On behalf of the Shared-Use Mobility Center (SUMC) Board of Directors, staff, partners and Trade Allies, we would like to welcome you to the 2015 national shared mobility summit Move Together.

As we gather together in Chicago, it is hard to believe that SUMC only recently marked the close of our first year in operation. Shared mobility has continued to evolve and expand to become a major force in cities around the world, and its benefits – from cutting congestion and mitigating pollution to increasing access to transportation, opportunity and a better quality of life – are increasingly well documented.

But those benefits still don’t reach residents of every age, demographic and income level. And they still haven’t scaled to their full potential. Through piloting programs, conducting new research and providing advice and expertise to cities and regions, SUMC hopes to extend the benefits of shared mobility for all.

To realize the true promise of shared mobility, we must also Move Together. Public sector leaders, private operators, community groups, academics and nonprofit organizations need to work together to find new solutions and break down barriers related to issues such as integration of modes, equity and use of public space.

In partnership with the North American Bikeshare Association – and building on the momentum from the first two national shared mobility summits, as well as the Live Ride Share conference in LA earlier this year – we hope to do just that in the days ahead.

We have accomplished a lot in the last 12 months:

- Initiated two new studies on the relationship between shared mobility and public transit;
- Worked with the City of Los Angeles to design and launch an electric carsharing pilot serving low-income neighborhoods;
- Developed an interactive shared mobility policy database;
- Conducted transportation workshops in Chicago and LA; and
- Kicked off a project with Getaround to study new models of peer-to-peer carsharing in Chicago.

However, we continue to believe our most important role is to help foster collaboration between the growing industry and transit agencies, cities and communities, which is why we are especially excited to host the 2015 Move Together summit.

We look forward to working with each of you in the coming days to generate new ideas, create new energy and set audacious new goals to drive progress in shared mobility and expand its many benefits.

So, let’s roll up our sleeves. There’s no place we’d rather be.

Sincerely,

Sharon Feigon, Executive Director
Shared-Use Mobility Center

Clayton Lane, Chair of the Board
Shared-Use Mobility Center
The Mobility Hub is Monday and Tuesday, 11am-2pm. Test drives available for the Nissan LEAF. Demos by car2go and Zipcar.

Sunday, September 27th
6:30pm Welcome Reception for Attendees
Cindy’s | Rooftop of the Chicago Athletic Association Hotel | 12 S. Michigan Ave.

Monday, September 28th
8:00am - 5:30pm Move Together: National Shared Mobility Summit
Venue Six10 | 610 S. Michigan Ave.

8:00 Registration Opens
Lobby & Landing

8:30 Welcome to Chicago
Feinberg Theater

9:00 Morning Keynote: Vision for the Future of Mobility
Feinberg Theater

9:45 Innovations for Innovators: New Developments in Shared Mobility
Feinberg Theater

11:00 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

11:30 Moving Together: Best Practices for Integrating Shared Mobility with Transit
Feinberg Theater

12:45 Lunch Panel: Reshaping the Model: Shared Mobility for All
Crown Hall (9th Floor)

2:30 Afternoon Breakout Sessions I
• It’s Not All About Millennials: Shared Mobility and Diverse Riders - Feinberg Theater
• Are We Asleep at the Wheel? Policy Implications for Shared Autonomous Vehicles - Gallery 10
• Ridesourcing & E-Hailing Policy Best Practices - Landmark Room
  • NABSA Jump Starter (invitation-only) - Classroom 714

3:45 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

4:15 Afternoon Breakout Sessions II
• Out of Sight, Out of Mind: The Role of On-Street Parking & Visibility in Shared Mobility - Feinberg Theater
• Managing Risk in the Sharing Economy - Gallery 10
• The Next Frontier -- Smaller Cities and Urban Suburbs - Landmark Room
  • NABSA Jump Starter (invitation-only) - Classroom 714

5:30 Reception in the RideScout Mobility Lounge
Crown Hall (9th Floor)

Tuesday, September 29th
8:00am - 5:30pm Move Together: National Shared Mobility Summit with NABSA
Venue Six10 | 610 S. Michigan Ave.

8:00 Registration Opens
Lobby & Landing

8:30 Welcome Remarks
Feinberg Theater

9:00 Morning Keynote: Battle of the Books: Two Authors’ Visions for the Future
Feinberg Theater

9:45 Connecting the D.O.T.s: What Can Shared Mobility Do for Cities?
Feinberg Theater

11:00 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

11:30 Morning Concurrent Panels
• Making the Case for Shared Mobility: Are We Realizing the Health, Climate, Environmental and Economic Benefits? - Feinberg Theater
• What’s in Your Wallet? Apps, Smartcards and the Future of Mobile Payment - Gallery 10
  • NABSA Session for Bike Operators: Bikeshare Bike Design 2.0 - Congress Plaza [this session will start at 11:15]
  • NABSA Session for Bike Operators: Closing the BikeShare Budget Gap - Congress Plaza

12:45 Lunch Panel: Lunch Plenary: From the Trenches: What It Takes to Scale Up
Crown Hall (9th Floor)

2:30 Afternoon Breakout Sessions I
• Solutions: New Strategies for Expanding Options - Feinberg Theater
• Working in the Sharing Economy - Landmark Room
• The Microtransit Movement: How Shuttles & Splitting are Changing Urban Mobility - Gallery 10
• Technology Track - Drill Down to App Design, Product Optimization, and Technology Standards - Classroom 714
  • NABSA Session for Bike Operators: Health Initiatives/Partnerships - Congress Plaza
  • NABSA Session for Bike Operators Generation 4.0 Bikeshare - Emerging Pedal-Assist Technology - Congress Plaza [this session will end at 3:45]
  • NABSA Marketing/Development Track : Bicycle Health Initiatives/Partnerships Congress Plaza Hotel, 520 S Michigan Ave, Windsor Room (Main Floor)

3:30 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

4:00 Afternoon Breakout Sessions II
• Federal Policy and Funding for Shared Mobility - Feinberg Theater
• Overcoming the Challenges of Electric Bikesharing and Carsharing - Gallery 10
• Land Use and Density: What Does it Take to Make Shared Mobility Successful? - Landmark Room
• Technology Track II - Drill Down to Business Rules, Funding, and Opportunity - Classroom 714
  • NABSA Session for Bike Operators: Small Cities Bikeshare Initiatives - Congress Plaza
  • NABSA Session for Bike Operators: Helmets - Congress Plaza
  • NABSA Marketing/Development Track : Small Cities Bikeshare Initiatives Congress Plaza Hotel, 520 S Michigan Ave, Buckingham Room (Main Floor)

5:30 Champagne Toast & Closing Remarks
Lobby & Landing

5:30 Lakefront & Downtown Chicago Bike Tour on Divvy

Wednesday, September 30th
NABSA Annual Meeting
Venue Six10 | 610 S. Michigan Ave.
Monday, September 28

8:00   Registration & Breakfast
      Lobby & Landing

8:30-9:00   Welcome to Chicago
            Feinberg Theater

Introduction: Sharon Feigon, Executive Director, Shared-Use Mobility Center (SUMC)

• Toni Preckwinkle, Cook County Board President
• Rahm Emanuel, Mayor of Chicago (invited)

9:00-9:45   Morning Keynote: Vision for the Future of Mobility
            Feinberg Theater

The accelerating pace of evolution in the transportation industry will have far-reaching implications for the future of cities and communities everywhere. How can we embrace this disruption in a way that effectively harnesses the economic, environmental and social promise of shared mobility? How will the concept of “mobility as a service” work, and how can we create a rich network of connected options that benefits everyone? Two thought leaders will share their predictions for how cities will move, work and look in the future – and what has to happen to make their vision a reality.

• Keynote Speaker: Eric Wingfield, Mobility Strategist, Ford Motor Company
• Keynote Speaker: Jay Walder, CEO, Motivate

9:45-11:00   Innovation for Innovators: New Developments in Shared Mobility
            Feinberg Theater

It’s tough to stand out in an industry defined by ingenuity, but even innovation has a cutting edge. From microtransit and autonomous vehicles to real-time integration and new bikesharing models, this panel will highlight the latest trends in shared mobility and provide a sneak preview of new developments just over the horizon.

• Moderator: Tim Papandreou, Director Strategic Planning & Policy, San Francisco Municipal Transportation Agency (SFMTA)
• Panel Members:
  • Randy Neufeld, Director, SRAM Cycling Fund
  • Zachary Wasserman, Vice President, Strategy, Via
  • Joseph Kopser, CEO & Co-Founder, RideScout
  • Ryan Rzepencki, Founder & CEO, Social Bicycles
  • Antoine Belaieff, Director of Regional Planning, Metrolinx
  • Rick Hutchinson, CEO, City CarShare, in partnership with Carma
  • Jake Sion, Director of Strategy and Development, Transit App

11:00-11:30   Coffee Break: Visit the Expo & Outdoor Mobility Hub
              Lobby & Landing

11:30-12:45   Moving Together: Best Practices for Integrating Shared Mobility with Transit
              Feinberg Theater

Fixed route public transit – the original form of shared mobility – plays a vital role in creating dense, car-lite environments that allow new modes such as carsharing, bikesharing and ridesourcing to flourish. While new partnerships are beginning to take root in some cities, public and private sector transportation providers still often operate in silos. This panel will cover best practices in public-private partnerships and discuss ways that these new modes of travel can help drive innovation in public transit and sustain our nation’s legacy systems.

• Moderator: David Bragdon, Executive Director, TransitCenter
• Panel Members:
  • Matt George, CEO, Bridj
  • Nevin Grinnell, Vice President & Chief Marketing Officer, Dallas Area Rapid Transit (DART)
  • Doug Kaufman, CEO, TransLoc
  • Jacob Lieb, Sustainability Policy Manager, Los Angeles County Metropolitan Transportation Authority (LA Metro)
  • Carol Cooper, Supervisor, Transit Market Development, King County Metro Transit

12:45-2:30   Lunch Panel: Reshaping the Model: Shared Mobility for All
            Crown Hall (9th Floor)

Shared mobility offers myriad benefits, such as mitigating pollution, reducing transportation costs and providing first and last mile connections to public transit. But too often those benefits are only available to a small subset of the population. How can we reshape the model to ensure the promise of shared mobility reaches everyone? Panelists will discuss ways to address current gaps in shared mobility service as well as lessons that new providers can learn from public transit systems with decades of experience operating under Title VI of the Civil Rights Act to serve all riders equally.

• Moderator: Jacky Grimshaw, Vice President of Policy, Center for Neighborhood Technology (CNT)
• Panel Members:
  • Denny Zane, Executive Director, Move LA
  • Olatunji Oboi Reed, Co-Founder, Slow Roll Chicago
  • Kiersten Grove, Travel Options, Seattle Department of Transportation (SDOT)
  • Susana Reyes, Senior Analyst, Office of Sustainability, Los Angeles
  • Katie Monroe, Bikeshare Outreach Manager, Bicycle Coalition of Greater Philadelphia

2:30   Afternoon Breakout Sessions I

Breakout 1   It’s Not All about Millennials: Shared Mobility and Diverse Riders
            Feinberg Theater

By 2030, one in five Americans will be over the age of 65. Meanwhile, working families spend an outsized portion of their income on transportation costs while young families succumb to the siren call of auto ownership to ensure they have a safe and reliable way to transport their children. And each year, more than half a million Americans with disabilities never leave home because of transportation difficulties. So…why does shared mobility continue to focus myopically on millennials? This panel will look beyond the needs of America’s most talked-about generation and discuss the promise of shared mobility as it relates to other demographic groups.

• Moderator: Gerardo Cardenas, Senior Manager of Communications, AARP Illinois
• Panel Members:
  • Katherine Freund, Founder and President, ITNAmerica
  • Stefanie Lemcke, Co-Founder, GoKid
  • Heather Hume, Superintendent of Workforce/Logistics, Massachusetts Bay Transportation Authority (MBTA)
  • Sheryl Gross-Glaser, Director, Partnership for Mobility Management, Community Transportation Association of America (CTAA)
Breakout 2  Are We Asleep at the Wheel? Policy Implications for Shared Autonomous Vehicles
Gallery 10

Autonomous vehicles have the potential to increase safety, boost efficiency, encourage carpooling and address urban problems related to parking and land use. One the other hand, however, some have envisioned a dystopian future in which AVs circle the block endlessly waiting for their owners to finish lunch, only further adding to pollution and congestion. While there’s no doubt change is coming, the question is – are we ready? This panel will explore the most pressing policy issues related to AVs and discuss how we can ensure they operate in ways that are most beneficial to cities, communities and the environment.

• Moderator: Peter Skosey, Executive Vice President, Metropolitan Planning Council (MPC)
• Panel Members:
  • Lauren Isaac, Manager of Sustainable Transportation, Parsons Brinckerhoff
  • Jonathan Walker, Manager, Rocky Mountain Institute
  • Jeffrey Spencer, ITS Program Manager, U.S. Department of Transportation (USDOT)

Breakout 3:  Ridesourcing & E-Hailing Policy Best Practices
Landmark Room

Ridesourcing is one of the hottest areas of shared mobility – both in terms of activity and in relation to the temperature of the debates between TNCs, taxi companies and regulators that continue in cities across the world. Is the playing field leveling? Is peaceful coexistence between taxis and TNCs possible? How might city-sponsored e-hail apps change the landscape? Panelists will discuss the latest developments in the ridesourcing space and provide insights on the policies and practices that cities are using to encourage innovation and increased choice while protecting residents and establishing a system that’s fair for everyone – not an easy task!

• Moderator: Corinne Kisner, Director of Policy and Special Projects, National Association of City Transportation Officials (NACTO)
• Panel Members:
  • Eric Spiegelman, President, Los Angeles Board of Taxicab Commissioners
  • Meera Joshi, Chair and Chief Executive Officer, Taxi and Limousine Commission, New York City
  • Emily Castor, Director of Transportation Policy, Lyft
  • Philip Ashlock, Technologist, CivicAgency.org
  • Jack Lavin, President at Lavin Strategies, Inc.

2:30  NABSA Jump Starter Session (invitation-only): New Bikeshare Systems: Business and Station Location Planning
Classroom 714

A question and answer session with experienced bikeshare operators. Attendees will compare existing business models and consider the best approach for their cities.

3:45  Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

4:15  Afternoon Breakout Sessions II

Breakout 1:  Out of Sight, Out of Mind: The Role of On-Street Parking & Visibility in Shared Mobility
Feinberg Theater

One of the biggest barriers to growing shared mobility in urban areas is finding and financing street space for vehicles. Locating cars and bikes on public streets helps increase visibility and provides better convenience and availability for users. However, oftentimes these vehicles end up in alleys and parking garages due to competition with private cars. Panelists will discuss new pilot projects and review new public and private sector best practices for opening up street space for shared vehicles.

• Moderator: Howard Jennings, Managing Director, Mobility Lab
• Panel Members:
  • Walter Rosenkrantz, Business Development Manager, car2go
  • Francie Stefan, Manager of Strategic & Transportation Planning, City of Santa Monica
  • Faye Dastgheib, Senior Policy Analyst, District Department of Transportation (DDOT)
  • Bob Franklin, Department Manager, Customer Access and Accessibility, Bay Area Rapid Transit (BART)
  • Lindsay Bayley, Senior Planner, Chicago Metropolitan Agency for Planning (CMAP)

Breakout 2:  Managing Risk in the Sharing Economy
Gallery 10

The sharing economy – and how to regulate, tax and insure it – has remained a pressing issue in cities everywhere. How can insurers cover private property that is sometimes used for commercial purposes? What policies and products need to be created to cover services that are new and hard to define? And what is the public sector’s role in the process? The panel will cover the latest trends related to managing risk in this shifting landscape.

• Moderator: Alan Woodland, Executive Director, Carsharing Association
• Panel Members:
  • Oscar Quijano, Director of Business Development, Assurant
  • Dave Border, Vice President of Vehicle Product Management, Allstate
  • Michael Galligano, Executive Director, Buffalo CarShare
Breakout 3: The Next Frontier -- Smaller Cities and Urban Suburbs
Landmark Room

Bikesharing, carsharing and ridesourcing have demonstrated their ability to provide extremely effective service in dense city neighborhoods. But nearly half the world’s population lives outside of urban areas. To truly expand shared mobility for all – and make it efficient and sustainable – new models are needed that work for a variety of mid-size cities and lower density communities.

- Moderator: Gil Friend, Chief Sustainability Officer, City of Palo Alto
- Panel Members:
  - Mark Yamarone, Transportation Administrator, City of Pasadena
  - Suzanne Carlson, Transportation and Mobility Project Manager, Mayor’s Institute for Excellence in Government, City of Memphis
  - Ylda Capriccioso, Bike Programs Coordinator, City of Evanston
  - Matthew Clark, Manager of Sustainable Transport, Steer Davies Gleave

4:15 NABSA Jump Starter Session (invitation-only):
Operations and Launch Planning
Classroom 714

A question and answer session with experienced bikeshare operators. Attendees will discuss staffing and leasing, marketing and promotions, and how to get the wheels rolling.

5:30-7:00 RideScout Mobility Lounge
Reception in Crown Hall (9th Floor)

Meet and mingle with attendees at this reception in the RideScout Mobility Lounge on the 9th Floor.

Tuesday, September 29

8:00 Registration & Breakfast
Lobby & Landing

8:30-9:00 Welcome to the Conference
Feinberg Theater
- Sharon Feigon, Executive Director, Shared-Use Mobility Center (SUMC)
- Bill Dossett, Executive Director, Nice Ride MN, President, North American Bikeshare Association (NABSA)

Welcome Remarks
- Daniel Bliss, State Senator, 9th Senate District, Illinois
- Leanne Redden, Executive Director, Regional Transportation Authority (RTA)

9:00-9:45 Battle of the Books: Two Authors’ Visions for the Future
Feinberg Theater


- Moderator: Julia Parzen, Sustainability and Network Advisor and Consultant
- Keynote speaker: Gabe Klein, Special Venture Partner, Fontinalis Partners
- Keynote speaker: Sam Schwartz, President and CEO, Sam Schwartz Engineering

9:45 Connecting the D.O.T.s: What Can Shared Mobility Do for Cities?
Feinberg Theater

While many cities have been forced to react to new, emerging forms of shared mobility on their streets, others have taken a proactive approach by developing pilots, programs and policies that integrate and expand these new services for residents. Panelists from cities on the cutting edge of shared mobility will discuss successful strategies, where they see new opportunities and potential for expansion, and how these modes best fit into the urban transportation landscape.

- Moderator: Satya Rhodes-Conway, Managing Director, Mayor’s Innovation Project
- Panel Members:
  - Scott Kubly, Director, Seattle Department of Transportation (SDOT)
  - Seleta Reynolds, General Manager, Los Angeles Department of Transportation (LADOT)
  - Sam Zimbabwe, Associate Director of Policy, Planning & Sustainability Administration, District of Columbia Department of Transportation (DDOT)
  - Rebekah Scheinfeld, Commissioner, Chicago Department of Transportation (CDOT)
  - Leah Treat, Director, Portland Bureau of Transportation (PBOT)
11:00 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

11:30 Morning Concurrent Panels

Panel 1: Making the Case for Shared Mobility: Are We Realizing the Health, Climate, Environmental and Economic Benefits?
Feinberg Theater

Research suggests that shared mobility helps take people out of their cars and encourages more active forms of transportation such as walking, biking and taking public transit. Can it reduce climate change? Can it really put more money back in your wallet? What are the exact health impacts of shared mobility, who stands to benefit most from shared mobility, and what can we do to create more opportunities to increase physical activity, lower costs, and reduce climate change?

• Moderator: Scott Bernstein, President and Founder, Center for Neighborhood Technology (CNT)
• Panel Members:
  • Jennifer Dill, Professor, Nohad A. Toulan School of Urban Studies and Planning, Portland State University
  • Sue Zielinski, Managing Director of SMART, University of Michigan
  • Amanda Eaken, Deputy Director of Urban Solutions and Sustainable Communities, Natural Resources Defense Council (NRDC)
  • Ron Burke, Executive Director, Active Transportation Alliance
  • Dianne Schwager, Senior Programs Officer, Transit Cooperative Research Program (TCRP), Transportation Research Board (TRB)

Panel 2: What’s in Your Wallet? Apps, Smartcards and the Future of Mobile Payment
Gallery 10

Integrating payment systems, access and trip-planning between shared mobility services and public transit will be critical to providing the seamless, multimodal travel that customers demand. The issue has been in exploration for years, with answers beginning to emerge in the U.S. Do recent developments like the Twin Cities’ new Go-To card, which links transit and carsharing, and the launch of new mobile payment technologies put comprehensive solutions within reach? The goal of this session will be to identify a few approaches that can be implemented soon. Panelists will provide both a vision for the future and a reality check about the challenges ahead.

• Moderator: Bill Dossett, Executive Director, Nice Ride MN, President, North American BikeShare Association (NABSA)
• Panel Members:
  • Jamie Hamann-Burney, Project Manager, Buffalo Niagara Medical Campus (BNMC)
  • Sean Walcott, Associate, Enterprise Solutions, RideScout
  • Peter SerVaas, President, DoubleMap
  • Jamie Pfister, Deputy Associate Administrator, FTA Office of Research, Demonstration, and Innovation, U.S. Department of Transportation (USDOT)
  • Jennifer McGrath, Strategic Planner, Utah Transit Authority

11:15 NABSA Operations Track: Bikeshare Design 2.0
Congress Plaza Hotel, 520 S Michigan Ave, Windsor Room (Main Floor)

Optimizing for your city. Can we make bikeshare bikes lighter, safer, faster, easier to maintain, and/or better for winter conditions? See and ride the latest; hear ideas to increase visibility of cyclists to drivers.

• Moderator: Kevin Hardman, Executive Director, Bublr Bikes
• Panel Members:
  • Ben Serrota, Bicycle Builder and Designer, Motivate
  • Nick Foley, Vice President, Industrial Design, Social Bicycles
  • Matt McNulty, Technical Director, London Cycle Hire Scheme
  • David Eddington, Operations Manager Cycle Hire Business Unit, Transport for London
  • Emily Brooke, Founder and CEO, Blaze Laserlight

11:30 NABSA Marketing/Development Track: Closing the Budget Gap
Congress Plaza Hotel, 520 S Michigan Ave, Alcove Room (Main Floor)

Strategies to close operating revenue gaps in bikeshare in large and small cities.

• Moderator: Elliott McFadden, Executive Director, Austin B-Cycle
12:45  Lunch Plenary: From the Trenches: What It Takes to Scale Up
Crown Hall (9th Floor)

It’s one thing to have a great idea or develop a killer business plan. It’s quite another to achieve success at scale. Panelists from some of the most successful and quickly growing shared mobility operators in the world will share insights on obstacles they were forced to overcome, strategies they used to mature and grow, and ways they plan to keep the momentum going in the months and years ahead.

- **Moderator:** Clayton Lane, Deputy Director, Ross Center for Sustainable Cities, World Resources Institute (WRI)
- **Panel Members:**
  - Justin Holmes, Director, Corporate Communications & Public Policy, Zipcar
  - Robert Burns, Vice President and General Counsel at Trek Bicycle Corporation, President, B-Cycle
  - Michael Mikos, Director of Strategic Development, car2go
  - Emily Castor, Director of Transportation Policy, Lyft
  - Padden Murphy, Head of Public Policy and Business Development, Getaround
  - Justin Ginsburgh, Vice President Business Development, Motivate

2:30  Afternoon Breakout Sessions

**Breakout 1: Solutions: New Strategies for Expanding Options**
Feinberg Theater

Most big cities have tried to address transportation equity issues in some way. What are their success stories? Where have they fallen short? And what are the takeaways for the rest of the country? Panelists will discuss best practices and along with new strategies for extending the benefits of shared mobility to all.

- **Moderator:** Zoe Kircos, Grant Manager, PeopleForBikes
- **Panel Members:**
  - Dianna Ward, Executive Director, Charlotte Bcycle
  - Fernando Cazares, L.A. Regional Coordinator (Urban Solutions) & Policy Advocate, Natural Resources Defense Council (NRDC)
  - Kiera Smalls, Community Relations Manager, Indego, Bicycle Transit Systems
  - Aaron Ritz, Bicycle Programs Manager, City of Philadelphia
  - Tanya Paz, Principal, Tanya Paz Consulting

**Breakout 2: Working in the Sharing Economy**
Landmark Room

The nature of work is changing. New opportunities created by the sharing economy are giving people greater flexibility and choice than ever before. At the same time, however, these new jobs often lack traditional legal protections and perks for workers such as a minimum wage, health insurance and workers compensation. Is it better to have the stability of being an employee, or the freedom of an independent contractor? And which model is more sustainable for both companies and families in the long run? Panelists will discuss these questions as well as policy implications, incentives and safeguards that can help ensure the sharing economy benefits everyone.

- **Moderator:** Maria Zimmerman, Principal and Founder of MZ Strategies, LLC
- **Panel Members:**
  - Paul Soglin, Mayor, City of Madison
  - Ryder Pearce, Co-Founder, Sherpashare
  - David Zipper, Managing Director, 1776

**Breakout 3: The Microtransit Movement: How Shuttles & Splitting are Changing Urban Mobility**
Gallery 10

New, nimble forms of “microtransit” that fit somewhere between private and public transportation are springing up in cities across the nation. From tech-enabled shuttles to carpooling and ride-splitting services, these new modes use dynamically generated routes to combine rides and provide service in new and more efficient ways. Panelists will discuss the promise of microtransit as well as how these modes correspond with existing transit systems – and what the public sector can learn from their innovative approach to serving riders.

- **Moderator:** Mariana Parreiras, Access Coordinator, Transit & Shuttles, Customer Access & Accessibility, Bay Area Rapid Transit (BART)
- **Panel Members:**
  - Paul Steinberg, Chief Business Officer, Carma
  - Dan Winston, Strategy and Business Development, Split
  - David Mahfouda, Founder and CEO, Bandwagon
  - James Kessler, COO, Ride
  - Ali Vahabzadeh, Founder and CEO, Chariot
  - Nona Varnado, Founder, L.A. Bike Trains

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Breakout 4: Technology Track — Drill Down to App Design, Product Optimization, and Technology Standards

Classroom 714

Participants from the morning Technology panel who are interested in getting into the details are invited to reconvene for a technical discussion for the remainder of the afternoon prior to the closing session. Participants will join two sequential conversations beginning with a discussion of Design, Product Optimization, & Technology Standards followed by Business Rules, & Opportunity Areas. These moderated discussions will aim to develop multiple approaches that could potentially be implemented in the form of pilot projects.

• Moderators:
  • Michael Dinning, Director of Multimodal Programs and Partnerships, USDOT Volpe Center
  • Paula Okunieff, Senior Solution Architect, DKS Associates
  • Michael Fruman, VP of Technology, Motivate

2:30 NABSA Marketing/Development Track: Bicycle Health Initiatives/Partnerships
Congress Plaza Hotel, 520 S Michigan Ave, Windsor Room (Main Floor)

Health providers and insurers are committing to community health strategies and seeking to develop partnerships and programs to encourage daily physical activity. What is “community health” and what role will bikeshare systems play in it? Attendees will have the opportunity to talk with partners in health industries about current relationships and ways we can grow partnership.

• Moderator: Donna Gerber, VP of Community Investment and Public Affairs, Blue Cross and Blue Shield of Illinois
• Panel Members:
  • Sean Co, California Market Lead, Toole Design Group

2:30 NABSA Operations Track: Generation 4.0 Bikeshare - Emerging Pedal-Assist Technology (1.25 hours)
Congress Plaza Hotel, 520 S Michigan Ave, Buckingham Room (Main Floor)

Pedal-assist technology is coming fast. Nearly twenty manufacturers are designing pedal-assist technology, half a dozen will be ready for 2016 launches and Birmingham, Alabama is launching as we speak. European bikeshare experts from Smoove and Velobility will describe some early electric systems operating in Europe and discuss the nuts and bolts of their equipment. Motivate will discuss operational issues.

• Moderator: Nicole Freedman, Director of Active Transportation, City of Seattle
• Panel Members:
  • Jacob Doctoroff, Director of Strategy, Motivate
  • Philip Douglas, Founder, Velobility
  • Laurent Mercat, President, Smoove

2:30 NABSA Marketing/Development Track: Bicycle Health Initiatives/Partnerships
Congress Plaza Hotel, 520 S Michigan Ave, Windsor Room (Main Floor)

Health providers and insurers are committing to community health strategies and seeking to develop partnerships and programs to encourage daily physical activity. What is “community health” and what role will bikeshare systems play in it? Attendees will have the opportunity to talk with partners in health industries about current relationships and ways we can grow partnership.

• Moderator: Dr. Elif Oker, M.D., F.A.C.E.P., Medical Director, Blue Cross Blue Shield of Illinois

3:30 Coffee Break: Visit the Expo & Outdoor Mobility Hub
Lobby & Landing

4:00 Afternoon Breakout Sessions II

Breakout 1: Federal Policy and Funding for Shared Mobility
Feinberg Theater

Federal transportation funding makes up a majority of all transportation spending but – especially in light of the ongoing challenges to secure a new, long-term transportation bill – what federal resources are available for shared mobility operators, and how is it possible to access these funds? Panelists will work to demystify the process and suggest possible avenues to secure federal dollars to help start or expand shared mobility programs.

• Moderator: Kathleen Woodruff, National Field Director, 21st Century Transportation Campaign, U.S. Public Interest Research Group (US PIRG)
• Panel Members:
  • Jason Pavluchuk, Government Affairs Director, Association for Commuter Transportation
  • Katy Hartnett, Director of Government Relations, PeopleForBikes
  • Allen Greenberg, U.S. Department of Transportation, Federal Highway Administration
  • Michael Keating, Founder & CEO, Scoot Networks

Breakout 2: Overcoming the Challenges of Electric Bikesharing and Carsharing
Classroom 711

Electric bikesharing and carsharing have the potential to open up new markets, attract new users and further expand the environmental benefits of shared mobility. But these new modes also present new challenges, including the need for relatively dense networks of charging stations and other unique infrastructure. Panelists will discuss the promise of electric bike and carsharing as well as possible strategies to address looming obstacles.

• Moderator: Eric Heineman, Former Sustainability Director for Governor of Illinois, Heineman Consulting
• Panel Members:
  • Hervé Muller, VP & GM, IER (Blue Solutions, Bolloré Group); President, BlueIndy
  • Dr. Chris Cherry, Associate Professor, University of Tennessee
  • Nicole Freedman, Chief of Active Transportation & Partnerships, Seattle Department of Transportation (SDOT)
Breakout 3: Land Use and Density: What Does It Take to Make Shared Mobility Successful?
Landmark Room

Effective land use and dense residential and commercial development have traditionally been essential components to making shared mobility work. What factors are driving that trend, how can we leverage them to encourage further growth in shared mobility, and what can we do to make shared mobility work in communities that lack these basic “building blocks” for sustaining shared modes?

• Moderator: Doug Farr, President, Farr Associates
• Panel Members:
  • Michael Kodransky, Global Research Manager, Institute for Transportation and Development Policy (ITDP)
  • Ann Cheng, GreenTRIP Program Director, TransForm
  • Joe Iacobucci, Director of Transit, Sam Schwartz Engineering
  • Joseph P. Schwieterman, Professor, School of Public Service, DePaul University

Breakout 4: Technology Track - Drill Down to Business Rules, Funding, and Opportunity Areas (continuing from 2:30 session)
Classroom 714

Discussions from 2:30 session continues with the discussion moving to Business Rules, Funding & Opportunity Areas. These moderated discussions will aim to develop multiple approaches that could potentially be implemented in the form of pilot projects.

• Moderators (continued):
  • Michael Dinning, Director of Multimodal Programs and Partnerships, USDOT Volpe Center
  • Paula Okunieff, Senior Solution Architect, DKS Associates
  • Michael Fruman, VP of Technology, Motivate

4:00 NABSA Marketing/Development Track : Small Cities Bikeshare Initiatives
Congress Plaza Hotel, 520 S Michigan Ave, Buckingham Room (Main Floor)

Learn about strategies to grow usage and revenue. What will work where urban bikeshare won’t?

• Moderator: Mirte Mallory, Executive Director, WE-cycle
• Panel Members:
  • Justin Ginsburgh, Vice President of Business Development, Motivate
  • Phil Goff, New England Planning/Design Leader, Alta Planning + Design

4:00 NABSA Operations Track: Helmets
Congress Plaza Hotel, 520 S Michigan Ave, Windsor Room (Main Floor)

Selection, fitting, vending, cleaning: can we make it easy for riders to get low-cost, stylish, and eco-friendly helmets wherever they want to ride? Hear Seattle’s experience and gain entrepreneurial ideas.

• Moderator: Kim Lucas, Bicycle Program Specialist, Policy, Planning and Sustainability Administration, Washington DC Department of Transportation
  • Chris Strong, Vice President and Founder, Kranium
  • Demi Allen, General Manager Pronto Cycle Share, Motivate
  • Sam Terry, CEO, Lid
  • Jean-Paul Paloux, Director of Operations, PBSC Urban Solutions

5:15 Champagne Toast & Closing Remarks
(Second Floor Landing)

5:30 Lakefront and Downtown Chicago Bike Tour on Divvy
On behalf of the Board of Directors of NABSA, welcome to the Second Annual Meeting of the North American Bikeshare Association.

What a first year we’ve had! New York and Chicago have seen single-day ride totals over 60,000 and 24,000. We hit one million bikes in the worldwide bike fleet in April. Since we last met, new systems have launched in Seattle, Pittsburgh, Tampa Bay, Hamilton, Philadelphia, Milwaukee, and more. Operators, manufacturers, and technology providers are forming new strategic partnerships optimized for the needs of each city. Enormous private investment is driving new technologies, including e-bikes and integrated mobile user-interfaces.

NABSA members are making all of this happen. The impacts of this work are changing our world. Cities have accelerated investment in bicycle infrastructure and are distinguishing themselves by experimenting with innovative protective bike lanes. Millions of people, young and old, are choosing to live in urban areas with livable streets. Los Angeles—until now one of the most car-dependent major cities in the world—is embarking on an ambitious program, catalyzed by public bike sharing and integrated access, to transform how its residents think about transportation.

While changing the world, we also created a new profession—one that is changing so fast it makes your head swim. That is where NABSA comes in. Our job is to bring together experts from around the world to collaborate and learn from each other. Our goal is to make bikeshare better -- more convenient and more reliable for more people. We put together this agenda to accomplish that goal and are excited to dig into the challenges you identified.

Bill Dossett
President
North American Bikeshare Association

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Wednesday, September 30

**NABSA Annual Meeting (Registered Attendees Only)**

8:00    Registration

**8:00 – 9:15  Breakout Meetings With Backend Vendors**

These breakfast sessions may include discussion of innovations subject to confidentiality agreements and are therefore limited to persons responsible for ownership, operation, or oversight of systems using same back-end vendors.

**9:15 – 10:15  New Developments Rapid Fire**
Feinberg Theater

Each member will present new technology, sales strategy, operations technique, or outreach program in structured format. (One powerpoint slide; 90 seconds, timed; no questions)

**10:15 – 11:00  Annual Member Meeting**
Feinberg Theater

Executive Report, Elections, Proposed Amendment to By-Laws

**11:00-11:15  Break**
Lobby & Landing

**11:15 - 12:30  FIRST BREAKOUT**
Lobby

**System and Expansion Planning**
Feinberg Theater


- Moderator: Sean Wiedel, Assistant Commissioner, Citywide Services Section, Chicago Department of Transportation (CDOT)
- Panel Members:
  - Evan Corey, Senior Associate, Nelson Nygaard
  - Ken Steif, Founder, Urban Spatial Analysis
  - Sam Frommer, Senior Planner + Designer, Sam Schwartz Engineering
  - Peter Topalovic, Peter Topalovic, City of Hamilton Public Works
  - Kate Fillin-Yeh, Bikeshare Program Director, National Association of City Transportation Officials

**Sponsorship & Advertising**
Gallery 10

State of the industry. Opportunities to strengthen sponsorship relationships and ad values.

- Moderator: Mirte Mallory
- Dan Kowitz, Senior Vice President, Business Development, IEG Sponsorship, ESP Properties
- Donna Gerber, VP of Community Investment and Public Affairs, Blue Cross and Blue Shield of Illinois
The NABSA Board wants to endorse an open data standard that will make it easy for Google and any other developer to access our real-time data and help people find bikes. Our working group has been commenting on a draft. We'll get all the stakeholders in a roundtable discussion and work toward consensus and a process to review and update a standard going forward. Discussion participants will include:

- Mitch Vars, IT Director, Nice Ride Minnesota (working group coordinator)
- Marcin Pyla, CTO, SoBi
- Michael Frumin, Motivate VP Technology
- Jean-Sebastien Bettez, CTO, 8D Technologies
- Gina Meronek, Technical Project Lead at B-cycle
- Eric Normandin, Chief Technology Officer, PBSC Urban Solutions

Web & Social Media: Content & Effectiveness
Classroom 711
Finding your voice and maintaining it after bikes aren’t new. What is ROI on my social media investment? Integrating social media with customer service and operations communication.
- Moderator: Erin Potts, Director of Marketing & Outreach, Pittsburgh Bikeshare
- Panel Members:
  - John Geletka, EVP of Digital Strategy, Duffy
  - Chelsea Cox, Community Manager, SoBi Hamilton
  - Kevin Bell, Marketing and Communications Manager, Boulder B-cycle
  - Nikki Javurek, Campaign Strategist, PeopleForBikes Coalition

Batteries & Solar Panels 101 (Short session)
Classroom 714
Reducing battery swaps and making your battery investment last.
- Presenter: Tyler Justin, Technical Service Operations Manager, NYC Bikeshare

Making Your Shop a Great Place to Work (Short session)
Classroom 714
Finding and retaining a great operations team in a job-seeker’s market.
- Presenter: Elliot Greenberger, Divvy General Manager, Motivate

12:30 – 1:30 Lunch in Small Groups – Get Outside

ALL AFTERNOON OFF-SITE

Shop Talk: Bike Maintenance and Redistribution Equipment
(At Motivate’s Divvy Operations Center, 2132 W. Hubbard, Chicago, IL 60612)
The Motivate Divvy operations team will lead a discussion with operations directors, bike designers, components suppliers, and mechanics on fleet maintenance and redistribution. Compare tools and techniques and learn the tricks of the trade.
- Elliot Greenberger, Divvy General Manager, Motivate
Public Funding Sources for Bikeshare Systems
Classroom 714

CMAQ, TIGER, STP and more will be discussed during this session. Panelists will explore the regulatory framework of programs that support active transportation, eligible costs, and the summary of the grant/awards received in 2015.

- Moderator: Kristen Camareno, Executive Director, Fort Worth Bike Sharing
- Panel Members:
  - John Donovan, Chicago Metro Area Specialist, Federal Highway Administration (FHWA)
  - James Corless, Director, Transportation for America
  - Sean Wheldrake, Project Lead, Cycling Infrastructure and Programs Unit, Transportation Services, City of Toronto

2:45 – 3:00  Break

3:00 – 4:15  THIRD BREAKOUT

Getting Regional
Feinberg Theater

A review of strategies for bikeshare systems with funding, ownership, or oversight through multiple local jurisdictions. Panelists will discuss integrating pricing, product, and marketing strategies and sharing of revenues and responsibilities in a regional setting. Attendees will learn when to say yes, and how to say no, to satellite expansion.

- Moderator: Paul DeMaio, Capital Bikeshare Manager, Arlington County, VA
- Panel Members:
  - Emily Stapleton, Bay Area Bikeshare General Manager, Motivate
  - Alison Cohen, President and CEO, Bicycle Transit Systems
  - Ben Bolte, Founder & Director, GREENbike, Downtown Alliance - Salt Lake Chamber
  - Francie Stefan, Strategic Planning & Transportation Manager, City of Santa Monica (invited)

Marketing & Promotion
Gallery 10

Presentation summarizing marketing strategies and promotions we tested in 2015. What worked and what tanked?

- Nicole Freedman, Chief of Active Transportation and Partnerships, City of Seattle Department of Transportation
- Brodie Hilton, VP Marketing, Bicycle Transit Systems & Marketing Manager, Indego

Equity & Bikeshare: Program Development Workshop
Classroom 711

Facilitated discussion to refine existing strategies and develop new strategies to remove barriers, drive trial, and encourage participation in diverse communities.

- Facilitator: Hamzat Sani, Equity Initiative Manager, League of American Cyclists
- Presenters:
  - Tracey Capers, EVP, Programs/Organizational Development, Bedford Stuyvesant Restoration Corporation
  - Claudia Setubal, Access Manager, Indego, Bicycle Transit Systems
- Small Group Facilitators:
  - Zoe Kircos, Grants Manager, PeopleForBikes
  - Tami Traeger, Director, Outreach and Sponsor Relationships, Nice Ride Minnesota

Redistribution Tool 2.0
Landmark Room

Many operators continue to use Oliver OBrien's Bikeshare Map for daily redistribution. Can we create tools that will drive greater efficiency on the street and create greater reliability for our customers? Can predictive modeling make “rebal” less art and more science?

- Moderator: Mitch Vars, IT Director, Nice Ride Minnesota
- Panel Members:
  - Jean-Sebastien Bettez, CTO, 8D Technologies
  - Philip Douglas, Founder, Velobility
  - Sean Burak, SOBI Hamilton Operations Manager
  - David White, Executive Director, Pittsburgh Bikeshare

ADA and Bikeshare (short session)
Classroom 714

A discussion of the Americans with Disabilities Act (ADA) requirements applicable to bikeshare systems, including site planning considerations, potential accommodations, and strategies for partnering with other service providers.

- Kristin Bennett, Bicycle/Pedestrian Transportation Coordinator, City of Milwaukee
- James Davies, Operations Director, Bublr Bikes
- Ted Graves, Bikeshare Program Manager, National Association of City Transportation Officials (invited)

NABSA 2016 Federal Policy Objectives (short session)
Classroom 714

Evaluate and recommend additions/changes to NABSA 2016 Federal Policy Objectives. NABSA Board will adopt Objectives that will guide its work with People For Bikes and other legislative allies in 2016.

- Katy Hartnett, Director of Government Relations, People For Bikes Coalition
- Dani Simons, Director of Communications & External Affairs, Motivate & Director of Marketing & External Affairs, NYC Bikeshare

4:15 – 4:30  Break

4:30 – 5:00  Closing Session
About the Shared-Use Mobility Center (SUMC)
The Shared-Use Mobility Center (SUMC) is a public-interest organization working to foster collaboration in shared mobility (including bikesharing, carsharing, ridesharing and more) and help connect the growing industry with transit agencies, cities and communities across the nation. Through piloting programs, conducting new research and providing advice and expertise to cities and regions, SUMC hopes to extend the benefits of shared mobility for all.

SUMC was founded with a portion of the proceeds from the sale of IGO CarSharing. Sharon Feigon, IGO’s former CEO, is SUMC’s executive director. IGO was founded by the Center for Neighborhood Technology.

http://sharedusemobilitycenter.org/

SUMC Board of Directors
• Clayton Lane, Deputy Director, WRI Ross Center for Sustainable Cities at World Resources Institute (Chair)
• Scott Bernstein, President and Co-Founder, Center for Neighborhood Technology (CNT)
• Mariia Zimmerman, Principal and Founder, MZ Strategies, LLC
• Sharon Feigon, Executive Director, Shared-Use Mobility Center (SUMC)

About the North American Bikeshare Association (NABSA)
The North American Bikeshare Association, NABSA, was incorporated as a Non-Profit corporation and held its first Annual Meeting in 2014. The objectives of NABSA are (a) providing support and representation for the community of public and nonprofit owners/operators of bike sharing systems; (b) accelerating the inclusion and growth of bike sharing systems in transportation networks and enhancing their performance across North America; (c) benefiting the common good through bikesharing systems that improve public health, quality of life, place-building, economic vitality, the local environment and the global climate; and (d) creating a forum for the public sector, nonprofit sector and private sector to collaborate to grow participation and improve bike sharing service. NABSA’s early focus has been:
• Professional development -- helping the pioneers implementing bikeshare systems to collaborate on and solve immediate problems; and
• Improving quality and reliability of service—enhancing customer experience and convenience.

NABSA Board of Directors
September 2014 – September 2015
• Paul DeMaio, Principal, MetroBike – Capital Bikeshare
• Bill Dossett, Executive Director, Nice Ride Minnesota (President)
• Nicole Freedman, Chief of Active Transportation and Partnerships, City of Seattle Department of Transportation (SDOT) – Pronto Cycle Share (Vice President)
• Steve Hoyt-McBeth, Project Manager, Bikeshare + SmartTrips Business, Active Transportation Division, City of Portland
• Heath Maddox, Senior Planner, Livable Streets, San Francisco Municipal Transportation Agency – Bay Area Bikeshare
• Elliott McFadden, Executive Director, Austin B-cycle (Treasurer)
• Mirte Mallory, Executive Director, Aspen We-cycle
• Dianna Ward, Executive Director, Charlotte B-cycle
• Bradley Westall, Greenways Planner, City of Columbus, CoGo Bikeshare
• Sean Wiedel, Assistant Commissioner, Citywide Services Section, Chicago Department of Transportation (CDOT) – Divvy (Secretary)
SUMC and NABSA would like to thank the following committees for their support and guidance.

**Move Together Program Committee**

- Ron Burke, Executive Director, Active Transportation Alliance
- Fernando Cazares, LA Regional Coordinator (Urban Solutions) & Policy Advocate, Natural Resources Defense Council (NRDC)
- Tommy Hayes, Transportation Policy Manager, Lyft
- Gabe Klein, Special Venture Partner, Fontinalis Partners
- Clayton Lane, Deputy Director, WRI Ross Center for Sustainable Cities at World Resources Institute
- Deron Lovaas, Director, Federal Transportation Policy, Energy & Transportation Program, Natural Resources Defense Council (NRDC)
- Satya Rhodes-Conway, Managing Director, Mayor’s Innovation Project
- Shin-pei Tsay, Director of Research and Development, TransitCenter
- Sean Walcott, Associate, Enterprise Solutions, RideScout

**Move Together Host Committee**

- Lindsay Bayley, Senior Planner, Chicago Metropolitan Agency for Planning (CMAP)
- Jason Blumberg, Executive Director, Illinois Science & Energy Innovation Foundation / Executive Director, Energy Foundry
- Ron Burke, Executive Director, Active Transportation Alliance
- Elliot Greenberger, Divvy General Manager, Motivate
- Joe Iacobucci, Director of Transit, Sam Schwartz Engineering
- Richard Kosmacher, Senior Account Manager, Enterprise CarShare
- Edith Makra, Director of Environmental Initiatives, Metropolitan Mayors Caucus
- Peter Nicholson, Executive Director, Foresight Design Initiative
- Olatunji Oboi Reed, Co-Founder, Slow Roll Chicago
- Chris Snyder, Operations Principal, Via
- Charles Stephens, Regional General Manager, ZipCar
- Bryan Tillman, Director of Operations, Green Wheels
- Georges Ucko, Deputy Trade Commissioner, Ubifrance (French Trade Office)
- Karen Weigert, Chief Sustainability Officer, City of Chicago
- Sean Wiedel, Assistant Commissioner, Chicago Department of Transportation
- Sue Zielinski, Managing Director of SMART, University of Michigan

SUMC would also like to thank Mayor Rahm Emanuel, Cook County Board President Toni Preckwinkle, and Senator Daniel Biss.

Special thanks to NABSA for their partnership, and for the support of Board members Bill Dossett, Elliot McFadden, and Sean Weidel in contributing to this joint conference.

Thank you to the SUMC team who made this event possible and who do fantastic work everyday: Albert Benedict, Sonia Cohen, Sharon Feigon, Tim Frisbie, Cassie Halls, Eric Heineman, Colin Murphy, Creighton Randall, Sarah Nemecek, and Natalie Watson.

The NABSA Board would like to express thanks to the People for Bikes Coalition, National Association of City Transportation Officials, Shared Use Mobility Center, League of American Cyclists, and Rails to Trails Conservancy for support and collaboration in our inaugural year.
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