

# BEYOND OIL

## TRANSFORMING TRANSPORTATION: A NATIONAL DEMONSTRATION PROJECT

TransTech Energy Conference, September 4 - 5, 2008

Microsoft Executive Conference Center, Redmond, Washington

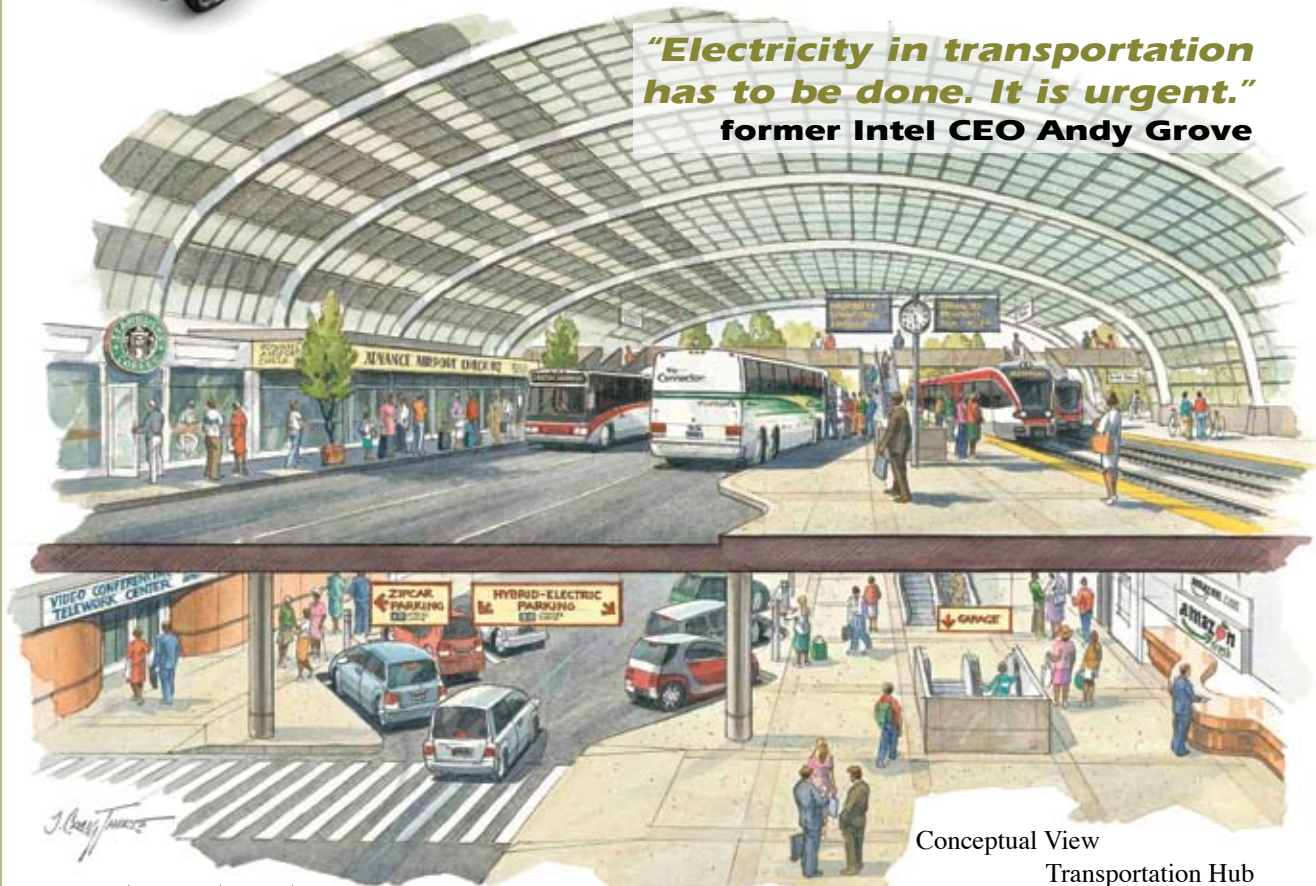
Cut-away of  
the GM Volt



*"Park-and ride facilities can be central platforms for transit options: express bus, light rail, van pools, company transit (such as Microsoft's Connector bus service), flex car rentals and other alternatives coordinated through interactive, hands-free communication and information services..."*

Steve Marshall and Bruce Agnew, Cascadia Center  
for Regional Development, The Seattle Times, November 2007

***"Electricity in transportation  
has to be done. It is urgent."***  
**former Intel CEO Andy Grove**



Conceptual View  
Transportation Hub



www.CASCADIAPROJECT.ORG

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Commissioned by Cascadia Center

- SHOWING: - Swiss 2-car Diesel Multiple Unit (DMU) Train - Zipcar Parking  
- Microsoft "Connector" Service - Adjustable solar panels (on south side of canopy)  
- Sea-Tac Express Motor Coach - Video Conferencing and Telework Center  
- Advance Airport Check-In Service - Typical Retail Vendors  
- Plug-in Hybrid Electric Vehicle Stalls

*"This revolutionary aircraft will bring a step change to the industry, substantially reducing environmental impact and incorporating innovative design and advanced technology."*

Steve Ridgeway, CEO, Virgin Atlantic on their  
environmental partnership with Boeing's Dreamliner.



# TransTech Energy Forum Series

## BEYOND OIL TRANSFORMING TRANSPORTATION: A NATIONAL DEMONSTRATION PROJECT

This is the fifth in an annual series of conferences on the combination of transportation, technology and energy. Two years ago, we hosted one of the first national forums to examine the potential of plug-in hybrid electric vehicles and advanced biofuels. Last year, the conference series moved beyond concepts to announcements by Ford, Toyota, GM and other automakers that they would soon make plug-in hybrid electric vehicles (PHEVs).

This year, we will move beyond concepts and announcements to discuss how to transform transportation—how to move beyond oil. What are the policy proposals and demonstration projects that can help accelerate and integrate the vehicles that can connect to the power grid? How can we make the power grid more efficient and carbon free at the same time we move from oil to advanced biofuels and electricity? How can plane manufacturers and airlines introduce alternative fuels? How far will gas revenues drop as we switch to electricity? How do we fund our transportation

systems in ways that can also reduce congestion and save time and fuel? Can the technology we take for granted at home be used in cars to better integrate transportation options?

We have invited leaders from the automotive, trucking, and airline industries, the U.S. Department of Transportation and the U.S. Department of Energy. We will have an expert panel to discuss powering plug-in cars from an increasingly carbon free power grid with sun, water, waves, wind and atoms and conservation.

The first day of the conference, September 4, will feature workshops and seminars on the technology that can move us beyond oil. Day two will focus on the case for bipartisan change and how to accelerate and integrate the political will with technological changes needed to move beyond oil for the sake of the economy, national security and the environment.

### Day 1, September 4:

9:30 a.m. **Registration**

10:30 a.m. **Introductions and Welcome featuring Governor Chris Gregoire**

10:45 a.m. **Plenary Session: Future of Transportation and Energy Policy**

12:30 p.m. **Lunch**

1:30 p.m. **Workshops**

**A. National Demonstration Project: Electrification of Transportation and Acceleration & Integration of Advanced Alternative Fuels**

**B. Advanced Technology and Traffic Management: Public and Private Sectors**

**C. Urban Partnership - Federal Initiatives, Local Action: Tolling, Technology, Transit and Tele-work**

4:30 p.m. **Reception**

**Alternative Vehicle Display**

### Day 2, September 5

8:00 a.m. **Registration**

8:45 a.m. **Welcoming Remarks**

9:30 a.m. **Keynote Address**

10:00 a.m. **Beyond Oil: The Case for Change**

10:15 a.m. **Beyond Oil: The Case for Change - Panel Discussion**

11:30 a.m. **Beyond Oil: The Case for Bipartisan Action**

12:00 p.m. **Luncheon Program: Beyond Oil: Transforming Transportation**

1:00 p.m. **The Cars of the Flex-Fuel, Plug-in Vehicle Future**

2:00 p.m. **Implementing a National Demonstration/Integration Project**

3:30 p.m. **Powering the Carbon Free Grid: Sun, Wind, Water, Waves, Atoms and Conservation**

4:30 p.m. **Closing Remarks: A Clean, Secure Transportation and Energy Future**

5:00 p.m. **Closing Reception**

**Alternative Vehicle Exhibition**

**Updated conference information  
available online at  
[www.cascadiaproject.org](http://www.cascadiaproject.org)**

## FEATURED SPEAKERS

**SEPTEMBER 4 - 5, 2008**



**Governor Chris Gregoire:** Governor Gregoire serves as Washington's 22nd governor. Gregoire has been a leader in forming a West Coast climate initiative and recently announced the Pacific Coast Collaborative to address climate change. Previously, she served three terms as the state's Attorney General—the first woman elected to the position in Washington. Earlier, she served as director of the Washington Department of Ecology.



**Jon Wellinghoff:** Commissioner Jon Wellinghoff is in his second term as a member of the Federal Energy Regulatory Commission, which oversees wholesale electric transactions, interstate electric transmission and gas transportation in the U.S. He is an energy law specialist with over 30 years experience. In private practice, he focused on renewable energy, energy efficiency and distributed generation.



**R. James Woolsey:** James Woolsey served in the U.S. government where he held Presidential appointments in two Republican and two Democratic administrations, most recently (1993-95) as Director of Central Intelligence. In a number of different roles, he now specializes in a range of alternative energy and security issues. He is a Venture Partner with VantagePoint Venture Partners of San Bruno, Calif.



**Paula Hammond:** Paula Hammond manages the Washington State Department of Transportation, an agency of 7,200 employees that operates, maintains and builds the state highways and also runs the Washington State Ferry system, the nation's largest. In her 29 years with WSDOT, she has worked in all areas of the department's capital delivery, operations and policy programs.



**Slade Gorton:** Slade Gorton is co-chair of the Bipartisan Policy Center's National Transportation Policy Project. He has a long record of public service, from the Washington statehouse to Washington State Attorney General to three terms in the U.S. Senate. He served as a Commissioner on the National Commission on Terrorist Attacks upon the United States. In 2001, Gorton joined K&L Gates as counsel.



**David Kaplan:** David Kaplan co-founded V2Green in 2006 to help enable electric transportation. At Microsoft, David helped to create Microsoft SQL Server, Microsoft Access, and Microsoft's internet services software. As Director of Software Development at Impinj, David founded the Software and CAD group, helping the company chart a course into RFID products.



**Bill Rogers:** Dr. Bill Rogers is Associate Laboratory Director - Energy & Environmental Science and Technology at Idaho National Laboratory. He has 28 years of experience in transferring basic research into application in academic and laboratory environments. He helped create - with Pacific Northwest National Laboratory and UW- the Joint Institute of Nanotechnology.

## REGISTRATION FORM

You may also register on-line at: [www.cascadiaproject.org](http://www.cascadiaproject.org)

For questions contact Mollie Tschida at (206) 292-0401 ext. 111  
or [molliet@discovery.org](mailto:molliet@discovery.org)

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**Send Registration form to:** Cascadia Center for Regional Development

**or Fax to:** 206-682-5320

**Check payable to:**

Cascadia Center/Discovery Institute

Discovery Institute

208 Columbia St.

Seattle, WA 98104

**For transit information please visit** <http://tripplanner.metrokc.gov>.

The Microsoft Conference Center is located at 16070 NE 34th Way, Redmond WA. The conference center is located close to the Overlake Park & Ride and the Overlake Transit Center.



### Please Check Appropriate registration:

- ☐ \$35 - Day One      ☐ \$65 - Day Two  
☐ \$95 - Both Days  
☐ \$65 - Non profit rate

### Payment Method:

- ☐ Check    ☐ Credit Card  
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# TRANSTECH ENERGY CONFERENCE

*"The cars of the future must be much more efficient – smaller, lighter, more aerodynamic – and they should, increasingly, be powered by electricity."*

- James Leape, Director  
General of World Wildlife Fund International



"Plug-In Hybrids: Toyota Prius and Ford Escape"

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## BEYOND OIL Transforming Transportation A National Demonstration Project September 4-5, 2008



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