

PODCARCITY2019

The Stage, San Jose, Nov 5-6

OPPORTUNITIES FOR AUTOMATED PUBLIC TRANSPORT

SEPTEMBER

#2

2019



Don't miss the opportunities!

Come to San Jose to learn about, hear, and discuss planning and deployment opportunities incorporating automated, connected, electric, and shared transportation technologies. Today, over 20 different variations of podcars are currently being deployed or developed. These systems offer new cost-effective ways to enhance transit. New planning tools, products, and services are available to the growing mobility ecosystem, one which promises to meet the challenges of urban congestion, provide mobility of all, and address environmental concerns. The 2019 PodCar City conference focuses on cities and their urgent need on making a reality of new modes of public, automated transportation through technology, planning & business opportunities. Through discussion and information exchange we'll separate hype from reality and uncover practical solutions which are being investigated today to address real problems.



Why attend?

This year's conference will feature many new speakers and several sessions on cutting-edge developments in advanced transit. Several slots are still open, so please join the discussion and pass along your knowledge, insight and services.



Travel Grant available!

Three INIST travel grants for city planners outside of California! This year we offer three grants including a full registration and a 400 USD travel support. Please apply to info@inist.org with full name and affiliated city and a short description on why you are applying for the grant. INIST is a 501 (c) (3) non-profit educational organization and not affiliated with any vendors, consultancy or political organization.

REGISTER

Early Bird ends October 7!

Register now and save!

www.podcarcity.org

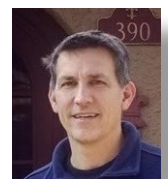
www.inist.org/store

The last few years have seen a significant increase in investments, demonstrators and full implementation of automated transportation systems. Larger players such as Ericsson communication systems, NASA, Google, Amazon and a series of strong IT companies in Silicon Valley are getting involved, boosting the acceleration of automated transit forward. There are more opportunities than ever. Don't miss out on meeting the people who truly care about creating a better future and mobility for all - register for Podcar City now!

From the newsletter:

- Industry Update
- Help us choose the best
- It's Urgent! - Cities working together
- Program update September + speakers

Keynote Speakers: Jeral Poskey, Google



John Ristow Director, DOT San Jose



Vince Valdes US DOT-FTA



ITRL - INTEGRATED TRANSPORT
RESEARCH LAB



Podcar Industry Update September 2019

2Getthere acquired by ZF Friedrichshafen



ZF is a century old major german provider of autoparts such as drivetrains and other solutions for the auto industry. This year the dutch company 2Getthere that is providing advanced autonomous shuttle and pods at several locations in the world was acquired by ZF. We expect this deal to strengthen 2Gettheres sales opportunities and it is a string of similar deals in the PRT/GRT/ATN industry that you will hear more about at the Podcar City Conference.

Interesting comparison of various PRT/GRT/ATN manufacturers and financial data from Owler.com. The list is not complete but gives a good understanding of the recent dramatic rise in funding.

			Gilbert Gagnaire CEO	79/100	80	\$15M	\$2M
1			John B. Rogers Co-Founder & CEO	73/100	200	--	\$13M
2			Jorg Ohlsen CEO	72/100	8,048	--	\$858.9M
3			Etienne Hermite CEO	82/100	200	\$115.3M	\$41.8M
4			CEO	--	10	\$2M	\$ < 1M
5			CEO	--	Input	--	\$ < 1M
6			Daan Hamoen Co-Founder	74/100	117	--	\$32.5M
7			Ralf Laufenberg CEO	69/100	67	--	\$5.8M
8			Dominique Cerutti Chairman & CEO	81/100	13	--	\$9.8M
9			Kobi Marenko Co-Founder & CEO	81/100	39	\$21.5M	\$ < 1M
10			John Krafcik CEO	85/100	90	\$8M	\$5M

Help us choose the best

The Podcar City audience will interact with technology suppliers/experts to choose the best advanced transit solutions for today's transportation problem

Participants will share the transportation problems they face in an initial interactive session. The problems will then be ranked by vote. Since the audience will comprise a broad range of people involved in transportation, this first step should itself be enlightening.

A following session will have technology suppliers/experts explaining how effective different advanced transit solutions are at addressing each problem. The driverless solutions to be considered include:

- Automated people movers or monorails
- Autonomous shuttles
- Gondolas
- Group rapid transit
- Personal rapid transit
- Uber/Lyft type shared ride services



The audience will then vote on how well each solution addresses each problem. The results will be charted to form a useful tool for transportation planners to better understand which technologies to apply to their specific problems. [Register now](#) to help us choose the best advanced transit solutions for today's transportation problems.

Interesting article In Civil+Structural Engineer Magazine by April Spears:

In recent years, the number of cars on the road in the U.S. has steadily climbed, reaching an all-time high of 272.48 million in 2017. Of course, with the increase in cars, also comes an increase in traffic and road congestion. In addition to being irritating, traffic congestion can cost individual drivers hundreds of lost hours and thousands of extra dollars every year.

Given the high costs of ever-increasing traffic congestion, many are looking to technology to solve this growing problem. So, how can technology impact traffic in the near future?



Read the full article at

<https://csengineermag.com/how-technology-will-impact-traffic-in-the-near-future/>

JOIN US!

Want to be a part of a league of cities sharing information and experience in evaluating, procuring and implementing sustainable autonomous modes of new transportation technologies? [Join us at Podcar City 2019 in San Jose](#) and find out more!



It's Urgent! Cities working together for transportation solutions

This is it.

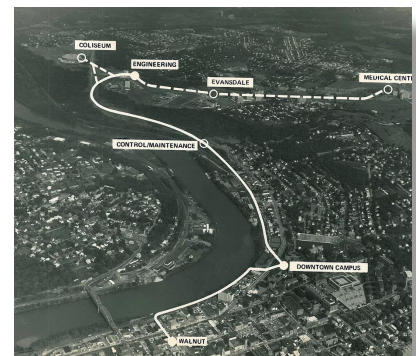
We just cannot wait any longer. The congestion is not getting better. Cities can't build more roads. Further investment in rail, buses and bike lanes is a good thing - but it is not nearly enough to put a real dent in our ever increasing problems with getting around in a safe, fast and environmental friendly way.

On top of this, global warming driven by transportation is a real and very serious issue. Many aspects of global warming are being addressed, however the world outlook for change in transportation is so far limited to electric cars. Even if everyone tomorrow decided to buy an electric car it would still take at least 20 years before the emissions finally would get substantially lower. Furthermore, we would still face congestion and the fact that the production of these vehicles which are sitting idle 95% of the time will still add considerably to unsustainable use of global resources.



Fortunately, there are ideas and even working systems out there that have proven very effective - some because they are based on sharing the vehicle, some because they are very well engineered using renewable sources of energy and some because they are based on smart networks and elevated or underground (or both) away from the street and pedestrian level.

Podcar City is attended by people who represent the most important factor for real change in transportation - the cities. Even if the best engineers are inventing smart systems, they will only become a reality if cities plan and start preparing for change. A city can do this with substantial support from many players - researchers, inventors, public & private funds, developers, builders... This is why we have Podcar City to create a forum for all parties to come together and find ways to promote what we all need - effective, smart and sustainable shared transportation for all.



Images: The Morgantown system, running for over 45 years, no casualties, 100 million passenger trips, efficient, high capacity and low environmental impact. If it could be done then, it certainly can be done now.

Images from West Virginia University, Department of Transportation and Parking



Greta Thunberg, spokesperson on the issues and urgency for solutions on Global Warming. It is crucial for cities, developers and researchers to work together for her and generations.

We need to work together. Now.

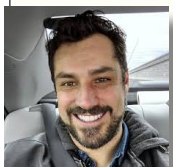
Speaker Profiles



Carl Guardino is the leader of SVLG and a prominent profile in Silicon Valley. SVLG is representing 385 major companies in the valley, all together representing an impressive amount of success.



Jeral Poskey solves transportation challenges that constrain the real estate opportunities (read: Silicon Valley growth) facing Google. Solutions can include direct construction projects, influencing regional initiatives, and changing employee habits to get more people in buses, on bikes, and out of cars.



Ramses Madou is the Division Manager of Planning, Policy, and Sustainability for the Department of Transportation in the City of San José. At the City of San José, Ramses leads a team of planners, engineers, policy specialists, data and model experts to plan the Citywide transportation system. His team is working to implement the ambitious mode change and VMT reduction goals of the City's general plan all while proactively dealing with the fundamental disruptions that are currently shaking the transportation world.

PROGRAM OVERVIEW - PRELIMINARY

Monday November 4 - Reception at City Hall

- 5.30 Welcoming Reception City Hall - Welcome to San Jose - Mayor Sam Liccardo
- 6.00 Sponsor and Vendor Showcase with mingle

Tuesday November 5 - The Stage, San Jose

- 8 am Registration and Coffee
- 8.55 Official opening - Matthew Lesh (MC), Christer Lindström & Ron Swenson, INIST
- 9.00 Welcome to San Jose & City Strategy - John Ristow, Director SJ DOT
TBA - Valley Transit Authority - 2030 and beyond in the valley
Carl Guardino, SVLG
- 9.40 Gwo-Wei Tong, Director, US DOT-FTA TBC
- 10.10 Break, Coffee, exhibitor display
- 10.30 Opening Session - Urgent need for innovation & solutions
How can Automated Public Transit contribute to sustainability?
Keynote - Jeral Poskey, Google
Keynote - Aurora Lindström & Christer Lindström, INIST
Keynote - Mary D. Nichols, California Air Resources Board (TBC)
- 11.30 PANEL - Technology & Humans - Moderated by Gary Hsuey
Peter Muller, President, ATRA
Per Carlsson, Ericsson TBC
Gary Miskell, VTA
Speakers TBC
- 12.30 Lunch provided
Special Lunch Speaker: Former Congressman Mike Honda, San Jose
- 1.20 Conference poll - Help us choose - Peter Muller, ATRA (Interactive session)
- 2.00 Open Space - Moderated by Ron Swenson, INIST
This is an open forum with several speakers from the panels where you participate by suggested ideas in different groups.
- 3.25 Short break, exhibitor display
- 3.50 PANEL - Current technologies, policies & Implementations - Moderated by Peter Muller

Automated People Movers or Monorails – Bombardier (invited)
Autonomous Shuttle – 2getthere, Robbert Lohmann
Gondolas – Holmes Solutions, Dr. Christopher Allington
Group Rapid Transit – Modutram, Alexander Kyllmann
Personal Rapid Transit – SkyTran, Jay Helbling
Uber/Lyft/Waymo type shared ride services – Dr. Alain Kornhauser
- 5.00 End of day one
- 7.00 Conference Dinner



PROGRAM OVERVIEW - *PRELIMINARY*

Wednesday November 6 - The Stage

- 8.30 Coffee
9.00 Recap from day 1 - Matthew Lesh
9.10 Result from Poll
9.20 PANEL - City Perspectives - Moderated by Rod Diridon, MTI
City of San Jose - Ramses Madou, Division Manager, Planning, Policy, and Sustainability - DOT
City of Kista, Åke Lindström TBC
City of Mountain View TBC
City of Fremont Hans Larsen? TBC
City of Cupertino, Sergio Lopez
Aerotropolis Atlanta CIDs, Gerald McDowell, Executive Director
- 10.30 Short break, exhibitor display
- 11.00 PANEL- Planning, Construction & Financing - Moderated by Case Swenson, Swenson Builders
Iris Yuan, Lea+Elliott
Hilary Nixon, SJSU
Fred Silver, Calstart TBC Speakers TBC
Ranu Das, Fairway Group, India
- 12.10 Lunch provided - Special Speaker - TBC
- 1.00 UIDC Presentation - Students, Developers & Cities working together
Greta Thunberg - Call for action - Video TBC
Aurora Lindström, UIDC Program Manager
- 1.10 Mobility for all - Moderated by Matt Lesh
David Knight, US Department of Justice TBC
David Vega-Barachowitz, Architect WXY Architects
- 2.30 PANEL - Final impressions and what we take home
Elias Arnestrand, Nordic Innovation House
Stephen Hamilton, Comcast
Alex Kyllman, Modutram
SJSU Student TBC
- 3.30 End of Conference - Start of public presentation at City Hall
- 4.00 - 5.30 Why all this Matters! - Christopher Juniper

Presentation open for the public & media at San Jose City Hall. Presentation for the public, students and media, with videos, exhibits and information about the possibilities for tomorrow in living in a city with sustainable transportation, uncongested streets and a better quality of life



Speaker Profiles



Dr. Hilary Nixon is the Deputy Executive Director at the Mineta Transportation Institute at San José State University. Previously, she served as MTI's Director of Research and Technology Transfer and as a Research Associate for MTI. Prior to her current role at MTI, Dr. Nixon was a Professor and Chair in the Department of Urban & Regional Planning at San José State. She specializes in transportation and environmental planning and policy.



Sam Liccardo is the Mayor of San Jose. He has led many efforts, for example make San José a climate leader by adopting one of the first Paris Agreement-aligned sustainability plan's in the country, with bold climate goals that will transform San José into a more inclusive, and equitable city; pass three voter-approved ballot measures that will bring Bay Area Rapid Transit (BART) to San Jose in 2019, expand light rail in East San Jose, and recast Downtown's Diridon Station into the region's "Grand Central Station"



Aurora Lindström has a masters degree from Lund University in science of sustainability and is CMO of 4Dialog, the main force behind the UIDC world youth program for implementation of sustainable & innovative public transit systems.

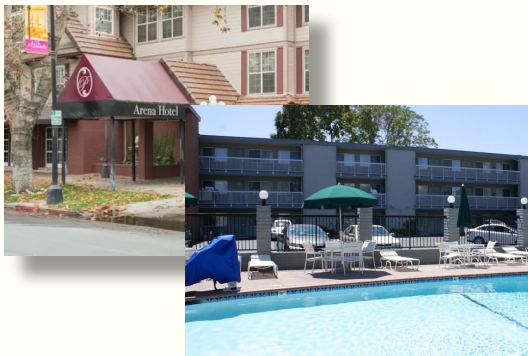
CONFERENCE
VENUE AND
REGISTRATION

THE STAGE

The conference will be held November 5-6 2019 at The Stage, San Jose.

Register at INIST.ORG/STORE

OFFICIAL CONFERENCE HOTELS



The recommended Hotels for the conference are:

* Pacific Inn 455 South Second Street,
San Jose - 2 min walk to the Conference

* The Arena Hotel, at 817 The Alameda
Downtown San Jose, 20 min walk

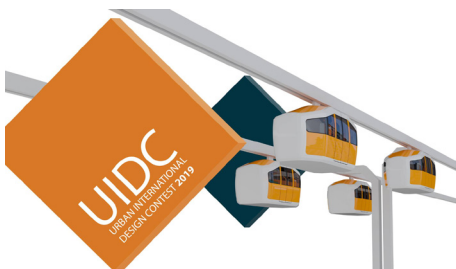
www.hotels.com
www.booking.com

REGISTER NOW!

GO TO WWW.INIST.ORG/STORE

Some of our speakers:

Alain Kornhauser, Princeton University, USA
Alexander Kyllmann, Modutram, Mexico
Aurora Lindström, UIDC Sweden
Carl Guardino, SVLG
Christer Lindström, 4Dialog, Sweden
Dr. Christopher Allington, Holmes Solution
Christopher Juniper, USA
Elaine Thorndike, Swift APM, USA
Elias Arnestrand, Drive Sweden
Gary Hsuey, USA
Gary Miskell, VTA USA
Gerald McDowell, USA
Gwo-Wei Tong, Director, US DOT-FTA
Iris Yuan, Lea+Elliott, USA
Jay Helbling, SkyTran, USA
Jeral Poskey, Google, USA
John Ristow, DOT City of San Jose USA
Matthew Lesh, USA
Mike Honda, former Congressman, USA
Per Carlsson, Ericsson, Sweden TBC
Peter Muller, President Advanced Transit Association, USA
Ramses Madou, City of San Jose, USA
Ranu Das, India
Robbert Lohmann, 2Getthere, Netherlands
Rod Diridon, MTI, USA
Ron Swenson, INIST, USA
Stephen Hamilton, Comcast
Sam Liccardo, Mayor City of San Jose, USA



UIDC - Urban International Design Contest - is a part of Podcar City 2019. Experience young urban planners from universities around the world and their exciting ideas for how to plan for their future.