



PODCAR CITY: ITHACA

SUSTAINABLE TRANSPORTATION CONFERENCE
SEPTEMBER 14-16, 2008 ITHACA, NEW YORK

Presented by
Swedish Institute for Sustainable Transportation
and Connect Ithaca LLC



CONFERENCE NEWSLETTER #1 – JULY 24, 2008

BREAKING NEWS:

PODCAR CITY: ITHACA is exactly what Al Gore calls for!

On Thursday July 17, 2008 Former Vice President Al Gore posed a “Challenge to re-power America” by putting forth a framework of a plan that is focused on addressing the significant global warming, climate and economic issues of our time. He is seeking to shake up an energy debate by challenging the United States to shift its entire electricity sector to carbon-free wind, solar and geothermal power within 10 years, and in part use that power to fuel a new fleet of electric vehicles.

Right on cue, **PODCAR CITY: ITHACA** offers a ground-breaking international conference that purposely addresses these critical issues by highlighting and discussing the most up to date and forward thinking sustainable transit and land-use strategies in the world. On September 14 – 16, 2008, experts in the fields of climate-change, peak oil, alternative energy, engineering, planning, and information technology will convene in Ithaca, NY to explore alternatives to American car-dependency with an aim to accelerate the evolution of sustainable cities, and thus a more socially and ecologically balanced planet.

Although Gore's challenge is focused primarily on a massive restructuring of America's electricity sector, his campaign clearly informs us that it will take a multi-faceted approach to meeting the 10 year clean energy objective. On his website www.wecansolveit.org, he states “in addition to making our voices heard, we can each make climate-friendly choices in our personal lives, whether by buying energy efficient appliances, switching to electricity generated by renewable energy, or **taking public transportation**. By taking these actions and by talking to our friends about the climate crisis, we are not only reducing our personal contribution to global warming, we're building support for additional progress at the local, state, national, and international level.”

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BREAKING NEWS *continued*

To that end, the focus of the **PODCAR CITY: ITHACA** conference is aimed squarely at breaking the stranglehold that the automobile and its resulting infrastructure have placed on the citizens and ecosystems of the world. Understanding this subject matter is critical to advancing our environmental objectives, while also giving a shot in the arm to our burgeoning green economy. As further stated by Mr. Gore: "Innovation and imagination will be the centerpieces of our robust economy, this isn't mere possibility, it is the future we need to ensure happens."

Adding his endorsement, Democratic Presidential Candidate Barack Obama recently stated: "(Gore's) strategy will create millions of new jobs that pay well and cannot be outsourced and one that will leave our children a world that is cleaner and safer." Adopting clean, affordable and safe Podcar technology, coupled with smart urban planning is a recipe for moving America beyond its dependence on foreign oil, the faltering auto industry and the misuse of our urban landscape.

Al Gore insists the only real obstacle is the reluctance of America's leaders to seek bold solutions to high energy prices and global warming. He likened his challenge to President John F. Kennedy's 1961 call to put a man on the moon, something that was achieved when the dream, will power and investment were united. **PODCAR CITY: ITHACA** is the next step in uniting core initiatives and stakeholders to the dream of developing a model sustainable city in North America.



EXTREME MAKEOVER: USA EDITION

By Christer Lindstrom, Founder IST

As a European I sometimes enjoy well produced US TV-shows. One of the more compelling for me is "Extreme Home Makeover", where people who really need it get a major overhaul of their living conditions, done by professional people and locals who care. It is a joy to see the excitement of the people who are lifted out of near disastrous circumstances and into the living environment of their dreams.

Many concerned citizens, professionals and industry leaders believe that it is high time for an Extreme Makeover of American Mobility. It is now obvious that neither ethanol, nor batteries, nor hydrogen will do the job properly. And even if they could, we would still be stuck with the same traffic congestion, sprawl, auto accidents and immoral use of dwindling natural and economic resources that are needlessly invested just to have private, inefficient vehicles sitting somewhere and rusting away 95% of the time.

The alternative? **PODCAR CITY: ITHACA** will show what could be done instead of simply reforming the car. Featuring all the world's major manufacturers of revolutionary Podcar Systems, experts in computer science, robotics, energy, and planning, we will explore compelling possibilities for today's transit needs, while we learn from each other in a stimulating educational environment. I welcome you to something much more than a conference - it is the first step into a makeover that America desperately needs, and the beginning of a breakthrough commitment to sustainable mobility that few other countries besides the US can make in times of emergency.

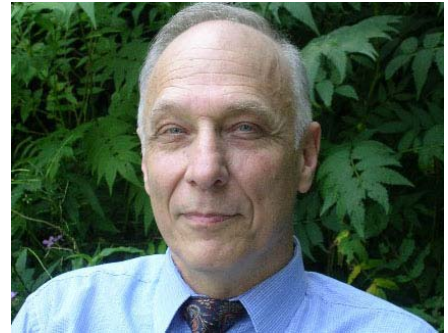
QUICK FACTS ON PODCARS or PRT (PERSONAL RAPID TRANSIT):

- Pods move safely on elevated guideways, so they avoid traffic, snow, and pedestrians.
- Pods are driverless, and are routed and controlled by a computer system for optimum performance and safety. Computer systems also learn where to situate pods on the track network so they are readily available to users based on typical demand.
- Service is "on demand"... pods pick up passengers only as requested, 24 hours a day. Automation makes personal mobility available at any time.

PRESENTER PROFILE: LARRY FABIAN

Re-shaping our lifestyle, re-imagining cities

By Larry Fabian, Trans 21



In 1983, Mr. Fabian founded Trans.21, a technical information clearinghouse on world APM developments that performs research, publishes newsletters and case studies, and organizes workshops and seminars. He is an active committee officer in the American Planning Association (APA) and the American Society of Civil Engineers (ASCE). He is also treasurer of the Advanced Transit Association (ATRA) and is active in the U.S. Transportation Research Board (TRB). Mr. Fabian graduated from Dartmouth College summa cum laude in 1967. He holds a Masters in City & Regional Planning from the University of Pennsylvania.

As we settle into the 21st century the winds of change are blowing. Skyrocketing food and energy costs, military expenditures, and evidence of climate change have prompted most citizens to now realize something needs to change in the way we've structured our lives and our cities. How truly comfortable are our auto-addicted life styles in this new era? How can we afford to keep warm this winter? How can we continue to pay no attention to each trip by the oil truck or stop at a gas station sending dollars to places we don't know, feeding world altering changes.

Though current trends are reminiscent of the 1970s, current global conditions are radically different. We did not adjust to painful realities back then, but merely found ways to perpetuate the status quo, shelving much innovation. But how do we adjust to painful realities today? Progressives talk of reducing carbon footprints. Solar and wind power are hot topics. Living in cities and towns is becoming cool again too. But what are the trends in "green" transportation that will work to address the cause of a big part of our global carbon footprint?

Humankind has learned much in the last thirty years. Wireless control is sweeping through all aspects of our lives. Heavy and intrusive fossil fueled machinery from the Industrial Age is no longer necessary nor welcome in our living environments. What concepts from as long ago as the 1970s are now feasible with 21st century breakthroughs?

Many are emerging such as PRT systems like Beamways (Sweden), PRT-Minnesota, Unimodal (California), Mist-er (Poland), Railcab (Germany), and robotic vehicles such as 2getthere (Netherlands), Robocar (French), and STS (Alden-Mass.). These are all listed on the new on-line publication of *Trans.21's* Planner's Guide to APMs.

What are our options? What are the potentials? How does the development of sustainable mobility systems affect cities, planning, and our daily lives? On August 22nd ATRA has organized a seminar to explore urban design issues surrounding PRT. It is hosted by the Graduate School of Design of Harvard University. Registration is possible at www.advancedtransit.org. Shortly afterward, from September 14th-16th in Ithaca, New York, sustainable mobility issues ranging from design to finance to public policy will be explored at the Podcar City: Ithaca, a conference to be held on the Cornell University Campus and in Downtown Ithaca, organized by the Swedish Institute for Sustainable Transportation and Connect Ithaca.

Harvard and Cornell are both places where most students live on campus or nearby, and typically don't have cars. For car-owners, parking is scarce and a source of frustration. Many residents walk and bike despite the traffic dangers and often harsh weather. It is in this context we will explore the future of mass mobility and the ways it can reshape our lifestyles for the better. As an American city planner long aware of Sweden's impressive achievements in design, I am excited and enthusiastic by prospects for both the Harvard workshop and the Podcar City: Ithaca conference. The mix of Nordic optimism and American "do-ism" will be a refreshing wind of change to be felt in Ithaca this September!



Do we think this lifestyle has a future?

or can we imagine more live-able cities?



Will the winds of change finally get us to innovate, instead of perpetuate the status quo?



INDUSTRY UPDATE: ULTra SYSTEM ALMOST COMPLETE AT HEATHROW

Writing for Business 2.0 Magazine (CNN Money.com) about the landing of personal rapid transit at London's Heathrow International Airport, journalist Chris Morrison recently dubbed the PRT movement "The next pod revolution." He continues to note in the articles' subtitle "If it flies, cities will never be the same." This statement can no longer be read in the future tense because ULTra, the PRT system of choice at Heathrow, is now near completion.

Mr. Morrison's article begins by describing the fundamental basics (and history) of Martin Lawson's company, Advanced Transport Systems (ULTra), and its \$20 million PRT project at Heathrow Airport in London: "(ULTra) will be whisking passengers between Heathrow's new Terminal 5 and a parking lot a mile away in tiny driverless vehicles that run on an elevated concrete track.

Unlike buses or trains, Lawson's "pods" are private -- about the size of a taxi, fitting as many as four adults -- and arrive on demand, within five minutes after passengers press a call button. The concept behind Lawson's system, called "personal rapid transit," is not new. PRT dates back to the Nixon administration, and it's probably the best transit system you've never seen."

The CNN article then goes on to outline the economic picture being painted by this investment in alternative transportation at the growing airport:

"The construction cost is minimal: The outlay for the Heathrow project should be no more than \$16 million per mile of track, compared with an average of \$40 million per mile for light rail in most cities. PRT pods use half the energy of other forms of transportation and could eventually be solar-powered."

Morrison then asks: "Why aren't cities already filled with PRT tracks and pods?" The answer: ""The real problem was political, not technical," recalls John Edward Anderson, a former professor at Boston University who has worked on PRT for almost 40 years. Chicago, Minneapolis, and Seattle killed PRT projects, fearing opposition from transit drivers and the embarrassment of failing with an untested system. Quips Lawson, "We have a long line of cities that are really enthusiastic about being second."

Now that Lawson has created a company that is putting PRT into effect, plenty of others are taking notice. South Korean steel giant Posco has poured money into a more complex project in Sweden, run by a subsidiary called Vectus, which has already constructed a test track and is seeking approval from the Swedish Rail Agency by the end of this year."

The article concludes with an observation from one of our conference speakers: "PRT "could really change the face of small-network transportation by 2020," says **Steve Raney**, executive director of Palo Alto-based nonprofit advocacy group **Cities21**. In the United States, at least five municipalities are taking a second look at PRT. Santa Cruz, Calif., is even considering cutting VC firms and other investors in on the action, letting them bid on Santa Cruz's proposed PRT project in exchange for a piece of the fare revenue.

"The surprising thing about PRT," says Santa Cruz city councilman Ed Porter "is that it can provide a return on investment after the first 10 years."



Steve Raney

Raney holds three masters: business, software, and transportation from Columbia, RPI, and Berkeley. He has conducted technology product research at Microsoft, Citigroup, and Silicon Valley start-ups. He was project manager for the Bay Area Rapid Transit system's Group Rapid Transit study. He is the author of five Transportation Research Board (TRB) papers. His "wireless carpool assistant," TrakRide, is patent pending. His recent conference presentations include TRB, Greenbuild Expo, Engineers for a Sustainable World, Rail-Volution, Association for Commuter Transportation, Going!, Intelligent Transportation Systems World Congress, Environmental Protection Agency, American Planning Association (California Chapter), San Francisco Bay Area State of the Estuary Conference and Housing California.

Steve Raney will present on the following topics at PODCAR CITY: ITHACA

- **London Heathrow ULTra progress**
- **Cardiff test track modifications**
- **New PRT market research results from his EPA study**
- **PRT planning tips**
- **Industry status.**

INDUSTRY UPDATE: ULTra SYSTEM ALMOST COMPLETE AT HEATHROW

Overall Specifications

The ULTra system exploits modern computing and information technologies to provide a new approach to transport. Off-the-shelf technology, mostly from the automotive industry, provides mature, well proven and reliable systems and components.

Principal vehicle characteristics:

- Four seats
- 500 kg payload
- 40 kph (25 mph)

The ULTra system uses a fleet of low power, electrically driven vehicles on a dedicated guideway network of routes. The operation of the system and movement of the vehicles on the network is managed by software and systems developed by ATS.

The innovative design of the ULTra system provides unique advantages, notably considerable flexibility in application.

ULTra can operate at-grade or elevated either within or external to buildings, offering the opportunity for significant benefits to the passenger. Low loading footprint means that the system can be carried by conventional building structure with no need for structural strengthening.

The vehicle has a small (5m) turning radius and readily copes with grades of 20%, although operating routes are limited to 10% to ensure passenger comfort.

The ULTra system is highly adaptable. Modular design and construction techniques makes addition of further routes straightforward.



Artist rendition of completed ULTra system



Artist rendition of ground level PRT station



Image of ULTra Podcar interior



Actual photos of ULTra network construction at London's Heathrow Airport Terminal 5. To learn more visit ULTra at www.ultraprt.com

PODCAR CITY: ITHACA will feature dozens of the world's top manufacturers of PRT, GRT (Group Rapid Transit), and other forms of sustainable transit innovation. Do not miss the opportunity to meet with top scientists, investors and CEOs in this exciting new field of public transportation!

SPEAKER PROFILE: VISHAKHA MASKEY



Ms. Maskey holds a Ph.D. in Natural Resource Economics, West Virginia University and M.S. in Ecology and Environmental Sciences, University of Maine, Post Doctoral Fellow at Regional Research Institute, West Virginia University.

Presentation Title: Socio-demographic and Behavioral Factors Influencing the usage of Morgantown PRT System

Authors: Vishakha Maskey, Michael Strager, Claudia Bernasconi, Michael Hasenmyer

The Personal Rapid Transit (PRT) is an automated transportation system at West Virginia University (WVU), in Morgantown, WV.

At West Virginia University, there are currently five PRT stations, each with different design and landscape attributes. In order to enhance the use of the PRT system, understanding patron behavior, attitude and factors that influence the use of the system will guide policy-decision makers towards developing a sustainable transportation system.

Morgantown PRT is a unique automated transportation system. There are 70 vehicles in the system, each with the capability to hold 20 people, 8 seated and 12 standing. The vehicles are powered by electric rails and have rubber tires. The system is crucial to connecting the campuses and other parts of town.

To aid in the future planning of the PRT, a random survey of the population was performed to examine socio-economic and demographic characteristics of the users and non-users of the system. At the Podcar City: Ithaca conference, findings from the survey will be shared. This study focused on an analysis of the public usage of a Personal Rapid Transit (PRT) system in Morgantown, West Virginia.

Our goal was to examine the attributes of both users and non-users as well as attitudes and behavior to better manage the current system. Assessing user demographics, attitudes, and behavior toward the PRT system and factors that influence the intensity of use is important to understand the users and plan further expansion to optimally meet location needs in improving and developing the PRT system.

To better plan and design transportation systems, identifying the driving forces behind preferences of urban transportation is crucial to creating socially acceptable transport systems. The driving forces in this context are individual characteristics, and their attitude and behavior.

The analysis result identifies relationship between individual's attributes and attitude towards PRT system, and also how individual traits influence the intensity of use of the system.

**Vishakha Maskey will be speaking on Tuesday September 16 – 8:30am
Track B - Research and Innovation Hilton Garden inn, Downstairs Room*



Images of the West Virginia PRT

PODCAR CITY: ITHACA ~ PROGRAM, TRAVEL & FEES

TRAVEL TO PODCAR CITY: ITHACA

For visitors from Europe, or any person going over London, please contact eutravel@podcar.org for information on group arrangements that are being planned from London on Saturday September 13, with chartered bus from New York to Ithaca. This opportunity also is planned to include a visit to the ULtra System at London Heathrow on Saturday Sept. 13th.

US visitors arriving to Syracuse or New York on Saturday or Sunday, please contact ustravel@podcar.org for possible shuttle service to your hotel in Ithaca.

Regarding your stay as an attendee at the conference, please find information when using the register function at our website: ithacaconference@podcar.org

SUNDAY SEPTEMBER 14

4:00 – 6:00p Ice-breaking event at the **Johnson Museum of Art**

MONDAY SEPTEMBER 15

9.30a Opening address - Mayor Carolyn Peterson, Ithaca

Morning theme: Lessons Learned and need for change
Introduction by Magnus Hunhammar, CEO of IST

Sustainable Communities and Regions - Joan Bokaer, Ecovillage and Gay Nicholson, CEO Sustainable Tompkins, Need for Joint Efforts - Hans Lindqvist, former member of European Parliament, KOMPASS Group Chairman, A Southern California Perspective - Gus Ayer, City Councilmember, Fountain Valley, Lessons learned - Robbert Lohmann, 2Getthere, Netherlands, Peak Oil and Renewable Energy - Debbie Cook, Mayor of Huntington Beach and candidate for US Congress (D) and Ron Swenson, CEO Ecotopia

Afternoon theme: Evolving Projects and Solutions
Introduction by Larry Fabian, ATRA

The Masdar initiative - Luca Guala, Systematica, Italy, City of Daventry, UK- Malcolm Buchanan , UK, Dunsfold Park and Masdar plans - Martin Tillman , UK, Swedish Initiatives - Magnus Hunhammar , Sweden , The Encitra Virtual City Initiative - Crista Lopes , University of California, Irvine

Panel Discussion:

Introduction by David Muyres, Artcenter, Pasadena

TUESDAY SEPTEMBER 16

** Track A - Cities for the future **

Santa Cruz, CA; Fountain Valley, CA; Ithaca, NY; Varmdo, Sweden, Are, Sweden, Stockholm, Sweden, Daventry, UK, and other cities, including members of KOMPASS.

** Track B - Research and Innovation **

Morgantown WVU, 35 years Later - Vishakha Maskey , Extending PRT Capabilities - Ingmar Andreasson, KTH Sweden, Princeton Studies - Alain Kornhauser, Transportation financing paradigm shift - Christer Lindstrom & Frost Travis, SIKA Study - Kjell Dahlstrom, Vinnova Study - Magnus Hunhammar - Discussions - What's next in research?

Historic State Theater - all attendees - Introduction by Jacob Roberts, Connect Ithaca, David Pimentel - Biofuels and Transportation, John Hogan - Control System for Spaceship Earth - Panel Discussion, moderated by Jacob Roberts, Connect Ithaca

Closing Speech - Christer Lindstrom, IST

REGISTRATION FEES

- Regular, all inclusive (\$610.00)
- IST/ATRA/CityMobil/ULI/Group all inclusive (\$495.00)
- Confirmed Speaker
- Exhibitor, all inclusive, dinner for 2 (\$690.00)
- Student (no lunch, icebreaker, dinner) (\$60.00)
- Ithaca local citizen (no lunch, icebreaker, dinner) (\$90.00)
- KOMPASS (\$495.00)

TICKETS ARE SELLING FAST! TO LEARN MORE & TO REGISTER FOR PODCAR CITY: ITHACA, VISIT:

www.podcar.org/ithacaconference

EYE ON ITHACA: JOHNSON MUSEUM

Host to **PODCAR CITY: ITHACA's** Ice Breaking Event on Sunday September 14th from 4:00pm – 6:00pm, Cornell University's Johnson Museum has one of the finest collections of art in New York State and is recognized as one of the most important university museums in the country.

The permanent collection consists of more than 30,000 works of art. Aside from the outstanding Asian collection, its greatest strength is in European and American prints, drawings, and photographs, presenting the history of graphic art from the fifteenth century to the present, American painting and sculpture, European art from ancient Greece to the present, African sculpture and textiles, and pre-Columbian sculpture and ceramics are also well represented.

While taking time to meet fellow conference attendees, enjoy panoramic views of beautiful Cayuga Lake, Downtown Ithaca and the surrounding rural landscape. Parking is available adjacent to the building, which is located on the corner of Central and University Avenues.



Jacob at Netroots Nation listening to Vice President Al Gore.

Jacob Alan Roberts

By Christer Lindstrom

PODCAR CITY: ITHACA is pleased to announce the recent hiring of Jacob Alan Roberts as its **Marketing & Sponsorship Director**. Over the past decade, Mr. Roberts has been a tireless leader in catalyzing and inspiring the creative sectors of Syracuse and Ithaca, NY. His extensive body of work as an executive, civil servant and community volunteer has yielded transformative action in social, cultural and economic spheres that continue to bring about sensible and innovative solutions to the greater region.

Since graduating from Syracuse University with a degree in Fine Art in 1996, Jacob has committed himself to the promotion and advancement of Upstate, NY by creating a diverse portfolio of initiatives that produces results. From co-founding NGO's that work to support the areas "creative class", to launching a community-based fiber optic network, to spearheading the largest gathering of "young professionals" in US history, Mr. Roberts continues to make positive impacts with his time and energy.

We are happy to welcome Jacob to the team!

For information on Marketing or Sponsorship opportunities, please contact Jacob Alan Roberts at Jacob.Roberts@podcar.org or call # 315.729.0829

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