



September 22 - 23, 2011



TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

"Creating a seamless transportation system to support people moving out of single-occupancy cars."

— Forum participant

Ithaca Carshare and Multimodal Transport Conference Final Report April 2012

Principal Investigator:
Jennifer Dotson, Ithaca Carshare, Inc.
PO Box 418, Ithaca, New York 14851

NYSDOT Task Assignment C-10-16
PIN R021.62.881
NYSERDA Personal Services Agreement 21150





September 22 - 23, 2011



TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

"Creating a seamless transportation system to support people moving out of single-occupancy cars."

— Forum participant

Ithaca Carshare and Multimodal Transport Conference Final Report April 2012

Principal Investigator:
Jennifer Dotson, Ithaca Carshare, Inc.
PO Box 418, Ithaca, New York 14851

NYSDOT Task Assignment C-10-16
PIN R021.62.881
NYSERDA Personal Services Agreement 21150



DISCLAIMER

This report was funded in part through a grant from the Federal Highway Administration, United States Department of Transportation, under the State Planning and Research Program, Section 505 of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the United States Department of Transportation, the Federal Highway Administration or the New York State Department of Transportation. This report does not constitute a standard, specification, regulation, product endorsement, or an endorsement of manufacturers.

NOTICE

This report was prepared by Ithaca Carshare in the course of performing work contracted for and sponsored by the New York State Energy Research and Development Authority and the New York State Department of Transportation (hereafter the "Sponsors"). The opinions expressed in this report do not necessarily reflect those of the Sponsors or the State of New York, and reference to any specific product, service, process, or method does not constitute an implied or expressed recommendation or endorsement of it. Further, the Sponsors and the State of New York make no warranties or representations, expressed or implied, as to the fitness for particular purpose or merchantability of any product, apparatus, or service, or the usefulness, completeness, or accuracy of any processes, methods, or other information contained, described, disclosed, or referred to in this report. The Sponsors, the State of New York, and the contractor make no representation that the use of any product, apparatus, process, method, or other information will not infringe privately owned rights and will assume no liability for any loss, injury, or damage resulting from, or occurring in connection with, the use of information contained, described, disclosed, or referred to in this report.

1. Report No. C-10-16	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle Upstate Transportation Forum 2011: Report from the Ithaca Carshare and Multimodal Transportation Conference, September 22-23, 2011, Downtown Ithaca, New York		5. Report Date April 2012	
		6. Performing Organization Code	
7. Author(s) Jennifer Dotson, Rebecca Bowen		8. Performing Organization Report No.	
9. Performing Organization Name and Address Ithaca Carshare Post Office Box 418 Ithaca, New York 14851-0418		10. Work Unit No.	
		11. Contract or Grant No. NYSDOT Task Assignment C-10-16 NYSDOT PIN R021.62.881 NYSERDA Agreement 21150	
12. Sponsoring Agency Name and Address New York State Research and Development Authority 17 Columbia Circle, Albany, New York 12203-6399 New York State Department of Transportation 50 Wolf Road, Albany, New York 12232		13. Type of Report and Period Covered Final Report February 28, 2011 – May 31, 2012	
		14. Sponsoring Agency Code	
15. Supplementary Notes Project funded in part with funds from the Federal Highway Administration.			
16. Abstract: Ithaca and Tompkins County, New York, have several innovative services and programs that extend access to transportation and also reduce environmental impacts, particularly greenhouse gas emissions. A hands-on conference, the Upstate Transportation Forum 2011, was held to explore replication of these and similar programs in other Upstate New York localities to further New York State's transportation and energy efficiency and greenhouse gas reduction goals. In addition, a post-event survey of the over 100 attendee provided guidance for future similar events, indicating strong interest in, and impact of, continuing a system-wide approach to transportation issues.			
17. Key Words Transportation, Ithaca, Tompkins County, upstate New York, carsharing, transportation demand management, greenhouse gas emissions reductions, rural transportation, conference, mobility management, transit, public transportation, multimodal, system-wide approach.		18. Distribution Statement	
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 18	22. Price

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized.

Table of Contents

Executive Summary _____	5
Introduction _____	6
Approach _____	6
Outcome and Conclusions _____	7
Further Implementation — What’s Next? _____	8 – 9
Appendices _____	11 – 50

“It’s important to recognize how many organizations are collaborating with each other, instead of duplicating existing efforts.”
— Forum participant

Executive Summary

Development of innovative transportation services and programs that extend access to transportation and also reduce environmental impacts, particularly greenhouse gas emissions, has been seen in certain areas of Upstate New York. Ithaca and Tompkins County have seen the results of successful initiatives, particularly Ithaca Carshare, but also several other successful projects. To realize New York State’s transportation and energy efficiency and greenhouse gas reduction goals, these and similar projects should be explored for other Upstate localities. A hands-on conference, titled *Upstate Transportation Forum 2011*, organized and hosted by Ithaca Carshare, on alternatives to traditional automobile usage was chosen as an effective method to disseminate both new ideas and provide technical transfer of specific knowledge and approaches to other Upstate New York communities.

“For me being a brand new mobility manager, the forum was an excellent place to meet and network with others in the field. I’m fortunate to have been able to attend and get off to a great start!”

— Forum participant

The *Upstate Transportation Forum* was held on September 22 and 23, 2011, in the City of Ithaca, NY, in a set of downtown venues adjacent to the Ithaca Commons pedestrian street. Susan Zielinski of Sustainable Mobility & Accessibility Research & Transformation at the University of Michigan Transportation Research Institute (SMART at UMTRI) and Jeff Olson of Alta Planning + Design provided excellent, inspiring keynote addresses, and eight breakout sessions featured 32 local and regional speakers sharing expertise and best practices. In addition, 3 followup field trips explored Ithaca’s pedestrian, bicycle, and transit infrastructure in depth, and a wildly

successful *Livable Streets Film Festival* the evening of September 22 drew both attendees and local residents.

Following the conference, a survey of attendees was conducted and garnered feedback on the Forum’s impact on organizational activities, and levels of interest in topics for future similar events.

“I started to see the possibilities for inclusive community building in conjunction with promoting active transportation.”

— Forum participant

Introduction

Development of innovative transportation services and programs that extend access to transportation and also reduce environmental impacts, particularly greenhouse gas emissions, has been seen in certain areas of Upstate New York. Many of these developments are replicable in other localities across Upstate New York. Ithaca and Tompkins County have seen the results of successful initiatives, particularly Ithaca Carshare, but also several other successful projects. To realize New York State's transportation and energy efficiency and greenhouse gas reduction goals, these and similar projects should be explored for other Upstate localities.

"I very much appreciate the collaborative way in which Tompkins County approaches this work."

— Forum participant

Approach

A hands-on conference, titled *Upstate Transportation Forum 2011*, organized and hosted by Ithaca Carshare, on alternatives to traditional automobile usage was chosen as an effective method to disseminate both new ideas and provide technical transfer of specific knowledge and approaches to other Upstate New York communities. The event was planned to use Ithaca and Tompkins County as a learning laboratory as well as to highlight the successful and growing Ithaca Carshare program and many other successful programs and initiatives across Upstate New York. The *Upstate Transportation Forum 2011* provided participants from across New York State with cutting edge ideas to help implement or enhance their communities' efforts to create a multi-modal transportation system and to reduce carbon intensity.

"Makes sense for the transportation sector to be covered as a 'system' ... with multiple modes covered, because they DO inter-relate and mutually support one another."

— Forum participant

The event was a day-and-a-half long program drawing upon the partnerships and resources of the Ithaca/Tompkins County transportation community and speakers and participants from across New York State and North America. Through keynote addresses, break-out sessions, and mobile tours, participants expanded their knowledge base about carsharing and other innovative programs to reduce dependence on the personal automobile. The conference also featured an in-depth pre-conference workshop for mobility managers.

In addition to generous support from the New York State Department of Transportation and the New York State Energy Research and Development Authority, premier event sponsors included Sustainable Mobility and Accessibility Research and Transformation (SMART) at the University of Michigan Transportation Research Institute (UMTRI) and Alta Planning + Design. Other sponsors included Cornell University, LaBella Associates, Porter & Curtis, Sasaki Associates, and the New York Bicycling Coalition. Representing further community support for the event, the Program Committee included participation from the City of Ithaca, Cornell University, the Downtown Ithaca Alliance, Ithaca Carshare, Ithaca College, the Ithaca-Tompkins County Transportation Council, Tompkins Consolidated Area Transit, Tompkins County, the Way2Go transportation education program of Cornell Cooperative Extension of Tompkins County, the Creating Healthy Places project of the Human Services Coalition of Tompkins county, the Ithaca/Tompkins County Convention and Visitors Bureau, the Cornell Local Roads program, and the Community and Rural Development Institute at Cornell University.

Conference host Ithaca Carshare retained the services of Sunrise Studios to support logistics needs (see attachment for event planner contract), which included pre-conference planning and marketing, promotion of the event throughout summer 2011, registration, and arrangements with conference vendors.

"I took the bus ride tour to the TCAT center ... it was a real eye opener for me and a great chance to try the public transit!"

— Forum participant

Outcome and Conclusions

The *Upstate Transportation Forum* was held on September 22 and 23, 2011, in the City of Ithaca, NY, in a set of downtown venues adjacent to the Ithaca Commons pedestrian street. It succeeded in providing

direct education and technology transfer among Upstate New York communities. Susan Zielinski of SMART at UMTRI and Jeff Olson of Alta Planning + Design provided excellent, inspiring keynote addresses, and eight breakout sessions featured 32 local and regional speakers sharing expertise and best practices. In addition, 3 followup field trips explored Ithaca's pedestrian, bicycle, and transit infrastructure in depth. (See Appendix I for program booklet, full schedule and list of speakers.)

"I liked the variety of venues for the conference and how it got us out into the community." — Forum participant

A successful *Livable Streets Film Festival* the evening of September 22 drew attendees and local residents out to fill the cinema venue to its capacity of 198. This free public event presented a selection of twenty-one StreetFilms.org and Filmed by Bike short films that provided an off-beat and humorous take on creating sustainable mobility and great urban neighborhoods. The varied audience of transportation and human service professionals with members of the general public created an atmosphere that further supported cross-industry insights and development of new initiatives with the potential for significant quality-of-life impacts.

"I was reminded how powerful images and good stories are for increasing awareness, inspiring and celebrating what works (or can work). The films stay in my mind."
— Forum participant

The conference was well publicized electronically via professional and interest area networks of program committee members, and also appeared in the local newspaper of note, the *Ithaca Journal*, on Wednesday, September 21, the day before the event.

Target and registered attendees included employers, economic development agencies, municipalities, university staff and students, mobility advocates, operators, and managers, and individual citizens from 22 different Upstate New York State communities. It was a success, with 103 registrants for the event, exceeding the goal of 75 participants.

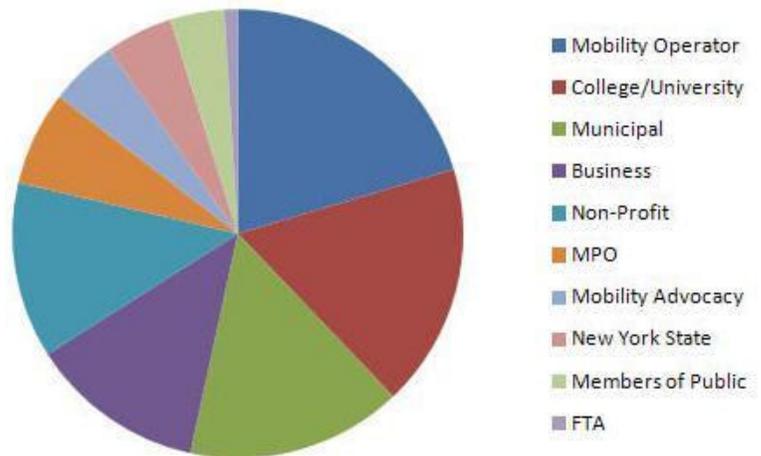


Fig. 1. *Upstate Transportation Forum 2011* attendee industry affiliations.

Further Implementation — What’s Next?

Following the conference, a survey of attendees was conducted online to solicit feedback on the Forum’s impact on organizational activities, as well as to assess interest in and topics for future similar events. Conference presentations were also placed on the Ithaca Carshare website for follow-up reference (http://ithacacarshare.org/csh_presentations.html)

“It is primarily the connections we made with the work of others that will affect our activities.”

— Forum participant

Information on the conference’s impacts on the professional work of attendees was solicited in the post-event survey. In particular, the largest post-conference impact on attendees’ work was in the following areas:

- Collaborations and new relationships
- Livable Streets Film Festival
- Bike education
- Bike boulevards and neighborhood greenways
- The pre-conference mobility manager meeting
- Information about carsharing operations, particularly insurance
- Communications/social marketing and Way2Go’s communications
- Street painting on intersections
- Sue Zielinski’s multimodal video presentation
- Impacts on personal mobility choices
- The “nitty gritty” steps to support active transportation
- Also mentioned were learning about door-to-door marketing efforts, the 2-1-1 (Tompkins) resource, both state-level and agency-level TDM (transportation demand management), integrated mobility and identifying “mobility hubs” (where service from multiple modes comes together in a single location), carshare use for agencies, park’n’ride, fare sharing (a single payment method or card is used for multiple transportation modes), and the “alternative modes spirit” of the event.

“I’m still talking about the nitty-gritty policy changes that could be put into place to promote active transportation as a viable option.”

— Forum participant

“I think the idea of mobility mapping, mobility hubs, and creating an integrated, regional transportation/mobility system could sustain an entire conference.”

— Forum participant

For future events, many participants expressed strong interest in replicating the **broad spectrum, system-wide approach** that provided variety in sessions and presentation topics, with these specific interest areas suggested:

- Health care transportation
- Needs of the aging and veteran populations
- Rural transportation
- Multi-sector partnerships
- Carsharing
- Regional TDM
- Regional transit
- Medical transportation (echoing the interest in health care transportation noted earlier)
- Collaboration (echoing earlier comments)
- Funding possibilities (including New York State funding to support a shift away from single-occupant vehicle dependency)
- Also mentioned were regional planning, TDM, complete streets, volunteer programs, , communications/marketing, traffic calming (design and construction), active transportation, bike sharing, EVs (electric vehicles), carsharing technology, rural transportation, volunteer

“While there are state funded grants for communities with public transportation, would like to learn more about any other opportunities for areas that lack public transportation.”
— Forum participant

“I appreciate the variety of voices and perspectives by having a wider topic area. I believe keeping the entire transportation system focus made it a stronger more interesting & more useful conference.”
— Forum participant

programs, showcasing specific completed projects, showcasing more initiatives beyond Tompkins County, support for the hands-on style of the event, and interest in replicating the way the *Forum’s* event venues integrated with the local community.

Follow up efforts should support further development of these collaborations, and could take several forms, such as:

- future annual events similar to the *Upstate Transportation Forum 2011*,
- smaller events focused more tightly on regions or topic areas,
- one or a series of distance-accessible presentation methods (e.g., webinars or similar),
- other ongoing collaboration and technical transfer vehicles (e.g., listservs or similar),
- in-depth “summit”-style events designed to identify specific target programs to pursue.

If specific initiatives are identified, even more tightly focused and higher-impact activities could include:

- feasibility studies
- “loans” of staff from existing successful programs to facilitate replication of such programs in other localities
- development and implementation of funding sources and programs to facilitate identified target initiatives

“What is the State of New York doing to help local communities make the transition from automotive-focused transportation planning toward a more multi-modal approach, especially on the funding end of things?”
— Forum participant

APPENDICES

APPENDIX A: Conference planner subcontract, dated 4/18/11

APPENDIX B: Conference registration flyer

APPENDIX C: Sample newsletter promotions (Ithaca Carshare and other partner organizations)

APPENDIX D: Sample of promotion email used by Program Committee members

APPENDIX E: Ithaca Journal article 9/21/11

APPENDIX F: Livable Streets Film Festival Press Release

APPENDIX G: Livable Streets Film Festival Poster

APPENDIX H: Financial reporting

APPENDIX I: Conference Program

“More than anything the Forum made me think about my own mobility and has opened my mind to changes that I can make for myself.”

— Forum participant

APPENDIX A: Conference planner subcontract, dated 4/18/11

Ithaca Carshare Conference Planning Services Contract Position
April 18, 2011

This contract covers event logistics, marketing and registrations before, and during a day and a half long conference tentatively titled ***Carsharing and Beyond – Collaborating for Local Success*** for roughly 120 attendees, in downtown Ithaca, NY, in September 2011.

The contract tasks include the following, in coordination with the local conference organizing and program committees. The environmental and social impacts of all conference arrangements will be taken into account, along with financial costs. The budget for these services is \$2,500.

- pre-event logistics
 - confirming budget and timeline expectations with the organizing committee
 - arrangements for venues, a/v equipment, food service and other logistics for programmed events, within the project budget
 - finalizing bookings and other logistics with speakers selected and confirmed by the program committee
- marketing, within the established project budget, to a target audience established with the event organizing committee
 - prioritizing marketing and promotion to diverse communities and demographic groups within the target audience
 - establishing and maintaining a conference web page/site
 - (with a design consultant) developing, printing and distributing promotional posters, mailers, and other electronic and print media
 - following up as necessary with target audiences to increase conference attendance
- developing and coordinating production of the conference program, in consultation with the program committee
- participant registration
 - developing a registration timeline and process
 - handling conference registrations and associated materials
- logistics during the event
 - coordinating volunteer staffing for registrations, information tables, and conference reporters and evaluator
 - confirming, inspecting and monitoring venues, a/v equipment, food service and other logistics for programmed events
 - ensuring that signage and other similar details are appropriate
 - monitor event activities to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems
- post-event debriefing

Dawn LaMorte agrees to undertake these tasks under this contract with Ithaca Carshare, in a timely and professional manner. Ithaca Carshare will not have control over when or how the work is performed, nor provide materials, tools, or supplies. No benefits will be provided, and the compensation for the position will be paid in the following installments (other deliverables are expected; these are intended as milestones):

- \$500 on booking of keynote speaker, distribution of initial conference promotions, and establishment of registration process (anticipated by 5/31/11)
- \$500 on finalization of conference rooms, a/v, and catering arrangements (including associated events like reception, tours, and coordination with Parks & Trails New York conference on Sat. 9/24) (anticipated by 6/30/11)
- \$500 on finalization of conference program and final arrangements for staffing of conference (anticipated by 7/31/11)
- \$500 following the production of the event itself (by 9/30/11)
- \$500 following actual conference post-event briefing (anticipated by 10/15/11)

Dawn LaMorte

Jennifer Dotson, Executive Director, Ithaca Carshare

REGISTER NOW!



September 22 - 23, 2011



TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

Use your local resources to collaborate for transportation success, even in a tight economy.

The Forum will explore examples from Tompkins County and across Upstate New York to inspire your next partnership. Over the span of two days a variety of topics will be covered at the forum including carsharing, active transportation, new technologies, partnering with big business, and using local talent and resources. You will also have the opportunity to extend your stay in Ithaca by adding a Friday afternoon field-trip to your conference package.



Register now for only \$60 at www.ithacacarshare.org

Student rate is \$35. Volunteer credit also available; contact us for details.

This conference is RTAP-eligible for reimbursement of costs for NYS rural counties.

Please submit a request to William Telovsky, NYSDOT, or call 818-457-6279 for more information.



Keynote Speaker
Susan Zielinski

We are excited to have Susan Zielinski, the Managing Director of SMART (Sustainable Mobility & Accessibility Research & Transformation) as our keynote luncheon speaker. Susan comes to us from Ann Arbor Michigan where she spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. Prior to 2004, she cofounded and directed Moving the Economy (MTE), a Canada-wide "link tank" that works to catalyze and support sustainable urban transportation innovation as well as New Mobility industry development. She has advised on a wide range of local, national, and international transportation efforts. As a transportation planner for the City of Toronto for over 15 years, she worked developing and leading transportation and liveability policies and initiatives.

This conference is hosted by  **Ithaca** in partnership with:



To register or for more information visit www.ithacacarshare.org, email 2011forum@ithacacarshare.org or call 607-277-3210.

*A block of rooms has been reserved at the Holiday Inn. (www.hilthaca.com 607-272-1000)
Additional lodging options are available at www.visitithaca.com*

APPENDIX C: Sample newsletter promotions (Ithaca Carshare and other partner organizations)

Ithaca Carshare News – June 30, 2011 – approx. 2,000 recipients

Ithaca Carshare News – July 29, 2011 – approx. 2,000 recipients

Downtown Ithaca E-News – August 3, 2011 – approx. 4,000 recipients

NY Mobility Manager News – August 11, 2011 – approx. 150 recipients

Downtown Ithaca E-News – August 17, 2011 – approx. 4,000 recipients

Ithaca Carshare News – August 19, 2011 – approx. 3,500 recipients

Downtown Ithaca E-News – August 24, 2011 – approx. 4,000 recipients

Ithaca College Intercom – September 7, 2011 – distributed to Ithaca College community

Downtown Ithaca E-News – September 7, 2011 – approx. 4,000 recipients

Ithaca Carshare News – September 19, 2011 – approx. 3,500 recipients

APPENDIX D: Sample of promotion email used by Program Committee members

This text was distributed via Program Committee members to dozens of relevant professional and personal networks in the two months preceding the event.

Use your local resources to collaborate for transportation success, even in a tight economy.

The 2011 Upstate Transportation Forum will explore examples from Tompkins County and across Upstate New York to inspire your next partnership. Over the span of two days a variety of topics will be covered at the forum including carsharing, active transportation, new technologies, partnering with big business, and using local talent and resources. You will also have the opportunity to extend your stay in Ithaca by adding a Friday afternoon field-trip to your conference package.

Register now for the early bird price of only \$50 (\$35 for students) at www.ithacacarshare.org or just [click here](#) to go to the event website!

KEYNOTE SPEAKER

We are excited to have Susan Zielinski, the Managing Director of SMART (Sustainable Mobility & Accessibility Research & Transformation) as our keynote luncheon speaker. Susan comes to us from Ann Arbor Michigan where she spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. Prior to 2004, she cofounded and directed Moving the Economy (MTE), a Canada-wide “link tank” that works to catalyze and support sustainable urban transportation innovation as well as New Mobility industry development. She has advised on a wide range of local, national, and international transportation efforts. As a transportation planner for the City of Toronto for over 15 years, she worked developing and leading transportation and livability policies and initiatives.

HOSTED BY

This conference is hosted by Ithaca Carshare in partnership with NYSERDA, NYSDOT and many other partners including: TCAT, Ithaca College, Tompkins County, Ithaca Tompkins County Transportation Council, Way2Go, VisitIthaca.com, Downtown Ithaca, Cornell University and the City of Ithaca.

MORE INFORMATION

For more information about the Transportation Forum visit www.ithacacarshare.org or email conference planner Dawn LaMorte at 2011Forum@ithacacarshare.org. You can also call [607-379-1844](tel:607-379-1844). There are still several sponsorship opportunities available. Call or email for details!

Don't wait! Register now for the early bird price of only \$50 (\$35 for students) at www.ithacacarshare.org or [click here](#) to or go to www.IthacaCarshare.org to visit the registration site now!

Local & State

Metro Editor: David Hill | 274-9219 | davidhill@gannett.com | THE ITHACA JOURNAL | ithacajournal.com | Wednesday, September 21, 2011

3A

BRIEFING

Supplies needed for flood victims

ITHACA — As flood victims continue rebuilding, relief organizations have seen supplies of much needed items dwindle. Catholic Charities of Tompkins County has released a list of items most in need. Items include: mayonnaise, can openers; mini-cup creamers for coffee and tea; razors; nine-volt batteries; flashlights and batteries; matches; disposable boots; and antibiotic cream.

Items may be taken to Catholic Charities, 324 W. Buffalo St., Ithaca.

Cyclists can join Tour de Frac

ITHACA — Cyclists in the "Tour de Frac" will bike the countryside around Ithaca to visit areas leased for hydraulic fracturing. Offering two routes — a 22-mile and a 35-mile option — the event is intended to increase awareness about local issues of drilling, according to organizers.

The ride, set for 9 a.m. to 2 p.m. Saturday, will depart from the Cornell Business and Technology Park on

Upstate transit ideas to be shared

Conference will include officials, residents, students

Staff report

Downtown Ithaca will be the site this week of the Upstate Transportation Forum, a two-day conference sharing ideas for improving transit and introducing new transportation options among municipalities, institutions, businesses and economic development agencies.

Many of the conference sessions planned involve Ithaca organizations explaining their projects. Among them are Tompkins

Consolidated Area Transit, Ithaca Carshare, Ithaca College's sustainability organization and Cornell University's transit department. Representatives from city and county government and graduate students in city and regional planning will speak about their work.

Recycle Ithaca's Bicycles is scheduled to take part to describe how bicycles are made available to offenders leaving jail, and an insurance firm will show how to cover car-sharing programs,

among other programs. The conference resulted from a grant proposal by Ithaca Carshare, with input from several other organizations, to the New York Energy Research and Development Authority and the state Department of Transportation.

This conference is hosted by Ithaca Carshare in partnership with NYSERDA, the DOT and other partners.

The keynote speech will be given by Susan Zielinski of Sustainability and Accessibility

Research and Transformation, a project of University of Michigan Transportation Research Institute and Taubman College of Architecture and Urban Planning. The talk is titled "Sustainable Transportation 4.0: Unveiling the New Mobility Grid and Revitalizing Local and Global Economies. While We're At It - Stories from Near and Far," and is scheduled for 11:30 a.m. Thursday.

Forum registration is \$60 or \$35 for students. About 80 people were signed up early in the week with approximately 100 expected in all, according to organizer Dawn Bricen Lamorte.

Flying club readies for fall breakfast, plane ride event



Poll: 86% back storm response by Cuomo

Livable Streets Film Festival: A Screening of 21 short films by StreetFilms and FilmedByBike

Ithaca, NY (September 6, 2011)— The Livable Streets Film Festival is a free public event in downtown Ithaca presenting twenty-one short films showing how people can live and be mobile in the 21st Century by creating alternatives to conventional car culture. Drawing on examples from Portland, Oregon to Portland, Maine and places beyond, 21 short films provide an off-beat and humorous take on creating sustainable mobility and great urban neighborhoods. A local jury selected films that represent ideas that can be adapted to Upstate New York. Other films were chosen on the you-have-to-see-it-to-believe-it principle. The primary sources of films are StreetFilms.org and the Filmed-By-Bike Film Festival.

- StreetFilms produces short films that show how smart transportation design and policies can result in better places to live, work and play. They package complex concepts into easy to understand and accessible videos.
- Filmed By Bike is a bike-themed movie festival held annually in Portland, Oregon. Drawing on submissions from all over the world, the films display bike culture in its great diversity.

Attendees will leave with inspiring new ideas for creating livable streets in their own communities.

The Livable Streets Film Festival will be held on Thursday September 22nd at Cinemapolis, 120 East Green Street, Ithaca Commons. Doors open at 7:45pm, and the program begins at 8:00 pm. Admission is free and there will be door prizes.

This is a public event sponsored by the Upstate Transportation Forum being held in Ithaca on September 22-23, Porter & Curtis Insurance, Ithaca Carshare, NYSERDA and NYSDOT. For more information visit www.IthacaCarshare.org.

Contact for Upstate Transportation Forum: Dawn LaMorte, [607-379-1844](tel:607-379-1844), sunrisestudiosdesign@gmail.com

FOR IMMEDIATE RELEASE

Contact: Dwight Mengel, 274-5605, dwight.mengel@dfa.state.ny.us

Tom Knipe, 274-5575, tknipe@tompkins-co.org

What: Livable Streets Film Festival (open to the public)

When: Thursday, September 22, 8 p.m. Doors open at 7:45 pm.

Cost: Free

Where: Cinemapolis, 120 E Green Street, Ithaca Commons, Ithaca, NY, 277-6105

Web: IthacaCarshare.org

LIVABLE STREETS

Film Festival

Sept. 22, 2011
doors open at 7:45, films at 8:00
FREE & OPEN TO THE PUBLIC • DOOR PRIZES



CINEMAPOLIS

120 East Green St., Ithaca, NY (607) 277-6105 Cinemapolis.org

You are invited to a rescreening of 21 short films by:

STREETFILMS.ORG

Documenting Livable Streets Worldwide

"Films showing how smart design and smart policy can result in better and safer places to walk, bike, bus, live, work, and play."

A Re-Screening Of



FILMED BY BIKE

A selection of movies from the Filmed By Bike Festival, a festival of bike-themed movies held annually in Portland, Oregon. Visit FilmedByBike.org for more info.

Moving Beyond the Automobile

Livable Streets and Community



Ithaca CARSHARE

Sponsored by Porter & Curtis, Insurance; the Upstate Transportation Forum & Ithaca Carshare, with support from NYSERDA & NYSDOT.



2011 UPSTATE TRANSPORTATION FORUM

APPENDIX H: Financial reporting

EVENT INCOME	Budget	Actual
Attendee registration fees	\$6,000.00	\$3,025.00
Event sponsorships	\$0.00	\$2,650.00
Funding through NYSERDA/NYS DOT contract	\$15,000.00	\$15,000.00
In-kind contributions from Ithaca Carshare and local partners	\$8,700.00	\$8,375.00
	-----	-----
	\$29,700.00	\$29,700.00

EVENT EXPENSES	Budget	Actual
Planner	\$2,500.00	\$3,000.00
Marketing	\$5,750.00	\$1,512.33
Printing	\$2,200.00	\$1,776.60
Space	\$3,200.00	\$3,325.00
Food	\$7,440.00	\$6,746.73
Speakers	\$6,000.00	\$5,423.60
Promotional and attendee materials	\$1,410.00	\$4,161.93
Reporting and evaluation, and miscellaneous	\$1,200.00	\$420.88
In-kind staff time (minimum)		\$3,332.93
	-----	-----
	\$29,700.00	\$29,700.00

APPENDIX I: Conference Program

The event-day program is enclosed.

TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION



September 22 - 23, 2011

TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

Conference Overview

Sitting down at the table with the Ithaca-Tompkins County Transportation Council, the Downtown Ithaca Alliance, the City of Ithaca, Ithaca College, Cornell University, the Tompkins County Convention and Visitors' Bureau, Tompkins County Chamber of Commerce, and others, Ithaca Carshare presented a proposal to NYSERDA and NYSDOT to showcase exciting efforts at rethinking small city transportation infrastructure, services and communication in Ithaca, in Tompkins County, and elsewhere in Upstate New York. This week's Upstate Transportation Forum 2011 is the result.

Rural areas and the small cities that are the hearts of our Upstate communities and regions may not have the flash of downstate metropolis, but we have agricultural, tourism and educational economies that have weathered the booms and busts of decades and generations. As we move into an era more highly reliant on technology, but with less fiscal flexibility, and sharply declining access to fossil fuel energy, we must rely on the connections we have established among industries, agencies and individuals.

The sessions and speakers at this week's event are only a limited window into the work that you all are doing with agencies, elected officials and the public every day and every year. A future event could reach further to include more examples from Upstate near and far: Syracuse, Rochester, Utica, other efforts in Buffalo and Albany, the reconstructive efforts in Southern Tier communities like Binghamton, and more rural Adirondack areas.

You will leave the Forum Friday with cutting edge concepts, ideas for using new technologies, confidence to take leadership in reducing carbon emissions and increasing health, and a sense of your own community (as well as Ithaca) as an everyday "learning laboratory."

I hope to hear more in the coming months and years about YOUR newest or most successful partnership story!

*Jennifer Dotson
Executive Director, Ithaca Carshare*

Contents

Committee Members and Partnering Organizations.....	4
Conference at a Glance	5
Keynote Presentations.....	6
Forum Activities	7
Session Descriptions	8-15
<i>Solutions on a Shoestring: Using your Local Talent & Resources.....</i>	8
<i>Show Off Your Unique Place with a Community Partnership.....</i>	9
<i>Communicating to the Public, Policy Makers, and Funders.....</i>	10
<i>Carsharing Basics: Make It Happen.....</i>	11
<i>Getting the Gorilla to Work for You: Collaborating with Large Employers.....</i>	12
<i>Sharing the Space: Making Room for Active Transportation.....</i>	13
<i>Land Use Impacts on Resource Use and Transportation.....</i>	14
<i>Communicating the Connections: Transportation, Health, and Budgets.....</i>	15
Sponsors.....	16-17
Map and Addresses	Back Cover

***A special thank you to all of our committee members and supporting organizations;
your vision and commitment is critical in this forum becoming a reality.***

Program Committee Members

Vikki Armstrong, Creating Healthy Places Project, Human Services Coalition of Tompkins County
Adam Blair, 2012 Master of Regional Planning Candidate, Cornell
Fred Bonn, Ithaca / Tompkins County Convention and Visitors Bureau
Katie Borgella, Tompkins County Planning Department
Becky Bowen, Ithaca Carshare
Marian Brown, Ithaca College
Lois Chaplin, Cornell Local Roads Program
Anna Cook, Ithaca Carshare
Mark Darling, Ithaca College
Fernando de Aragon, Ithaca-Tompkins County Transportation Council
Phyllisa DeSarno, Deputy Director for Economic Development, City of Ithaca
Jennifer Dotson, Ithaca Carshare
Gary Ferguson, Downtown Ithaca Alliance

Andy Goodell, Ithaca Carshare
David L. Kay, Community and Rural Development Institute (CaRDI), Cornell University
Tom Knipe, Tompkins County Planning Department
Jeanne Leccese, Creating Healthy Places Project, Human Services Coalition of Tompkins County
David J. Lieb, Transportation Department, Cornell
Dwight Mengel, Tompkins County Department of Social Services
Mary Rachun, Ithaca/Tompkins Convention and Visitors Bureau
Chrisphia Somerfeldt, Way2Go Transportation Education Program, Cornell Cooperative Extension of Tompkins County
Doug Swarts, Tompkins Consolidated Area Transit
Vicki Taylor, Downtown Ithaca Alliance
Nicole Tedesco, Tompkins Consolidated Area Transit
Joe Turcotte, Tompkins Consolidated Area Transit

Partnering Organizations

City of Ithaca
Cornell University
Downtown Ithaca Alliance
Ithaca Carshare
Ithaca College
Ithaca-Tompkins County Consolidated Transit
Ithaca/Tompkins County Convention and Visitors Bureau
New York State Department of Transportation
New York State Energy Research & Development Authority
Tompkins Consolidated Area Transit
Tompkins County
Way2Go

www.ci.ithaca.ny.us
www.cornell.edu
www.downtownithaca.com
www.ithacacarshare.org
www.ithaca.edu
www.tompkins-co.org/itctc
www.visitithaca.com
www.nysdot.com

www.nyserda.org
www.tcatbus.com
www.tompkins-co.org
www.ccetompkins.org/community/way2go



Conference at a Glance

THURSDAY, SEPTEMBER 22, 2011

- 9:00am – 11:00am** **Mobility Managers Gathering (Cinemapolis)** (Contact Dwight at Dwight.Mengel@dfa.state.ny.us)
- 10:00am – 12:30pm** **Registration at Holiday Inn**
- 11:30am – 1:00pm** **Opening Luncheon (Holiday Inn)**
Welcome by Mayor Carolyn Peterson
Susan Zielinski, SMART UMichigan, delivers the keynote address: *"Sustainable Transportation 4.0: Unveiling the New Mobility Grid and Revitalizing Local and Global Economies While We're At It – Stories from Near and Far"*
- 12:30pm – 5:00pm** **Registration continues (Cinemapolis)**
- 1:15pm – 2:30pm** **Session 1 (Cinemapolis)**
Solutions on a Shoestring: Using your Local Talent & Resources
Show Off Your Unique Place with a Community Partnership
- 2:45pm – 4:00pm** **Session 2 (Cinemapolis)**
Communicating to the Public, Policy Makers, and Funders
Carsharing Basics: Make It Happen
- 4:15pm – 5:00pm** **Popcorn Session (Cinemapolis)** Enjoy some popcorn over a moderated open discussion of key concerns and challenges
- 5:30pm – 6:30pm** **Wine Reception at Finger Lakes Wine Center**
- 6:30pm** **Dine-Around (sign-up at registration, at your own expense)**
- 8:00pm – 10:30pm** **LIVABLE STREETS Film Festival (Cinemapolis)** Free and open to the public

FRIDAY, SEPTEMBER 23, 2011

- 8:00am – 9:00am** **Registration continues (Cinemapolis)**
- 8:45am – 10:00am** **Session 3 (Cinemapolis)**
Getting the Gorilla to Work for You: Collaborating with Large Employers
Sharing the Space: Making Room for Active Transportation
- 10:00am – 10:30am** **Coffee Break (Cinemapolis)**
- 10:30am – 11:45am** **Session 4 (Cinemapolis)**
Land Use Impacts on Resource Use and Transportation
Communicating the Connections: Transportation, Health, and Budgets
- 12:00pm – 1:15pm** **Closing Luncheon (Tompkins County Public Library, Borg Warner Room)**
Jeff Olson, Alta Planning + Design, delivers the closing keynote: *"Transforming Communities: Transportation, Recreation and Innovation"*
- Friday afternoon** **Field Trips (see bottom of page 7)**

Opening Luncheon - Thursday, September 22, 2011



Sustainable Transportation 4.0: Unveiling the New Mobility Grid and Revitalizing Local and Global Economies While We're At It – Stories from Near and Far

Susan Zielinski is Managing Director of [SMART](#), which moved its administrative operations to University of Michigan Transportation Research Institute (UMTRI) in July 2009.

Just before joining SMART/CARSS, Susan spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. Prior to 2004, she co-founded and directed Moving the Economy (MTE), a Canada-wide “link tank” that works to catalyze and support sustainable urban transportation innovation as well as New Mobility industry development, an integrated industry approach developed at MTE.

As a transportation planner for the City of Toronto, she worked for over 15 years developing and leading transportation and liveability policies and initiatives. She has advised on a range of local, national, and international initiatives, including the National Advisory Committee on Energy Efficiency, Transport Canada’s Sustainable Development Advisory Committee, the Gridlock Panel of the Ontario Smart Growth Initiative, the OECD’s Environmentally Sustainable Transport (EST) Project, the King of Sweden’s jury of the Stockholm Partnerships for Sustainable Cities, and the European Conference of Ministers of Transport (ECMT). She was also a long-time board member of Canada’s Center for Sustainable Transportation and founding board member of the Green Tourism Association.



Closing Luncheon - Friday, September 23, 2011



Transforming Communities: Transportation, Recreation and Innovation

Jeff Olson of Alta Planning + Design is an architect and planner who has been involved in greenways, open space, active living and alternative transportation projects for more than 20 years. He has had a diverse career with experience in the public, private, and non-profit sectors. His unique vision and leadership ability are important assets to projects ranging from regional planning to site specific projects and programs. He is an avid bicyclist and skier who has the perspective of a parent with three young children.

From 1998-2001, Mr. Olson served as Director of Millennium Trails, an award winning initiative to create a national network of trails as part of America's legacy for the year 2000. The Millennium Trails partnership was supported by the White House Millennium Council, the U.S. Department of Transportation, American Express Company and a "Green Ribbon" panel of national leaders. From 1993-98, he served as the New York State DOT Bicycle and Pedestrian Program Manager and supported the development of the 1,000 mile state bike route system, the 350 mile New York City Greenways system, the Erie Canal Trail and the Hudson Valley Greenway. He teaches America's first university course in bicycle and pedestrian planning, and is Co-Director of the SUNYA Initiative for Healthy Infrastructure, which creates model plans connecting public work with public health.

POPCORN SESSION at Cinemapolis

Thursday, September 22, 2011 4:15pm - 5:00pm

- Moderated by Katie Borgella, Principal Planner, at Tompkins County Planning Department and Fernando de Aragon, Executive Director, Ithaca-Tompkins County Transportation Council
- Enjoy popcorn and lively conversation with fellow forum attendees, discussion based on submitted ideas
- **Submit your idea by filling out the green index card in your packet and dropping it in the “popcorn session cards” box at the registration table prior to the second session on Thursday afternoon.** This session will explode from those kernels, pushing through the hulls of uncertainties and barriers, potentially catalyzing into project partnerships during the wine reception, dinner or next day at the forum.

LaBella Associates WINE RECEPTION at Finger Lakes Wine Center

Thursday, September 22, 2011 5:30pm –6:30pm

- Sponsored by LaBella Associates
- Enjoy Finger Lakes Wine and Beer (Your first drink is on us!) Non-alcoholic beverages available
- Light appetizers will be served

Porter and Curtis LIVABLE STREETS FILM FESTIVAL at Cinemapolis

Thursday, September 22, 2011 8:00pm – 10:30pm



The LIVABLE STREETS Film Festival is a free public event in downtown Ithaca presenting twenty-one short films showing how people can live and be mobile in the 21st Century by creating alternatives to conventional car culture. Drawing on examples from Portland, Oregon to Portland, Maine and places beyond, 21 short films provide an off-beat and humorous take on creating sustainable mobility and great urban neighborhoods. A local jury selected films that represent ideas that can be adapted to Upstate New York. Other films were chosen on the principle of “you-have-to-see-it-to-believe-it”. The primary sources of films are **StreetFilms.org** and the **Filmed by Bike** Film Festival. **StreetFilms** produces short films that show how smart transportation design and policies can result in better places to live, work and play. They package complex concepts into easy to understand and accessible videos. **Filmed by Bike** is a bike-themed movie festival held annually in Portland, Oregon. Drawing on submissions from all over the world, the films display bike culture in its great diversity. We hope

attendees will leave with inspiring new ideas for creating livable streets in their own communities.

- Sponsored by Porter & Curtis Insurance with support from the Upstate Transportation Forum, Ithaca Carshare, NYSERDA and NYSDOT
- Moderated by Tom Knipe, Senior Planner, Tompkins County Planning Department and Dwight Mengel, Chief Transportation Planner, Tompkins County Department of Social Services

AFTERNOON FIELD TRIPS – Friday, September 23, 2011

- Downtown Waterfall Walk (rain or shine!) – Led by Fernando de Aragon (Meet in front of Holiday Inn at 2pm)
- Bike skills ride to Buttermilk Falls – Led by Tom Knipe (Meet in rear parking lot of Holiday Inn at 2pm)
- TCAT transit facility tour – Led by Patty Poist, Director of Public Relations (TCAT Route 17 travels from downtown to the TCAT facility, leaving Green Street Station at 2:17 pm, or Seneca Street Station (across the Commons) at 1:52, 2:19, and 2:28pm, all arriving in time for the tour. Returning downtown, this route has eight departures from TCAT between 4:00 and 4:40pm, arriving at the Commons Green St station between 4:10 and 4:50pm.)

**SESSION 1 – Thursday 1:15pm-2:30pm
SOLUTIONS ON A SHOESTRING: USING YOUR
LOCAL TALENT & RESOURCES**

When local resources seem stretched thinly, where can you find what you need to excel? Tompkins Consolidated Area Transit (TCAT) General Manager Joe Turcotte describes TCAT's route to excellence in all areas, leading to the 2011 APTA Best Transit Property Award (for under 4 million rides per year), and how it was supported with strong community partnerships, including launch of a new, cost-effective farebox system. NYSDOT contractor Katie Rooney, with ICF International, shares the in-progress Transportation Demand Management (TDM) Statewide Framework, intended to encourage local agencies of all types to go beyond current practices to move more travel out of single-occupant vehicles (SOV) and toward more efficient and cost-effective modes. NYSDOT's Jim Davis also shares the educational and technological initiative of the new 5-1-1 (transportation information) system, which primarily serves downstate, but is built on an open-source platform for replicability elsewhere. Nicole Tedesco, TCAT Service Analyst and Project Manager for TCAT's farebox development with BlackBox Computer Consultants, moderates.

Nicole Tedesco is the Service & Operations Analyst at Tompkins Consolidated Area Transit (TCAT). She interprets and presents data to inform TCAT's service development and operational efficiency. A long-time cycling commuter, previously she worked as a planner primarily responsible for the Town of Ithaca's Transportation Plan, which emphasized bicycle and pedestrian infrastructure and policies. When her head isn't buried in a database, Nicole enjoys traveling and outdoor activities, like rock climbing and backpacking.

Joe Turcotte knows public transit. From his start in Savannah in the mid-90s as a Service Manager to his tenure as TCAT's General Manager, Joe has a unique combination of operational and administrative experiences. Joe combines a focus on the passenger experience with a knowledge of what works for public transit to implement innovative projects that bus operators love as much as their riders. During his tenure, TCAT constructed the "Green Street Station" bus stop, partnering with a local coffee retailer to sell bus passes and beverages to waiting riders, as well as the RideLogic farebox, developed with a local engineering firm

for a fraction of the cost of an off-the-shelf solution. As a result of these projects and TCAT's spectacular ridership growth, TCAT was recently named the "Number One Transit System in North America" of its size by APTA, the American Public Transit Association. .

Kathleen Rooney is a Senior Associate at ICF International, a management, technology, and policy consulting firm based in Fairfax, Virginia that partners with government and commercial clients to deliver professional services and technology solutions in the energy, environment, and transportation; health, education, and social programs; and homeland security and defense markets. Kathleen also worked as a sustainability consultant for the Department of Defense. Kathleen co-authored the Federal Highway Administration (FHWA) /Federal Transit Administration Livability in Transportation Guidebook with several of her peers. "I came to transportation from the environmental sustainability world," says Kathleen, "and transportation is the big issue that gets overlooked or postponed because of its broad nature and community basis – and that's what I like about working on these issues," she concludes. Kathleen will be presenting at the "Solutions On A Shoestring: Using Your Local Talent & Resources" session and hopes to communicate an understanding of what NYSDOT is doing to support more innovative transportation solutions and opportunities for statewide support for their successes.

Jim Davis heads the Statewide Corridor Mobility and Borders Section in the New York State Department of Transportation Statewide Policy Bureau. He has been with NYSDOT since 1993. He has been involved in the development of the 511NY Statewide Transit Trip Planner from its beginnings in the NY/NJ/CT ITS Model Deployment Initiative. He has managed the multi-agency development of the New York Metro TRIPS123 Trip Planner that now provides the routing engine the 511NY system. In support of that effort he also managed the development of a multi-agency Regional Schedule Data Profile (SDP) Data exchange standard and Web Data Maintenance System (WDMS) that made the expansion of TRIP123 to statewide coverage under 511NY an economical and sustainable option. He is currently managing the addition of rideshare services to the 511NY portal as well as the development of multi-agency real-time transit data tools through the development of a Transit Service Information Portal (TSIP) within the 511NY system. The TSIP will provide a one-stop option for multi-agency transit information for 3rd party app developers as well as business-to-business. Prior to joining the Statewide Policy Bureau Jim headed of the Urban Section of the Public Transportation Bureau, responsible for oversight, administrative and technical support to urban transit systems in the development and implementation of State and federally funded planning, capital and operating funds.

SESSION 1 – Thursday 1:15pm-2:30pm

SHOW OFF YOUR UNIQUE PLACE WITH A COMMUNITY PARTNERSHIP

Sometimes the most successful joint efforts are right under our noses but no one notices or takes advantage of the possibility. Tom West, City Engineer for the City of Ithaca, recounts the serendipity that led to restaurants, public works, and tourism agencies working together on a reconfiguration of a downtown street and culminated in a memorable street party, complete with live music in the middle of a (temporarily closed) state highway! Looking toward the future, Gary Ferguson with the Downtown Ithaca Alliance outlines the outward focus of that organization's strategic 2020 plan, building on connections with adjoining areas of the community and institutions. Rick Manning shares the latest on the Cayuga Waterfront Trail's long-standing partnership with the Tompkins County Chamber of Commerce, among other agencies. Phyllisa DeSarno, Economic Development Director for the City of Ithaca, moderates.

Phyllisa DeSarno (Philly) As the Deputy Director for Economic Development of the City of Ithaca, Phyllisa DeSarno (Philly), has worked for the past six years to bring growth and expansion to the city. She has been involved in development projects both in Ithaca and in Corning, New York where she worked for over 20 years. Throughout her career, Philly has been involved with area Chambers of Commerce, Merchant Associations, State Economic Development Committees, as well as County Beautification and Garden Clubs. During the Transportation Forum, Philly will be moderating "Show Off your Unique Place with a Community Partnership" and hopes to relay the success that the City of Ithaca has had when working with local organizations and businesses to get a project done. Philly is inspired by what the future can offer for mass and personal transit and hopes to see another Forum held in the near future that will focus on Rail Passenger and Freight Transportation for the United States/Canada/Mexico. "When you see how China and much of Europe have seized the opportunity to use their rail systems to the fullest," she says, "you can see how much the United States needs to get up to speed with rail service." Philly and her husband Peter Widynski live in Watkins Glen with their poodle, Luigi, and cat, Carmella. They enjoy landscaping and gardening and are constantly making improvements to their home which was built by Philly's parents in 1948. Both Philly and her husband are pleased to be part of a community that is so engaged and focused on sustainability.

Gary Ferguson is the Executive Director of the Downtown Ithaca Alliance, a comprehensive, full-service downtown management and revitalization program focused on the urban core of Ithaca, New York. The Downtown Ithaca Alliance has been a catalyst for new housing, office, and retail development and the program oversees a ten year development strategic plan for downtown Ithaca. Gary currently serves as the President of the New York State Urban Council and is an active participant and former board member of the International Downtown Association. In Ithaca, Gary currently serves on the boards of the Cayuga Medical Center, the Finger Lakes Wine Center, the State Theatre, and the Tompkins County Chamber of Commerce. He has worked in downtown development and management in cities in Ohio, Colorado, Massachusetts, and Maine. Gary and his wife Lisa live in Ithaca on a fifty acre farm where they raise cashmere and angora goats and produce exotic fiber yarns and products.

Tom West is the Assistant City Engineer for the City of Ithaca, Department of Public Works where he has worked for 28 years. He started work upon graduation from Cornell University as a seasonal laborer with the Water & Sewer Division. After appointment as a Junior Engineer he earned successively more responsible positions in the Engineering Division of Public Works. Tom has managed or been a part of a broad spectrum of interesting public works projects. His work with the City has included major demolition projects, rehabilitation and reconstruction of municipal buildings and facilities, design and construction of sports facilities, streets and retaining walls, construction management of new buildings as well as participation in major planning efforts with colleagues in the Department of Planning and Development. Tom has also worked with many private developers regarding public infrastructure. Tom feels that the most challenging and gratifying aspect of project management is achieving collaboration among different interests. After 30 years of discussion with the New York State Department of Transportation it was the reconstruction of the Green Garage that finally brought about the linkage of the Commons to the TCAT terminus on Green Street via a signalized pedestrian mid-block crossing. The reconstruction of the 100 block of Aurora Street also provided an opportunity for creative collaboration. Tom will be speaking at the Transportation Forum during the "Show Off Your Unique Place with a Community Partnership" session. When not busy collaborating at work, Tom spends his time cooking, running, or collaborating with his wife on which construction projects he should tackle first at their home in Danby, NY.

Rick Manning Landscape Architect (RMLA) is a landscape architecture consulting firm located in Ithaca in Upstate New York's Finger Lakes region. RMLA is involved in a variety of projects, including greenways and trails, bicycle and pedestrian plans, parks, transit and health facilities, and both private and public gardens. The services I provide include site design, planning, fundraising, construction oversight, and production of educational and interpretive brochures, panels and reports. I work with clients, communities, and other professional consultants on projects that promote active living, create beautiful public and private outdoor spaces, and help contribute to the development of more sustainable communities.

SESSION 2 – Thursday 2:45pm -4:00pm

COMMUNICATING TO THE PUBLIC, POLICY MAKERS, AND FUNDERS

How do you “sell” your great initiative to those who need to be on board to create success? And how do you get the word out to the general public about the services you already offer? 2-1-1 Tompkins’ Ed Swayze and Way2Go’s Chrisophia Somerfeldt share their experiences setting up and growing public education programs. Doug Melnick, Director of Planning for the City of Albany, describes the legislative and marketing successes of their electric vehicle public charging study. Dwight Mengel, Transportation Planner with Tompkins County, moderates.

Dwight Mengel is the Chief Transportation Planner at Tompkins County Department of Social Services. Dwight has over 25 years of experience in community transportation in Tompkins County, NY, including: starting the County’s rural bus system, organizing a MPO, managing the program of a transit admin and maintenance facility during design and construction, consolidating transit systems, managing grants and regulatory compliance, conducting procurements, creating private-public partnerships and developing community mobility programs. In 2006, Dwight moved from public transit to the Department of Social Services to organize the County’s mobility management program and coordinated transportation planning. Dwight is a long time Board member of the New York Public Transit Association (NYPTA). He writes a blog and content at tccordinatedplan.weebly.com and mobilitymanager.weebly.com. Dwight has two short term goals: to organize mobility managers in Upstate NY and to develop a scalable business model to sell bundled mobility services to consumers.

Chrisophia Somerfeldt is the main creator of Way2Go, a multi-modal, multi-faceted program that promotes transportation equity and sustainability through education, social marketing, and collaborative community projects. With a background in both social justice and environmental issues, Chrisophia has forged unusual community partnerships to encourage sustainable transportation choices in Tompkins County. She has applied branding principles to Way2Go, and social marketing principles of reducing barriers and increasing incentives to encourage desired transportation-user behaviors. She is an active alum of Ithaca’s Talking Circles on Race and Racism, helped establish Ithaca as a Sister City to the 9th Ward in New Orleans, and lived two miles from town without her own car for nine years. She lives in an eco-oriented co-housing community (ecovillageithaca.org), likes to garden, enjoys dancing, and is active in Ithaca’s Reform temple, Tikkun v’Or.

Edward B. Swayze is the 2-1-1/Information and Referral Director at the Human Services Coalition of Tompkins County (HSCTC) where he has been employed for 23 years. Ed has collaborated on many transportation initiatives including: Coordinating the Transportation Planning Group which includes Tompkins County

Transportation Planning Council, Way 2 Go, TCAT, and Zimride Tompkins. He also coordinated iN Housing with Tompkins Housing and the First iN Emergency Response Planning Group with the Tompkins County Department of Emergency Response. Ed will speak during the “Communicating With Decision Makers and the Public” about participating in local planning networks to learn where your organization’s skills and resources can contribute. He will also address marketing and outreach to maximize your program’s unique resources. Ed is passionate about economic growth and environmental issues and has even given up having his own car in support of cleaner carbon footprint. “Owning an automobile and driving everywhere is so integral to the persona of most of us,” says Ed, “particularly in upstate rural and suburban communities. Throughout most of my life felt somewhat defined by the car I owned but when my last car died 3 years ago, I decided to not replace it.” He concludes, “It is so freeing to not contend with a vehicle and its needs. With TCAT, Carshare, friends, etc. I can usually get where I need to go when it’s really important, and, if it isn’t important enough to make the effort, I don’t need to go.” Ed is the proud father of three and grandfather to one. He resides in downtown Ithaca with his wife.

Doug Melnick was appointed by Mayor Jennings to serve as the director of the Mayor’s Office of Energy & Sustainability. In his concurrent role as Director of Planning for the City of Albany, he is responsible for providing technical assistance and guidance to the Board of Zoning Appeals, the Historic Resources Commissions, and the Planning Board. These boards are responsible for ensuring that all proposed development within the City meets applicable state and local regulations. Additionally, he oversees all neighborhood-planning initiatives and is spearheading the City’s first Comprehensive Plan, Albany 2030, which has a very specific focus on sustainability. Mr. Melnick currently serves as a member of NYSDEC’s Sea-Level Rise Task Force Infrastructure Work Group, and is the Professional Development Officer for the Upstate New York - Capital District Section of the American Planning Association. Mr. Melnick is a member of the American Institute of Certified Planners and is a National Charrette Institute (NC) Certified Facilitator.

SESSION 2 – Thursday 2:45pm -4:00pm

CARSHARING BASICS: MAKE IT HAPPEN

In small and large urban areas, carsharing is a form of collaborative consumption that can have dramatic positive environmental, land use, and economic effects. Jennifer Dotson, with Ithaca Carshare, shares the story of this home-grown organization's first three years of growth to a 15 car fleet serving over 1000 local residents. Creighton Randall, of Buffalo CarShare, describes the unique role carsharing can play in a community where many residents have very little economic power. Travis Brooks, Program Director for the Greater Ithaca Activities Center, highlights the partnership that is growing with Ithaca Carshare to serve residents of all incomes and demographics, and the challenges inherent in crossing historic lines of community identities. Bill Curtis, of insurance firm Porter & Curtis, covers the basics of insuring the carsharing model for clients from individuals to social service agencies to retail businesses. Cornell University Transportation's David Lieb moderates.

David Lieb has worked at Cornell University for 22 years, where he is the associate director for transportation. He was an integral part of developing Cornell's long-standing, award-winning transportation demand management program, which encourages public transit, carpooling, vanpooling, walking, and cycling over the use of single-occupant vehicles. In addition to his role at the University, David is a founder and chairman of the board of Ithaca Carshare, Inc., a local, not-for-profit business. He also serves on the board of directors of Tompkins Consolidated Area Transit (TCAT), the countywide public transit service.

Jennifer Dotson has worked with Ithaca Carshare since the summer of 2006. She led the organization through a seemingly never-ending search for insurance to become the first independent nonprofit carsharing organization in New York State in 2008; one of the first in a city as small as Ithaca, with 30,000 residents. The organization started with six vehicles and has sustained 30-50% annual growth since, reaching 15 vehicles and 1100 members this spring. Jennifer is also a founding board member of the CarSharing Association, a new international association of independent transit-oriented carsharing organizations. In addition to this work, Jennifer currently is an alderperson for the City of Ithaca, chairing the planning and Economic Development Committee and serving as Transit Services committee chair on the Tompkins Consolidated Area Transit board. In her past lives, she spent five years on the GreenStar Cooperative Market board of directors, through adoption of that organization's Livable Wage policy, and worked at Recycle Ithaca's Bicycles, a program of the SouthSide Community Center, which serves Ithaca's historic African-American neighborhood.

Travis Brooks is Program Administrator at Greater Ithaca Activities Center (GIAC) where he has worked for 12 years. He is inspired by discovering new and innovative ways to cut the cost of transportation and to collaborate with new people. Travis' notable accomplishments include bringing Ithaca Carshare to a population of people that did not previously have carsharing as a resource and helping them to see the inclusivity and opportunity of the program. Travis will speak at the Forum during the "Carsharing Basics: Making it Happen" session and hopes to communicate "that there are options for everybody in regards to transportation that all members of any community can take advantage of, regardless of color, age and economic situation." Travis is a self-proclaimed gym rat. He has been married for ten years and

has three teenage daughters, a nine-year old son, two dogs and a lizard.

William (Bill) Curtis, Jr. is a Partner at Porter & Curtis, Insurance in Media, PA. P&C was founded in 1998 as a consultative insurance brokerage firm to serve self-insurers and enterprises with unique or difficult exposures to insure. P&C also own a claims administration company, Specialty Claims Services, so has experience in adjusting liability and physical damage losses. Bill began working with Philly Carshare when it had five vehicles and continuously adapted its insurance program as it grew to a fleet of 450. Porter & Curtis also developed and placed the insurance program that enabled RelayRides, a neighbor to neighbor carsharing program, to commence operations. Bill enjoys his work with carsharing tremendously, "It's a rapidly changing concept and thereby creates market dislocations which creates opportunities to innovate," he says. "And I like everyone I have met who is involved in carsharing," he adds. Bill will be co-presenting during the "Carsharing Basics: Make it Happen" session and hopes to answer questions about the logistics of insurance as it relates to carsharing. Bill is the proud father of three children, Michael, Kimberly and Maureen, Boston College classes of 2010, 2013, and 2015.

Creighton Randall is a co-founder and Executive Director of Buffalo Carshare a sister organization to Ithaca Carshare with 11 vehicles and over 400 members. He holds a Bachelor's degree in Mechanical Engineering and a Masters in Urban Planning from the University at Buffalo. Buffalo Carshare, launched in 2009, is focused on service to low-income neighborhoods. Approximately half BCS members come from households making \$25,000 or less, according to a recent survey. Creighton and co-founder Michael Galligano, the organization's Director of Operations, have begun working with the Buffalo Niagara Medical Campus (BNMC) to implement their Transportation Demand Management strategy, which will include intensive membership recruitment both on campus and in nearby distressed neighborhoods. The commitment of the BNMC to a range of transportation options bodes well for the success of CarShare as well as bicycling, walking, and transit use on campus. Creighton previously worked for the Urban Design Project, assisting in UB's transportation planning process. Creighton also serves as a board member for the Coalition for Economic Justice and Green Options Buffalo, the city's bicycle advocacy organization.

SESSION 3 – Friday 8:45am -10:00am

GETTING THE GORILLA TO WORK FOR YOU: COLLABORATING WITH LARGE EMPLOYERS There's a lot of common ground in the transportation goals of large institutions, municipalities, public agencies, and community groups. How can you capitalize on the shared targets without letting other factors get in the way? Ithaca College Sustainability's Marian Brown and Cornell University Transportation's David Lieb describe several successful initiatives they've collaborated on with other community partners in Tompkins County. Ithaca-Tompkins County Transportation Council's Fernando de Aragon discusses the ongoing multi-county transit initiative this metropolitan planning organization is working on with Tompkins Consolidated Area Transit. Creighton Randall of Buffalo CarShare will cover that organization's partnership with the Buffalo-Niagara Medical Campus, and VPSI's Jesse Kafka highlights the way vanpool programs can be a great way to start a partnership. Fernando de Aragon, Executive Director Ithaca-Tompkins County Transportation Council (TICTC) moderates this session.

Marian Brown, special assistant to the Provost for Sustainability at Ithaca College, provides primary staff support for the College's 7-year-old sustainability initiative. She hosts sustainability learning opportunities and documents the campus' sustainability progress, including the institution's recent completion of its first comprehensive AASHE STARS (Sustainability Tracking, Assessment and Rating System) evaluation, for which IC earned a Gold rating. Marian serves on the College's Resource and Environmental Management Program steering committee, and the "Committed to Change" steering committee which works to integrate sustainability content into academics. She is a member of the Climate Action Plan (CAP) steering committee and chairs the CAP Transportation implementation team. She is a Board member and treasurer for Sustainable Tompkins and provides logistical support for the Finger Lakes Environmental Film Festival. Brown serves as secretary of the Ithaca Carshare Board of Directors and is an advisory member of the advisory committee for Cornell Cooperative Extension's Environment Program as well as serving as a member of the Tompkins County Climate Protection Initiative. Marian worked with Ithaca College's Graduate and Professional Studies Division to develop an online professional certificate program in Sustainability Leadership, for which series she developed and facilitates three seminars.

David Lieb, Associate Director for Transportation, Cornell University, see his bio on previous page.

Fernando de Aragon has served as director of the Ithaca-Tompkins County Transportation Council for the last ten years. There, he has focused on efforts to preserve current infrastructure

investments, while providing support for expanded services that provide alternatives to SOV use, including car sharing, multi-use trails, bike/ped facilities and expanded transit. Previously he was a Senior Planner for the MPO and the county government in Palm Beach County, Florida. Fernando holds degrees in natural resource management and regional planning from Rutgers University and a Ph.D. in energy management and policy from the University of Pennsylvania.

Creighton Randall, Executive Director of Buffalo Carshare, see his bio on previous page.

Jesse Kafka is a Business Development Executive for VPSI for the Northeastern US, with the primary focus of his attention in New Jersey, New York and Pennsylvania. Jesse makes frequent trips around the region to promote commuter vanpooling to all kinds of employee groups and partner agencies. After a few years working in urban issues and public policy, Jesse began working with VPSI in this marketing and outreach capacity in 2006, starting with the Delaware Valley and later expanding his current territory from the northern suburbs of Washington DC to the Canadian border. Most recently, Jesse has seen the success of a vanpool pilot program in New York's Capital region, where vanpooling was first introduced in the Summer of 2009 and now has 17 daily vanpools in operation. This project's success was achieved through partnership with NYSERDA, NYSDOT, CDTA, CDTC, the Downtown Albany BID as well as engaged commuters and their employers. He'll speak at the forum about the commuter vanpool program success in Albany.

SESSION 3 – Friday 8:45am -10:00am

SHARING THE SPACE: MAKING ROOM FOR ACTIVE TRANSPORTATION

Conflicts are unavoidable when disparate modes like pedestrians, bicyclists, motorcyclists, vehicles, trucks, and skateboarders all want to travel similar routes. How can safety be improved at the same time that access to services and areas is maintained? Cornell Local Roads Program's Lois Chaplin presents lessons learned from her decades of experience on best practices toward this goal. Tompkins County Planning Department's Tom Knipe and Cornell City and Regional Planning Masters' candidate Karim Beers share the latest in an ongoing innovative Neighborhood Greenways project to increase livability and access by prioritizing nonmotorized transportation modes without excluding necessary services in Ithaca neighborhoods. City of Ithaca Transportation Engineer Tim Logue completes the context with recent history on bicycle and pedestrian facility improvements on major arterials and other routes, everything from new sidewalks in auto-oriented commercial districts, new bike lanes on narrow old state routes, and new research on "sharrow" markings. New York Bicycle Coalition's Brian Kehoe moderates.

Brian Kehoe is the Executive Director of the New York Bicycling Coalition since January of 2011. Previously he was a Planner at the Livingston County Planning Department and at the City of Poughkeepsie, NY. Throughout his career Brian has worked on several key initiatives including his role as a Planner for the Walkway Over the Hudson project and acting as Poughkeepsie's liaison to the Dutchess County Metropolitan Planning Organization. Brian also designed and procured funding for the Bicycle Route System for Poughkeepsie. Brian feels there are many opportunities for improvement to our transportation options. "Transportation is fundamental to the human experience, to civilization," he says. "While human transport exacts a big toll on the environment, human scale transportation also provides a great degree of independence." Brian will be presenting on "Design for People" and hopes that attendees will be inspired to get out in their communities, make connections and change their local transportation system to better serve their needs. Brian resides in Catskill, NY with his wife, three year old son and will soon welcome another child to his family. He keeps busy in his free time spending time with his family, gardening and playing guitar.

Lois E. Chaplin has over 20 years of experience in the bicycle/pedestrian field. She is responsible for the design and delivery of bicycle- and pedestrian-related course materials for the Cornell Local Roads Program, the state's Technology Transfer (T2) center whose primary audiences are those responsible for the upkeep of the state's local roads system. She also holds a position at Cornell University where she addresses the non-motorized components of the University's transportation plan. In addition to numerous publications pertaining to bicycle and pedestrian safety with an emphasis on reaching adults who work with youth, she has written, and teaches, a day-long workshop titled "Complete Streets, designing safer communities for pedestrians and bicyclists." She is a League Cycling Instructor with the League of American Bicyclists, on the board of directors of the New York Bicycling Coalition and a member of the Association of Pedestrian and Bicycle Professionals. Ms. Chaplin holds a bachelor's degree in elementary education from the State University College at Oswego, N.Y., and a master's degree in communications from Cornell University, Ithaca, NY. She keeps fit by enjoying the out-of-doors while canoeing in the Canadian wilderness, skiing the Adirondacks, and bicycling for transportation and recreation.

Tom Knipe worked in the bicycle transportation field in Portland, Oregon for eight years returning to New York State for graduate school. While there he directed programs and served as executive director for the Community Cycling Center, a hands-on bicycle non-profit organization serving 2000 low-income youth and adults per year, and recycling over 5,000 bicycles annually. Tom completed a Master of Regional Planning degree at Cornell University in May, 2011. His academic work focused on transportation, economic development and land use planning. During graduate school, Tom worked with the Ithaca MPO to develop a bicycle boulevard plan for the City of Ithaca, and completed a bike share report for the University which supported the spring 2011 launch of Big Red Bikes, a bike sharing program at Cornell. He also organized the Fall 2010 Active Transportation Symposium which attracted 400 students, academics, transportation professionals and advocates to Ithaca to explore innovation in bicycle and pedestrian planning, research and advocacy. Tom's current work as Senior Planner/Tourism Coordinator for Tompkins County, allows him to bring his passion for community planning and livability to the Tompkins County Tourism Program's efforts to promote economic development and enhance the quality of life in Tompkins County.

Karim Beers has worked in the field of education for 10 years with a special focus on building local capacity for social change. He has lived and worked in a number of countries around the world, most recently in Spain and Colombia. He is currently completing a Masters in Regional Planning at Cornell, studying the interconnection between planning and capacity building in infrastructure provision in so-called developing countries. He interned at Ithaca-Tompkins County Transportation Council (ITCTC), where he helped engage the Ithaca community in planning for bike and pedestrian infrastructure.

Tim Logue is City Transportation Engineer for the Ithaca Department of Public Works. His responsibilities include multi-modal transportation engineering and planning, trail development, traffic signal systems, traffic calming, capital project management, collision analyses, and parking services. He has been in this position for 6 years; for the previous 5 years, he worked for the City as a Planner, on issues related to land use and zoning, neighborhood and community development, and transportation. He holds a B.A. in Philosophy from Miami University and a Masters in Regional Planning from Cornell University.

SESSION 4 – Friday 10:30am -11:45am

LAND USE IMPACTS ON RESOURCE USE AND TRANSPORTATION

Putting sidewalks in is easy to consider, but will people use them? What's the biggest factor in our choice of travel modes? The length of the trip is often even more important than the facilities provided. Tompkins County Planning and Public Works Director Ed Marx outlines how the Tompkins County Comprehensive plan tackled this issue, and the challenges and tensions when local municipalities work with, and in opposition to, commercial developers on implementation. Design professional and City of Ithaca Board of Public Works member Rob Morache transforms the impacts of different land use choices into compelling visuals, representing several different contexts, small urban, suburban, and more rural. Cornell City and Regional Planning Masters' candidate (and Buffalo CarShare co-founder) Adam Blair translates this into real, household economic impacts by mapping transportation and housing costs countywide and beyond. David Kay, past President of the New York Planning Federation, and Cornell Community and Rural Development Institute (CaRDI) Senior Extension Associate, moderates.

David Kay is a Senior Extension Associate with the Community & Regional Development Institute (CaRDI) in the Department of Development Sociology. David provides leadership to CaRDI in the area of Landscape Management and Land Use Planning, with the goal of helping to "support sound management of New York's land resources". His land use programming involves research, outreach, and training efforts that attempt to build community-based decision making capacity and to help weave local policy into a regionally coherent fabric. His work also has increasingly focused on the community and economic development implications of energy transitions. David serves on the boards of several city, county and New York State State not-for-profit or government organizations concerned with sustainability and municipal land use planning.

Edward Marx serves as Tompkins County Commissioner of Planning and Community Sustainability. He oversees the County Planning Department where he leads efforts to achieve County organizational sustainability and directs strategic community initiatives in Housing, Energy and Greenhouse Gas Emissions, Natural Resource Conservation and Sustainable Development. He previously served as Public Works Commissioner and Deputy County Administrator for Tompkins County, and Director of Planning and Community Development for Oswego County, NY. Mr. Marx holds a Masters degree in Planning and Community Development from the University of Colorado and a B.S. in Natural Resource Economics from Cornell University.

Robert Morache is president of New Earth Strategies, a consultancy providing design and development planning for builders and property developers, as well as conducting research related to sustainable infrastructure systems, pedestrian oriented planning, and green affordable housing. He attended the Syracuse University School of Architecture and has taught design in the Syracuse University College of Visual and Performing Arts. As a consultant with a number of Upstate New York architecture and development firms he cultivated an

expertise in housing. Following a passion for co-housing and intentional community, he is working toward mainstreaming the benefits of cooperative living through the use of innovative urban infill development. His interest in promoting alternatives to the private automobile stems from his desire to create truly walkable places that support a high level of social capital and which will be economically sustainable in the face of climate change and peak oil. Robert is a board member of the Green Resource Hub of the Finger Lakes, and actively promotes sustainability oriented planning and development strategies in the community. He is also a copper sculptor and visual artist, and walks virtually everywhere.

Adam Blair is a Master of Regional Planning Candidate, 2012, at Cornell University. Adam Blair has had the opportunity to work on several transportation-related projects during his time as a student at both the University at Buffalo and Cornell. Most recently, Adam interned with the Tompkins County Department of Social Services where he researched inter-county commuting, modal split, and housing and transportation affordability in the area—the subject of his talk. Adam also sits on the citizen's advisory committee of Tompkins Consolidated Area Transit (TCAT). Before coming to Ithaca, Adam co-founded Buffalo CarShare with several other planning students and support from the New York State Energy Research and Development Authority (NYSERDA) and Department of Transportation (NYSDOT). During his formative undergraduate years, Adam was also involved in research related to school bus emissions reduction sponsored by the Department of Environmental Conservation (NYSDEC). Adam is excited at the prospect of employment in the field of transportation planning following graduation, and looks forward to the remainder of his graduate education.

SESSION 4 – Friday 10:30am -11:45am

COMMUNICATING THE CONNECTIONS: TRANSPORTATION, HEALTH, AND BUDGETS

Tompkins County Health Planning Council's Jeanne Leccese presents on the Creating Healthy Places project, funded by New York State Department of Health, designed to improve several community health measures, including personal activity through use of active transportation modes. From Cornell Cooperative Extension of Tompkins County's Transportation Education Program, Way2Go, hear from both employer outreach coordinator Ray Weaver and travel training trainer Chibo Shinagawa about the nitty gritty of getting transportation information into the hands of those who can use it to change their choices. Jeanne Leccese moderates.

Jeanne Leccese has worked at the Human Services Coalition (HSC) of Tompkins County since January of 2011. Before joining the staff at HSC, Jeanne was a Senior Planning with Tompkins County Planning Department. As the Coordinator of the Creating Healthy Places project Jeanne is partnering with local community leaders to support active transportation programs such as the Cayuga Waterfront Trail Initiative, six-mile, multi-use trail providing an active, non-motorized transportation and recreation way connecting Ithaca's most popular waterfront destinations. Jeanne is inspired when she sees people of all ages, abilities and backgrounds, biking and walking in our community. "Perhaps they're headed to work, to school, or out to run errands," she says, "To me that says that there is a distinct need for more formal bike and pedestrian transportation infrastructure." Jeanne also feels that creating healthy communities is "not just about smart growth, not just about transportation, not just about parks, and not just about better nutrition; it is about all those things and more." Jeanne will be speaking at the "Transforming Community Habits: Approaching Your Resources Differently" session during the Forum. She resides in Ithaca, NY and loves to visit u-pick farms, "There is something about picking a ripe peach, fresh from the tree," says Jeanne. "Nothing tastes sweeter."

Ray Weaver is the New Programs Educator with Way2Go, a transportation program developed by Cornell Cooperative Extension of Tompkins County. Ray has been working to promote the various transportation programs and services in the county, including Zimride, Ithaca Carshare, TCAT and more. Currently, his area of focus is Employer Education and Senior Driver Education..

Chibo Shinagawa works in the Way2Go program at Cornell Cooperative Extension of Tompkins County as the Travel Training Coordinator. As a Coordinator, she works with human service organizations to assess and develop a coordinated travel training program that works with a variety of constituencies. Previously, Chibo worked in the San Francisco Bay Area focusing on women's health advocacy, and social justice initiatives through working at several grassroots non-profits. Chibo received her BA in Sociology with an emphasis in Race and Ethnic Relations. Chibo's main interest in transportation is about reaching out to underrepresented communities and bringing their voices forward to advocate for transportation access.

SMART

Sustainable Mobility & Accessibility Research & Transformation

Premier Event Sponsor

Sustainable Mobility and Accessibility Research and Transportation (SMART) undertakes research, demonstration projects, education and global learning exchange on a range of issues related to the future of transportation in city regions around the world.

Action for sustainable transportation is especially important now, as accelerating urbanization, population growth, globalization, and demographic shifts reinforce transportation and development patterns that threaten climate, environment, biodiversity, energy security, social equity, productivity, urban economies, and the quality of our lives. Recognizing the complexity of the challenge and the sophistication of the innovation required, SMART takes a systems approach to urban mobility and accessibility. We work with local and international partners from diverse sectors and disciplines to understand and develop new theoretical perspectives, and to generate practical, innovated solutions that tell a holistic and hopeful story for the future of communities and regions and the people in them. For more information, see <http://um-smart.org/blog> and smartumich@ning.com.



Premier Event Sponsor

Alta Planning + Design provides a unique balance of multimodal transportation infrastructure planning and design services to public agencies. We develop plans and programs to support active communities and sustainable transportation systems, integrating all modes of travel (including walking and bicycling) into people's daily lives and creating healthy, safe, and sustainable communities.

Alta's transportation planners, designers, and engineers offer assistance on bicycle and pedestrian master plans, multimodal studies, corridor design (streetscape, traffic calming), Safe Routes to Schools plans, mobility plans, ADA plans, crossing studies, wayfinding, Complete Streets, transit station access, safety plans, and parking assessments. The result is a true multimodal approach to developing livable streets and communities. For more information, see www.altaplanning.com.



Opening Luncheon Sponsor

On an average day at Cornell, about 30,000 pedestrians, 10,000 cars, 5,000 cyclists and hundreds of buses and trucks are all making their way around campus. This poses a significant challenge in maintaining a safe and pleasant environment for all. Cornell University's Department of Transportation and Mail Services provides leadership in developing and implementing comprehensive, economical, flexible, efficient, and sustainable programs to facilitate the movement of people, vehicles, mail, and packages. We are committed to offering and encouraging alternatives to the single-occupant vehicle, while supporting sustainability initiatives for the campus, adjacent neighborhoods, and the environment. For information about Cornell's innovative transportation alternatives, please visit www.commuting.cornell.edu.

Wine Reception Sponsor

LaBella Associates, P.C. is an architecture, engineering, environmental consulting, and planning firm with 33 years of experience serving clients. Our goal is to build strong relationships with our clients that drive successful results. We provide services that take a project from start to finish—from an initial study to determine a project's feasibility to construction administration and start up, and everything in between. Our full service firm has an array of talent and resources in-house to apply to your project. Our staff of 145 experienced professionals excels at finding and bringing together the human, technical, and financial resources needed for successful projects. Find them online at www.labellapc.com.



Film Festival Sponsor

Porter & Curtis, LLC is a consultative commercial insurance broker and risk

management services provider that specializes in redefining the possible. We do this by: Pursuing a mission that seeks to enhance the value of our clients' organizations; Employing a wide range of intellectual resources; Organizing our resources as a professional services organization; and delivering expertise in accordance with a value system that emphasizes client advocacy, innovation, measurable results, quality and teamwork.

Closing Lunch Sponsor

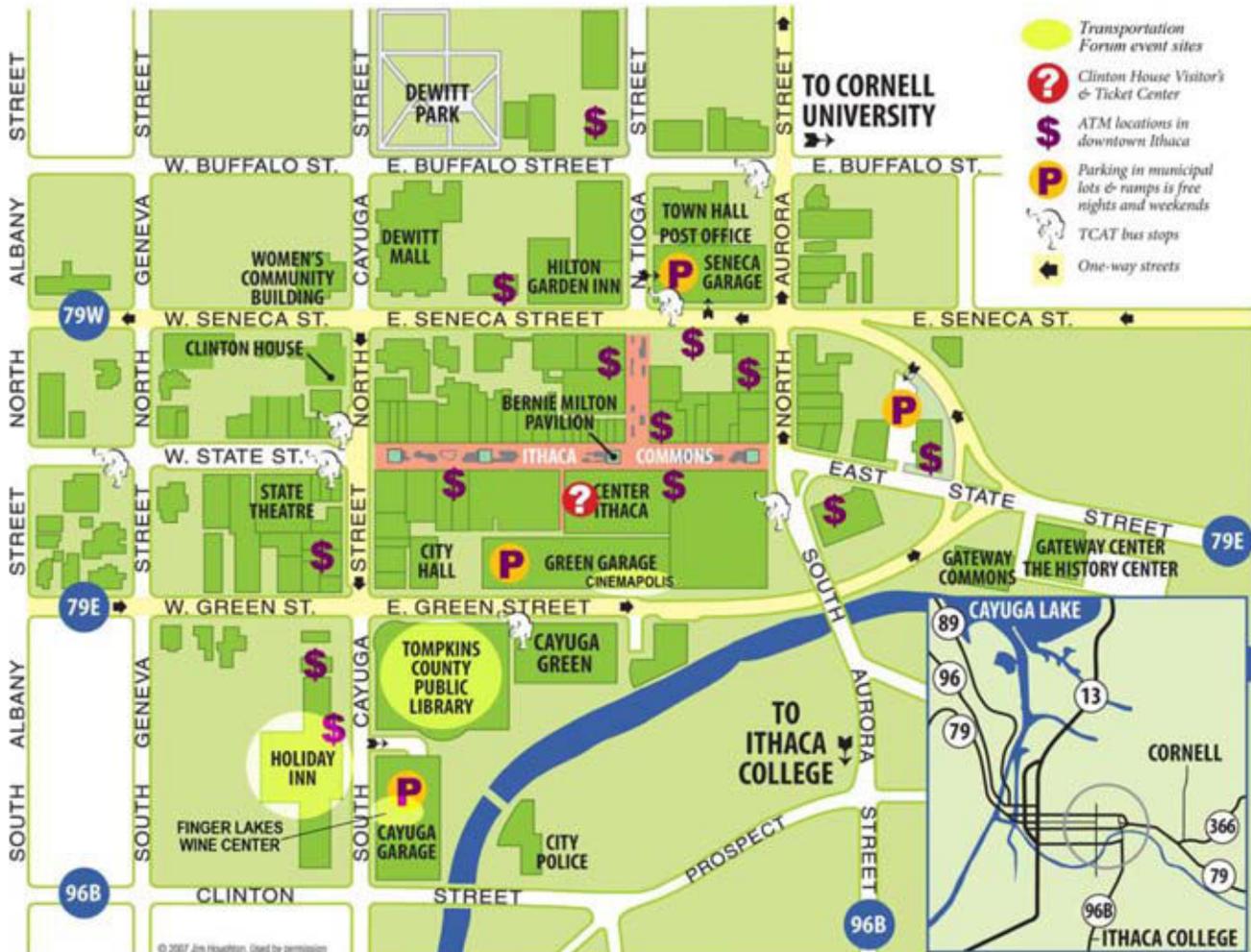
Sasaki Associates' planning and urban design practice creates design solutions that are a synthesis of rigorous analysis, economic realism, environmental responsibility, and cultural awareness. Our commitment to both the real and the imagined, the achievable and the visionary, distinguishes our work. Working collaboratively in focused interdisciplinary teams — on the regional, community, urban district, campus, and site-specific levels — we define and develop ideas, concepts, and strategies that address the great diversity of planning and urban design challenges facing our clients.



Coffee Break Sponsor

The New York Bicycle Coalition is the premier resource for bicycling advocacy and information in New York State. We work every day to make New York State an even better place for bicyclists. NYBC provides a voice for New York State's bicyclists. We represent the interests of all bicyclists – commuters, tour riders, off road bikers, racers and so on. We work with individual bicyclists, clubs and advocacy groups to make New York a leader in bicycle transportation. Find them online at www.nybc.net.

Downtown Ithaca



Transportation Forum Event Sites

Limited parking is available at the Holiday Inn, additional parking is available in the Green Street (upper level) or Cayuga Street Garage for an hourly fee.

Holiday Inn 222 South Cayuga Street

607-272-1000

Cinemapolis 120 East Green Street

607-277-6115

Finger Lakes Wine Center 237 South Cayuga Street

607-882-9663

Tompkins County Public Library 101 East Green Street

607-272-4557

If you have a question or need directions, ask one of our Program Committee members wearing a light blue ribbon on their nametag.