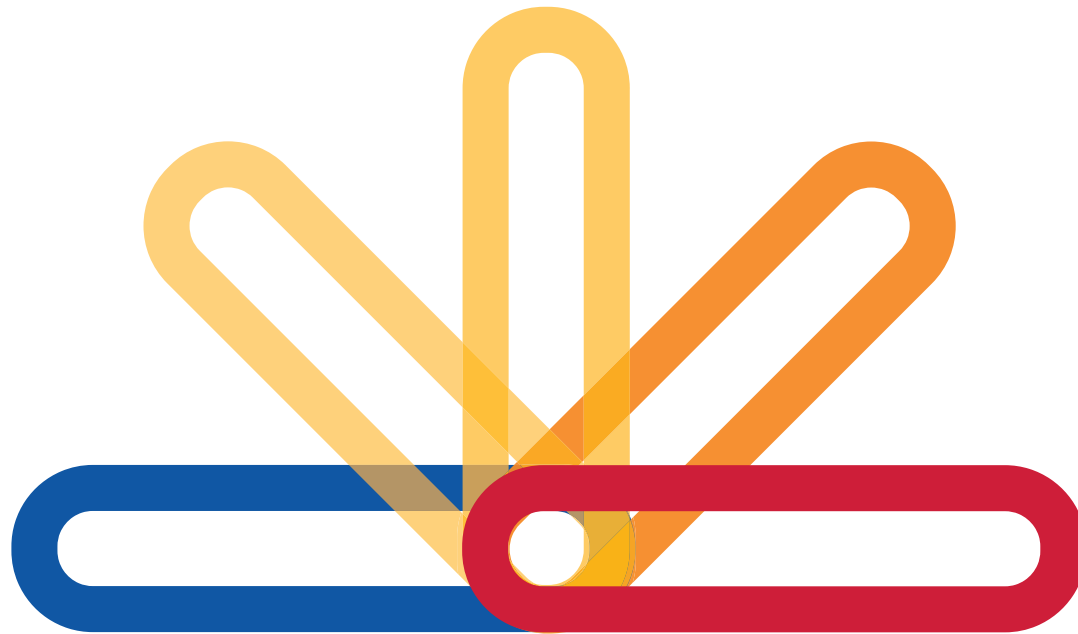


Transportation Transformation


3C Special Event



TRANSPORTATION TRANSFORMATION

On September 13, 2018, RTD hosted Transportation Transformation, a half-day summit to discuss the agency's role and intentions in addressing the future of mobility in the Denver metro region. RTD is taking a proactive approach to participate in how these evolving trends are creating new and expanded opportunities for public transportation.

Email Invite



YOU'RE INVITED TO JOIN THE CONVERSATION

Join local and national experts for a unique half-day summit to discuss the changing mobility marketplace and RTD's plans and innovations to lead the transformation and integration of mobility as a service across our region.

TRANSPORTATION TRANSFORMATION


Thursday | September 13 | 7:30 am - 11:30 am
Tivoli Turhalle on Auraria Campus
900 Auraria Parkway
Denver, CO
(breakfast will be served)

Who should attend?
Local government transportation and planning staff, city managers, transportation management associations and organizations, and other public/nonprofit agencies involved in mobility integration.



Cost: \$25.00

[Register now!](#)

We are very excited to work together with our partners to address the mobility opportunities facing our great region. Looking forward to speaking with you at the summit.



Dave Genova, RTD CEO and General Manager



Top 6 reasons to attend the Transportation Transformation summit on September 13

Refresh and recharge
Take a break from your daily grind. Through informative dialogue and interactive discussions, you will uncover ways to refresh and return to work invigorated with new ideas and inspirations.

Rub elbows with other industry leaders
Grab a muffin or two and reconnect with your colleagues. Share ideas with other mobility partners around the region. Continental breakfast will be provided, so there will be plenty of coffee, too!

Great keynote speaker
It's not every day that you get to hear from that national leader in shared mobility research and development. Collin Murphy from the Shared Use Mobility Center will talk about new trends in shared mobility and where Denver stands compared to the rest of the county.

Join the conversation
Be a champion of change and tell us how RTD can transition from transit agency to mobility integrator and lead the way in forging partnerships to improve mobility.

Innovation (and technology) matters
Learn about RTD's revolutionary approach to integrating our fare payment system with other mobility providers.


Hear about progress in progress
Hear about two cutting-edge projects taking the region to the next level in micromobility. We'll discuss the challenges and successes of the Chariot Pilot Project at the University of Denver and the Dockless Pilot at the City and County of Denver.

TRANSPORTATION TRANSFORMATION

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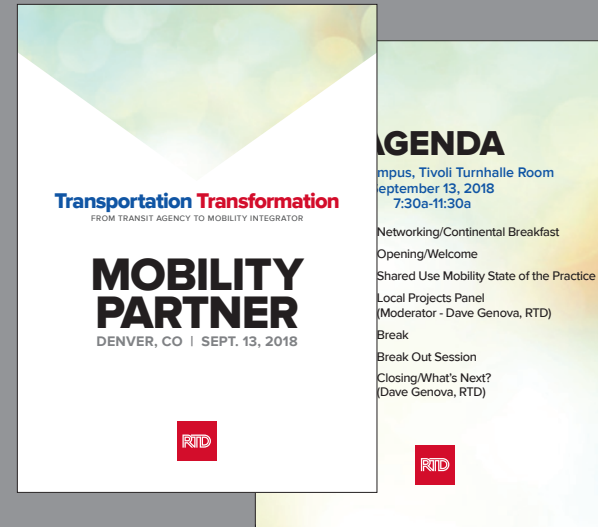
[Register now!](#)



Collateral





WELCOME
Transportation Transformation



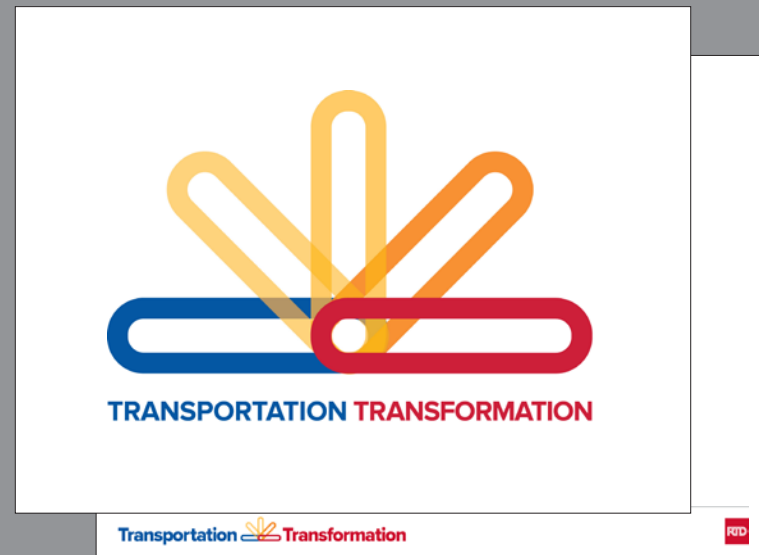
Transportation Transformation
FROM TRANSIT AGENCY TO MOBILITY INTEGRATOR

MOBILITY PARTNER
DENVER, CO | SEPT. 13, 2018





AGENDA
Campus, Tivoli Turnhalle Room
September 13, 2018
7:30a-11:30a

- Networking/Continental Breakfast
- Opening/Welcome
- Shared Use Mobility State of the Practice
- Local Projects Panel
(Moderator - Dave Genova, RTD)
- Break
- Break Out Session
- Closing/What's Next?
(Dave Genova, RTD)



TRANSPORTATION TRANSFORMATION

Transportation  Transformation



Collateral



SPEAKERS
DENVER, CO | SEPT. 13, 2018

Transportation Transformation
FROM TRANSIT AGENCY TO MOBILITY INTEGRATOR



On behalf of the RTD Board of Directors, I welcome you to our Transportation Transformation Summit.

We're currently witnessing the most fundamental disruptions to urban mobility since the introduction of the automobile, microtransit, dockless bikes and scooters, and new service delivery companies just to name a few. And the question is, which will be complementary to RTD's mission and which will conflict?

RTD's future depends on engaged, informed people like you. We're eager to share our plans and hear your thoughts as we determine the future of mobility across our region.

— Doug Tisdale, RTD Board Chair



DAVID GENOVA, GENERAL MANAGER & CEO

A 24-year veteran of the transit industry and of RTD, Dave is the agency's General Manager and CEO. He previously served as Assistant General Manager of Safety, Security and Facilities for nearly 8 years, as Senior Manager of Public Safety, and as Manager of Safety and Environmental Compliance. Prior to RTD, Dave worked in the environmental, safety and oil and gas industries.

Dave serves on several national committees including APTA's Rail Transit CEOs Subcommittee, Commuter Rail CEOs Subcommittee, and Rail Transit Committee. He was formerly appointed by the U.S. Secretary of Transportation to the USDOT Federal Transit Administration Transit Rail Advisory Committee on Safety and is a former Chair of APTA's Rail Safety Committee and the Transportation Research Board's Transit Safety and Security Committee.

Dave is also on the Board of Directors for Visit Denver—the Denver Convention and Visitors Bureau.

Dave was formerly executive sponsor of RTD's Asset Management and State of Good Repair program—a national industry model. He has initiated programs resulting in a robust safety culture across our system. Dave is involved in all of RTD's capital projects including the Eagle Public Private Partnership, and conducted safety certification and commissioning for all of RTD's light rail lines, commuter rail lines, and Denver Union Station.

Dave has a Bachelor's degree in geology from the University of Colorado at Boulder and a Master of Business Administration from Regis University.



COLIN MURPHY

As the Director of Research & Consulting at the Shared Use Mobility Center, Colin Murphy leads the agency's research efforts, with an emphasis on newer shared modes' interaction with existing transportation networks. He was lead writer and researcher on SJM's three TCIP studies (TCIP Research Reports 188, 195, and 196), and heads the teams for other several other pilots and evaluation projects currently underway.

Colin has studied the operational characteristics of innovative mobility projects around the country, as well as analyzed the policy environments surrounding them. Before joining SJM in 2015, he worked with Smart Growth America's National Complete Streets Coalition and the Center for Neighborhood Technology in Chicago, and



NICHOLAS WILLIAMS

As the Deputy Chief of Staff at Denver Public Works, Nicholas Williams coordinates policy and other special initiatives. Prior to joining Denver Public Works in May 2018, he spent 10 years with the Houston-Galveston Area Council, the regional transportation planning agency for the Houston, TX area as first a Senior Planner, then Air Quality Coordinator, and finally a Principal Financial Analyst.

From March 2007–2009, Nicholas served as a Field Director for the U.S. House of Representatives. A graduate of the South Texas College of Law Houston, Nicholas holds a JD degree, as well as an undergraduate degree in English/Government from the University of Texas at Austin.



JAMES ROSNER

As Associate Vice Chancellor, Facilities Management and Planning, James oversees the Capital Projects and Planning, Facilities Management, Business Operations, Real Estate and Auxiliary Services, and Parking and Mobility Services for the University of Denver. He leads 283 employees and manages annual budgets totaling \$37.5 million as well as \$250 million in capital expenditure projects for DU's 125-acre campus.

James was previously Director of Energy Services at Oklahoma State University. He has expertise meeting carbon reduction goals through renewable energy. He was recognized as a 2014 EPA Green Power Partner of the Year for leadership in sustainable energy. James holds a degree in mechanical engineering from CSU and a master's in engineering management from the Air Force Institute of Technology.



HEATHER MCKILLOP

Heather McKillop is the Chief Financial Officer (CFO) and Assistant General Manager of Finance and Administration at RTD. She has worked in the public sector for more than 25 years, most recently as the Deputy Executive Director of the Colorado Department of Revenue.

Prior to working at the Department of Revenue, Heather spent 20 years in the Transportation Industry primarily in the role of Chief Financial Officer. She has worked for the Colorado Department of Transportation, the Southern California Association of Governments, and the Roaring Fork Transportation Authority.

Heather holds a Bachelor of Science degree in Accounting from Metropolitan State University in Denver.



DOUG TISDALE

Elected Chair of the RTD Board of Directors in 2018, Doug Tisdale represents District H (Cherry Hills Village, Greenwood Village, Centennial, Littleton, Columbine Valley and Highlands Ranch). Dedicated to a safe, secure, reliable and economical transportation experience, Doug is sensitive to the needs of his constituents.

Committed to collaborative regional, national, and international business development, Doug currently serves as Executive Vice President of the South Metro Denver Chamber of Commerce. He served as Mayor of Cherry Hills Village and as an officer of the Denver Regional Council of Governments, Denver Metro Mayors Caucus, Colorado Municipal League and National League of Cities.

As an accomplished attorney, problem-solver and facilitator, Doug has been a successful leader in civic, charitable, cultural, educational, governmental, and corporate environments. His leadership has benefited individuals, companies and governments in Africa, Asia, Australia, China, Europe and North America.

A University of Michigan Law School graduate, Doug is President of Tisdale & Associates LLC and was a partner with Brownstein Hyatt Farber Schreck as well as Popham Haik and Baker & Hostetler.

As the General Manager and CEO of RTD and a lifelong champion for transit, mobility, and access, I would like to thank you all for participating in today's Transportation Transformation Summit.

As we move forward, we will continue to examine and advance mobility options across our region, to better serve all of our communities, with public transportation at the very center of this collaboration.

— Dave Genova, RTD General Manager and CEO

The agenda for the half-day summit was filled with engaging conversations and presentations made by local and national mobility experts.

The Event



TRANSPORTATION TRANSFORMATION

AGENDA

Location: Auraria Campus, Tivoli Turnhalle Room
Date: September 13, 2018 | **Time:** 7:30a — 11:30a

NETWORKING/CONTINENTAL BREAKFAST – 7:30 TO 8:00

OPENING/WELCOME – 8:00 TO 8:20

- Doug Tisdale, Chair, RTD Board of Directors
- Dave Genova, General Manager & CEO, RTD

SHARED USE MOBILITY STATE OF THE PRACTICE – 8:20 TO 9:05

- Colin Murphy, Director of Research and Consulting, Shared Use Mobility Center

LOCAL PROJECTS PANEL (MODERATOR - DAVE GENOVA, RTD) – 9:05 TO 10:05

- *Dockless Pilot Project*, Nicholas Williams, Deputy Chief of Staff, Public Works, City and County of Denver
- *Chariot Microtransit Pilot Project*, James Rosner, Associate Vice Chancellor, University of Denver
- *Electronic Fare Integration*, Heather McKillop, Chief Financial Officer, RTD

BREAK – 10:05 TO 10:15


BREAK OUT SESSION – 10:15 TO 11:15

- Provide your thoughts and input on how RTD transitions from transit agency to mobility integrator.

CLOSING/WHAT'S NEXT? (DAVE GENOVA, RTD) – 11:15 TO 11:30

- Summarize what we heard throughout the morning
- Discuss next steps for RTD

rtd-denver.com | 303.299.6000



RTD Board Chairman, Doug Tisdale and RTD General Manager and CEO, Dave Genova welcomed attendees with opening remarks about the agency's effort to lead a regional initiative to gain a comprehensive knowledge of the district's transportation needs with an understanding that mobility changes have the potential of transforming how RTD serves its passengers and the public.

Over 125 regional transportation mobility partners attended the event to engage in a conversation about mobility trends and the current state of practice, local projects underway in Denver, and RTD's plans to lead a regional initiative to determine how public transportation will integrate with Denver's changing mobility landscape.

The Event



Colin Murphy, national expert on mobility and Director of Research and Consulting for the Shared Use Mobility Center impressed the audience with his presentation on shared use mobility state of the practice.



Local experts participated in a panel discussion highlighting three current integrated mobility projects happening in Denver.



Breakout sessions allowed RTD to gain valuable feedback from attendees on the future state of mobility and how RTD could best lead the initiative.


Social Media Posts and News and Alerts

RTD added 3 new photos. September 13 · 🌐

RTD's Transportation Transformation Summit on Thursday brought together dozens of mobility experts from across the Denver metro region. Those in attendance discussed dockless scooters and bikes, microtransit and advanced fare integration, among several topics.

General Manager and CEO Dave Genova spoke about projects in the works and noted that addressing future transportation needs and methods is a strategic priority of the agency's board of directors for next year. RTD is uniquely positioned, Genova said, to be the regional mobility integrator for metro Denver.

Event participants were highly engaged in the discussion, and their input will help inform the agency's plans and decisions. Genova told the group, "The future of mobility depends on our ability to collaborate and work together."



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TRANSPORTATION TRANSFORMATION SUMMIT ADDRESSES FUTURE OF MOBILITY IN DENVER

Posted on 09.26.18

On September 13, 2018, RTD hosted Transportation Transformation, a half-day summit to discuss the agency's role and intentions in addressing the future of mobility in the Denver metro region. As innovative technologies like bike-sharing, micromobility, and ride sourcing services are changing the way people get around, RTD is taking a proactive approach to participate in how these evolving trends are creating new and expanded opportunities for public transportation. Over 125 regional transportation mobility partners attended the event to engage in a conversation about mobility trends and the current state of practice, local projects underway in Denver, and RTD's plans to lead a regional initiative to determine how public transportation will integrate with Denver's changing mobility landscape.

Those plans include a comprehensive study that will analyze current operations and system optimization, and examine alternative service delivery approaches, first and last mile opportunities, fare payment systems and other innovative technologies.

The Transportation Transformation initiative falls directly in line with one of the RTD Board of Director's 2019 strategic priorities to gain a comprehensive knowledge of the district's transportation needs with an understanding that mobility changes have the potential of transforming how RTD serves our passengers and the public.

"The future of mobility depends on public transportation and regional collaboration to provide practical, sustainable solutions that meet the needs of everyone in the Denver metro area," states RTD's CEO and General Manager, Dave Genova.

The Transformation Transportation summit was held after extensive collaboration with a regional mobility working group formulated by RTD earlier this year which includes key staff from local jurisdictions, Transportation Management Associations and other entities. The working group was established to start a regional dialogue on mobility as a service (MaaS) and provides the opportunity to exchange information with regional stakeholders on current and potential projects, define strategies to implement regional mobility, and explore partnership opportunities with pilot programs and demonstration projects.

Audience Engagement

What should the public sector's role be in the new era of mobility?

086

Limited - regulation focused on public health, safety and welfare issues

2 %

Moderate - regulation + limited partnerships with private providers to incentivize behavior to support public goals

34 %

Major - regulation + partnerships + ensuring equity among public and private mobility options

64 %

Using an online interactive polling tool called Slid-o the summit offered an interactive opportunity for the audience to contribute to the conversation and allowed RTD to gain valuable feedback from the audience.

What do you feel are the biggest risks to the future of transit?

072

