

# MOBILITY INNOVATION SUMMIT

A CUTTING EDGE FUTURE FOR SMALLER CITIES AND RURAL COMMUNITIES

Save the Date - May 16th-17th, 2018 - Rochester, NY

Sponsored by



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Mobility Inc.



City of Rochester, NY  
Lovely A. Warren, Mayor



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NETWORKING RECEPTION

WEDNESDAY EVENING

5:30-8pm Hyatt Regency City Terrace Lounge  
125 E Main St, Rochester, NY 14604

CONFERENCE THURSDAY

OPENING REMARKS BY MAYOR

LOVELY WARREN

8am-4:30pm Inn on Broadway  
26 Broadway, Rochester, NY 14607



**Tara Lynn Gray** - Chief Executive Officer, The Fresno Metro Black Chamber of Commerce (FMBCC), has been instrumental in the design and roll out of one of the most groundbreaking mobility programs in the country, featuring an \$8 million state investment in carsharing, electric bikesharing, community ridesourcing and electric shuttles. Ms. Gray, a business owner for over 13 years seeks to transform transportation barriers into opportunity for local entrepreneurship and the growth of small businesses that benefit from expanded and affordable mobility. As CEO of FMBCC, Ms. Gray champions direct linkages between community-based solutions, economic development, and the zeitgeist of innovation in mobility.



**Maggie Brooks** - Executive Vice President of Customer and Community Engagement, Regional Transit Service (RTS), serves as a region-wide leader in Rochester-area transportation. Having previously served Monroe County Executive for 12 years, As a member of RTS' Executive Management Team, Ms. Brooks engages in progressive-minded transit service that has incorporated an increasing amount of shared mobility programming in recent years. Ms. Brooks sits on the Policy Committee of the Rochester-Monroe Anti-Poverty Initiative, The Pathways to Prosperity Workgroup of the Finger Lakes Regional Economic Development Council, and is tasked with ensuring continued funding of public transportation services.



**Sam Purington** - Executive Director, Volunteer Transportation Center, is an innovative leader in mobility operations in New York State's North Country through volunteer transportation. Mr. Purington has led his organization through years of significant growth with a service area in the region that now covers the size of Connecticut and delivers clients to services as far away as Buffalo and Albany. Recently, Mr. Purington has oversaw the expansion of volunteer transportation operations into New Hampshire and Western New York. The success of this model, particularly in rural areas, sets VTC apart in the shared mobility spectrum.

#### Additional speakers and panelists:

Robert Zerullo, New York Public Transit Association (NYPTA) | Creighton Randall, Mobility Development Partners | Radina Valova, Pace Climate & Energy Center | Ray Leon, Green Raiteros | Capital District Transportation Authority | Operators of carsharing, bikesharing and vanpool programs | New York State Energy Research and Development Authority and much more...

[www.sharedmobility.org/conference-2018](http://www.sharedmobility.org/conference-2018)

Time	Session Title	Session Description
8:00 AM	Registration and Breakfast Networking	
9:00 AM	Opening Remarks By Mayor Lovely Warren	
9:30 AM	Setting the Stage: New York State's <i>Shared</i> Mobility Future	Upstate New York's Transit Agencies, Social Service Agencies & Mobility Management Networks - above all else - provide the foundation for their region's efforts to ensure that residents have the means to access employment and other opportunities. We look to these same agencies to innovate in the era of Uber, Lyft, and autonomous vehicles. Agency leaders will discuss balancing these priorities while keeping an eye on emerging trends. Speakers will highlight challenges and opportunities for smaller markets and rural communities.
10:30 AM	Coffee & Networking Break	
10:50 AM	Welcome and Shared Mobility Landscape	Joining by video, Dr. Susan Shaheen provides background on shared mobility, the value of these programs, and perspective on the state of the industry with respect to smaller cities and rural markets.
11:00 AM	Morning Plenary: Medium Size Cities & Rural Community Initiatives	Join us for an overview of mobility development initiatives from planning to roll-out at the leading edge, both in Upstate New York and beyond. Learn about the genesis and the delivery of multi-pronged shared mobility networks in progress in Rochester (City of Rochester), expansion efforts in rural ridesharing (the Volunteer Transportation Center), and community-led initiatives in other parts of the U.S.
11:50 AM	BREAK (Lunch Buffet Begins)	
12:15 PM	Lunch Introduction	Reconnect Rochester Presentation on Transportation & Poverty Study
12:30 PM	Lunch Keynote Address Understanding The Value Proposition of Smart and Shared Mobility Options	Tara Lynn Gray has led the Black Chamber of Commerce to play a central role in the development of a \$10+ million Shared Mobility Network, as part of California's Transformative Climate Communities initiative. Ms. Gray will describe how business leaders and community voices moved to prioritize mobility development, as a central part of this program, and how local and state partners have backed this effort. The Black Chamber will measure the success of this program in part based on direct local job creation and spin-off companies that results from the mobility network
1:00 PM	Afternoon Plenary: Creating Competitive Advantage through Innovative and Equitable Mobility	Leaders in mobility system design and financial sector will discuss catalyzing success and what is still needed to build momentum for innovative service models especially for under-resourced communities. A discussion of current and emerging approaches to these programs from state agencies, community banks, and philanthropic networks. Session speakers will include leaders such as Bob Zerillio of NYPTA among others.
2:00 PM	Plenary Part 2: Innovative Delivery Structures: Public-Private Partnerships	Discussion of emerging partnerships between cities, community-based organizations, non-profit administrators and private sector companies towards the development of sustainable mobility networks.
2:45 PM	BREAK	
3:00 PM	Breakout: Bikesharing In Smaller Communities	Showcase of the latest developments from Pittsburgh, Buffalo, Rochester and the Capital Region bikeshare systems, with perspectives from transit agencies, cities, and both private and non-profit operators.
3:00 PM	Breakout: Flexible Transit in Rural Communities	Hear from practitioners focused on extending shared mobility technologies into rural communities, where lines between demand-responsive transit and informal/volunteer transportation are increasingly blurred.
3:00 PM	Breakout: New Business Concepts in Carsharing	In recent years, models for delivering the public benefits of carsharing through new business models have emerged, and the private sector has responded enthusiastically. Hear how these models are progressing.
4:00 PM	Closing Plenary	
4:45 PM	Offering on site interactions with Rochester's PACE bike share system provided by Zagster	