



September 22 - 23, 2011



TRANSFORMING COMMUNITIES THROUGH CREATIVE COLLABORATION

NY Mobility Manager E-news August 2011

In This Issue

[RTAP in the Cloud](#)

Quick Links

[NYMobilityManager](#)
[CTAA MM Info](#)
[TDM Encyclopedia](#)

[ITN America](#)

[Way2Go](#)
[Tompkins County](#)
[Coordinated Plan](#)
[Tompkins Mobility](#)
[Manager](#)

[Join Our Mailing List!](#)

**Meet the Keynote
Speaker:**
Susan Zielinski,
SMART, UMichigan



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

Successful mobility management is essential for New York's economy, environment and communities to become more sustainable. This is hard, in the trenches, work, requiring successful coalition building, inter-relationships, mutual support and resources. Mobility managers need to share ideas, problems, solutions, and customer-focused strategies.

Which is why this issue is devoted to the [Upstate Transportation Forum](#), in Ithaca, NY on Sept 22-23, 2011. The theme is - Transforming Communities Through Creative Collaboration. I'm one of 15 people planning the Forum. Actually, it's a community mobility management conference, but I didn't press the issue with my colleagues as we're inviting a broad spectrum of participants interested in developing sustainable mobility in Upstate NY communities. So, the target for this meeting includes transportation providers, community development agencies, planners, mobility managers, community organizers, academia, local and state elected officials, large employers, entrepreneurs, local and State agencies, and sustainability advocates.

There will be a special meeting of NY mobility managers on Thursday morning, from 9 - to 11 am, before the Forum formally begins at 11:30. This will be the best opportunity we'll have to meet to network in 2011.

[You can register online before Sept 1 for \\$50.](#) The conference is eligible for RTAP reimbursement through NYSDOT. Bill Telovsky (NYSDOT) (518-457-6279) asks for requests for RTAP assistance be sent to him if you plan to seek RTAP to cover the costs of this event.

Please contact me with your questions. Hope to hear from you soon.

[Dwight Mengel](#), Tompkins County Dept of Social Services, Ithaca, NY 607-274-5605

Forum Schedule and Program

Upstate Transportation Forum 2011:
Transforming Communities Through Creative Partnerships

WORKING PROGRAM SCHEDULE (8/10/11):

Thursday:

Affinity groups	9-11am	<ul style="list-style-type: none"> NY Mobility Managers Roundtable on Race, Equity & Sustainable Transportation for local communities 	
LUNCH	11:30-1:00 pm	<ul style="list-style-type: none"> Welcome - Mayor Carolyn Peterson Sue Zielinski- SMART UMichigan 	
Session	1:15-2:30	<i>Solutions on A Shoestring</i>	<i>Your Unique Place</i>
Session	2:45-4:00	<i>Land use Impacts</i>	<i>Carsharing: Getting Started</i>
Popcorn Session	4:15-5:00	<i>Group participation - sharing questions and challenges</i>	

support sustainable urban transportation innovations. She has advised on a wide range of local, national, and international transportation efforts.

[Find out more...](#)

	5:30-6:30	Wine Reception
DINNER	6:30 on	Dine Around
EVENING	8:00-11:00	StreetFilms & FilmedByBike Film Festival

Friday:

Session	8:45-10:00	<i>Making the Gorilla Work For You</i>	<i>Sharing the Space with Active Transportation</i>
COFFEE BREAK	10:00-10:30		
Session	10:30-11:45	<i>Communicating to the Public, Policymakers and Funders</i>	<i>Transforming Community Habits</i>
LUNCH	12:00-1:15	<ul style="list-style-type: none"> • NYSERDA - Joe Tariq • Seated by table topics (project ideas) • Thank you from conference organizers 	
Tours/ Field Trips	Afternoon	<ul style="list-style-type: none"> • Downtown Waterfall Walk - de Aragon - free, \$5 after 9/1 • Bike skills ride to Buttermilk Falls - Tom Knipe - free, \$5 after 9/1 • TCAT tour - Patty Poist, free, \$5 after 9/1 • Parks Trails NY tours: <ol style="list-style-type: none"> 1. Cayuga Waterfront Trail walk and talk - Rick Manning/Tim Logue, (meet at Visitor's Bureau), \$5, \$10 after 9/1 2. Catharine Valley Trail Hike, ~\$30 3. Finger Lakes Trail - Lick Brook Gorge Trail Hike, \$5, \$10 after 9/1 4. Cascadilla Gorge and Cornell Plantations Hike, \$5, \$10 after 9/1 	

SHARING THE SPACE: MAKING ROOM FOR ACTIVE TRANSPORTATION

- Moderator: [Brian Kehoe](#) - NYBC
- Presenters:

- Engineering Support for Multimodal (design guidelines, etc) ([Lois Chaplin](#) CU Local Roads)
- Neighborhood Greenways ([Tom Knipe](#))
- Ithaca bike (& ped) infrastructure (lanes, sharrows, traffic calming, etc) - [Tim Logue](#)

SHOW OFF YOUR UNIQUE PLACE WITH A COMMUNITY PARTNERSHIP

- Moderator: [Philly DeSarno](#)
- Presenters:

- Downtown Ithaca 2020 plan ([DIA](#) - Gary Ferguson)
- Aurora Street reconstruction (City of Ithaca - Tom West)

GETTING THE GORILLA TO WORK FOR YOU: COLLABORATING WITH LARGE EMPLOYERS

- Moderator: [Fernando de Aragon](#)
- Presenters:

- Cornell & Ithaca College "higher Ed partnerships can create successes" ([David Lieb & Marian Brown](#))
- Regional/multi-county transit initiative ([Fernando](#))
- Buffalo CarShare at Buffalo Niagara medical campus, incl. low income, EV ([Creighton Randall](#))
- Vanpool/transit partnerships (VPSI - [Jesse Kafka](#))

CARSHARING BASICS: MAKE IT HAPPEN

- Moderator: [David Lieb](#)
- Presenters:

- How to make locally controlled carsharing a reality in your city (Ithaca Carshare - [Jennifer Dotsen](#))
- Carsharing in small urban and rural areas (Buffalo CarShare - [Creighton Randall](#))
- Community org partnership & low-income programs (GIAC - Travis Brooks)
- Liability insurance for carsharing & TDM programs ([Bill Curtis](#) - Porter & Curtis insurance in Philly)

SOLUTIONS ON A SHOESTRING: USING YOUR LOCAL TALENT & RESOURCES

- Moderator: TBA
- Presenters:

- Award-winning Small Town Transit - route restructuring, non-fixed route, Black Box farebox ([Joe Turcotte](#))
- NYSDOT TDM Strategic Framework (ICF - [Katie Rooney](#))
- 5-1-1 in the NYC metro (open source software) (NYSDOT - [Jim Davis](#))
- Peer to peer carsharing (Communauto/Quebec - Marco or Benoit)

LAND USE IMPACTS ON RESOURCE USE AND TRANSPORTATION

- Moderator: TBA
- Presenters:

- Land use impact on resource use (Tompkins County comprehensive plan, Route 96 study - [Ed Marx](#))
- Designing for energy & transportation efficiency ([Rob Morache](#))
- Mapping housing and transportation costs as a % of income (Adam Blair)
- Sharon Haybower B/P coordinator NYSDOT in Utica (land use impacts on complete streets)

TRANSFORMING COMMUNITY HABITS: APPROACHING YOUR RESOURCES DIFFERENTLY

- Moderator: [Jeanne Leccese](#) (intro & first presentation)
- Presenters:

- Creating Healthy Places project (TC Human Services Coalition - [Jeanne Leccese](#))
- Bikesharing - Alta (Alison Cohen) or GoDCGo ([katie.sihler](#))
- Ridesharing (John Zimmer - Zimride)

COMMUNICATING TO THE PUBLIC, POLICY MAKERS, AND FUNDERS

- Moderator: [Dwight Mengel](#)
- Presenters:

- Business and Advocacy in Partnership: Cayuga Waterfront Trail - Connecting the Community to the Waterfront (Jean McPheeters)
- Education programs: what's involved? (Way2Go - Chrisophia Somerfeldt & 2-1-1 Ed Swayze)
- City of Albany's public EV charging study
- Complete Streets

THURSDAY MORNING AFFINITY GROUPS

- NY Mobility Managers meeting - [Dwight Mengel](#)
- Roundtable on Race, Equity & Sustainable Transportation for local communities
- Others?

THURSDAY EVENING FILM FESTIVAL

- Moderator/leader: Dwight Mengel, Tom Knipe,
- Location: Cinemapolis
- Presenting: StreetFilms and FilmedByBike (from Portland, OR) shorts with audience participation

FRIDAY LUNCH

- Joseph Tario, P.E. Senior Project Manager, Transportation & Power Systems Research, NYSERDA. "NYSERDA/NYS DOT Funding Process"
- seated by table topics (project ideas) selected by participants
- encourage participants to begin shaping possible projects for submitting to funders

Top 5 Reasons to Come to the Forum

5. Economy: Registration is \$50. The Film Festival is free. Costs are RTAP-eligible. If need be, you can camp in Buttermilk Falls State Park, 2.4 miles from venue. BTW, dress in Ithaca is informal casual.

4. Keynote Speaker: Sue Zielinski is a thought-leader and an excellent speaker. (Two qualities that don't always fit in the same person.) I've worked with Susan before, always a pleasure.

3. Networking: You'll meet people you should know.

2. Useful Knowledge: This is a different kind of conference. It's for Upstate NY, for our communities - urban, suburban and rural. Collaboration is not easy, but it's doable. There are lessons here. We can succeed.

1. Mobility Managers: Mobility Management is a new profession. We need to create our own organizational home. Otherwise, we remain an afterthought, a second priority. We need to meet to move ourselves forward. This will be our most useful meeting in 2011.

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. There are still several sponsorship opportunities available. Call or email for details!

Sincerely,

[Dwight Mengel](#)

Chief Transportation Planner
Tompkins County DSS

