly, and on CNN's series "Start Small, Think Big". Nicole has held other marketing and advertising sales positions in various industries.



ALAN WESTENSKOW – Director of Business Development, Proterra

Alan Westenskow is the Director of Business Development for Proterra where he identifies and develops financing options and procurement solutions for Proterra electric buses. Prior to Proterra, Alan spent 16 years as a public finance investment banker providing financing solutions for energy, transportation and other public infrastructure projects. Alan serves on ACORE's Electric Vehicle Working Group steering committee and the board of Utah Clean Energy. Alan attended BYU and Wharton.

KEY SPEAKERS

DAY 2: INTERACTIVE

2:45 PM What Can Big Data Do for Texas Mobility? – *Ballroom G*



PAIGE FITZGERALD – Mgr Connected Citizens Data Exchange Program, Waze

Paige Fitzgerald is the Manager of the Waze Connected Citizens Data Exchange Program, which connects cities and citizens to outsmart traffic together. The program launched in October 2014 in New York with 10 inaugural partners and has since expanded to over 23 participating DOTs and international municipalities. Before joining the Waze team at Google, Paige earned a joint MBA and Masters in Public Policy from Harvard Business School and Harvard Kennedy School. During graduate school Paige spent time both consulting with McKinsey & Company and growing a start-up social enterprise in New Delhi, India. Prior to graduate school, Paige spent six years working in the public sector in Washington, D.C., most recently helping to develop the US' international nuclear policy as a Special Assistant to the Deputy Secretary of Energy.



MONALI SHAH – Director of Global Intelligent Transportation, HERE

Monali Shah is the Director of Global Intelligent Transportation at HERE. HERE, the location cloud company, enables rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. During her fourteen years at HERE, Ms. Shah has spearheaded product innovation and management in digital maps, real-time data, and other location based products. She currently leads the company's work with transportation agencies in the areas of connected and automated driving, smart cities, traffic operations, planning and performance management. Ms. Shah has a degree in civil and environmental engineering from the University of Michigan and holds an MBA from the University of Chicago.



DOUG COUTO – Senior Fellow, Center for Digital Government

Doug Couto has more than 35 years in public sector executive leadership roles that includes the US Air Force, State of Iowa (CIO), and the State of Michigan (Information Officer and DOT CIO). When he moved to the private sector (Citrix and Dell), he continued working with state/local governments and education to maximize the benefits of technologies such as virtual desktops, mobility solutions and cloud computing.



TED TREPANIER – Director of Product Management, Traffic, INRIX

Ted Trepanier is the Director of Product Management with INRIX, Inc. Prior to joining INRIX, Ted was the Director of Traffic Operations for the Washington State Department of Transportation. In addition to his extensive background in traffic operations, he has experience in design, planning, project management and toll operations. Ted earned his Bachelor's Degree in Civil Engineering from Washington State University and Masters in Civil Engineering from the University of Washington.

KEY SPEAKERS

TxDOT & TEXAS TECHNOLOGY TASK FORCE

TxDOT & TTTF Members



Darran Anderson – Director of Strategy & Innovation, TxDOT

Darran Anderson serves as Director of Strategy and Innovation. His duties include leadership and strategic direction for the innovation and continuous improvement of people, processes and technology of the agency. He oversees the Strategic Planning, Information Management, and Research and Technology Implementation divisions. He is responsible for directing TxDOT's strategies and performance analytics to support its mission, vision, goals and objectives.



C. Michael Walton - Cockrell Centennial Chair, University of Texas at Austin

Dr. C. Michael Walton is the Chair of the Texas Technology Task Force. He is also a Professor of Civil Engineering and holds the Ernest H. Cockrell Centennial Chair in Engineering at The University of Texas at Austin (UT). In addition, he holds a joint academic appointment in the Lyndon B. Johnson School of Public Affairs. For more than 40 years he has pursued a career in transport systems engineering and policy analysis.



Shelley Row – President & CEO, Shelley Row Associates

A professional engineer and former executive, Shelley Row, P.E. is a leadership decision-making expert and member of the Texas Technology Task Force. Today, she speaks and writes on infotuition® the intersection of business pragmatics and gut feel. Shelley's work combines results from interviews with 77 executives, and neuroscience to bring this powerful skill to you. She is the author of *Think Less, Live More: Lessons from a Recovering Over-Thinker*.



Mike Heiligenstein
Executive Director
CTRMA



Michael Morris
Director of Transportation
NCTCOG



JD Stanley III
Data & Analytics
Cisco



Harry Voccola
Executive Advisor
HERE



Steve Dellenback
Executive Director of R&D
SwRI



Tom Lambert
President & CEO
Houston METRO



SPONSORS

THANK YOU

Thank you to all of our sponsors for your commitment and leadership for the Texas Mobility Summit. We greatly appreciate your support and contributions to the success of the event. We look forward to continuing to foster public-private partnerships in order to drive economic development and enhance mobility for all Texas communities.





ACKNOWLEDGMENTS

THANK YOU

Thank you to all of those who have contributed to the success of the inaugural Texas Mobility Summit. The leadership and support from the Texas Department of Transportation (TxDOT) has been instrumental in developing the process, engaging stakeholders, and facilitating partnership opportunities. A special thanks to Darran Anderson, Director of Strategy and Innovation, for his exemplary leadership and guidance. We appreciate the support of TxDOT's Division of Strategic Planning.

We would like to thank Mayor Steve Adler and the tremendous support from the City of Austin for leading our community in the Smart Cities Challenge and for sustaining the momentum. We appreciate Dr. C. Michael Walton, Chair of the Texas Technology Task Force (TTTF), and the TTTF members for contributing their expertise to the conceptualization and development of this groundbreaking effort. Thank you to the Organization Committee, including Joe Willhite, Jason JonMichael, and Housman & Associates, for sharing your time, dedication, and insights. To the Team Leads, we recognize your leadership and collaboration for the benefit of all Texas communities.

Thank you to the team members, industry representatives, distinguished speakers, and many others for continuing Texas' leadership in mobility and innovation. Through our collective efforts, we will advance the creation of a Smart State Consortium, encourage public-private dialogue, and galvanize key leadership in developing innovative solutions to the state's mobility challenges.

INAUGURAL TEAMS

Team Arlington

Team Austin

Team Bryan-College Station

Team Corpus Christi

Team Dallas-Fort Worth

Team El Paso

Team Houston

Team San Antonio

Team Texas R&D

CONTACT INFORMATION

Email: tttf.mail@gmail.com



125 East 11th Street
Austin, Texas 78701-2483
www.txdot.gov