



**DATE:** March 12, 2018

**TO:** Transportation Authority of Marin Programming and Projects Executive Committee

**FROM:** Dianne Steinhauser, Executive Director  
Derek McGill, Planning Manager  
Molly Graham, Public Outreach Coordinator

**SUBJECT:** Overview of Upcoming Innovation Workshop (Action), Agenda Item No. 7

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## **RECOMMENDATION**

Receive presentation from Staff on content of TAM Second Annual Innovations Workshop - scheduled for Friday June 8<sup>th</sup>, 2018. Approve not-to-exceed budget amount for the workshop. Comment and accept speaker listing to enable organization of the workshop to proceed.

## **BACKGROUND**

On February 26, 2015, the TAM Board authorized staff to conduct a TAM Strategic Vision Plan in concurrence with the update to the Regional Transportation Plan (RTP). As the Strategic Vision Plan looked towards the future of transportation in Marin, the transportation industry is undergoing a revolution in technology that promises to affect current practices and future considerations in transportation planning and investments.

Early in the discussions of the development of the Strategic Vision Plan, the role of autonomous vehicles and emerging rideshare companies (like Uber and Lyft and a host of other private companies) was identified as a key component to address in current planning efforts. TAM staff have been working on the development of an Innovation Workshop to assess the role these revolutionary technologies will have on Marin and our future plans and investment decisions. Marin has a history of being in the forefront of national transportation movements including Safe Routes to Schools, Complete Streets, and Non-Motorized Transportation investment. TAM wants to continue these forward-thinking discussions and incorporate them into our planning and investment decisions.

To that end, TAM held its first-ever Innovation Workshop on February 24, 2017. The successful full-day event was comprised of several panels and explored a range of topics from delivery bots to self-driving cars, from micro transit to shared mobility trends. It was evident after this workshop that Marin is poised to bring innovative projects forward to address mobility challenges, and ready to embrace technology as part of the suite of resources available for conquering congestion.

## **DISCUSSION/ANALYSIS**

Staff has determined that a second workshop, this time focused on the practical aspects of innovation implementation, a “How-to Guide” for Marin, is warranted. As last year, the workshop will explore innovative mobility solutions from three vantage points:

- Emerging Technology
- Environmental Stewardship
- Efficient Transportation Systems

This year’s program will build on the conversation begun at the 2017 Innovation Workshop and is intended to help reveal opportunities for early adoption of technology and challenges to implementation, faced by similar communities who are also embracing innovation.

### **Logistics**

June 8, 2018 was selected as the date for the event, after consulting with elected officials and reviewing potential conflicts. The event will be held from 8:00 a.m. to 2:00 p.m. at the Embassy Suites San Rafael which has transit access and ample parking. Breakfast and lunch will be provided. Ticket prices are consistent with last year and are priced to off-set the costs of the event. While a professional audience is expected, special pricing for students is available. An Eventbrite online registration site branded to the event theme has been launched. Sponsorship packages are available with a range of price-points to encourage participation from a variety of exhibitors.

### **Event Format**

The event is being planned to highlight the practical aspects of implementing creative mobility solutions in Marin. The event will allow for networking and exploration of innovations at a “Technology Showcase.” The day will include a keynote speaker that will provide a big picture perspective on trends and emerging technologies. Several informative panel discussions will also incorporate interactive elements such as the use of “Poll Anywhere” to engage the audience and provide valuable data points for future planning efforts, the use of an idea cloud to showcase the magnitude of some of the ideas being developed in the room, and the use of live Twitter feeds to build energy in the room and engage those unable to attend the day.

### **Event Publicity**

A webpage will be embedded in the TAM website dedicated to information for the *Getting Ready for Green Transportation Innovation Workshop*. The event planning team will develop a schedule for social media posts with specific content aimed to support registrations and build excitement around the event. Staff will work with local media outlets and our community partners to get the word out about the event. The event will include video-recording of sessions and the use of smart phones and Facebook Live to conduct “man on the street” interviews of key participants about specific relevant topics, to be provided ahead of time. As we did last year, the planning team is exploring ways to make this content available to stakeholders and partners after the event.

### **Theme**

The proposed theme for the day: *Getting Ready for Green Transportation Innovation* will feature speakers from technology companies and cities that have already begun implementing new mobility solutions to meet the needs of their residents. Whereas last year we asked attendees to consider the linkages between traditional planning activities and thinking “out of the box” about mobility options, this year we will be asking them to

roll up their sleeves and think about what we need in a very pragmatic sense to position Marin to attract innovators, investors, and technologists who have ideas that can help us transform our mobility future.

### **Proposed Panel Sessions**

Innovation in transportation is a broad and content-rich subject area. The planning team has developed several panel topics and has begun inviting speakers. Panel discussions include:

- Building Innovation: How Incremental Changes Can Lead to Revolutionary Results
- Self-Driving Cars Here? Making Emerging Technology Work for Marin
- Leadership in the 21st Century: How Cities Are Shaping our Future

### **FISCAL CONSIDERATION**

The event costs are anticipated to be no greater than \$25,000. As last year, TAM is endeavoring to keep the conference fee very low. Sponsorships and modest registration will be used to offset much of the costs of the event. TAM funds are available from city/county dues paid to TAM as the county Congestion Management Agency.

### **NEXT STEPS**

The TAM Board is invited to further shape the program, but to secure quality speakers, that input is requested now.

Board members are requested to save the date and plan to attend the Getting ready for Green Transportation Innovation Workshop June 8, 2018 from 8:00 a.m. to 2:00 p.m.

### **ATTACHMENTS**

Attachment A: Program and Sponsorships

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

8am- 2pm | SAVE THE DATE | 6.8.18

2018: GETTING READY FOR GREEN INNOVATION



## **Moving Marin Forward 2018: Getting Ready for Green Innovation**

*A Workshop*

**Hosted by Transportation Authority of Marin**

A half day workshop taking a closer look at how Marin County can lead on issues related to:

- Emerging Technology
- Environmental Stewardship
- Efficient Transportation Systems

### **Draft Program**

- 8:00 am      Registration opens  
                 Technology Showcase/ Exhibits open  
                 Breakfast buffet served
- 9:00 am      Opening Session  
                 Welcome remarks- TAM Chair, Stephanie Moulton-Peters



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### Keynote Presentation

#### **Mobility in the World of Tomorrow**

Sheryl Connolly, Futurist, Ford Motor Company (invited) or Emily Castor Warren, Head of Autonomous & Urban Mobility, World Economic Forum

### Panel 1

#### **Building Innovation: How Incremental Changes Can Lead to Revolutionary Results**

The world is buzzing about a technology-driven sea change coming for mobility. But no matter the technology, these new vehicles will be using the same infrastructure we have in place today to navigate around our County. There are changes that we can make now that will prepare our roadways to welcome fuel efficient self-driving cars that will also have benefits for Marin today in terms of improving traffic flow and air quality. This panel will hear from innovators across America that are implementing Smart City policies that are laying the groundwork for a mobility revolution.

**Moderator:** Jim Madaffer, California Transportation Commissioner (invited)

#### **Speakers:**

John Rossant, Founder LA CoMotion (invited)

Andrew Ginther, Mayor City of Columbus (winner of USDOT Smart City competition)

Audrey Farley, ITS JPO Director (invited)

Sohier Hall, CEO Luum (invited)



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10:30 am Networking break with sponsors

10:45 am Plenary Session

Panel 2

**Self-Driving Cars Here? Making Emerging Technology Work for Marin**

Last year we learned about the different futures that self-driving cars (SDC's) open to us. We heard from innovators who are working to ensure that SDC's deliver on the promise of expanded mobility for seniors and the differently abled, enhanced safety, shared mobility, and reduced congestion rather than a dystopian future of zero occupancy vehicles clogging our roadways and contributing to increased tailpipe emissions. This year's panel will drill down, examining how self-driving cars are likely to be deployed and what Marin can do to attract innovators, partner with technologists, and set the pace for SDC adoption.

**Moderator:** Randy Iwasaki, CCTA (invited)

**Speakers:**

David Strickland, Self-Driving Coalition for Safer Streets

Jon Coleman, Ford Motor Company (invited)

Arizona DOT (case study in attracting tech innovators)

Lauren Isaac, Easy Mile (invited)

Deborah Whitman, Chief Public Policy Officer, AARP



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12:00 Networking Break

12:15 Buffet + Working Luncheon

Keynote Presentations

Hon. Jared Huffman, United States House of Representatives

**Leadership in the 21<sup>st</sup> Century: How Cities Are Shaping our Future**

Mark Watts, C40 Cities Executive Director

1:15 Closing Session

**The Next Big Thing: Five Minute Tech Talks from Innovators and Academicians**

A selection of technologists and researchers will address cutting edge innovations that will be the Next Big Thing.

Final Thoughts

Dianne Steinhauser, TAM Executive Director

2:00 Adjourn



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### Sponsorships

#### **Presenting Sponsor \$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
- 8 complimentary registrations with reserved premium seating

#### **First Mover Sponsor \$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
- 4 complimentary registrations with reserved premium seating



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**Inventor Sponsor \$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 premium placed ad in program
- 2 complimentary registrations with reserved premium seating

**Early Adopter Sponsor \$1000 (unlimited)**

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