



# California Transportation Commission

## Transportation Technology Policy Forum

Thursday, August 3, 2017

9:00 AM – 3:30 PM

Stanley Mosk Library and Courts Building, Room 500

914 Capitol Mall, Sacramento, CA 95814

### Background and Forum Logistics

There is much discussion about the dramatic and continuous impacts of technology on the transportation sector, from automated vehicles to cleaner freight transport. The California Transportation Commission is hosting this forum to spotlight the statewide policy implications of innovative transportation technology and services through a legislative perspective. The forum will discuss some of the potential issues resulting from widespread implementation of transportation-related technological changes and what policy changes the Legislature may want to contemplate in the coming years to address those issues.

**PLEASE NOTE:** Due to limited seating, individuals interested in attending the forum must register in advance. To register for the event, please email [ericka.butler@dot.ca.gov](mailto:ericka.butler@dot.ca.gov). Registrations at the door will not be accepted.

The event will also be webcast live from 9:00 AM to 3:30 PM on August 3<sup>rd</sup>. Individuals unable to attend in person are encouraged to listen to the forum via the live webcast at: <http://ctc.dot.ca.gov/webcast>

During the forum, questions from online participants for each panel may be submitted to the Commission at the following email: [ctc@dot.ca.gov](mailto:ctc@dot.ca.gov)

### AGENDA

<b>9:00 am – 9:30 am</b>	<b>Welcome</b>	<b>Susan Bransen</b> Executive Director California Transportation Commission  <b>Commissioners</b> California Transportation Commission
<b>9:30 am – 10:25 am</b>	<b>Panel 1: Transportation Technology - Pros and Cons</b>  Broad overview of the pros and cons of transportation technology and services that will drive future policy discussions.	Moderator: <b>Curtis Vandermolen</b> California Transportation Commission  <b>Tony Seba</b> RethinkX  <b>Nick Zanjani</b> Director, Consumer Protection and Enforcement Division California Public Utilities Commission

10:25 am – 11:20 am	<b>Panel 2: Community Impacts of Transportation Technology</b>	<p>Moderator: <b>Eric Thronson</b> California Transportation Commission</p> <p><b>Michael Ford</b> Parking &amp; Mobility Programs Manager City of Oakland</p> <p><b>Eric Seilo</b> Air &amp; Climate Regulatory Affairs Southern California Edison</p>
	<p>This panel explores the impacts of transportation technology and services on various communities, as well as possible policy solutions.</p>	
11:20 am – 12:30 pm	<b>Panel 3: Supporting Transportation Innovations - Keeping California Competitive</b>	<p>Moderator: <b>Kristina Assouri</b> California Transportation Commission</p> <p><b>Randy Iwasaki</b> Executive Director Contra Costa Transportation Authority</p> <p><b>Aravind Kailas</b> Senior Principal Technology Planner Volvo Group North America</p> <p><b>Quin Garcia</b> Managing Director Autotech Ventures</p>
	<p>States are actively competing for innovators of transportation technology. What actions should California undertake to remain competitive? Are policy solutions and demonstration programs needed?</p>	
12:30 pm – 1:30 pm	<b>Lunch Break</b> (on your own)	
1:30 pm – 2:10 pm	<b>Panel 4: Transportation Technology and Services- Social and Environmental Impacts</b>	<p>Moderator: <b>Mitch Weiss</b> California Transportation Commission</p> <p><b>Susan Shaheen</b> Co-Director Transportation Sustainability Research Center UC Berkeley</p>
	<p>This presentation discusses the social and environmental impacts of a range of innovative transportation technologies in the short to medium-term, and the role of public policy.</p>	
2:10 pm – 3:05 pm	<b>Panel 5: Transitioning our Existing Transportation System</b>	<p>Moderator: <b>Garth Hopkins</b> California Transportation Commission</p> <p><b>Jennifer Cohen</b> Director, Government Affairs City of Los Angeles Department of Transportation</p> <p><b>Kathryn Mullins</b> Director of Strategic Relations RSM Technologies Inc.</p>
	<p>How does California transition its existing transportation system to accommodate new technologies? Are existing policies hampering deployment? Are new policies necessary?</p>	
3:05 pm – 3:30 pm	<b>Feedback, Next Steps, and Conclusion</b>	<p><b>Susan Bransen</b> Executive Director California Transportation Commission</p>

## Transportation Technology Policy Forum Materials

The following links are to information which may be discussed or referred to at the Commission's Transportation Technology Policy Forum.

- UC Berkeley White Paper: Shared Mobility Definitions, Industry Developments and Early Understanding:  
[http://innovativemobility.org/wp-content/uploads/2015/11/SharedMobility\\_WhitePaper\\_FINAL.pdf](http://innovativemobility.org/wp-content/uploads/2015/11/SharedMobility_WhitePaper_FINAL.pdf)
- FHWA Report: Shared Mobility, Current Practices and Guiding Principles:  
<https://ops.fhwa.dot.gov/publications/fhwahop16022/fhwahop16022.pdf>
- American Planning Association: Planning for Shared Mobility:  
<https://www.planning.org/publications/report/9107556/>
- UC Berkeley: Ridesourcing's Impact and Role in Urban Transportation:  
<https://www.accessmagazine.org/spring-2017/ridesourcings-impact-and-role-in-urban-transportation/>
- LADOT's Urban Mobility Report:  
<http://www.urbanmobilityla.com/strategy/>
- Rethinking Transportation:  
<https://www.rethinkx.com/transportation>
- Clean Disruption - Why Conventional Energy & Transport will be Obsolete by 2030 - Boulder June 2017: <https://youtu.be/4hoB7HN4B0k>
- Autotech Ventures:  
<http://autotechvc.com/>
- City of Oakland, Department of Transportation Strategic Plan:  
<https://beta.oaklandca.gov/documents/city-of-oakland-department-of-transportation-strategic-plan>

## Presentations

Eric Seilo  
Project Manager, Air and Climate  
Southern California Edison



SCE Eric Seilo  
Transportation Tech

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Quin Garcia  
Managing Director  
Autotech Ventures



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Dr. Susan Shaheen  
Co-Director  
Transportation Sustainability Research Center  
UC Berkeley



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Jennifer Cohen  
Director of Government Affairs  
Los Angeles Department of Transportation



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Dr. Aravind Kailas  
Senior Principal Technology Planner  
Volvo Group North America



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Kathryn Mullins  
Director of Strategic Partnerships  
RSM Technologies Inc.



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Tony Seba  
RethinkX



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Tony Seba Clean Di:

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## Speaker Bios

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**Jennifer Cohen**  
**Director of Government Affairs**  
**Los Angeles Department of Transportation**

Jennifer began her career in the City of Los Angeles in 2006 as the Transportation Deputy for Los Angeles City Councilmember Wendy Greuel. In that capacity she oversaw the Transportation Committee and worked closely with the region's transportation stakeholders. She continued her government affairs work at Metrolink where she oversaw local, state and federal affairs for the largest commuter rail system in California. Jennifer has spent 10 years in transportation, both inside agencies and in policymaker's offices, developing a combination of technical and political experience at the federal, state, and local levels. As the Director of Government Affairs, Jennifer is part of the executive team and the primary liaison to the City Council and other government agencies. In this capacity she provides strategic guidance on numerous agency pursuits. She is a graduate of both UCLA and USC.

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**Michael Ford**  
**Parking & Mobility Programs Manager**  
**City of Oakland**

Michael is a lifelong student of the ways in which we work, learn and play. In his doctoral research, he mapped the trajectories of participation that account for our productive, generative and creative powers in the everyday world of work. His current research interests include digital distributism, augmented urban reality and sustainable transportation. At the City of Oakland, Michael is interim manager of the City's Parking and Mobility Division in the Dept of Transportation, overseeing programs ranging from curb management and parking enforcement to shared mobility, transportation demand management and wayfinding. In 2016, he led the City's response to the US DOT's Smart City Challenge using an open, crowd-sourced approach that attracted national attention ([www.smartoakland.net](http://www.smartoakland.net)).

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**Quin Garcia**  
**Managing Director**  
**Autotech Ventures**

Quin brings to Autotech a passion for forming ground transport startups, assembling teams of complementary people, raising capital, and growing via partnerships with corporations. He was part of the founding team at Better Place, responsible for partnerships with automakers and auto parts suppliers while living in Israel, Japan, and China.

Prior to that, he was a management consultant at Strategic Management Solutions, serving automaker and consumer electronics clients. While earning his MS degree in Management Science and Automotive Engineering from Stanford, he worked at Stanford's Dynamic Design Lab developing autonomous vehicles.

While earning his BS degree in Applied Economics and Management from Cornell, he was a leader of the Cornell Hybrid Electric Vehicle Team. Quin speaks Spanish and Chinese, and enjoys tennis, basketball, and driving racecars.

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**Randy Iwasaki**  
**Executive Director**  
**Contra Costa Transportation Authority**

Randy Iwasaki was appointed by the CCTA Board on April 16, 2010. In his role as Executive Director, he administers the one-half percent sales tax program. The Authority is also the Congestion Management Agency.

Prior to his appointment as Executive Director, Iwasaki was appointed by Governor Schwarzenegger as Director of the California Department of Transportation.

Iwasaki serves on a number of national transportation panels and committees. He is the past Chairman of ITS America. He was appointed to the National Freight Advisory Committee and served as the Chair of the Committee.

Iwasaki earned his Bachelor of Science Degree in Civil Engineering from Cal Poly San Luis Obispo, where he currently serves on the School of Engineering's Dean's Advisory Council. He also earned a Master of Science Degree in Engineering from California State University, Fresno.

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**Dr. Aravind Kailas**  
**Senior Principal Technology Planner**  
**Volvo Group North America**

Dr. Aravind Kailas is employed by the Volvo Group and a member of the Chief Technology Officer's Research and Technology Office. He guides Volvo's preparation for the emerging connected and autonomous vehicle ecosystem in collaboration with pertinent business units. Dr. Kailas has been instrumental in the establishment of a fully functional office in Southern California to tap into the technology and policy innovations impacting the auto industry. He has spearheaded Volvo's efforts to accelerate connected vehicle infrastructure deployment in the United States, and also initiated truck platooning activities in North America to shape the legislative and market landscapes. As the representative at key technology and policy forums, he frequently advocates for Volvo Group's interests in Intelligent Transportation Systems with government agencies to aid future product roll out.

Dr. Kailas has previously held positions at QUALCOMM, Inc., DOCOMO Innovations, Inc., and General Electric, and also been on the faculty at the University of North Carolina at Charlotte. He is an award-winning and internationally-published subject-matter expert, and has earned degrees in Applied Mathematics and Electrical and Computer Engineering from the University of Wisconsin-Madison and Georgia Institute of Technology.

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**Kathryn Mullins**  
**Director of Strategic Partnerships**  
**RSM Technologies Inc.**

Driven to help innovative, high-impact organizations grow, Kathryn's enthusiasm for catalyzing change is rooted in a decade of experience in marketing, business development, and entrepreneurship. Prior to RSM, Kathryn led marketing and facilitated the expansion of sales channels and revenue streams at SCS Global Services, a third-party certifier of carbon offsets, fisheries, and sustainable forestry.

Through her current role, Kathryn has developed key relationships with cities and private sector partners to demonstrate and scale RSM's platform for advanced traffic management. At RSM, Kathryn is dedicated to facilitating the development of smarter, safer cities, and providing innovative mobility solutions through emerging technology. Kathryn has a BA in Environmental Studies from Lewis and Clark College, and is currently pursuing an MBA at the Presidio Graduate School. Her educational and professional interests include IoT, intelligent transportation systems, urban planning, systems thinking, and the circular economy.

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**Tony Seba**  
**RethinkX**

Tony Seba is a world-renowned author, thought leader, educator, speaker and entrepreneur. He is the author of the #1 Amazon best-selling book "Clean Disruption of Energy and Transportation - How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030", which has changed the global conversation about the future of energy, transportation and climate change.

Seba's work focuses on technology-based disruptions: the convergence of technologies, business model and product innovations that are disrupting the world's major industries including energy, transportation, infrastructure, real estate and finance. He has taught thousands of entrepreneurs and corporate leaders at Stanford University's Continuing Studies. Seba is also the cofounder of RethinkX, an independent think-tank that analyzes and forecasts the speed and scale of technology-driven disruption and its implications across society.

A serial Silicon Valley entrepreneur and angel investor, Seba was an early employee at disruptive Internet companies Cisco Systems and RSA Data Security.

Seba has been featured in leading global media, including Bloomberg, CNBC, ARD, and TVChosun. Seba has been a keynote speaker at hundreds of global events including Google, CLSA, J.P. Morgan, Nomura, Davos, COP21 World Climate Summit, Intersolar and Global Leaders Forum. His speaking engagements have included investors with more than \$30 trillion in Assets Under Management.

Seba has a Stanford MBA and a B.S. in Computer Science and Engineering from Massachusetts Institute of Technology.

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**Dr. Susan Shaheen**  
**Co-Director**  
**Transportation Sustainability Research Center**  
**UC Berkeley**

Susan Shaheen's interest in environmentally- and socially-beneficial technology applications led her to focus her doctoral research on carsharing, linked to public transit in the mid-1990s. She is an internationally recognized expert in mobility and the sharing economy and co-directs the Transportation Sustainability Research Center (TSRC) of the Institute of Transportation Studies at the University of California (UC), Berkeley. She is also an adjunct professor in Civil and Environmental Engineering at UC Berkeley. She was the first Honda Distinguished Scholar in Transportation at the Institute of Transportation Studies at UC Davis from 2000 to 2012. She served as the Policy and Behavioral Research Program Leader at California Partners for Advanced Transit and Highways from 2003 to 2007, and as a special assistant to the Director's Office of the California Department of Transportation from 2001 to 2004.

She has a Ph.D. in ecology, focusing on the energy and environmental aspects of transportation, from UC Davis and an M.S. in public policy analysis from the University of Rochester. After completing her master's degree, she worked as a consultant to the U.S. Department of Energy and the Environmental Protection Agency in Washington, D.C. From 2000 to 2001, she was a post-doctoral researcher at UC Berkeley. She has authored 60 journal articles, over 100 reports and proceedings articles, seven book chapters, and co-edited two books. She is a desk editor for the Journal of Transport Policy. She has also served as a guest editor for Energies, Transport Policy, and the International Journal of Sustainable Transportation (IJST). Her research projects on carsharing, smart parking, and older mobility have received national awards. In May 2010 and 2007, she received the "Excellence in Management" award from UC Berkeley. In May 2016, she was named one of the top 10 academic thought leaders in transportation by the Eno Foundation. She has served on the ITS World Congress program committee since 2002 and was the chair of the Emerging and Innovative Public Transport and Technologies Committee of the Transportation Research Board (TRB) from 2004 to 2011. She is on the editorial board of IJST (2011 to present), a member of the ITS Program Advisory Committee to the U.S. DOT Secretary (2014 to Present), chair of the subcommittee for Shared-Use Vehicle Public Transport Systems of TRB (2013 to present), and was a member of the National Academies' Transit Research Analysis Committee (2011 to 2014).

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**Eric Seilo**  
**Project Manager, Air and Climate**  
**Southern California Edison**

Eric Seilo joined Southern California Edison in 2011 and is currently a Project Manager in the Air and Climate group focused on Transportation Electrification policy and investment strategy. His role is centered on advancing the utility's role in accelerating transportation electrification through developing charging infrastructure deployment strategies, facilitating programs to incentivize greater EV adoption, and influencing emerging state regulatory policies related to TE.

Most recently, Eric led SCE's half-billion dollar proposal to electrify medium-duty, heavy-duty and non-road goods movement vehicles across Southern California. Eric began working on TE issues in 2013 analyzing TE market potential that eventually lead to helping develop the Charge Ready Program – a proposal to install up to 30,000 charging stations at long-dwell locations throughout SCE territory. Eric also helped design and develop SCE's Clean Fuel Reward, a program which redistributes revenue from the sale of Low Carbon Fuel Standard credits to owners of electric vehicles.

Eric holds an M.A. from Johns Hopkins School of Advanced International Studies (SAIS) and a B.A. from the University of Southern California.

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**Nick Zanjani**  
**Director, Consumer Protection and Enforcement Division**  
**California Public Utilities Commission**

The CPUC's Consumer Protection and Enforcement Division includes oversight of all prearranged transportation services in California. Nick first joined the CPUC in January of 2011 in the Office of Government Affairs. Prior to joining the CPUC, Nick worked in the State Capitol in the Office of Assemblymember Nancy Skinner where he staffed Natural Resources, Local Government, and Budget. Nick was a J. William Fulbright scholar to Cyprus where he conducted research on reunification and reconciliation efforts between the island's Greek and Turkish communities. He also completed the Jesse M. Unruh Assembly Fellowship program. Nick holds a Bachelor's degree from Pitzer College in Claremont, CA and a Master's degree from the London School of Economics in the UK. His areas of academic expertise include institutional design, organizational studies, and negotiation.

